



BOWL-A-THON FUNDRAISING GUIDE

HOW TO MAKE YOURSELF A FUNDRAISING SUPERSTAR!

Okay, so you've registered for the Bowl-a-Thon. You've got a team. You're ready to come out and roll for your Reproductive Freedoms. Now it's time to fundraise and meet our ambitious goal so we can hold our ground against the forces of reproductive oppression.

So, how do you do it? First, just like patriarchy, you have to...

Break. It. Down!

That's the power of \$25. Last year we raised more than **\$80,000** and the most common donation amount was \$25. How'd we do it? **We broke it down.**

Let's do some bowler math... If your team consists of six people, and each team is raising at least \$1,000, then each person is responsible for raising about \$170. That means you only need 7 donations of \$25 to exceed your goal. That's obtainable, right?

Or, you could make it even more affordable for your community to support you. Take that \$170 goal and ask 12 of your friends for \$15 each. Say what?! You've passed your goal, and if you reach (or even exceed!) your goal, Our Justice can reach its bigger goal of \$80,000. It's super do-able!

Join the Our Justice Superstars Facebook Group for more ideas and support.

FUNDRAISING IDEAS

Below are ideas to help move your fundraising efforts forward. Follow some of these suggestions and you'll be a fundraising superstar in no time!

Start With the Basics

- ***Whenever you can and however you can, ask people to support you:*** Let everyone know you are bowling for Reproductive Justice. When they ask why, the conversation door has been opened.

- **Ask people more than once:** On average, it takes at least 3 asks before people will donate to you. People are busy and even those with the best intentions will forget to give to you. Think of your second and third emails as friendly reminders for your fabulous friends and family with busy lives.
- **Corporate Matching:** Take advantage of corporate gift matching programs. You may have donors who work for companies that have a program like this - their donation could double simply by filling out a form from their Human Resources department and following the steps to submit a matching gift.

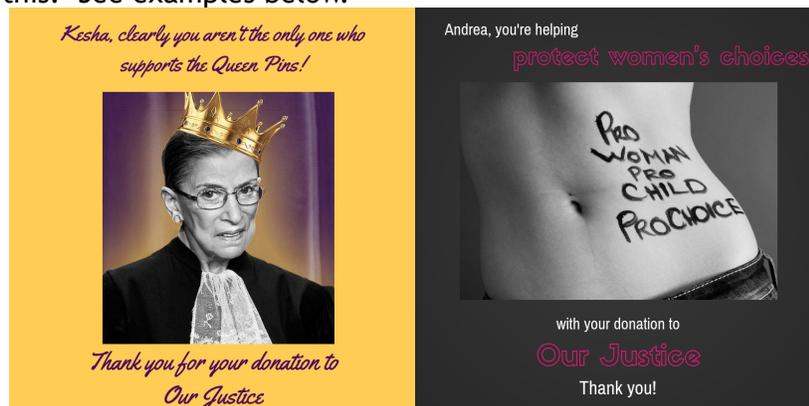
Take the Next Step

- **Ask People You Might Not Think to Ask:** Take a chance and ask your doctor, dentist, veterinarian, chiropractor, therapist, yoga instructor, insurance agent, lawyer, mechanic, dry cleaner, or hair stylist for a donation. People you support will support you! If they donate \$300 or more, they can be an official event sponsor, too.
- **In Lieu of Gifts:** Ask your friends and family to make a donation to the Bowl-a-Thon instead of buying you birthday, housewarming, wedding, or retirement gifts.

Get Creative

For each donation of a specific amount or more, offer a memorable, fun thank you. Do you cook? Crochet? Babysit? Have some other hobby or skill you can offer up? Whether it's offering homemade sea salt caramels, a personal juggling lesson, or re-gifting the prize you won from Our Justice for being the biggest fundraiser this week - you can give people incentives to make a donation or give a little more. Some examples that have worked in the recent past:

- **Customized memes:** For each donation of a specific amount or more, offer to create a customized thank you meme. Canva.com is a free tool you can use to do this. See examples below.



- **Share hilarious photos of yourself:** One of our biggest fundraisers thanks her donors by sharing pictures of her teenaged self, with her 1980s Big Hair.

For every donation of \$25 or more to Our Justice before midnight tonight, I'll post a photo of teenage myself. [#teenageangst](https://give.classy.org/babb#teenageangst) #TBT



- **Vintage YouTube music videos:** Another one of our fundraising Super Stars picks vintage music videos from YouTube to share as a thank you for donating.

