



# Ayuda Fundraising Toolkit



# A Note from Ayuda's Development Team

Dear Friend,

We're so grateful for your decision to support us in raising both funds and awareness in support of our vulnerable, low-income immigrant communities.

More than one million of our neighbors in Maryland, Virginia, and Washington D.C. moved here from abroad with dreams of a better future. From the teenage boy who fled violence and death threats, to the mother who received a work visa from a local farm.

These immigrants go to our children's schools, provide essential skills for our businesses, and are vibrant members of our diverse communities. Yet, all too often, our neighbors do not receive equal levels of justice and protection.

At Ayuda, we envision a community where all immigrants succeed and thrive in the United States. Our expert and dedicated professionals help our community's immigrants navigate the immigration and justice systems, access the social safety net, and overcome language barriers. Since 1973, Ayuda's support has transformed the lives of more than 100,000 vulnerable people – young "Dreamers," survivors of human trafficking and domestic violence, LGBTQ immigrants, and more.

Your commitment to Ayuda's mission is crucial, as community fundraisers like yours have been instrumental in our ability to raise support for these marginalized communities. THANK YOU.

As you begin to plan your fundraiser, we are eager and ready to support you. We have put together this guide to help you out. Within this toolkit, you'll find a few documents to get you started. We are also available to help you with any further questions and want to ensure you have the tools accessible to host a successful fundraiser. If you have any questions, need to brainstorm more, or just need help with your next step, please feel free to reach out.

We look forward to planning with you!

**- Team Ayuda**

# About Ayuda

## Our Mission

Ayuda provides legal, social, and language services to help vulnerable immigrants in our neighborhoods access justice and transform their lives.

Ayuda's expert and dedicated professionals help immigrants from anywhere in the world navigate the immigration and justice systems and access the social safety net. Our comprehensive and welcoming approach breaks down barriers, helps those in need, and makes our communities stronger.



## 5 WAYS YOUR DONATION WILL MAKE AN IMPACT



1

### REBUILD LIVES

\$100 to help cover the costs of emergency services such as food, clothing, baby diapers & transportation, so our immigrant neighbors can start to rebuild their lives from day one.



2

### HELP SURVIVORS HEAL

\$500 to help survivors of domestic violence, sexual assault and trafficking receive trauma-informed group therapy so they can recover from past abuses and rebuild their lives.

3

### SUPPORT AYUDA'S GROWTH

Your gift of any amount will help us to sustain our response to the growing need in our community. With your donation, we can continue our growth, further solidify our organizational infrastructure, and offer even more valuable legal, social & language access services to our immigrant neighbors in D.C., Virginia & Maryland.



4



### ACCESS JUSTICE

\$250 to help cover the increasing costs of legal fees so that low-income immigrants can overcome barriers, and successfully access and navigate our justice system.

5



### GIVE A VOICE

\$1000 to help cover paid interpretation services for a client, because we believe everyone should get the help they need, regardless of the languages that they use to communicate.

## AYUDA FAST FACTS

These facts will help you raise awareness to the public about the Importance of vulnerable Immigrants in our community. These facts will also portray why Ayuda is crucial in the fight towards helping all immigrants get the justice and social and language access services they deserve.



1. **63%** of Immigrants do not have council In Immigration court proceedings. Many Immigrants are also going to court with lawyers who are not on their side.
2. Ayuda has passionate and dedicated team members and supporters that utilize a holistic approach to address all the Issues of their client. Ayuda also works with the top law firms In the metropolitan area and assisted **1,187** clients and their family members In 2019 at Ayuda's pro bono clinics.
3. Ayuda's clients come from **102** countries around the world and in 2019, Ayuda was able to help **3,000** Individuals gain crucial legal and social services and **6,400** Individuals with necessary Language Access Services.
4. Due to their status vulnerable Immigrants are not eligible for government support programs. In 2019, Ayuda helped **69** families gain 8,000 pounds of food and 8,000 pounds fo diapers.

# Ayuda Locations



Reach out to see  
what we are  
doing in your  
local area!

