



3rd Annual #PeaceByPiece Campaign: 2022 Giving Toolkit

Campaign Theme: *You are the Missing Piece*

Explanation/Overview:

Our annual giving campaign will launch during DVAM in October with an initial first push on October 19th, which is DVAM Day of Giving, and ramping up further starting on GivingTuesday (11/29/2022) through year end.

Creative Sharefile: [Click here](#)

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

Campaign Timeline:

- **October 19:** DVAM Day of Giving: SCCADVASA will launch its Facebook Fundraiser with a goal of \$1000, support SCCADVASA by donating & sharing this fundraiser with others
- **October 20 – November 28:** Social media campaigns, majority of individual asks (#GiveForDV and #PeaceByPiece)
- **November 29: #GivingTuesday:** Individuals and Friends of SCCADVASA are encouraged to launch their own individual online fundraisers and leave them open through 12/31.
- **December:** End of year giving push
- **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* (*we will be launching a new website early Fall, this link will likely be updated in the coming months*):
<https://sc.coalitionmanager.org/donormanager/donation/create>
- Include your own graphic (or use one from above [Sharefile](#))

People or Businesses You Can Ask 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 not begging people to do something yukky. We are asking people to help create a SC free from violence.
- **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** – They've enjoyed your hospitality, let them know how they can help. Remember all the folks who have asked you to buy wrapping paper and cookie dough for their kid's school.
- **Ask for a dollar for every day of the month in October to everyone you see** – “You're so lucky I saw you on October 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 intimate partner 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](#).
8. Facebook automatically generates the “About Info” for the fundraiser, but we **suggest editing the top paragraph to:**
 - a. Help solve the puzzle #PeaceByPiece by donating to @SCCADVASA. You are the missing piece, and your investment helps to break the cycle of violence for survivors, families, and in your own local community. Whether you give \$5 or \$500, every dollar makes a difference towards ending 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:**
 - a. You are the missing piece of the puzzle. And with your help, we can bring peace to survivors of domestic and sexual violence today. By investing in @SCCADVASA’s work, you are helping to prevent violence in S.C., which creates a better and safer future for this generation and the next. Join us today — donate now and/or share this post, tagging 3 friends and encourage them to do the same. #PeacebyPiece
 - b. You can help break the cycle of violence by investing in a #ViolenceFreeSC. Your gift of \$20 or more can help solve the puzzle #PeacebyPiece — helping to prevent violence in the first place and supporting survivors, their families, and local communities.



- c. You are the missing piece and your donation to @SCCADVASA is an investment in a #ViolenceFreeSC. It helps ensure 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. Today, I'm asking you to join our campaign. *I'm asking for you to become one of the necessary pieces of the puzzle to end violence in South Carolina. **By donating, you are changing lives.*** Your investment will be used in prevention, training, and collaborative efforts to break the cycle and bring peace to our communities.

You are the missing piece. Will you visit www.sccadvasa.org to support this critical work?

I've been challenged to get 10 of my friends to donate at least \$25. Will you be one of them?

Thank you! 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 to bring #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. With your donation, you've become a critical piece of the puzzle to bring peace to survivors, their families, and our local communities! I will let you know what we do next.



With gratitude,
NAME

Things to remember:

- **80% of asking is stewardship** – making 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.** The gig is up! 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** – People are very rarely **asked directly** (by phone, in person, email, or directly over social media) to give money to a nonprofit organization. People are used to receiving passive asks through generic social media or direct mail. Any would make the gift if someone would just ask me to do it.
- **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