



One of “America’s 100 Best Charities”
— *Worth* magazine

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Fundraise for #ProudPSUforRAINN

Thank you for your interest in furthering the #ProudPSUforRAINN campaign through personal fundraising! As a messenger of RAINN’s mission, you will help us fulfill our commitment to help victims of sexual violence. Your support is invaluable to us and to the survivors who will benefit from your fundraising efforts.

We hope you view your campaign as a means to spread important information and provide people in your life with a rewarding opportunity to help others. At the end of your campaign, not only will you be thanking your supporters — they will also be thanking *you*.

If you are like most people, you don’t have much fundraising experience. Don’t be discouraged — with proper planning, you can ensure that preparation is more fun and less stress! These are handy steps, tips and tools to make sure your campaign runs smoothly, reaches lots of supporters and is as effective as possible!

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Steps for Planning and Executing your Fundraiser

1. Choose a fundraising strategy

You may already know the type of fundraiser you want to plan, but if you are in need of inspiration, review the campaign ideas presented in this handbook. Another strategy is to think about fundraising campaigns you have seen in the past that inspired you. When deciding on a specific strategy, keep in mind that successful fundraising campaigns come in many forms. Think about what unique resources and talents you possess and leverage them for good.

2. Set a campaign start and end date

This is crucial for email, letter and call-a-thon campaigns because it lets your audience know when their help is needed. Letting your supporters know that there is an end date to your campaign increases their likelihood of contributing. If you are planning an event, keep in mind that it can sometimes take three or more months to properly plan and execute all the various components. Consider approaching potential venues early with two or three specific dates in mind.

3. Develop a budget

Setting a budget is not always a fun task, but it is an essential planning component to all successful campaigns. A detailed and consolidated list of likely expenses (e.g. venue cost, invitations and thank you notes, food and beverages, etc.) as well as a realistic estimate of the revenue you will generate will allow you to tailor your expectations and modify preparations accordingly.

It is best to devise an early game plan to cover your campaign costs so each dollar donated goes directly to support RAINN through the #ProudPSUforRAINN campaign. Be sure to explore all opportunities for sponsorships and in-kind donations. Many venues and businesses will donate their space, products or services to support a cause they believe in. See the sample letters provided at the end of this kit for ideas.

4. Consider forming a planning committee

Ask friends, family, classmates or colleagues to get on board with your efforts. If your campaign involves coordinating multiple components, delegate specific jobs (e.g. promotion, soliciting sponsorships, venue coordination, etc.) to one or more individuals.



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5. Promotion & Execution

Reach your prospective audience through as many mediums as possible. For example, when soliciting individual donations, consider reaching out with a personal handwritten note, letter, phone call, email or even a visit. On average, people need to be reminded *at least three times* before making a donation. The same idea applies to event promotion. Promote your campaign in various mediums to increase exposure (e.g. online invitations, physical invitations, flyers, blogs, word of mouth, social media, etc.).

Don't underestimate the power of social media as a fundraising tool. One of the best ways to expand your base of supporters is by engaging your social networks. If you use Facebook or Twitter, let your friends and followers know about your campaign and encourage them to help you spread the word. Blogs and YouTube are another way to use social media to promote your event.

Remember to utilize the #ProudPSUforRAINN campaign flyer and the 'About RAINN' handout included in this kit. If you would like additional RAINN materials, please contact membership@rainn.org.

Note: If you would like to use RAINN's name and logo on any publication — print or electronic — you are required to provide a sample of the publication to membership@rainn.org for approval before it goes public.

6. Collect donations and thank donors

The quickest and easiest way to collect donations is online at rainn.org/proudPSUforRAINN or through a text message. Supporters can make a \$10 donation by texting PSU4RAINN to 20222. Also consider signing up for a personal RAINN fundraising page at rainnmakers.rainn.org.