## **D.C.**

**6925 B Willow Street NW  
Washington, DC 20012  
Phone: 202-387-4848  
Hours of operation: 9AM-5PM**

## **VA OFFICE**

**2701 Prosperity Ave, Suite 300  
Fairfax, VA 22031  
Phone: 703-444-7009  
Hours of operation: 8:30AM-4:30PM**

## **MD OFFICE**

**8757 Georgia Ave, Suite 800  
Silver Spring, MD 20910  
Phone: 240-594-0600  
Hours of operation: 8:30AM-4:30PM**

## **ADMINISTRATIVE OFFICE**

**1413 K Street NW, Fifth Floor  
Washington, DC 20005  
Phone: 202-387-4848  
Hours of operation: 9AM-5PM**

[www.ayuda.com](http://www.ayuda.com)



# Introduction to Fundraising



# 1

## Get to Know Ayuda

Familiarize yourself with Ayuda's mission. Know how to explain why our work is important and be able to answer questions about where people's support is going. Visit our website and social media pages to learn more.

# 2

## Connect with Your Community

No one knows your network better than you do. Make sure your fundraiser is tailored to your audience, and engages your network in a way that is effective. Reach out to your people and get creative! We've included sample emails and social media posts for you to get started

# 3

## Make A Plan

Once you know your target audience, you can begin to create your fundraising plan. In this step you want to set a realistic fundraising goal, create a timeline, build your fundraising team and budget (if applicable).

# 4

## Engage

Engaging with your network ensures they feel part of your team. The more engaged they feel, the more likely they are to support your fundraiser. And don't forget to follow up with people. We've included email templates and social media graphics to make engagement a little easier!

# 5

## Say Thank You

After your fundraiser is over, be sure to thank everyone who donated. Sending thanks is an important part of the fundraising process. The more personal you are, the more important your thank you will be. We've included a sample thank you email in this toolkit to get you started!

# Types of Fundrasiers

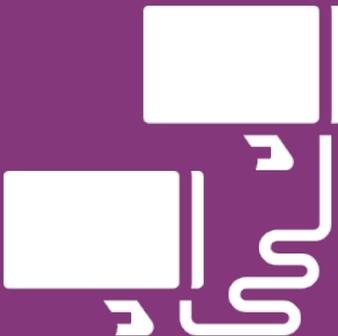
## The Digital Approach

### Facebook

*Hosting a facebook fundraiser is very easy to set up and there is no cost! If you're looking to host a birthday or a Giving Tuesday fundraiser we recommend using Facebook. Visit Ayuda's Facebook page at @AyudaGreaterWashington and click Fundraisers on the left-side panel. From here you can set up your own fundraising page. See tips below.*



### Peer-to-Peer (P2P)



*Hosting a peer-to-peer fundraiser is very easy to set up and there is no cost - all you need is an email. This is ideal for those who are not active on social media, or whose contacts are not on Facebook. Also ideal for those who want to fundraise in their workplace.*

*Ayuda has set up a peer-to-peer fundraising page. You can join this fundraiser as an individual or as a team. Visit [Ayuda's P2P Fundraiser](#) to start your fundraiser.*

### Tips and Tricks

- Create a plan, including budget, goal and timeline
- Identify your target audience
- Get help - find a fundraising teammate to help you execute & follow-through
- Get personal - tell your network why you support Ayuda and the immigrant community. Antedotes are winners.
- Push your fundraiser through social media, email and by making personal phone calls
- **Email [development@ayuda.com](mailto:development@ayuda.com) to request materials, a staff member to present at your event or other additional support. We are here to make your fundraiser a success and to give you the best experience possible!**

# Types of Fundrasiers



## At Home

*Hosting an event in your home\*\*\* is a great way to have an intimate gathering with your network. This is the more personal approach to fundraising. Hosting an event at home gives you the control over the food, drinks and activities but also requires a budget.*

Here are some tips to ensure that your at home fundraiser is a success:

