



# MY FUNDRAISING TOOL KIT

## International Girl's Day

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## 1. Introduction: Thank You & Welcome!

Since 2012, 11 October has been marked as the International Day of the Girl. The day aims to highlight and address the needs and challenges girls face, while promoting girls' empowerment and the fulfillment of their human rights. We celebrate this day by promoting our work with at-risk girls.

We are privileged to work with some of India's most vulnerable and marginalised people, supporting the provision of education, healthcare, economic empowerment and anti-human trafficking.

Despite much progress, a child without an education is still much more likely to be a girl than a boy.

Nothing has as much impact on a child's well-being as their mother's level of education.

Did you know that:

- Educated girls are less likely to be trafficked
- Girls with higher levels of education are less likely to be child brides
- Girls with higher levels of education are less likely to have children at an early age
- Educated girls are healthier
- Educated women are less likely to die in childbirth
- A mothers' education level impacts their children's nutrition
- Educated women are more likely to find work
- Educated women are more likely to earn a higher income
- Educated women are more likely to know that they are valuable and have worth.



We have 103 schools across India providing quality English medium education to vulnerable children. Around 4,000 girls in our schools are currently unsponsored, and we want to raise the funds to support them, so they can break out of the poverty cycle, and dream big dreams.

We invite schools and youth groups to organise fundraising events to help us support these at-risk girls, to empower them to have a hope and a future.

**Thank you** for choosing to fundraise for these women and girls enabling the work to 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, please email us at [info@dfn.org.au](mailto:info@dfn.org.au)

All the best,

*Kate Rodwell*



## 2. How to Start a Fundraiser

These simple steps will help you plan your fundraiser to support more Jogini Village Leaders.

1. Choose your event, browse the following ideas or choose your own
2. Select how will you collect and donate the money.
3. Fill in the 'Fundraiser Information Form', & email it to [info@dfn.org.au](mailto:info@dfn.org.au) / [info@dfn.org.nz](mailto:info@dfn.org.nz)
4. Run your event and keep in touch through social media and email, we love photos & stories
5. Donate your funds and send us an email so we can reconcile your donation
6. Thank your donors; thank you email templates and ideas are included.

**Your help is making a lasting impact in the lives Jogini women and girls in India!**

### SHARE YOUR FUNDRAISER

- Post your fundraiser on Facebook, Instagram and/or Twitter. Invite family and friends to support you. Tag us on Instagram and Facebook!
- Update your Facebook posts, share images from our Fundraising Toolkit
- Use #IWD on your posts for wider coverage
- Let others know about your fundraiser and invite them to donate. See page 5 for ideas.



## 3. Fundraising Ideas

Here are some ideas for a fundraiser. Be creative, ideas to suit you or come up with a new concept! We love hearing how supporters are raising funds, so please share your ideas, stories and questions with us: [info@dfn.org.au](mailto:info@dfn.org.au) /[info@dfn.org.nz](mailto:info@dfn.org.nz)

- Use Facebook Fundraisers (see following)
- Pledge your birthday gifts – ask people to make a donation instead of bringing a gift
- Participate in a fun run or marathon
- Dye your hair – highest bidder decides the colour!
- Take part in a PJ Day, wear your PJs to work, school or university
- Hold a morning or afternoon tea, Devonshire tea
- Organise a clothes swap
- Run an Art Exhibition
- book a stall at a local market, sell things you make
- Screen a movie night
- Host a karaoke night and charge a fee at the door
- Hold a fashion show
- Have a supper evening, wine and cheese night
- Sausage Sizzle – contact your hardware store
- Run a team building challenge at work
- Challenge your friends to a trivia night
- Hold a gala dinner or ball
- Cocktail party
- Raffle at school/work
- Cup cake or chocolate drive, or a bake sale
- organise a carwash
- School walk-a-thon
- Work lunch – bring a special dish and ask for a donation at the door
- Set your own physical challenge
- Grow a moustache and/or shave your head
- Sell unwanted clothes or goods
- Attempt to set a world record
- Give something up – for a week, a month or longer and 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!)
- Dollar for Dollar – ask your employer or a local business to match the money you
- 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
- Organise a class like Pilates or art in the park and ask for donations
- Organise a guest speaker, contact us to requesting someone



# 4. Collecting & Donating Money

There are various ways you can collect and donate your funds. If you have any questions, please contact us by emailing [info@dfn.org.au](mailto:info@dfn.org.au); [info@dfn.org.nz](mailto:info@dfn.org.nz) or calling 1800 949 774.