When collecting checks or cash from a donor, it is important to accurately record not only the amount you received, but also the contact information of the donor. This way, RAINN is able to properly thank each and every one of your supporters for their generosity. If a supporter prefers to send a check to RAINN on their own, please ask them to make it out to "RAINN", write your name in the memo and send to: **2000 L St. NW, Suite 406, Washington, DC 20036**. If the check is not made out to RAINN, the donation will not be tax deductible.



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It is not recommended to send cash through the mail because it could get lost. We suggest you convert any cash received into a cashier's check.

RAINN will send each of your donors a thank you letter that can be used for tax purposes. Whenever possible, it's a good idea to send your donors a personal thank you email or note in addition to what they receive from RAINN. This not only lets them know that their generosity is appreciated, but also increased the likelihood that they will give again!

Campaign Ideas

Host an event at a bar or restaurant

- Plan a happy hour or evening event at a Penn State alumni bar. Raise money by charging a cover at the door, encouraging people to text PSU4RAINN to 20222 to make a \$10 donation and/or organizing a silent auction. Don’t forget to sell #ProudPSUforRAINN t-shirts!
- Plan a ticketed dinner or wine tasting event. Consider including speakers, a silent auction, live performers or other ‘extras’ to add value to the experience for your guests.
- Use your connections to secure a venue to host an event. Ask your contacts to donate food, auction items and other products and services to the event. See the sample letters included in this handbook for ideas.

Organize an event at Penn State

- Join forces with a student organization, fraternity or sorority and plan a fundraising event, party or auction. Encourage attendees to text PSU4RAINN to 20222 to make a \$10 donation.
- Host a movie screening on campus and donate the proceeds.
- Organize a bake sale during a popular community or sporting event.

Start a social media or email campaign

- Utilize your online network of Facebook friends and Twitter followers and encourage support of RAINN through #ProudPSUforRAINN.
- Email your friends, family, classmates or colleagues and explain to them why the #ProudPSUforRAINN campaign is important to you. See the sample letter included in this guide for ideas.

Take Advantage of the Holiday Season

- Plan a campaign around the holiday messages of gratitude and providing help to others.
- Ask that loved ones donate to your campaign in lieu of gifts on special occasions (this also works for birthdays, weddings and graduations!).



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Sell #ProudPSUforRAINN t-shirts

- Sell #ProudPSUforRAINN t-shirts online, or at an event. Utilize the #ProudPSUforRAINN flyer included in this kit to to print and distribute at an event, or email all of your Proud Supporter friends and encourage them to wear their pride. Additional flyers may be requested through membership@rainn.org.

Be creative!

- Sign up for a race and ask your friends, family and coworkers to sponsor you.
- Create pieces of artwork and auction them on eBay to benefit RAINN.
- Designate a portion of your book, music or film sales to benefit RAINN. Contact membership@rainn.org for details.



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Where your Money Goes

Donations from the #ProudPSUforRAINN campaign will provide support for those affected by sexual violence through the National Sexual Assault Online Hotline (online.rainn.org). As a result of the #ProudPSUforRAINN campaign, the [National Sexual Assault Online Hotline](#) has experienced a significant increase in demand. Many survivors (men, women and children) have been encouraged to get help for the very first time as a result of the campaign.

Since the #ProudPSUforRAINN campaign launched last Wednesday, nearly 140,000 people have been connected with vital information on sexual abuse and recovery through rainn.org — a significant increase from the previous week. The campaign has also engaged more than seven million people through Twitter.

The money that has been raised through the campaign thus far will enable more than 9,500 survivors of sexual violence to receive the help that they need through the Online Hotline. Since the campaign launched, nearly 1,000 people have received support through the Online Hotline. For every dollar raised for RAINN, 88 cents will go directly to helping survivors of sexual violence.

For more information about how your donation will help RAINN help survivors, please visit: <http://www.rainn.org/donate/where-your-money-goes>. To learn more about the Online Hotline, visit: <http://www.rainn.org/get-help/national-sexual-assault-online-hotline>.

