

MY FUNDRAISING TOOL KIT



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Thank You & Welcome!

Thank you for choosing to fundraise for the Dalit and Jogini women and girls of India!

We are privileged to work with India's most vulnerable and marginalised people in a holistic way - through working alongside Indian nationals in providing education, health care, economic empowerment and anti-human trafficking.

One of the main focuses of our work is the Jogini women and girls. These are precious women who, at a young age, are dedicated to the temple goddess. Once they hit puberty, they become the property of the village and are abused by men anywhere and any time. They are not paid for their 'services'.

This practice is illegal and we are working alongside the government and village leaders to help end it. We do this through many avenues:

- Training and empowering Jogini women to leave the practice and become advocates in their communities.
- Employing Community Health Workers to provide basic health care & hygiene information to communities
- Sponsor children to go to school so they can one day gain employment and provide for their families
- Provide a safe home for girls at risk of being dedicated where they can receive education, nutritional food, love and care.
- Train current Joginis and other unemployed women in vocational skills such as sewing and small business knowledge.

We are excited to partner with you to raise vital funds so we can continue this work and expand into more villages!

We would love to hear YOUR ideas and track with your fundraising progress so that we can celebrate and encourage you along the way, so please email us at info@dfn.org.au!

All the best,
Kate

How to Start a Fundraiser

These simple steps will help you plan and carry out a successful fundraiser for the Dalit and Jogini people!



1. Choose how you will raise money – browse our ideas on pages 3-4 or come up with your own.
2. Choose how will you collect and donate the money. See page 4 for some options
3. Fill in the 'Fundraiser Information Form' which is on page 6 & email it to info@dfn.org.au
4. Run your fundraiser and be sure to keep us in the loop through social media and email.
5. Donate your funds and see the impact your work has on the lives of the Dait and Jogini women and girls in India!
6. Remember to thank your donors – you could send them a thank you email (see the template and other ideas on page 11)

Fundraising Ideas

Here are some ideas that we have seen to be effective over the years. Feel free to be as creative as you like: adjust an idea to suit your context or come up with a completely new concept! We always love hearing of ways that our supporters are raising funds, so please share your ideas, stories and questions with us through info@dfn.org.au

- Run a fundraiser using Facebook Fundraisers
- Do a fun run or marathon
- Pledge your birthday – ask people to make a donation instead of bringing a gift
- Dye your hair – highest bidder decides the colour!
- Take part in a PJ Day where you wear your PJs to work, school or uni
- Hold a morning or afternoon tea
- Put together an Art Exhibition or Market
- Run a benefit gig or performance
- Host a karaoke night and charge a fee at the door
- Hold a fashion show or ladies night
- Sausage Sizzle – you could get in touch with your local hardware store to arrange a sausage sizzle.
- Host a movie night – highest bidder gets to decide the movies you watch
- Run a team building challenge at work
- Challenge your friends to a trivia or bingo night and ask for a donation to participate
- Hold a gala dinner or ball
- Cocktail party
- Cup cake or chocolate drive, or a bake sale
- Raffle at school/work

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- School walk-a-thon
 - Work lunch – bring a special dish and ask for a donation at the door
 - Clothes swap – ask your colleagues to bring in their unwanted clothes and ask for a donation to participate
 - Grow a moustache and/or shave your head
 - Attempt to set a world record
 - Do community work
 - Set your own physical challenge
 - Sell your unwanted clothes or goods
 - Give something up – for a week, a month or even longer! Choose something to give up like coffee or sweets and then donate the money you'd normally spend.
 - Donate part of your salary – every dollar counts!
 - Tough Mudder or Miss Mudder
 - Run an auction (silent or live!)
 - Go on a bicycle ride and ask friends to sponsor you
 - Organise a lawn bowls or ten pin bowling night and people pay to participate
 - Guess how many lollies are in the jar competition
 - Dollar for Dollar – ask your employer or a local business to match the money you raise
 - Organise a guest speaker (you can contact us at info@dfn.org.au to potentially get one of our representative speakers) and sell tickets to the event
 - Organise a class like pilates or art in the park and ask for donations
 - Run a car wash

Collecting & Donating Money

There are various ways you can collect and donate the funds you raise. Here are some ways that we suggest you collect and donate. If you have any questions, please don't hesitate to contact us by emailing info@dfn.org.au or calling 1800 949 774.

