

# Community Fundraiser Toolkit

Thank you for being a part of a growing community of supporters working together to create a brighter future for survivors of domestic violence.



# Community Fundraiser Toolkit

Thank you for your interest in fundraising for Sojourner! We are grateful for your desire to give back and our team is thrilled to work with you. Every dollar you raise helps us to continue **our mission to transform lives impacted by domestic violence.**

In this toolkit you will find our **Event Organizer Checklist, Event Policies, FAQs, Cash Donation Tracking template and Post Event Thank You template.** If you have any additional questions contact our Development team at: [events@familypeacecenter.org](mailto:events@familypeacecenter.org). Thank you for your support, and good luck with your event!

## About Sojourner

Sojourner is the largest nonprofit provider of domestic violence prevention and intervention services in Wisconsin, serving more than 11,800 clients each year. Established in 1975, Sojourner provides an array of support aimed at helping families affected by domestic violence achieve safety, justice and well-being.

Our primary goals are to ensure the safety of survivors of domestic violence and provide a pathway out of violence for survivors and abusers through opportunities to make positive and lasting changes for themselves and their children. For more information, visit [familypeacecenter.org](http://familypeacecenter.org).

## Mailing Address

Sojourner  
Attn: Development Department  
619 W. Walnut Street  
Milwaukee, WI 53212

## Find Us Online

[Familypeacecenter.org](http://Familypeacecenter.org)  
[Facebook](#)  
[Instagram](#)  
[LinkedIn](#)

## Community Fundraiser Contact

Development Coordinator  
[events@familypeacecenter.org](mailto:events@familypeacecenter.org)  
414.810.1825



# Event Organizer Checklist

- ❑ **Get Inspired!** What is your inspiration? Have you or someone you know experienced domestic violence? Maybe you have never met anyone that has experienced domestic violence, but you want to make a difference. The best event to plan is one that interests you. There are endless ways to put your interests to work on behalf of Sojourner, and we are here to help inspire you and make planning your event easy and fun!
- ❑ **Schedule a call!** Interested in hosting a fundraiser but not sure what to do or where to start? Our Development team can help you generate ideas for your event, answer any questions, and help you get started planning your event.
- ❑ **Complete the application.** Once you have decided on an event format and selected a date(s), complete a [Community Fundraiser Application](#) on our website.
- ❑ **Plan your event.** Start working on the event details and a timeline. What is your fundraising goal? Where will the event take place? Who is invited? Will you need to recruit volunteers or solicit sponsors? Be sure to give yourself plenty of time to execute on event logistics.
- ❑ **Publicize your event.** Create flyers to post and distribute to publicize the details of your event. Leverage your personal network through emails and social media. Encourage participants to like and share your event posts. Sojourner can help spread the word too by liking and sharing social media posts about your event we are tagged in.
- ❑ **Host your event.** Time for all that planning and hard work to come alive. Raise awareness, collect donations and most importantly, have fun!
- ❑ **Post-event tasks.** Within 30 days of your event submit all donations collected via mail or in person at the Sojourner Family Peace Center. Send our Development team contact information for any sponsors or attendees who wish to be added to our mailing list. We encourage you to send a thank you to all event attendees, volunteers and sponsors who supported or participated in your event. The best thank-you's include photos from the event and grand totals of goods collected or dollars raised, let them know what a huge impact they have made!
- ❑ **Inspire others.** Let us know how your event went. We would love to share your community fundraiser success story and photos with our network of supporters on our blog, social media, and in our e-newsletter and beyond!



# Community Fundraiser Policies

## Organizer Responsibilities:

- Event organizers must register their event with Sojourner 30-60 days prior to the scheduled event date(s). Upon approval, Sojourner will provide a letter of endorsement to share with event attendees.
- Sojourner reserves the right to request additional information prior to providing approval and endorsement of your event. We also reserve the right to decline approval of the event at any time.
- All event expenses are the responsibility of the event organizer(s). Sojourner is not responsible for, and will not reimburse any expenses. Consider finding event sponsors or charging a registration fee to help cover expenses, if needed. You may not purchase goods or services in Sojourner's name, and use of Sojourner's sales tax exemption cannot be extended to any third-party events.
- The event organizer(s) is responsible for all aspects of planning and execution of the event, including safety precautions and adherence to applicable laws. As the beneficiary of a fundraising event, Sojourner does not accept or assume any liability associated with the event.