## Using the DFN website

People can donate directly through our website:– [www.dfn.org.au](http://www.dfn.org.au). This works well if you are asking people to donate in lieu of a birthday present or if you are email people explaining the cause, why you are passionate about fundraising, and asking them to donate.

## Using cash

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

If you're running a fundraiser where people pay cash, collect the cash and deposit into your own bank account. To remain accountable to those donating, keep a record of the donations you receive and email us with the record, and the total amount raised. Next, go to [www.dfn.org.au](http://www.dfn.org.au) and select the 'donate' button. Donate the full amount you have raised through this portal.

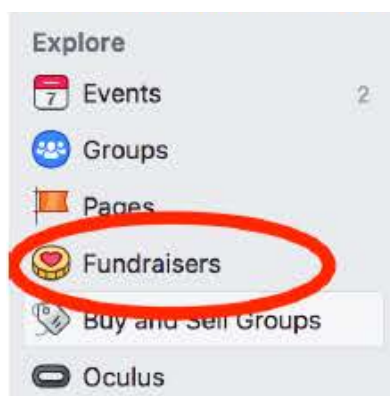
## Using Facebook

DFN is a registered charity with Facebook, meaning you can 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 'fundraisers'. Select this to go to the Facebook Fundraising page.



3. Once on the Facebook Fundraisers 'About' page, select 'Select: Non-profit'




Create a fundraiser for yourself or someone else, or another cause that's important to you.



**Raise money for a nonprofit**  
Money raised will go directly to the nonprofit.

Select Nonprofit



**Raise money for you or a friend**  
Money raised will be deposited into your bank account.

Select Category

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



5. Select your goal for how much you plan to raise and when the fundraiser will end
6. Click 'Next' and choose your fundraiser title, 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 'Create'; notify your family and friends 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 DFN campaigns using the links or create your own fundraising page with a link and ask people to donate directly to that. Please contact [communications@dfn.org.au](mailto:communications@dfn.org.au) if you have questions about using chuffed.org



# Fundraiser information form

Please complete the form below and email it to [info@dfn.org.au](mailto:info@dfn.org.au) or [info@dfn.org.nz](mailto:info@dfn.org.nz). This helps us support and encourage you, and track with what fundraisers are being held and where. 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. *[insert form as per website page on page 7]*

Dignity Freedom Network Australia & New Zealand

## Fundraiser Information Form

1. Please provide your:
  1. Name
  2. Physical Address
  3. Email Address
  4. Mobile
2. How did you hear about our International Women's Day campaign?
3. Please provide some information about your fundraiser:
  1. What type of fundraiser do you plan to run?
  2. How will you collect and donate your money?
  3. When do you plan to commence and conclude your fundraiser?
  4. How much money do you hope to raise?  
(One Jogini Village Leader is \$250 per year)
4. Do you have any questions for us about your fundraiser?

*By emailing this form to [info@dfn.org.au](mailto: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

Ways to help your fundraiser be a success.

## Fundraising Tips

- Brainstorm a list of people you could approach.
- Let potential donors know that your fundraiser will directly help transform the lives of women and children.
- Make your communication **personal**. Explain how you were inspired to fundraise for the work and about the plight of the Jogini women and girls.
- Post on Facebook, Instagram and Twitter
- Donate to your own fundraiser. Set an example and show your commitment to the cause.



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!

### FUNDRAISING CHECKLIST

- Email your family and friends a few times. Sometimes people need reminders, we are all busy!
- Post your fundraiser on Twitter, Facebook, and Instagram.
- Use the hashtag #IWD when posting on social media
- Every little bit counts! Collect loose change around the house or return recyclables for a deposit.



# Social Media

Social media is a great medium to share about your Fundraiser.

## Facebook/Instagram Updates:

Updating your status regularly reminds others about your fundraiser. You can post about your milestones when you reach them and **remember to thank your donors**.

Changing cover and profile photos to ones representing your fundraiser also increases awareness.

Include a *call to action* so people can respond. This could be a link to our [website](#) to 'donate today' or a reminder to RSVP, depending on the type of fundraiser you are organising. (*insert hyperlink*)

## Facebook Event:

Creating a Facebook event is an easy way to invite people and promotes your fundraiser.

## Connect with us:

Follow us on [Facebook](#) and [Instagram](#) (*insert hyperlinks*) to hear how others are raising funds and updates about the project. You can re-share any of our posts that you would like.

## Potential Posts:

Below are some potential posts 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 hashtags: #IWD #dignityfreedomnetwork #no-onestandsalone

## Facebook/Instagram Updates:

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

Why do I support the Jogini women and girls?

