

Fundraising and Sponsorship Toolkit

#STAND! For a Day of Action

Washington DC | May 10, 2018



Thank you for your willingness to travel to DC to make your voice heard in the fight for justice on behalf of all victims of police violence. We are working to find financial and logistical support to get as many mothers to DC as possible. Please make sure you have registered with us, and we will update everyone on our progress. We are also working on securing a block of hotel rooms at an affordable price, and will share that information as soon as we have it.

As time is of the essence, **we strongly encourage you to begin reaching out for support with your own community**, as our funds will be limited, and it is unlikely we will be able to fully fund individual travel. We have prepared this document to help make it easier for you to advocate for yourself within your community.

- **STAY SAFE**

We understand that many of our mothers have tremendous community support while others may be isolated. Working to hold the police accountable can have some security risk, so we urge you to act cautiously. Feel free to reach out to local community contacts that you know or are families with. When contacting groups that you haven't been in touch with before, we recommend that you proceed cautiously to first determine the community groups' general social justice agenda, their friendliness to anti-violence work, civil rights and race relations. Once the group is vetted and you feel that their mission is aligned with #STAND, and you feel that you are in direct verbal contact with the community group, proceed cautiously in sharing the donation and volunteer links that can be found here: <https://sjwpc.weebly.com/stand-with-the-mothers-of-the-movement.html>

- **IDENTIFY LOCAL SUPPORT**

Contact local houses of worship and community groups in your area who are likely to be supportive of your needs. A draft of a letter is on the following page. If you are not sure where to start, here are a few suggestions:

- Find your local ACLU Chapter here:
<https://www.aclu.org/about/affiliates>
- Find your local NAACP Chapter here:
<http://www.naacp.org/find-local-unit/>
- Find your local Black Lives Matter (BLM) chapter here:
<https://blacklivesmatter.com/take-action/find-a-chapter/>
- Find your local Showing Up for Racial Justice (SURJ) chapter here:
http://www.showingupforracialjustice.org/affiliated_groups_local_contacts
- Find your local Unitarian Universalist (UU) congregation here:
Many UU churches have committees specifically dedicated to social justice.
<https://www.uua.org/find>.
- Find your local Friends Meeting House here:
<http://www.fwccamericas.org/visitation/find-friends.aspx>

See Appendix for sample fundraising letter.

- **CREATE A DIRECT FUNDRAISER OR LEAD PEOPLE TO #STAND FUNDRAISING LINK**

If you are not able to work with an existing local organization, or prefer not to, you can create an on-line fundraising page to find individuals who can help cover your travel costs. Two suggested platforms are below; there are others as well. Both charge no fee, but there is a 2.9% credit card processing fee that is almost unavoidable in the world of on-line fundraisers. If the organizations mentioned above are not able to provide direct support, they may be willing to share your on-line fundraiser with their community.

- Go Fund Me - <https://www.gofundme.com>
- You Caring - <https://www.youcaring.com>
- STAND Donation Link - <https://www.actionnetwork.org/fundraising/mothers-of-the-movement-fund> TIP: Share the five minute video from YouTube:
<https://www.youtube.com/watch?v=JfRydYIFPY8&t=51s> along with the donation link in the share description. Your allies and followers can include your name in the “comments” field and we will make sure that funding is designated for your trip.

- **REACH OUT TO THE PRESS/MEDIA**

If your story is already in the public eye, and you feel safe reaching out to local press and/or

digital/social media outlets, they can be a great catalyst to promote your GoFundMe or YouCaring...or even our national fundraising page.

If your story is not already in the public eye, we recommend that you speak to 2 or 3 other mothers to learn about how they were impacted both positively and negatively by interacting with the press in their communities. To talk with the #STAND Day of Action PR team, please contact TruthhopeJustice@gmail.com and we will put you in touch with the appropriate contact.

- **HOUSING**

Our current fundraising priority is to support flights since they need to be booked in advance. We will soon move on to support housing requests, but it is unlikely we will be able to fund housing for everyone who needs it. Here are some options for housing:

- Let us know if you would be interested in staying with a host family in DC and we can reach out to community and faith-based groups on your behalf. If you belong to a house of worship, please let us know which denomination and if you would like us to help with outreach.
- For about \$100 per night, we can secure an Air BnB for families to share. If you would like to take advantage of this, please let us know.
- We are working on securing group rates at the following hotels:
 - Hyatt Place, Washington DC US Capitol (\$249 Group Rate should be secured by 4/26)
 - Crowne Plaza, Dulles Airport (special nonrefundable \$90 per night rate available through hotels.com while available, refundable rate is about \$129 per night)

- **OTHER TIPS**

1. Reserve your flight two weeks in advance (ideally by Wed. April 25). Train and bus tickets can be purchased closer to the date without losing good fares.
2. If you have special circumstances that we should know about, please make sure you have completed the Family Needs Form (<https://www.actionnetwork.org/forms/stand-day-of-action-family-needs-form>) and/or email us at standtravelhelp@gmail.com

Appendix

This is a SAMPLE LETTER. Please customize in whatever way that works for you, it is provided here for your convenience. You may prefer to write your own from scratch. Please do whatever you find most comfortable.

Date

Dear _____,

{Personal introductory paragraph here}

I would like to travel to DC on May 10, for the **#STAND Day of Action** on Capitol Hill. This event, being organized by the Truth, Hope & Justice Initiative, will put a face on the epidemic of police violence that is plaguing our country. As mothers and families who have lost loved ones, we will be demanding change, justice, and legislative action from our representatives.

This is a rare opportunity for personally impacted families to come together and use our collective voices to raise awareness and demand change. It will also be a unique opportunity for me to join in fellowship with other mothers who have been impacted. Unfortunately, due to travel expenses, I am not able to afford to make the trip without financial support.

The organizers of the event have limited funding, and therefore they have recommended that we reach out to local community groups for travel assistance.

Are you able to sponsor my trip? Any support your organization and your members are able to provide would be greatly appreciated. Examples of possible ways to help include:

- Monetary donations to offset travel costs
- Donation of travel miles to purchase airline [or rail] tickets, or to cover hotel accommodations
- Sharing my on-line fundraising page within your community
- Helping make connections in DC for free or reduced cost accommodations.

I look forward to hearing from you, and would be most grateful for any assistance you are able to provide.

In Gratitude,