Using the DFN website

You can ask people to donate directly through the website by giving them the link – www.dfn.org.au. This can work especially well if you are asking people to donate to DFN in lieu of a birthday present or if you are wanting to email people explaining the cause and why you are passionate about fundraising, and then asking them to donate.

Using cash

Many fundraisers will receive cash from their donors, for instance at a bake sale, a car wash or an event evening.

If you're running a fundraiser where people are paying in cash, you can collect the cash and deposit into your own bank account. In order to remain accountable to the people who are donating to your fundraiser, it is a good idea to keep a record of the donations you receive and then email info@dfn.org.au with the record, as well as the total amount you have raised. Next, go to www.dfn.org.au and select the 'donate' button. You can donate the full amount you have raised through this portal.

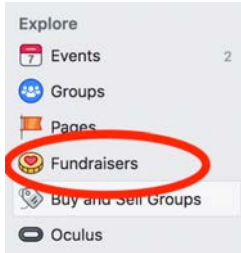
Using Facebook

DFN is a registered charity with Facebook, meaning you can easily set up a fundraiser (and a specific birthday fundraiser if it's coming up to your birthday) using Facebook.

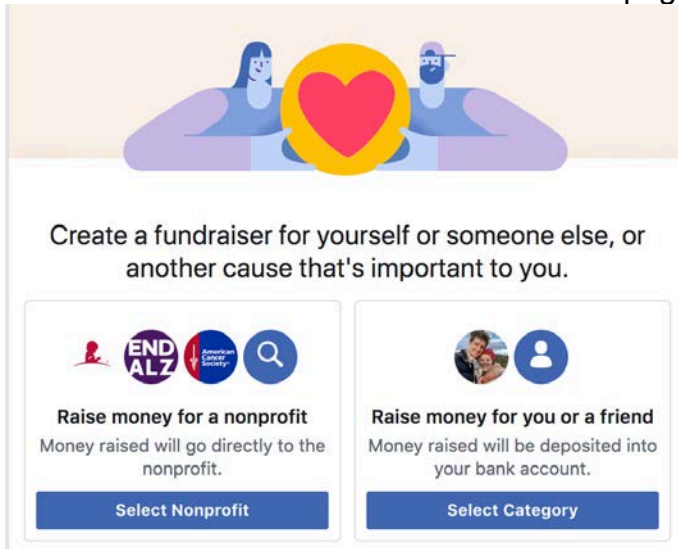
1. Go to your Facebook 'home' page



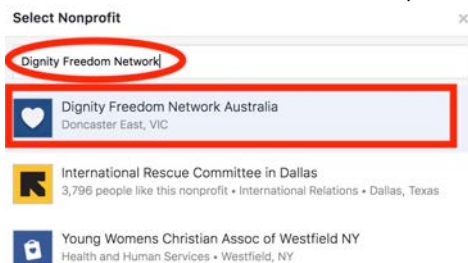
2. Under the 'explore' heading on the left hand side of your page, you will find the 'fundraisers'. Select this to go to the Facebook Fundraising page.



3. Once on the Facebook Fundraisers 'About' page, select 'Select Nonprofit'



4. It will open a new window asking you to select a charity. Type into the search bar 'Dignity Freedom Network' and select the 'Dignity Freedom Network Australia' with the location 'Doncaster East, VIC' option.



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5. You can then select your goal for how much you would like to raise and when you want your fundraiser to end.
 6. Click 'Next' and decide on your fundraiser title as well as a description about why you are raising funds, and what for.
 7. Select 'Next' and you can add a photo to your fundraiser.
 8. Click on 'Create' and then you can get to work with letting your family and friends know that you are raising funds to free women and children in India!

All the money that is raised through Facebook is given directly to DFN through the Paypal Giving Fund, with no fees. All you need to do is create the fundraiser and encourage others to donate!

Using Chuffed.org

Chuffed.org is an online crowdfunding platform where you can join with our DFN campaigns using the links (contact communications@dfn.org.au for the links) or, when DFN aren't running a campaign, you can create your own fundraising page with a link and then ask people to donate directly to that.

Please contact communications@dfn.org.au if you have questions about using chuffed.org

Fundraiser Information Form

Once you have decided what kind of fundraiser you will run, how you will collect your funds and donate them, please answer the questions in this form and email them to info@dfn.org.au. This is so we can support and encourage you, as well as keep a file of what kinds of fundraisers are being held where. Please note that DFN Australia & New Zealand cannot be held responsible for any injuries, lost funds, or lost or damaged property that may occur as a result of your fundraiser.

