Fundraising Tool Kit

Futures Without Violence
National Nonprofit Partner of Mudderella
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Thank You for Raising Money for Futures Without Violence

By raising money and awareness for Futures Without Violence (FUTURES), you are joining a community of thousands of people who are taking a stand to end violence against women and children. We want to thank you for choosing to support FUTURES as part of your Mudderella experience.

About Domestic Violence

Nearly one in four women in the United States reports experiencing violence by a current or former spouse or boyfriend at some point in her life.

Approximately one in three adolescent girls in the United States is a victim of physical, emotional or verbal abuse from a dating partner - a figure that mirrors victimization rates for other types of violence affecting youth.

Consequences of Violence are not only short-term pain and suffering, but long-term health problems. Women who have experienced domestic violence are 80% more likely to have a stroke, 70% more likely to have heart disease, and 70% more likely to drink heavily than women who have not experienced intimate partner violence.

About Futures Without Violence

For more than 30 years, FUTURES has been providing groundbreaking programs, policies, and campaigns that empower individuals and organizations working to end violence against women and children around the world.

Striving to reach new audiences and transform social norms, we train professionals such as doctors, nurses, judges, and athletic coaches on improving responses to violence and abuse. We also work with advocates, policymakers, and others to build sustainable community leadership and to educate people everywhere about the importance of respect and healthy relationships.

Our vision is a future without violence that provides education, safety, justice, and hope.
Why Fundraise

Mudderella is a unique experience unlike anything else. It is the only event where women can come together to celebrate their strength while taking a stand against violence.

When you fundraise for FUTURES, you not only support innovative programs that prevent and end domestic violence, you are also raising awareness and educating those around you about the importance of healthy relationships. You are letting everyone know that you believe that women and children everywhere should never have to experience violence.

You are also joining a community of Mudderellas who are survivors of abuse, or who have lost family and friends to domestic violence. It’s an empowering experience to stand up with Mudderellas who have lost family members or friends to violence, and with Mudderellas who, like you, believe that we have the power to change the future for women everywhere.

Thank you for deciding to raise money for FUTURES. We will be with you every step of the way and truly appreciate your commitment to our shared vision of a future without violence.
Changing The Future

Money raised by Mudderellas supports our innovative programs and initiatives that focus on prevention. Below are just a few of the areas we focus on to support our vision of a future without violence. To see more programs or to get more information, please visit our website at www.futureswithoutviolence.org

Children, Youth, and Teens
We believe in starting early and investing in prevention strategies that promote healthy relationships among teens and young adults. Working with violence prevention advocates and educators, FUTURES has worked to break the cycle of violence by developing groundbreaking programs to prevent teen dating violence and promote healthy relationships.

College Sexual Assault
An estimated one in five women will be the victim of sexual assault during their college years. In response to this staggering reality, FUTURES works closely with policymakers, student activists, campus administrators, survivors, and more to heighten awareness of the issue, and identify collaborative responses to the complex problem.

Engaging Men and Boys
Men and boys play a critical role in ending violence against women using their influence as fathers, educators, coaches, and policymakers to challenge attitudes and beliefs that make gender-based violence acceptable. We’ve created several programs to involve men and boys in the prevention of violence against women, including Coaching Boys into Men, Teach Early, and Y Factor.
Your Crowdrise Page

When you registered for Mudderella, you had the option to set up an online fundraising page for FUTURES. If you did not set up your fundraising page when you registered, simply go to www.crowdrise.com/mudderella and scroll down to your Mudderella location. Then click “set up a fundraiser” on the right-hand side.

Personalize Your Fundraising Page
Add your own text, pictures, or video. Remember your potential donors will be interested in FUTURES, but they are primarily interested in you. Make sure you tell them why you are getting muddy and what your connection to FUTURES is (It does not have to be long).

Make a Donation to Your Own Page
Other people are more likely to donate to your page when they see that someone has already contributed. Making your own donation also demonstrates to potential donors that you are committed to putting an end to violence against women.
After you’ve set up your fundraising page and made the first donation, you’re ready to start emailing. Start with your closest friends and family because they are the ones who will most likely donate and support your efforts financially. Once your page has started receiving donations, you can then email people in your outer circle. When they see that you are making progress, they’ll likely want to be a part of the movement, too!

We have a template that you can start from or if you would like to create your own, here are a few things to get you started and to keep in mind.

**Writing to Your Inner Circle**
You know your closest contacts better than anyone else. Don’t feel like you have to stick to a predefined formula. If a one line message is going to work, go ahead and do that. If a longer personal message works best, do that. Just be sure to include a link to your Crowdrise fundraising page and to make a direct ask.

**Writing to Your Outer Circle**
Start by explaining your connection to FUTURES and why ending violence against women is important to you. Describing how the cause has touched your life is probably the most important element of your message.