I believe everyone has a right to dignity, no matter their social standing. [*insert link to personal fundraising page*]

Who are the Jogini women? Women trapped in abhorrent ritualised sexual abuse. Help us to end this practice.

Just \$250 a year supports a Jogini Village Leader who works to help other Juginis and prevent dedications.

My goal is to raise funds to support (insert your goal) Jogini Village Leaders!

Through education, skills training and advocacy, Dignity Freedom Network is transforming the lives of Dalits across India.

Join me to make a difference. [*insert link to personal fundraising page*]

# Fact Sheet

Information to share with your donors and supporters.

## **FUNDRAISING FACT #1:**

In 2018, India was deemed the most dangerous country in the world for women.

## **FUNDRAISING FACT #2:**

The Jogini system has been practiced for over 2,000 years, and was made illegal in 1988. Sadly, it continues to be practiced to this day.

## **FUNDRAISING FACT #3:**

There are estimated to be over 100,000 Joginis, in approximately 3,000 villages.

## **FUNDRAISING FACT #4:**

Little girls as young as 5 or 6 are dedicated to the temple goddess without their consent.

## **FUNDRAISING FACT #5:**

These children have no idea that once they hit puberty they will be trapped in religiously sanctioned ritualised sexual abuse.

## **FUNDRAISING FACT #6:**

Joginis are 10 times more likely to die from HIV than other women in India.

## **FUNDRAISING FACT #7:**

93% of Joginis are illiterate, and 57% have attempted suicide, and suffer from substance abuse.

## **FUNDRAISING FACT #8:**

Dignity Freedom Network is working to end this practice completely through health care, counselling, vocational training and education.

## **FUNDRAISING FACT #9:**

Dignity Freedom Network currently works in over 200 villages as former Joginis become Jogini Village Leaders, preventing dedications and rescuing other Joginis.

## **FUNDRAISING FACT #10:**

This form of human trafficking CAN END!



# Donation Email Template

How do you ask others to support you? Here is a sample email to help you with your own.

Dear [Name],

I hope you're well! I wanted to let you know about a fundraiser I am hosting for a cause dear to my heart. Dignity Freedom Network is a non-profit organisation bringing education, equality and freedom to Dalit and Jogini women and girls in India.

Who are the Juginis? Juginis are Indian women from the Dalit or 'Untouchable' caste. Girls as young as 5 or 6 are dedicated to the temple goddess and, after reaching puberty, they become the property of the village and are trapped in a life of ritualised sexual abuse. This means that a man can use her at anytime and anywhere without payment for her 'services'. Juginis suffer unimaginable abuse.

Dignity Freedom Network works to end this abhorrent practice, preventing dedications and empowers Jogini women discover their self-worth and regain their dignity.

Just \$250 supports a Jogini Village Leader working in a village to prevent dedications, providing advocacy, and helping Juginis obtain health care, support and empowerment.

I am raising funds for the Jogini women and girls because *[insert what inspired you to raise funds. Include a personal story if possible.]*

Please consider helping me reach my fundraising goal *[insert goal]* by donating at [dfn.org.au](https://dfn.org.au) *(insert hyperlink)* / attending my fundraiser. *[Insert fundraiser name]*.

Proceeds will support Jogini Village Leaders who are impacting the lives of Jogini women and children, bringing freedom and hope.

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

Thank you for your support!

Sincerely,

*[Your name  
& 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.
- Make a direct ask for a donation
- Proofread for any mistakes and get a friend to look at it before sending it out.

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# 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 for you to adapt to your audience.

Dear *[Name]*,

Amazing news! With your generous gift to *[Your Fundraiser Name]*, we raised *[Total amount raised]* in support of the Jogini women and girls!

Thank you for your kindness in supporting these vulnerable women and girls. I am grateful for your contribution which will help expand the work into more villages.

Dignity Freedom Network’s mission is to help the Dalit people escape cycles of poverty and discrimination, particularly through helping end the Jogini practice. Your contribution will help support Jogini Village Leaders who empowered to do this.

Your support helped my fundraiser succeed. I couldn’t have done it without you!

To learn more about Dignity Freedom Network and the plight of the Dalit people, visit [www.dfn.org.au](http://www.dfn.org.au) *(insert hyperlink)*

Thanks again and best regards,

*[Your name]*

## TIPS FOR THANKING YOUR DONORS

- Share photos of your event or project.
- Make sure you take the time to thank each of your supporters individually, whether it’s through social media, email, snail mail, or over the phone.
- Think of unique ways to thank your supporters such as tagging them on social media or making a thank you video.