## Promotion, Publicity and Best Practices:

- All third-party events must be publicized and conducted in a manner that makes it clear Sojourner is the beneficiary, not the sponsor or host of the event.
- Promotional materials must clearly state the event is raising funds to benefit Sojourner (e.g. "proceeds benefit Sojourner") and indicate the percentage or portion of proceeds that will benefit Sojourner if it is not 100%. If Sojourner is not the sole beneficiary, event organizers should state clearly on event materials the percentage of proceeds being directed to Sojourner.
- Event names may not incorporate the name Sojourner, as in "The Sojourner Walk-a-thon." Sojourner may be used in a second clause identifying the relationship of the event to Sojourner, such as "John Doe Walk-a-thon, benefitting Sojourner."
- All event materials that include Sojourner's logo or name, including, but not limited to, advertising, press releases, posters, flyers, and t-shirts, must comply with our guidelines and be reviewed and approved by the Development team prior to distribution. Our logo and/or name may not be used without a signed Logo and Name Use Agreement.
- Due to confidentiality, Sojourner is unable to release donor contact lists for promotion or solicitation of funds in support of your event.
- If your event features a raffle or bingo, you are responsible for obtaining a license from the [Wisconsin Department of Administration](#).
- If you plan to solicit sponsorship or gifts for your event, please discuss with our Development team.
- All event staff and volunteers must be provided by, and are the responsibility of, the event organizer(s).

## Financial Policies:

- Sojourner will only provide IRS-compliant tax receipts for donations made payable directly to Sojourner, in the amount of \$10.00 and above, provided we have contact information for the donor.
- We request that event proceeds be submitted within 30 days of the event date.
- All checks, including those collected at the event, should be made payable to Sojourner Foundation.



# Community Fundraiser FAQs

## **When will I know if my event has been approved/endorsed?**

- A Development team member will contact you within five business days upon receipt of your online application. They will address any questions or concerns about your event. If approved, they will provide a letter of endorsement for your event you may share with participants.

## **What are some examples of events?**

- Host a bake, candy or craft sale, car wash, happy hour or dinner party. Engage co-workers with a change war or jeans day coupons. Have a special occasion? In lieu of gifts, ask guests to make a donation to Sojourner. Get active! Host a 5K, jump rope or push-up contest. Host a collection drive of back to school or personal care items. Choose something you are passionate about and plan your event around it.

## **Will someone from Sojourner help me plan my event?**

- We are happy and excited to help generate event ideas, give planning advice and provide printable informational materials for your event, but we are unable to plan your event, provide volunteers or assume any event cost/liability for you.

## **How can I publicize my event?**

- Never underestimate the power of your personal and social networks. Facebook, Instagram, LinkedIn, Twitter, friends, and colleagues can all help you broaden your reach to gain additional event support and participants. \*When promoting your event on social media, remember to tag Sojourner using @SojournerMKE in your post.

## **Will Sojourner send a press release or solicit media coverage for my event?**

- No, we are unable to help with media outreach. We recommend using your personal social media outlets and asking friends and family to spread the word about your event for publicity.

## **Will Sojourner create/provide promotional materials for my event?**

- No. However, we can provide our logo to organizers of approved events for use, as well as print friendly Sojourner posters and brochures for use at your event.

## **May I use the Sojourner name and logo on event materials and promotions?**

- Yes! Once your event is approved, we will send you a Logo and Name Use Agreement for review and signature. Upon receipt of a signed agreement we will provide Sojourner logo files for your use.



# Community Fundraiser FAQs

## **How should I reference Sojourner in promotional materials?**

- Event names may not incorporate Sojourner, as in “The Sojourner Golf Classic.” Sojourner may be used to identify the relationship of the event to Sojourner, such as “10<sup>th</sup> Annual Golf Classic, benefitting Sojourner.” Promotional materials must clearly state the event is raising funds to benefit Sojourner (e.g. “proceeds benefit Sojourner”) and the percentage or portion of proceeds that will benefit Sojourner if less than 100%.

## **Will Sojourner provide a current donor mailing/email list I may use to promote and solicit attendees for my event?**

- No, to protect our donors confidentiality we cannot provide any donor mailing lists. We recommend you utilize your personal network and social media to publicize your event and drive interest and attendance.

## **Does Sojourner provide event insurance?**

- No, Sojourner cannot assume any liability for an event conducted on its behalf.

## **May I host my event at Sojourner?**

- No, we are unable to provide space for you to host an event due to client confidentiality and safety as well as security and liability concerns.

## **Will someone from Sojourner attend my event?**

- We cannot guarantee a staff member will attend, but will make every effort to have someone present, if requested. We are happy to post your event flyers/posters in our building, and share event details in our weekly staff emails. We encourage our staff and building partners to attend events held to support Sojourner.

## **Will someone from Sojourner speak at my event?**

- We will make every effort to have a staff member speak, should scheduling allow. If you'd like a speaker at your event, please make your request to our Development team a minimum of 30 days prior to your event.