In a sentence or two explain the work FUTURES is doing to empower individuals and organizations working to end violence against women and children around the world. This helps potential supporters get to know FUTURES better so they can understand where their money will be going and what it will be used for. (See Page 4 Changing the Future for this information.)

Make a direct ask for financial support.
Include a link to your fundraising page.
Thank them for their time and their support.
Social Media

Your social media network is often a fundraising gold mine! After you’ve sent out your initial batch of emails, start leveraging Facebook and Twitter to spread the word even further. Here are some helpful tips to get you started:

Get Your Tag On
Start on Facebook by tagging those that have already donated and thanking them for their donations. When you tag someone, your post gets shared in your activity feed and the other person’s activity feed, too. This reminds people to donate and shows them that others are already donating to your page. (Remember success breeds success!)

Don’t Make Every Post an “Ask”
Share inspiring news stories or other positive anecdotes about the cause, too! You can easily do this by liking the FUTURES Facebook page and sharing our posts that you like.

When you do make the post an “Ask”...
Be sure to keep it simple and to the point. Always include the link to your Crowdrise fundraising page and reiterate your fundraising goal.
Facebook

Here are a few examples of fun and engaging Facebook posts. Be sure to change the “X” to your fundraising goal. And, always be sure to include the link to your CrowdRise fundraising page.

One in four women will experience violence from a partner in her lifetime. That’s why I’m participating in @Mudderella and raising money for @FuturesWithoutViolence so we can change this startling statistic. Will you help me by donating $10?

I’m getting muddy for a cause at @Mudderella! Help me reach my goal of X to help support @FutureWithoutViolence and their programs to help end violence against women. Every little bit helps!

I’m standing up against domestic violence by participating in @Mudderella! The money that I fundraise will go to support the work of @FuturesWithoutViolence to end domestic violence and sexual abuse.

I’ve almost met my @Mudderella fundraising goal of X! Chip in $10 today to support @FuturesWithoutViolence and stand up to domestic violence and sexual abuse!

Shout out to @David Smith and @Tawny Jones for donating to my @Mudderella fundraising page! You two are off the hook for my bday this year :) 

Thank you @Jane Smith for making a donation to my Mudderella Page! I’ll be sure to save a muddy hug for you!

I’m halfway to my fundraising goal! Hmm… I haven’t seen a donation yet from my favorite brother @George Martin.

I reached my goal! Thank you @David Smith, @Tawny Jones, @Jane Smith, @George Martin for helping me reach my goal! Mudderella is just a few days away so wish me luck, and I’ll be sure to post plenty of muddy pics!

#FUTURES

#OwnYourStrong

#mudderella
Twitter
Use any of the suggested messages below on Twitter. Be sure to update it with your information and include a link to your fundraising page before posting.

Just signed up for @Mudderella & will be raising money for @WithoutViolence. Help me reach my goal: [INSERT YOUR FUNDRAISING PAGE LINK]

I’m supporting women & girls everywhere by raising money for @WithoutViolence through @Mudderella. Will u donate? [INSERT YOUR FUNDRAISING PAGE LINK]

Thanks to my amazing friends & family for helping me raise $____ for @WithoutViolence so far! Let’s keep going: [INSERT YOUR FUNDRAISING PAGE LINK]

___ weeks until I face my @Mudderella challenge! Help me reach my fundraising goal for @WithoutViolence: [INSERT YOUR FUNDRAISING PAGE LINK]

We did it! Thanks to everyone who helped me reach my fundraising goal for @WithoutViolence: [INSERT YOUR FUNDRAISING PAGE LINK]

Thank you for your support! Together we raised $____ to support @WithoutViolence programs working to end #VAW: [INSERT YOUR FUNDRAISING PAGE LINK]

Instagram:
Start by adding the link to your fundraising page in the description section of your profile. You can create a shortened version of the URL using a link shortening website like Bit.ly.

Post a picture of you in your workout gear.
This is going to look a lot cuter once it’s all muddy! Can’t wait to get out on the @Mudderella course with the ladies and support @FuturesWithoutViolence. I’m halfway to my fundraising goal and would love it if you could donate. Link in bio. #OwnYourStrong

Post a picture of the sunset.
Feeling so grateful today for being in a safe and loving relationship. I know so many women are struggling right now and you can make a difference by donating to my @Mudderella fundraising page to support @FuturesWithoutViolence. Link in bio. #OwnYourStrong

Post a picture of you and your team.
Can you believe this group is going to be hitting the mud in just 2 short weeks?! We are so close to reaching our fundraising goal. I just need 5 more people to give $10! Link in bio. #OwnYourStrong
Follow Up

By setting a goal, you are accomplishing two things. First, you create more urgency when you reach out to your friends and family to ask for donations to FUTURES. Second, you create a built-in opportunity to follow-up.