- Be passionate about your mission
- Be willing to open up your home to your guests
- Be prepared to pay for food and drinks
- Be willing to make calls before the party to confirm attendance
- Be able to make all of the attendees feel welcome and comfortable
- Be ready to make a donation of your own during the party
- Be committed to writing thank-you notes after the event is over

## At a Venue



*Hosting an event at a private venue\*\*\* is great for those with minimal time, a substantial budget and those who are looking to host a larger event. With a private venue, the space and menu will be ready-to-go, all you have to do is get people there!*

Here are some tips to ensure that your venue fundraiser is a success:

- Create a budget and find a venue that suites your needs
- Select a venue and menus. Ask if the food and drinks can be donated
- Create a guest list and digital invitation. Send to your guest list. We recommend using Eventbrite (free) so you can track your RSVPS
- Be willing to make calls before the party to confirm attendance.
- Be committed to writing thank-you notes after the event is over

**\*\*\* Please review third-party guidelines on pages 9-10. Fill out and sign form on page 11 - send to [development@ayuda.com](mailto:development@ayuda.com)**

# Third Party Guidelines

## Getting approval

An Ayuda employee must review and pre-approve the benefit. A wide variety of federal and state laws apply to fundraising efforts, and it's important for everyone to be aware of both the legal requirements and Ayuda's own event standards.

The event coordinator must sign a third-party benefit form.

If the event will also benefit organizations other than Ayuda, it must be pre-approved by the appropriate Ayuda Development Director, David Sokolowski.

## Our financial policy

Ayuda provides receipts only for donations directly received by Ayuda.

Ayuda is responsible for depositing all checks made out to Ayuda.

Bank accounts cannot be opened by anyone in Ayuda's name.

State sales tax-exempt certificates can be used only by Ayuda employees to provide to vendors who sell goods and services directly to the Ayuda.

## Fundraisers with up-front costs are discouraged

Initiatives to purchase and resell food, books and other items are discouraged. Experience has shown that fundraisers with up-front costs are not as effective at raising money for the mission. A better option is the sale of something with costs covered by donors: for example, a bake sale, sale of handcrafted items, yard sale or resale of donated items.

Endurance fundraisers (such as a cross-country bikeathon) often incur high expenses. These expenses should be paid by the participants so pledges can fund the important mission of Ayuda.

The Internal Revenue Service allows a donor to deduct only that portion of a gift above the "fair market value" of the goods or services received. For example, if someone would pay \$15 for a similar item in a store, only \$5 of a \$20 contribution would be eligible for a tax deduction. (Please consult your personal tax adviser with specific questions about your planned activity.)

# Third Party Guidelines Cont.

## Drawings vs. raffles

Raffles – where tickets are printed and sold over a period of time – are governed by a variety of state and federal laws. Due to the complexities of these legal requirements, raffle fundraising is strongly discouraged.

Under no circumstances should a raffle permit be taken out in Ayuda 's name. These permits are limited and reserved for raffles conducted by Ayuda. Inappropriate use of raffle permits might jeopardize the funds Ayuda raises through similar gaming opportunities.

Drawings – where tickets are sold at a single site on one day – are regulated differently than raffles and may be permitted. Please check with an Ayuda employee if you plan to conduct this type of drawing.

## Making and using promotional materials

Ayuda logo or letterhead may not be used for third-party events.

If you wish to cite Ayuda by name as a beneficiary of the event in printed materials – press releases, print, broadcast, or electronic advertising, web pages, emails, or any other promotional venues –materials must be reviewed and approved by a AYUDA communications employee prior to publication and use.

If a percentage of the event proceeds is to benefit Ayuda, please state the percentage in all event materials.

## Insurance

Ayuda cannot issue insurance coverage or certificates.

## Publicizing the event

Ayuda communications employees must to pre-approve all benefit press releases and publicity appearances.

Publicity for a benefit, in which the name of Ayuda is used, cannot conflict with publicity for a pre-existing AYUDA event in the same unit or region.

## Confidentiality

Due to our confidentiality guidelines, we are unable to share our donor lists.