Note: Donors may ask for **proof of RAINN's nonprofit status**, which confirms that all donations made to RAINN are tax deductible to the full extent of the law. Should you need any additional paperwork, please contact membership@rainn.org.

About RAINN

The Rape, Abuse & Incest National Network is the nation's largest anti-sexual assault organization. RAINN operates the National Sexual Assault Hotline at 1.800.656.HOPE and the National Sexual Assault Online Hotline at rainn.org, and publicizes the hotline's free, confidential services; educates the public about sexual assault; and leads national efforts to prevent sexual assault, improve services to victims and ensure that rapists are brought to justice.

National Sexual Assault Hotline

- Since 1994, the National Sexual Assault Hotline (800.646.HOPE) has provided free, confidential support to help more than 1.5 million survivors of sexual violence.
- The National Sexual Assault Hotline will help approximately 100,000 people this year.
- RAINN created the hotline and runs it in partnership with 1,100 local rape treatment centers nationwide.
- Hotline services are free, confidential and available 24/7.

National Sexual Assault Online Hotline

- RAINN created and operates the National Sexual Assault Online Hotline.
- The Online Hotline (OHL) was the first secure online crisis hotline of its kind.
- The OHL provides live, one-on-one help to victims 24/7.
- The OHL won the prestigious Technology Innovation Award from NPower and Accenture for being the most innovative use of technology by a nonprofit.

Educating the Public

- RAINN educates more than 120 million Americans each year about sexual assault prevention and recovery.
- Our annual RAINN Day program has educated more than one million students on more than 1,000 college campuses about sexual assault prevention and recovery.
- We work daily with national media to publicize the hotlines and to change the way Americans think about sexual violence.
- We have received a lot of help from celebrities such as Christina Ricci, Tori Amos, Mick Foley, KaDee Strickland, Kevin Bacon, Dylan McDermott and Gabrielle Union.

Helping Communities

- RAINN provides training and technical assistance to 1,100 local rape treatment centers and hundreds of other local, state and military programs.
- Our online training site, RAINNtrain.org, has trained 6,000 local crisis center staff and volunteers in the last two years.
- In the last two years, RAINN has recruited over 24,000 volunteers for our local affiliates through rainn.org.

Improving Public Policy

- RAINN leads national efforts to improve sexual assault policies.
- We work with legislators, law enforcement and other allies to increase the number of victims who report their attack to police, and to increase the number of reports that result in successful prosecutions.
- Only six percent of rapists will ever spend a day in jail. Our biggest public policy goal is to change that situation. Our philosophy is that the way to prevent this crime is to ensure that more criminals pay a price for their actions.
- RAINN leaders regularly testify before Congress on issues ranging from DNA to sexual assault in the military, and we work closely with congressional leaders in both parties and with the Justice Department.

Helping the Military Community

- RAINN has worked on public policy efforts to reduce the number of sexual assaults against members of the military for years.
- To address the problem of sexual assaults against service members, the Department of Defense has contracted with RAINN to provide worldwide victim services for active duty personnel and Reserves.
- The DoD Safe Helpline was launched in spring 2011, with three new services for members of the military community affected by sexual assault:
 - Online Helpline: SafeHelpline.org
 - Telephone Helpline: 877-995-5247
 - Info by Text: Text your location to 55-247.
 - All services are available 24/7 in more than 160 countries.



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Sample Letters

Sample letter to business:

Name of Business
C/O First Name Last Name
Address 1
Address 2
City, State, Zip

Date

Dear **[insert name of business owner]**,

In light of the recent allegations of sexual abuse at Penn State, I am contacting you with the hope that you will consider partnering with me through the #ProudPSUforRAINN campaign — a grassroots movement that was started by a group of passionate Penns State alumni with the goal of helping victims and ensuring that something like this never happens again, anywhere.

Every two minutes another American is sexually assaulted. The Rape, Abuse, and Incest National Network (RAINN) is the nation's largest anti-sexual violence organization and runs the National Sexual Assault Hotlines, providing 24/7 hotline services by phone and online to victims of sexual violence in their greatest time of need. For more information on RAINN's vital programs, please visit www.rainn.org.