Reach back out to people who did not respond to your first ask for donations to FUTURES. Remember that people probably want to donate to you and just need a gentle reminder to do so.

Be sure to include updates on your fundraising progress when you reach back out. Let them know that you are now halfway to your goal or 75 percent there, and you just need a few more donations to help you reach your fundraising goal.

Continue to use social media. It’s a softer way of communicating and is more acceptable to post frequent updates on your fundraising progress.
Fundraising Goal Reached

First, let FUTURES be the first to congratulate you! All money raised from Mudderella truly makes a difference for our programs that prevent and end domestic violence. We are proud of you and so are your donors. Be sure to let everyone know you have reached your goal!

Email Your Donors
Send a personal email to all the people who donated to you. Let them know that you could not have achieved your goal without them and that their donations make a difference to FUTURES.

Post to Social Media
When you post your pictures from Mudderella, be sure to tag your donors on your status update. Let them know that your fundraising goal wouldn’t have been reached if it wasn’t for their support.
Team Captain

Being in charge of your Mudderellas can come with some extra challenges. Here are some helpful tips on creating a team, keeping the fundraising momentum going, and sustaining the motivation!

Recruit
After you create your team fundraising page on Crowdrise, the next step is to recruit your team members. Start by emailing or calling the people you think might be interested in joining you. Or join your Mudderella Location Event Page on Facebook. Then, write a post on the wall and tag your friends who you would like to join you.

Start With a “Thank You”
As people join your team, send them a quick email, Facebook message, or text to thank them for joining.

Set a Goal
You might have included a goal when you started your Crowdrise page, but now that you’ve recruited your team members, consult with them to think of a realistic goal for the team. Mudderellas usually have no trouble raising $150 (and they get a FUTURES supporter tank top when they do!).

Keep Communicating
Send an email thanking your team again and reminding them of your new team goal. You can start a group text or a message on Facebook. Then send periodic updates about the team’s progress and encourage people to share ideas about what is working for them to get donations.

Be Your Team’s #1 Fan
Be supportive and send out words of encouragement to team members as you work together towards your goal.
Fundraising Gifts

When you raise money for FUTURES, you’ll receive gifts from us as a thank you for supporting our organization. Be sure to stop by the FUTURES booth after your Mudderella event to say ‘hi’ and pick up the gift(s) you earned! All gifts are optional and you can opt out of them if you wish to do so.

$150 Raised
FUTURES Tank Top

$250 Raised
FUTURES Towel

$450 Raised
FUTURES Sunglasses

$1,000 Raised
All Gifts PLUS
FUTURES Tote Bag
Frequently Asked Questions

How can I get help with my fundraising?
Here at Futures Without Violence, we are here to help you every step of the way. If you would like some additional help or tips on how to fundraise please email us anytime at mudd@futureswithoutviolence.org.

How do I turn in cash or check donations I received?
The easiest way to turn in your donations is to stop by the Futures Without Violence booth before your run and turn them in. Or, if you prefer to mail them in, please mail your checks in along with the “Donations” form on page 15. The address can be found on the form and please remember to never mail cash.

What if there is inclement weather?
Rain or shine, Mudderella is on! If conditions are unsafe, you will receive an email from the Mudderella team. However, no Mudderella has been canceled yet!

How will the Futures Without Violence team know how much I raised?
Since most of you will be raising money online via Crowdrise.com, we will be able to see how much you, as an individual and your team as a whole has raised.

Can I change my wave time?
The team at Mudderella handles all of the logistics of the event. Please reach out to them at info@mudderella.com for information regarding your wave time.

What if I can’t attend Mudderella?
We will be so sorry to miss you! But, if you have reached one of the fundraising levels to receive a gift, we will mail it to you after the event is over. For any questions regarding reimbursement of your registration cost please contact Mudderella at info@mudderella.com.
Thank You

Thank you for raising money for FUTURES! Fundraising may seem daunting at first, but we want you to know that FUTURES has your back. You can email us any time at mudd@futureswithoutviolence.org and your fundraising coach can answer any questions or help you come up with ideas. And remember, there is always a reason you began this journey, so keep the mission alive!

We want to thank you for fundraising for FUTURES and supporting our programs that prevent and end domestic violence. Your partnership means so much to us as we work together to build a world free from violence and a safe future for women everywhere.
Use this sheet to record any donations that someone gives to you in person. You do not need to include any donations submitted via Crowdrise.com. Please mail the donations you’ve collected to Attn: Mindy Iwanaka, Futures Without Violence, 100 Montgomery Street, The Presidio San Francisco CA 94129. (Please do not mail cash).

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