# Benefit Agreement Form

## Benefit Agreement Form

### General Information

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Phone (Home) \_\_\_\_\_

(Work) \_\_\_\_\_

Email \_\_\_\_\_

Event Name \_\_\_\_\_

Date and time \_\_\_\_\_

Event location \_\_\_\_\_

Event Description  
\_\_\_\_\_  
\_\_\_\_\_

Facility name \_\_\_\_\_

Street address \_\_\_\_\_

### Financial Information

Expected benefit to Ayuda: \$ \_\_\_\_\_

Participant fee (if any) \$ \_\_\_\_\_

This is a  net  gross estimate.

Will you be soliciting corporate donations for this event?  Yes  No

I acknowledge that Ayuda is a beneficiary of this event and not an event sponsor. I have read and will adhere to Ayuda's Third-Party Benefit Activities Guidelines and all policies of Ayuda. I understand that Ayuda will not be held liable for any injuries or damages that may occur at this event

Signature \_\_\_\_\_

Date \_\_\_\_\_

# Event Checklist

- Do your research on Ayuda, our mission, our programs, and the immigrant communities we serve
- Determine what kind of fundraiser you would like to host (*see pages 7 & 8*)
- Create your schedule, fundraising goal and budget (*if hosting event at home or venue - send third party agreement form to [development@ayuda.com](mailto:development@ayuda.com)*)
- Create your fundraising team (*if applicable*)
- Customize your peer-to-peer fundraising page, Facebook fundraiser or event registration page
- If you're holding an event - send out your invites. Be sure to follow-up with your guest to ensure retention!
- Share your fundraiser on your social media channels
- Encourage family & friends to share your page
- Email [development@ayuda.com](mailto:development@ayuda.com) to request support or materials as needed
- Send thank yous and let Ayuda know how your event or digital fundraiser went.
- Send us photos and tag us on social media (*see page 8*) so we can share your incredible work!

# Social Media

Social media is a great tool in a Fundraiser's toolbox. Posts on Facebook, Instagram, and other platforms can be very visually engaging and are easily shared. And tons of people use social media every day.

Below we have included some ready-to-go social media posts as well as Ayuda #hashtags to include. Feel free to use these posts as is, or draw inspiration from them to create your own.

Remember to keep it short, sweet and personal. And when you can, include some media - photo, video or GIF - which will drive up post engagement!

## Ayuda Social Media Handles – Tag us!



@AyudaGreaterWashington



@Ayuda\_DMV



@Ayuda\_DMV



@Ayuda



@AyudaDC

## Ayuda #Hashtags

#BreakDownBarriers #ReshapingLives #CreatingChange #ImmigrantsMatter

#CreatingHope #CreateChangeWithAyuda #BuildStrongerCommunities

#ChooseChange #UpliftVoices #UpliftSurvivors #PathtoSecurity

#JusticeBeyondBarriers #IStandWithAyuda #SupportImmigrants #SupportLocal



### SAMPLE FACEBOOK POST:

More than one million of our neighbors in the DMV moved here from abroad with dreams of a better future. From the teenage boy who fled violence and death threats, to the mother who received a work visa from a local farm.

These immigrants go to our children's schools, provide essential skills for our businesses, and are vibrant members of our diverse communities. Yet, all too often, our neighbors do not receive equal levels of justice and protection.

Join me today in supporting Ayuda, the region's leading provider of legal, social and language services to low-income immigrants.

Help me raise {INSERT GOAL} so that Ayuda can continue to break down barriers, help those in need, and make our communities stronger. Make your gift today at {INSERT FUNDRAISING PAGE LINK}!

# Social Media



## SAMPLE INSTAGRAM POST:

*"Give me your tired, your poor, your huddled masses yearning to breathe free..."*

The United States has always been a place where individuals can realize their dreams and where vulnerable people can find safety and freedom. However, due to the current climate of suspicion and fear, immigrants are in need of help now more than ever as they face apprehension, exploitation, and alienation.

Join me today to support Ayuda, the region's leading provider of legal, social and language services to low-income immigrants. Help me raise {INSERT GOAL} to support Ayuda's programs. Make your gift today at {INSERT FUNDRAISING PAGE LINK}. Because when we lift up each other, we create stronger communities.