I have committed to support RAINN by raising funds and awareness through the #ProudPSUforRAINN campaign. To reach my goal of raising \$ **[insert fundraising goal amount]** by **[insert campaign end date]**, I am planning **[insert details about your specific fundraising campaign or event]**.

Since the #ProudPSUforRAINN launched on November 10, 2011, RAINN has experienced a 54% increase in the number of individuals seeking help from the Online Hotline. RAINN's hotline director, Jennifer Marsh, said, "We're seeing an outpouring of people reaching out for help — women and men, boys and girls — many of whom have been encouraged to get help for the first time as a result of this tragedy.



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I hope to not only engage my friends and family in this pursuit, but also the community at large. As a leader in the community, will you support my efforts by donating **[insert the name of their venue]** to host my event on **[suggest a date/time; indicate if your date is flexible]**? In exchange, I will include your company logo on all of my print materials and bring you increased business.

I will call next week to follow up on this request. Thank you very much for your consideration. With your support, we can support the #ProudPSUforRAINN campaign and make significant strides in the fight to end sexual violence. If you would like to reach me directly, please call **[insert your phone number]**.

Thank you in advance,
[Insert Your Name]



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Sample letter to friend, family, classmate or colleague:

First Name Last Name
Address 1
Address 2
City, State, Zip

Date

Dear **[insert recipient first name]**,

The recent allegations of abuse involving Penn State have shaken the nation to the core. In response, a grassroots network of PSU alumni have started a movement — #ProudPSUforRAINN — to support victims of abuse and help Penn Staters display their true values by contributing to RAINN. This courageous effort will help ensure that something like this never happens again, anywhere.

In the words of campaign organizers Jerry and Jaime Needel, Bob Troia and Larena Lettow (Penn State '98):

"After having so closely identified with all things Penn State over the past 15 years, the recent events have shaken our beliefs — and those of other alumni — to the core. Simply put, Penn State is way bigger than the alleged actions of a few people. To honor the victims, our goal is to raise over \$500,000 — one dollar for each of Penn State's 557,000 alumni. Please join us in showing the world what being a proud supporter of Penn State really means by making a donation in support of preventing and treating victims of sexual abuse and by adding your name to mine below."

In order to help RAINN raise the much-needed funds to assist victims, I have taken it upon myself to help spread the word. To ensure that RAINN continues to support every man, woman and child who needs help, I have pledged to raise \$ **[insert fundraising goal amount]** by **[insert campaign end date]**. 88 cents of every dollar I raise will go directly to helping survivors of sexual violence through RAINN's Online Hotline — the first secure online crisis hotline of its kind, providing live, one-on-one help to victims of sexual violence, 24/7.

RAINN is a remarkable organization. Since 1994, its hotlines have helped more than 1.6 million people; it educates over 120 million Americans each year on sexual assault prevention and recovery, and its public policy work has led Congress to pass legislation



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that is helping to get thousands of rapists off our streets. I encourage you to learn more about their amazing work at rainn.org.

Your support would mean so much to me and to the thousands of victims of sexual violence that RAINN helps each year. Please visit [#ProudPSUforRAINN](https://twitter.com/ProudPSUforRAINN) today and together we can make sure that the alleged crimes at Penn State never occur again. You can make your tax-deductible donation today at rainn.org/ProudPSUforRAINN.

Warmly,
[Insert Your Name]

PS: Please support this important campaign by [adding your name](#), [making a donation](#), and joining the conversation on twitter at [#ProudPSUforRAINN](https://twitter.com/ProudPSUforRAINN).



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Resources for You

If you need help planning your fundraising event or have questions, please contact membership@rainn.org. Due to the overwhelming volume of emails we are receiving, we ask that you allow 48 hours for a response. Thank you for your support of the #ProudPSUforRAINN campaign!