# #PeaceByPiece 2021 Annual Fundraiser — Giving Toolkit

## Campaign Theme: #PeaceByPiece

## Explanation/Overview:

Our annual giving campaign launched during DVAM in October and will ramp up on Giving Tuesday (11/30/2021) with a big push for Year End Giving in December.

## Creative Sharefile[:](https://scc247.sharepoint.com/%3Af%3A/g/Epcm6FdCAAVGs_Ghv9ML9VMB1bvtH_PtNVVbWnPQwnirTg?e=dotErp) ***[Click here](https://scc247.sharepoint.com/%3Af%3A/g/Epcm6FdCAAVGs_Ghv9ML9VMB1bvtH_PtNVVbWnPQwnirTg?e=dotErp)***

Here you will find cover photos, social media images, and fundraiser images ready for your use.

## Campaign Timeline:

* November 30th: SCCADVASA will launch its Facebook Fundraiser with a goal of $1000 (the same as last year) on GivingTuesday.
* December: SCCADVASA’s fundraiser will continue through Dec 31st, 2021, with an end of year giving push
* Individuals and Friends of SCCADVASA are encouraged to launch their own individual online fundraisers during this same timeframe.
* \*\*Additional Creative (Giving Tuesday + Year End Social Media Cover Photos) will be added to the Sharefile (above) during November for use in this campaign

## Raising Awareness + Amplifying SCCADVASA’s efforts:

If you prefer not to create your own fundraiser, we invite you to regularly share SCCADVASA’s social media posts so that people see your activity and commitment to the organization. We ask that you also share SCCADVASA’s fundraiser + posts seeking donations.

## When You’re Ready to Launch:

### Instructions for posting on Facebook:

* Click share on a post we have published for the fundraising campaign
* Click share now
* Click on the three dots on the top of the post when it appears on your timeline.
* Click edit post & insert your choice of text
* Optional: Tag 3 people and challenge them to join you #PeaceByPiece to support SCCADVASA

*OR*

* Share one of the posts with a link to the donation page: [www.sccadvasa.org/donate](http://www.sccadvasa.org/donate)
* Include your own graphic (or use one from above [Sharefile](https://scc247.sharepoint.com/%3Af%3A/g/Epcm6FdCAAVGs_Ghv9ML9VMB1bvtH_PtNVVbWnPQwnirTg?e=dotErp))

### People or Businesses You Can Ask Directly to Invest:

* Church
* Hairdresser or hair salon
* Gym
* Massage therapist
* Nail salon
* Any place you regularly shop
* Insurance person
* Financial advisor
* Banker
* Accountant
* Landscaper
* Plumber
* Book club
* Garden club
* Coworkers
* Family members
* Friends
* Review business vendor list
* Look through all phone contacts

### Vehicles to Make an Ask:

* Email
* Snail mail
* Over the phone
* Text message
* Face to face
* Social media

### Strategies to make it a habit:

* **Remember that you are proud of SCCADVASA** - We are asking people to help make our vision of a #ViolenceFreeSC a reality.
* **We can’t do this if everyone doesn’t help** – Most people can’t answer a hotline or go to a hospital, but they can share a few dollars to make our communities safe. How lucky are they to have the opportunity to be part of the solution instead of part of the problem? 😊
* **Commit to asking everyone you see on a certain day of the week in October –** “It’s Tuesday and on Tuesdays I always ask people to give $25 to SCCADVASA.”
* **If you regularly have a party, send an ask to everyone on your guest list –** People often want to bring a gift to those who host a party, ask instead that they instead donate to SCCADVASA. Also, check in with the folks who have asked you to buy wrapping paper and cookie dough for their kid’s school or others whom you’ve supported.
* **Ask for a dollar for every day of the month in December to everyone you see** – “You’re so lucky I saw you on December 1st. Would you make a minimum donation of $1? I’m asking everyone I see this month to give a dollar a day for our #PeaceByPiece campaign that will raise funds to end interpersonal violence.”

### Set Up a Facebook Fundraiser:

Encourage **peer-to-peer fundraising by creating a Facebook Fundraiser.** Templated copy is provided below that can be used when you set up your fundraiser as well as step-by-step instructions.