#IStandWithAyuda #CreatingHope #BuildStrongerCommunities  
#CreatingChange #PathtoSecurity



## SAMPLE TWEET:

Low-income immigrants are among the most vulnerable in our communities. Many of our immigrant neighbors have fled their homes, families, and ways of life in order to have a better life in the U.S. Join me in helping low-income immigrants break down barriers, navigate the immigration and justice systems, and access the social safety net, so that they can have a brighter future today.

Help me raise {INSERT GOAL} to support Ayuda. Make your gift at {INSERT FUNDRAISING PAGE LINK}. #IStandWithAyuda #BreakDownBarriers



## SAMPLE LINKEDIN POST:

Without guidance, navigating the immigration and justice systems can be overwhelming for low-income immigrants. Organizations like Ayuda are crucial to helping immigrants navigate these systems.

Being empathetic, willing to go above and beyond, and having an understanding and respect of these diverse backgrounds also helps immigrants feel seen, respected, and secure. Ayuda's team meets the vital needs for low-income immigrants.

Join me today in helping raise {INSERT GOAL} to support Ayuda. Make your gift at {INSERT FUNDRAISING PAGE LINK}. #IStandWithAyuda #BreakDownBarriers  
#SupportLocal

# Social Media Graphics

Immigrant victims  
are **less likely** to  
report crimes due  
to their status.



#PathtoSecurity

Ayuda's **Holistic  
Model** includes:

- Legal Services
- Language Access Services
- Social Services



#PathtoSecurity



Change Starts Here



Thank You!



# Ayuda Logo Use



**Logo Construction:** Ayuda's logo represents care, support, and lending a helping hand to those in need. Please treat our logo with respect!

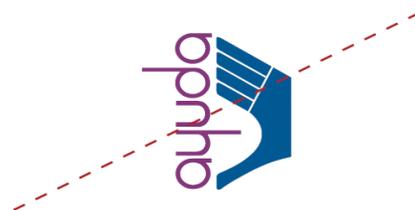
**Logo Width:** It is recommended that the logo be a minimum width of .75 inches for print. There is no maximum size defined for this logo.

**Logo Clearance:** Always allow a minimum space around the logo. This is also known as exclusion zones.

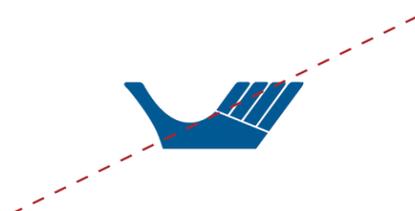
**Logo Misuse:** see *image below*



**DO NOT**  
rearrange the elements  
in the logo



**DO NOT**  
rotate the logo



**DO NOT**  
use the hand or "ayuda"  
on its own



**DO NOT**  
change the colors in the logo

To download Ayuda's high-resolution logos  
[please visit our website here.](#)

# Ayuda Style Guide

## Color Palette

PMS (Pantone) colors should be used for spot color printing process. Use CMYK for 4 color printing. RGB/HEX should be used for onscreen applications.

### PRIMARY COLORS

<b>AYUDA BLUE</b>			
Pantone 7462 C C97, M69 Y16, K2		R0, G90, B149 HEX #005a95	
80%	50%	30%	20%
<b>AYUDA VIOLET</b>			
Pantone 512 C C55, M93, Y20, K4		R133, G55, B123 HEX #85377b	
80%	50%	30%	20%

### SECONDARY COLORS

<b>AYUDA INDIGO</b>			
Pantone 2105 UP R76, G46, B138		HEX #4c2e8a C88, M100, Y5, K1	
80%	50%	30%	20%
<b>AYUDA VIOLET</b>			
Pantone 528 UP R180, G140, B188		HEX #b48cbc C30, M49, Y2, K0	
80%	50%	30%	20%
<b>AYUDA TEAL</b>			
Pantone 2235 UP R0, G140, B153		HEX #008c99 C84, M28, Y37, K2	
80%	50%	30%	20%
<b>AYUDA GOLD</b>			
Pantone 1235 CP R253, G183, B36		HEX #fdb724 C0, M31, Y95, K0	
80%	50%	30%	20%

# Sample Email

Dear [First Name]

**Due to the current climate of suspicion and fear, immigrants are in need of help now more than ever** as they face apprehension, exploitation, and alienation. It is important that the most vulnerable in our communities know they are not alone.