Dignity Freedom Network Australia & New Zealand

Fundraiser Information Form

[Please respond to the following questions in an email to info@dfn.org.au](mailto:info@dfn.org.au)

1. Please provide your:
 - a. Name
 - b. Physical Address
 - c. Email Address
 - d. Mobile

2. How did you hear about the International Women's Day campaign?

3. Please provide some information about the kind of fundraiser you will run:
 - a. What type of fundraiser will you run?
 - b. How will you collect and donate your money?
 - c. When do you plan to commence and conclude your fundraiser?
 - d. How much money do you aim to raise? (It may be helpful to keep in mind that to support one Jogini Village Leader is \$250 per year)

4. Do you have any questions for us about your fundraiser?

By emailing this information to info@dfn.org.au, you are agreeing that DFN Australia & New Zealand cannot be held responsible for any damage or loss of property, lost or stolen funds, or any type of injury to yourself or others.

Fundraising 101

These are a few ways to ensure your DFN fundraiser is a success!

Fundraising Tips:

- Donate to your own fundraiser. Set an example for others and show your commitment to the cause.
- Brainstorm a list of people you could ask to support you.
- Let potential donors know that your fundraiser will directly help transform the lives of women and children.
- Make sure your communication is **personal** and connects with people on an emotional level. Talk about why you were inspired to fundraise for the work and how you found out about the plight of the Joginis and Dalit people.
- Email your family and friends a few times with friendly reminders about your fundraiser. It can take a few reminders for people to donate – we are all busy!
- Post about your fundraiser on Twitter, Facebook and Instagram.



One of the biggest barriers to fundraising effectively is the fear of asking! Don't be afraid to approach people. Many don't donate simply because nobody has ever asked them!

Social Media

Social Media is a powerful tool to help people hear about the Jogini women and your fundraiser.

Facebook/Instagram Updates:

Update your status regularly to remind your friends about your fundraiser. You can post about your milestones when you reach them and **remember to thank your donors!**

Changing your cover and profile photos to ones that represent your fundraiser is also a great way to increase awareness.

Whenever you post, be sure to include an *action* so that people can respond immediately (and often, before they simply forget!). This might be a link to www.dfn.org.au to 'donate today!' or it might be a reminder to RSVP to your event, depending on what type of fundraiser you are running.

Facebook Event Pages:

Creating a Facebook event page is a great way to promote your fundraiser and specifically invite people to come, particularly if your project includes an event.

Connect with us:

Be sure to follow us on [Facebook](#) and Instagram (follow: dfnau.nz) so you can stay up to date with how the rest of our community is raising funds and where that money is going. Connecting with us on social media also means you can re-share any of our posts that you find interesting!

Potential Posts:

We have created some potential posts that you could use on Facebook, Instagram or Twitter. Remember to also include the following elements in relation to your particular fundraiser:

1. Include an *action*: How can people respond right here and right now? Visit the website? RSVP? Something else that is relevant to your fundraiser?
2. Use our hashtag: #dignityfreedomnetwork

Why do I support Dignity Freedom Network? Because I believe that everyone has the right to dignity, no matter their social standing.

A Jogini is an Indian woman who is trapped in a lifetime of ritualised sexual abuse. Dignity Freedom Network is helping to reach these women, educate them of their rights and train them vocationally. Help me raise money for these precious lives!

For young Dalit girls, education can mean the difference between having a future and falling victim to trafficking.

Did you know that it only costs \$250 a year to free a woman from sexual slavery and then train and empower her to free others? Help me raise enough money to free *(insert your goal)* women!

Through education, job training and advocacy, Dignity Freedom Network is transforming the lives of some of the world's most disadvantaged and at risk women and children. Join me to make a difference.

Education can give women trapped in sexual slavery the tools to break the cycle of discrimination, neglect and abuse. Support me in helping to bring them #freedom!

Who are the Dalits? Also called 'Untouchables', they face daily abuse and discrimination. Help us to stop this discrimination!

DFN Fact Sheet

Here is some information about the work of DFN that you can share with your potential donors.

FACT #1

Girls can be dedicated as young as four years old to the temple goddess. This means they are told from an incredibly tender age that their role on Earth is to serve the goddess by bearing abuse.

FACT #2

Often, abuse of Jogini women is seen as an act of worship and thought to bring luck to the family.