March 10, 2017 · is with and 2 others. ...

gets more out of a 24 hour day than absolutely anyone else I know. She makes the world a better place each and everyday. And you know what else? She Makes My Dreams Come True by supporting bowling for women's reproductive health. Just a little primer for your concert in May!
If you want to help me support women's reproductive health and knocking the stuff out of some pins then you know what to do!
<http://bowlathon.prochoiceresources.org/JNCdonate...>
#queenpins



Love Comment Share

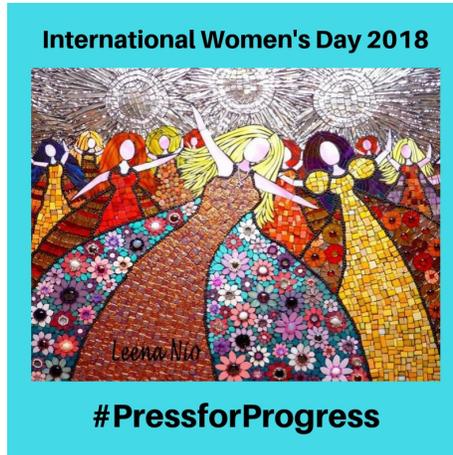
- **Pictures/Videos showing off your talent:** Yet another fundraiser extraordinaire is into aerial dance. She has used pictures and videos of herself in action as a way to thank her donors.

March 28, 2018 · is with and 45 others. ...

Gracias Be brave, like Javier, and stand with Our Justice! There is still time to help me reach my \$700 goal! Like, share and/or Donate: <http://bowlathon.ourjustice.net/beliza>



- Use “hooks” like your Valentine’s Day or International Women’s Day or news articles about reproductive justice related topics. Facebook posts with an image are much more likely to be viewed. Share a news article, video, or meme and then write a very brief post with your fundraising link.



The key to maximizing the impact of this strategy is to leverage the power of social media. Offer the incentive on Facebook (and via email), then very publicly thank that person - after verifying that your donor is comfortable being thanked publicly. To maximize views and create excitement, tag the person you’re thanking.

- **Sell stuff - Garage Sale, Web-based auction, Craigslist:** Ask all your friends and neighbors to participate by donating items for a garage sale or an online auction. Or just put all the stuff you’ve wanted to get rid of anyway on Craigslist. Clean house and raise funds for reproductive justice - it’s a win-win!
- **Host a House Party:** Host a fundraising party at your home for friends, family, coworkers, and neighbors. Share why you’re supporting Our Justice and bowling for Reproductive Justice. It’s a great way to ask people in person to support your fundraising efforts. You could throw in variations such as a Wii bowling tournament or movie night featuring classic bowling movies like *Kingpin* or *The Big Lebowski*.

Last, but not least...

- **Hilarious/Zany Stunts:** Commit to doing something big if your friends can help you make your goal. Whether it’s carrying a pink flamingo around with you for a week or posting a video of your fully choreographed lip-sync rendition of “Flawless”, stunts are always a big draw. Bring in more donations by awarding the biggest donor the opportunity to be part of your stunt, i.e. letting them be your camera person.

How to talk about Our Justice

Let’s be honest, the main reason someone will donate is because YOU are asking them. That’s why you are asking them instead of us. But you’re not asking for beer money. You’re asking on behalf of a superstar organization that impacts our community.

In the 2017-2018 fiscal year, Our Justice:

- Served 483 women and people needing care with abortion assistance funding and practical support (includes referral information for transportation, housing, translation, domestic violence support, child care, funding sources, and/or information regarding medical assistance and accessing private insurance)
- The average abortion assistance pledge was \$296 per client, and ranged from \$100-\$1,400.

How Donations Help

- **\$1,000** - Helps cover the organizational infrastructure needed to work toward our vision of ending reproductive oppression
- **\$500** - Covers most of the cost of a first trimester surgical or medication abortion
- **\$100** - Helps us continue to provide up-to-date information for pregnant women, youth, and transgender people seeking pregnancy and parenting resources, such as abortion, prenatal care, adoption, etc.
- **\$50** - Supports the recruitment and training of new board members and volunteers
- **\$25** - Purchases safer sex supplies to distribute in the community

GET YOUR SOCIAL MEDIA ON!

Facebook is your friend

Facebook is a great way to reach your network of contacts. Posting your fundraising link on your Facebook page with specific asks can generate a great return. When you post your fundraising page to Facebook, there are a couple of key things to remember:

1. You can edit the default text associated with the link. In fact, we recommend you edit it. Say something about the organization or why you're raising money for it.
2. Consider posting a picture of you, your dog, your baby, your team or some other fun image with your request. Just:
 - Click in the "What's on your mind" space at the top of your FB feed
 - Click "Photos"
 - Choose your picture
 - Write something enticing
 - Paste the link to your fundraising page
 - Click "Post"

If you don't have any cute kid/critter pictures, [baby animals](#) will always do the trick.

3. As far as specific language goes, ask yourself this: When your friends are raising money for causes they believe in via Facebook, what gets you to give? Do you support the same cause? Or are you giving because they're your friends and they asked? Take a moment to think about what got you to click on links in the past. Now use that.

SOCIAL MEDIA CONTINUES...



If you're on Twitter, you already know what to do. Tweet out your asks with a link to your Bowl-a-Thon website. Personalize and tweet frequently!

Instagram

Post pictures of yourself preparing to bowl. If you are making treats as a fundraising incentive, show your friends and post a link to your fundraising page.

PRIVATE MESSAGING

For private messaging services (SMS/Text, Facebook Messenger, Whatsapp, etc):

Try copying and pasting any of the messages below into your text messaging system, Facebook messenger, etc., and then personalizing them and sending it out to 15 people. One participant raised over \$200 in a week last year by sending very similar messages out.