**Since 1973, Ayuda has served more than 100,000 low-income immigrants throughout Washington DC, Maryland and Virginia.** Ayuda's expert and dedicated professionals help immigrants from anywhere in the world navigate the immigration and justice systems and access the social safety net.

**The work that Ayuda does is critical to providing immigrants support and hope.**

**However, Ayuda cannot do this alone.**

Your support will truly help Ayuda make a difference! Together, we can help to change lives and strengthen our communities. **Stand in solidarity with our immigrant neighbors today and support Ayuda's work.**

**Here's how you can support our immigrant communities today:**

- [Make a donation](#) to Ayuda to help immigrants navigate the immigration and justice systems, access the social safety net, and overcome language barriers.
- Follow Ayuda on [Facebook](#), [Instagram](#), [Twitter](#), & [LinkedIn](#) to stay up to date on current news regarding immigration and what Ayuda is doing in the community.
- Download Ayuda's Fundraising Toolkit that includes graphics, social media posts, emails, and talking points so you and your loved ones can join Ayuda in giving a voice to low-income immigrants.
- Give a meaningful [one-time gift today](#).
- Become a [monthly sustaining donor](#) and make your gift go further.
- Start your own [peer-to-peer fundraiser](#) to support Ayuda.

We all play a vital role in ensuring the no one is overlooked, that are human rights are being upheld, and that we all have a fair chance in seeking justice. **Join me today [INSERT FUNDRAISING PAGE]**

Sincerely,

[Insert your name]

# Sample Thank You

You are making a difference!



Thank you for supporting Ayuda! We pledge to live up to the trust you have placed in us. Please know that we are truly grateful for your kindness, and your belief in the power and importance of our mission.

Your willingness to support low-income Immigrants transform their lives does not go unnoticed. With your support, we are able to help immigrant communities rebuild their lives and get the justice they deserve.

Sadly, the fight is not over. Low-income Immigrants are continuing to face more obstacles due to the stigma surrounding immigration policies. That is why we need your support. Together, we can help more vulnerable immigrants and raise awareness. Let's create more understanding and stronger communities, today.

[www.ayuda.com](http://www.ayuda.com)

# LEAVE YOUR LEGACY

WAYS TO GIVE & SUPPORT IMMIGRANTS

## Donate by Check:

Can be made out to Ayuda and sent to:

Ayuda

1413 K Street NW, Suite 500

Washington, D.C. 20005

## Donate Online

[Peer-to-Peer fundraiser](#) *(create your own fundraiser or join a team!)*

[Donate page](#) *(for one-time and monthly donations)*

## Other Ways to Donate

- Gift of stock or securities
- Donor Advised Fund (DAFs)
- Individual Retirement Account (IRA) Distribution
- Combined Federal Campaign | Ayuda CFC #76261
- United Way | Ayuda United Way #8038

## Inquiries or Questions?

Contact Associate Development Director, Laura Trask  
Laura.Trask@ayuda.com | 202-552-3608

# YOU

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## MAKE BRIGHTER FUTURES POSSIBLE



With this toolkit you are ready to be a vocal advocate of Ayuda! No matter what campaign you choose the main thing is that you put your full heart into it! You succeed when you are sincere, authentic, and are being yourself! These things also make others want to get involved!

Put yourself out there, try new things, and most importantly you can succeed at raising awareness when you remember the people you are fighting for!

Still have questions? Have some ideas you would like to share? Looking for guidance during the campaign? Please reach out!

Email Laura Trask at [laura.trask@ayuda.com](mailto:laura.trask@ayuda.com) and Nikita Beenunula at [nikita.beenunula@ayuda.com](mailto:nikita.beenunula@ayuda.com)