### Instructions for starting a Facebook Fundraiser:

1. In the top right-hand corner on your Home Page, next to your picture, click on the **+** symbol
2. Select “Fundraiser” (located at the bottom of the list)
3. It will ask “Who are you raising money for?”; Click “Nonprofit”
4. Type in/search for and select SCCADVASA
5. Along the left-hand side of the page, you can select your goal (recommended minimum is $250)
6. When your fundraiser should end: 12/31/2021
7. You can update/replace cover photo with one provided here: [click to download.](https://scc247.sharepoint.com/%3Af%3A/g/Epcm6FdCAAVGs_Ghv9ML9VMB1bvtH_PtNVVbWnPQwnirTg?e=dotErp)
8. Facebook automatically generates the “About Info” for the fundraiser, but we ***suggest editing the top paragraph to:***
	1. Help solve the puzzle for #PeaceByPiece by making a donation to @SCCADVASA. Your contribution will break the cycle of violence, whether you donate $5 or $500. Every dollar makes a difference in our shared work to end domestic and sexual violence in South Carolina.
9. Click “create” and your fundraiser is LIVE!
10. NEXT, click & post and make a donation! It always helps to start by making a donation to your own campaign!
11. THEN, share.

### After your Facebook Fundraiser is Live:

* ***SHARE****:* Once you’ve set up your fundraising event, you can share it and set a challenge (similar to #DVAM) for others to share/tag 3 friends and encourage them to give.
* ***REMIND:*** Share the social media content for #PeaceByPiece to your campaign page to continue engagement with your fundraiser.
* ***SUGGESTED POST COPY:***
	1. Join me in picturing a #ViolenceFreeSC by becoming an integral piece of the puzzle to bring peace to survivors of domestic and sexual violence. By investing in our work, we can solve the puzzle, but we need your help. Donate now and/or share this post, tagging 3 friends and encouraging them to do the same. #PeacebyPiece
	2. You can help break the cycle of violence by investing in #ViolenceFreeSC. Your gift of $20 or more will help solve the puzzle #PeacebyPiece.
	3. Donate to @SCCADVASA and invest in #ViolenceFreeSC by making sure South Carolina has the best trained emergency response efforts to domestic and sexual violence. #PeaceByPiece

### Suggested Letter or Email Copy:

Dear [Name],

I am working with the SC Coalition Against Domestic Violence and Sexual Assault (SCCADVASA) to end sexual and domestic violence in our state. I’ve learned a lot through my [volunteer, community, etc.] work, and I’m committed to doing everything I can to eliminate violence in our state.

But we can’t do it alone — I need your help. Will you join me in our campaign to find the pieces of the puzzle that will work to end violence? By making a donation to SCCADVASA, you’re investing in efforts that will break the cycle and help bring peace to our communities.

Will you go to [www.sccadvasa.org](http://www.sccadvasa.org) and make a donation to support this critical work?

I need your support. I’ve been challenged to get 10 of my friends to donate at least $25. Will you be one of them?

Thank you for your generosity! I look forward to seeing you soon.

NAME

### Text script:

“Hey there! I’m working with SCCADVASA on our statewide campaign to end violence in SC #PeacebyPiece. My goal is to raise \_\_. These funds are critical to ensure protections for survivors and investment in preventing violence. Will you help? Go to www.sccadvasa.org to make a donation that will save lives! Thanks!”

### Thank You Template:

Dear NAME,

Thanks so much for talking to me on DATE and making a donation to SCCADVASA! I am so grateful for your support.

Thank you again for helping us solve the puzzle of violence in SC. You really helped us get some of the pieces lined up in place. I will let you know what we do next!

With gratitude,

NAME

### Things to remember:

* **80% of asking is stewardship** – make sure people know they are appreciated and that their support matters.
* **If someone knows you are involved with a nonprofit, they will not be surprised if you ask them to support your work**. They know why you are calling!
* **Don’t say no for people** – let people say no or not right now to you.
* **People aren’t asked as often as we think** – Folks are not asked directly (by phone, in person, email, or directly over social media) to give money to a nonprofit organization as often as we think. Oftentimes, people would make a gift if someone simply asked them to.
* **Thanking people matters.** Send any donors a simple acknowledgement (text, email, direct message) as soon as you see it!

### Additional ways you can support SCCADVASA this holiday season:

* **Donations instead of gifts –** Ask family members to make a donation to SCCADVASA instead of giving you a gift this year.
* **Holiday card requests** – Include a request for donations to SCCADVASA in your holiday cards
* **Donations in place of drop-ins** – If you’re not hosting a typical drop in, consider donating the funds you would’ve spent on food and beverage to SCCADVASA. Invite your typical guest list to your #PeaceByPiece fundraiser and ask them to consider making a donation in lieu of bringing something to your drop-in.
* **Gift Card shopping** – Collect gift cards to places like Target, Walmart, Office Depot, or Amazon that will help SCCADVASA purchase supplies