



Volunteer-Led Home Fundraisers Toolkit

The New Jersey Abortion Access Fund is a volunteer-run 501(c)(3) organization that provides financial assistance to those seeking safe, legal abortions. NJAAF provides grants to help cover the cost of an abortion or related services. We partner with abortion providers in New Jersey to help women access the care they need.

In order to provide this financial assistance, NJAAF requires a pool of funding in order to make grants to individuals seeking abortion care. Volunteers who are interested in supporting NJAAF's mission to make abortion accessible can host small fundraisers within their own personal networks.

This toolkit is meant to help provide guidelines to hosting your own event. This event can take whatever form works best for you – whether it is a formal gathering with a specific agenda and action items, or you and your friends hanging out over pizza. You can set up your event however works best for you, and by using these events as a fundraiser for NJAAF, you and your guests can help ensure access to abortion care in New Jersey.

An NJAAF board member will serve as your liaison for your party. They will help you plan out any details or discussion items you may need for your party. Below are some steps you can take as you begin to plan your event.

Steps to Hosting a Successful Fundraiser

1. Approx. 30 days in advance: Sketch out plan for your event.
 - a. When and where will the event take place?
 - b. Who will you invite to this event? How many people will attend? For security purposes, we suggest only inviting individuals you personally know and trust, especially if you are holding your event in a private location (i.e., someone's home).
 - c. Decide on event activity. What will guests do at the party? Will they have an opportunity to mingle or network, and hear a five-minute pitch about NJAAF during the festivities? Will your guests take action on an issue at the party, and donate at the end? Or will this just be a casual get-together with friends, where you collect donations for NJAAF?
2. Approx. 30 days in advance: Run details of plan with NJAAF board liaison.
 - a. Do you want NJAAF to send an email invitation out to existing donor list?
 - b. Is an NJAAF board member available to attend this event?

3. 30 days to one week in advance: Send out event invitations. Use phone calls, emails, text messages, social media – whichever works for you!
4. One week in advance: Purchase supplies for the event – snacks, nametags, paper and pens for letter-writing activities if applicable, etc.
5. One week to two days in advance: Call guests who said they would attend as well as any individuals you did not hear back from with an event reminder.
6. Host your event!
7. ASAP after your event: Mail your checks and sign-in sheet to NJAAF, and follow up with NJAAF board liaison.
8. ASAP after your event: Send thank-you notes to guests who attended your event.

Sample Party Agenda with an Advocacy Action

If your guests are interested in taking an action in order to support efforts to protect and expand abortion access in New Jersey and beyond, you can use the below agenda to structure your party.

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| 00:00 – 05:00 | Guests arrive and sign in using NJAAF sign-up sheet. |
| 05:00 – 10:00 | Host introduction; name, why they wanted to host event |
| 10:00 – 15:00 | Guests introduce themselves |
| 15:00 – 20:00 | Information about NJAAF |
| 20:00 – 30:00 | Information about abortion access in NJ and the US, Hyde Amendment |
| 30:00 – 35:00 | Activity setup – pass out paper, pens, and sample language |
| 35:00 – 45:00 | Letter writing |
| 45:00 – 50:00 | Debrief: other ways you can get involved (host your own fundraiser) |
| 50:00 – 55:00 | Make the fundraising ask |
| 55:00 – 60:00 | Wrap-up |

Important notes:

1. The best method of donation is to give a check. We also have a Paypal account available on our website, www.njaaf.org, although Paypal takes a small portion of donations for administrative fees.
2. As NJAAF is a 501(c)(3) nonprofit organization, we cannot and do not engage in any electoral work. This means that fundraisers cannot discuss current elections, seating or unseating elected officials, or ways to help improve abortion access through elections.