Hi, [their name]. I am raising money for this awesome org called Our Justice (Formerly Pro-Choice Resources) through their Bowl-A-Thon. Are you able to donate \$25-\$100?

Reasons to donate:

1. They fund abortion care for people who can't afford it.
2. They lift up pro-active legislation to enhance Reproductive Freedoms.

[Add your personal fundraising URL here]

[Their name], I believe everyone should be able to access abortion care and I know you do too. Are you able to support my fundraising efforts for Our Justice's (Formerly Pro-Choice Resources) Bowl-A-Thon by donating \$25-\$100? [Add your personal fundraising URL here]

[Their name], I am committed taking action in 2019 to protect Reproductive Justice, Rights, and Health. Will you join me and donate \$25-\$100 in support my fundraising efforts for Our Justice's (Formerly Pro-Choice Resources) Bowl-A-Thon? [Add your personal fundraising URL here]

FREQUENTLY ASKED QUESTIONS

1. How many times should I ask people for a donation?

Three direct asks (i.e., email, phone or in person). Reach out to people three times. If they don't respond to you after the third try, it's best to let it go. You can ask people indirectly via social media as many times as you'd like.

2. How do I approach people if I'm not sure they support reproductive justice?

Simply ask the person you're approaching if they support reproductive health, and talk about Our Justice's mission to support all people in making pregnancy decisions (whether that means making an adoption plan, parenting, abortion, or preventing pregnancies). The key is to look for a conversation opportunity.

3. What do I do if a check is written out to me personally?

If a donation check has been written out to you personally, you may endorse the back of the check, fill out a cash donation form and bring it to the event. Or you may cash

the check and write a check out to Our Justice. But remember to request and fill out a cash donation form so we can provide a tax receipt to the donor!

4. If I can't participate on March 28, what happens to my donations?

All donations submitted to Our Justice's Bowl-a-Thon are non-transferable and non-refundable. If you are unable to participate in the event, your donations cannot be refunded nor can they be transferred to another participant. We hope your donors will appreciate supporting Our Justice regardless of your participation in the actual event. You can always bowl a make-up day with your friends.

5. Are there any restrictions on what I can do to raise money?

Some bowlers host an event to help them reach their fundraising goal. Often, states and local communities have laws governing fundraising activities, including raffles, garage sales, leafleting, auctions and other promotional activities. Compliance is the responsibility of each participant. Check the [Minnesota Council of Nonprofits](#) for more information.

6. A donor is asking for a tax ID number (or EIN number), what is it and where do I get it?

A tax ID number or EIN number identifies Our Justice as a nonprofit organization. Please contact us to get this number: bowl@ourjustice.net

7. A donor is requesting a 501(c)(3) letter. What is it and how do I get it?

The 501(c)(3) letter is proof that Our Justice is recognized as a nonprofit organization by the federal government. Please drop us an e-mail at bowl@ourjustice.net if you need a copy of this letter.

Facts and Info About Our Justice & Abortion Care

- Abortion is one of the safest surgical procedures for women in the United States. Fewer than 0.5% of women obtaining abortions experience a complication.
- Approximately 95% of Minnesota counties have no abortion clinic, and 59% of Minnesota women live in these counties.
 - 4 of Minnesota's five clinics that offer abortion care are in the Twin Cities metro area, and one is in Duluth.
- Abortion care costs start at \$600 in Minnesota and can go as high as \$3,000 for abortion care in the second trimester.
- In Minnesota, a pregnant person must receive state-directed counseling that includes information designed to discourage her from having an abortion, and then wait 24 hours before the procedure is provided.
- [Our Justice \(at the time known as Pro-Choice Resources\) was an integral part of the Minnesota Supreme Court Case Doe v. Gomez that ensures that Minnesotans can use Medical Assistance to access abortion care.](#)
- Our Justice has been assisting people in accessing abortion care since 1967, before Roe v. Wade legalized abortion nationally.
- Our Justice is part of the leadership for [Minnesotans for Trust, Respect, Access](#), a coalition dedicated to enacting pro-active legislation to defend and advance access to abortion care.
- Our Justice is an organizational partner in [All* Above All](#), a campaign dedicated to building support for lifting bans that deny abortion coverage (like the Hyde Amendment), and restoring public insurance coverage so that every person,

however much money they make, can get affordable, safe abortion care when they need it.

- Our Justice defends Minnesotans from unconstitutional bills that would enact abortion restrictions. We testify before committees and work with our coalition partners to lift up the voices of those most affected by such restrictions.
 - In 2017, if weren't for the veto pen of Governor Mark Dayton, lawmakers in Minnesota intent on denying people their human right to access abortion would have passed these two bills into law:
 - [An unconstitutional bill that would deny access to abortion care for low income women and transgender people who can get pregnant by stripping coverage for abortion care from Minnesota's Medical Assistance program.](#)
 - [A bill that would impose medically unnecessary and costly licensing regulations on clinics providing abortion care.](#)