## **Can Sojourner provide a survivor to attend or speak at my event?**

- No, for the safety and privacy of our clients, we are unable to have survivors attend or speak at community events. We are happy to provide quotes, stories and video interviews from survivors, for you to share at your event.



# Community Fundraiser FAQs

## **Will Sojourner provide staff and/or volunteers for my event?**

- No, all staff and volunteers will be provided by, and are the sole responsibility of, the event organizer(s).

## **May I have a raffle at my event?**

- Yes, visit [Wisconsin Department of Administration](#) for information on obtaining a raffle license.

## **I am planning a silent auction. Can Sojourner provide or solicit items for my silent auction?**

- No, we are unable to provide or solicit auction items for your event.

## **Does Sojourner accept clothing and personal care donations?**

- Yes, we accept **NEW** clothes, personal care items, toys, books, and household supplies. Speak with our Development team about our most-needed items. These supplies are used everyday to help survivors and their families create a new life free from violence.

## **How will the funds raised at my event be allocated?**

- Funds raised through community fundraisers go to Sojourner's annual fund, which is used to support all aspects of our work. Please speak with the Development team if you have a particular funding interest to which you prefer funds from your event are directed.

## **Will Sojourner issue tax receipts to my donors?**

- To receive a tax receipt from Sojourner, donors must make a payment by check, cash (must be tracked and submitted to Sojourner) or credit card (online) directly to Sojourner in the amount of \$10.00 or more. We cannot issue a tax receipt for payments made to the event organizer or any other organization. That means if you accept cash or checks made out directly to you from event participants they will not receive a tax receipt from Sojourner. This should be clearly communicated to all event participants.

## **Who should donation checks be made payable to?**

- Checks can be made payable to Sojourner Foundation. Please send all checks to: Sojourner, Attn: Development Department, 619 W. Walnut Street, Milwaukee, WI 53212.

## **What should I do with cash donations collected at my event?**

- If you receive cash donations, please go to your bank and get a bank check (issued to Sojourner Foundation) for the total cash amount and mail or deliver the check to Sojourner. Utilize the Cash Donation Tracking template on page 8 of this document and include it with the bank issued check to ensure donor acknowledgment for any cash donations <\$10.



# Cash Donation Tracking

Convert all cash donations received into a check/money order payable to: Sojourner Foundation. If your donors would like a tax receipt, list them here to ensure proper acknowledgement. Name & full address REQUIRED for cash donations > \$10 to be receipted. *Duplicate this form as needed.*

**CASH DONATION # \_\_\_\_\_**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, ST, Zip: \_\_\_\_\_

Gift Amount \$ \_\_\_\_\_

**CASH DONATION # \_\_\_\_\_**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, ST, Zip: \_\_\_\_\_

Gift Amount \$ \_\_\_\_\_

**CASH DONATION # \_\_\_\_\_**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, ST, Zip: \_\_\_\_\_

Gift Amount \$ \_\_\_\_\_

**CASH DONATION # \_\_\_\_\_**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, ST, Zip: \_\_\_\_\_

Gift Amount \$ \_\_\_\_\_

**CASH DONATION # \_\_\_\_\_**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, ST, Zip: \_\_\_\_\_

Gift Amount \$ \_\_\_\_\_

**CASH DONATION # \_\_\_\_\_**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, ST, Zip: \_\_\_\_\_

Gift Amount \$ \_\_\_\_\_



# Post Event Donor Thank You

Email Purpose: Post event thank you to your event supporters

Subject Line: Thank You for your support!

Dear [NAME]:

I/We wanted to personally thank you for [supporting or sponsoring] the [NAME OF YOUR EVENT], benefiting Sojourner on [EVENT DATE]. I/We sincerely appreciate it. Your generosity helped [raise/collect] more than [\$ DOLLAR AMOUNT RAISED/ # Items collected] to benefit Sojourner. These [funds/items collected] will go directly to support and improve the lives of survivors of domestic violence and their families.

Please be sure to check with your employer to see if they offer a matching gift program. Applying for a matching gift is a great way to double your donation to Sojourner!

Without the continued support of a caring community like ours, Sojourner simply could not have the tremendous impact they do on so many survivors.

Thank you again for being a part of [EVENT NAME] it was truly an inspirational day!

Sincerely,

[YOUR NAME]

P.S. Sojourner is a one-of-a-kind organization. I/We encourage you to visit their website: [familypeacecenter.org](http://familypeacecenter.org) to learn more about their services. You will also learn how they are putting donations like yours to work, and ways you can stay involved and continue to support their efforts.

[Insert event photos here]

