



# SFWAR Benefit Party Donation Ask Guidelines

Many people want to be more invested in direct services but don't have the avenues to do so. Hosting a benefit party can be a great way to make people feel comfortable learning about and giving to an established, community-based rape crisis center.

Please Keep in Mind:

- An Ask is an opportunity to make people feel *good* really. How do you feel when you give to non-profits? Have you ever felt *bad* giving a donation?
- You are giving people an opportunity to invest in their values.
- All of your guests are present at your party because they chose to be there.
- There is no need to shy away from fundraising with your guests- make it clear from the beginning that there will be an Ask and remember that everyone is present knowing you are asking them for donations.
- If your guests are loved ones, they are there to support you and what you care about.
- Many people are willing to give, they just need to be asked.
- Remember that the discomfort of Asks is felt more in asking than in being asked.
- Do your Ask no more than halfway through your party, before anyone leaves. If you are hosting an event, do the Ask during an intermission.
- Be confident and have fun with your Ask!

Your Ask Guidelines:

(5 Minutes)

Welcome:

- Introduce yourself
- Welcome people and thank them for coming
- Remind them of the purpose of the event

Lead with Key Messages:

- Appeal to the values connected to SFWAR's work
  - Share why you're hosting the party and what SFWAR means to you
- Focus on success



- Emphasize why we as a community need the work that SFWAR is doing rather than why SFWAR needs their money

#### Make the Ask:

- Make the first donation yourself in front of the group
  - It is important for a host to make the first donation in front of your guests, so consider what size donation you're willing to make and have it in your hand during your Ask.
  - Making your own donation first as the host shows people that you really believe SFWAR is worth them investing in
- Let the group know your fundraising goal
  - Be ambitious, but realistic
  - Don't assume the ability of the group to give, either high or low
  - You can let people know that SFWAR is trying to raise \$5,000 this year through benefit parties like yours. Ask us how much we've raised so far, and use this in your Ask.
- Remind them of the worthiness of the cause
- Ask others to donate
  - Remind them that no amount is too low *and* no amount is too high, either
  - Emphasize that people should make a donation in an amount that is substantial to *them*
  - Consider having someone commit to making a large donation, a match of the largest donation, or a match of the total donations in advance
  - Let them know that they can donate a smaller amount monthly in order to give a larger total amount
- Remind them of the value of their support

(5 Minutes)

#### Collect Donations and Follow Through:

- Make sure people have ways to give
  - Provide donation envelopes, credit card donation forms, and pens
  - Remain in front of the room and give people your patience and presence while they formulate donations
- Collect donations and contact information
  - Collect people's donations hand-to-hand as they are finished and put them in one basket
  - For larger groups, have a couple of helpers go around with baskets and collect from the group as people are ready
- Thank everyone



## Resources:

- A SFWAR representative can attend your party if you choose
- We can provide you with materials:
  - Donation envelopes
  - Postcards with the costs of providing services
  - SFWAR pamphlets
  - Credit card donation forms

## About SFWAR:

SFWAR is a women of color led, volunteer based organization that has provided rape crisis services to survivors of sexual assault since 1973. As the sole provider of community based rape crisis services in San Francisco City and County, we also offer support services to friends and families of survivors and provide expert advice, training, and assistance to healthcare workers, educators, law enforcement officers and other professionals throughout the city. Our sexual assault prevention programs have reached young people in classrooms in schools serving every area of San Francisco. Furthermore, SFWAR provides invaluable information and resources to people of all ages through community presentations; technical assistance; outreach efforts at community fairs and festivals; and special events- such as Artists Against Rape, Walk Against Rape, and She Who Laughs Lasts.

## SFWAR's direct services:

- Individual peer counseling
- Support groups
- 24-hour hotline
- Medical, legal, and social service advocacy and accompaniment
- Referrals