FACT #3

Currently, DFN operates in around 250 rural villages in India to provide health care, education and prevent more Jogini dedications. In order to reach more villages, we need more Jogini Village Leaders and Clinical Health Workers!

FACT #4

The children of Jogini women are even more marginalised than other Dalit people. This makes attending school very difficult for these children. DFN has raised money for buses so that Jogini children can be bussed from their own village into another to attend school. This means these children can receive an education without stigma!

FACT #5

In 2018, 573 students graduated from Good Shepherd Schools all across India.

FACT #6

At the core of DFN's work is sustainability. We focus on assisting Dalit people to gain education, healthcare and jobs so they can have dignity and hope restored, and become economically independent.



FACT #7

A girl's wage increases by 20% for every year she attends school beyond fourth grade.

FACT #8

Some graduates of Good Shepherd Schools return as teachers to the schools they attended!

FACT #9

The work of DFN is much broader than just the Jogini women. We work with Dalit people generally, who belong to the lowest caste. Even though Indian law dictates that everyone should have equal status, caste based discrimination is rampant. Dalits are barred from temples and other public spaces and labelled 'untouchables'.

FACT #10

A child born to a literate mother is 50% more likely to live past the age of 5. Education is vital to sustaining life!

Donation Email Template

So how do you ask for people's support? Here is a sample email to help you with your own!

Dear *[Name]*,

I hope you're well! I want to tell you about a fundraiser I am hosting for a cause that is dear to my heart. Dignity Freedom Network is a non-profit organisation that brings education, equality and freedom to the Dalit and Jogini women and girls of India.

Who are the Jogini women? Jogini's are Indian women who belong to the lowest caste – the Dalit or 'Untouchable' caste. Joginis are dedicated at a young age to the temple goddess and when they hit puberty, they become the property of the village. This means that a man can use her at any time and anywhere without payment for her 'services'. She is considered the lowest of the low, often being refused education or work opportunities.

Thankfully, the practice is illegal and Dignity Freedom Network is diligently seeking to eradicate it by 2026. They work with former Jogini women, training and empowering them to return to their village as a Jogini Village Leader. The Jogini Village Leaders become a beacon of hope for other Jogini women, educate other Joginis about their rights, connect them with training opportunities as well as help to prevent future dedications.

I am raising funds for Dignity Freedom Network because *[what inspired you to raise funds? Include a personal story if you can]*.

Please consider helping me reach my fundraising goal of *[insert your fundraising goal]* by *donating today at www.dfn.org.au / attending my fundraiser.*

The proceeds go towards *[training more Jogini Village Leaders/providing education for more Dalit children/employing more Community Health Workers/providing a safe home for girls at risk of dedication]* so that DFN can spread hope and freedom into more villages!

If you have any questions, feel free to contact me.

Sincerely,

[Your name]
[Your contact details]

TIPS FOR WRITING A DONATION LETTER:

- Make it personal!
- Put the most important information first in case people don't read it all
- Include images if possible
- Make a direct ask for a donation
- Proofread for any mistakes and get a friend to look at it before sending it out

Thank You Email Template

Never underestimate the power of thanking your donors – they've been generous in giving to your fundraiser! Here is an example of a thank you message.

Dear *[Name]*

Amazing news! With your generous gift to *[your fundraiser name]*, we raised *[total amount raised]* in support of Dignity Freedom Network!

Thank you for your kindness and for reaching out to those in need. I am so grateful for your contribution, which will help bring an end to the horrors of the Jogini practice in India.

Dignity Freedom Network's mission is to help the Dalit people escape cycles of poverty and discrimination, particularly through helping to eradicate the practice of Jogini. Your contribution will go directly towards *[training more Jogini Village Leaders/providing education for more Dalit children/employing more Community Health Workers/providing a safe home for girls at risk of dedication]* so that DFN can spread hope and freedom into more villages!

Your support helped make my fundraiser a success and I want to thank you from the bottom of my heart. I couldn't have done it without you!

To learn more about Dignity Freedom Network and the plight of the Dalit people, head to www.dfn.org.au.

Thanks again & best regards,

[Your Name]



TIPS FOR WRITING A THANK YOU LETTER:

- Share photos of your fundraiser
- Make sure you take the time to thank each of your supporters individually, whether it's through social media, email, snail mail, face to face or over the phone
- Think of unique ways to thank your supporters such as making them a card/video