



**enough**

The project to end genocide and crimes against humanity



## Enough Project

A Guide to Holding a Fundraiser



## Enough Project Fundraising Guide

Thank you for your interest in holding a fundraiser for the Enough Project. We couldn't do our work without people like you! We hope this guide provides some fun ideas and helpful tips as you plan your event. For additional information, please contact us at [donations@enoughproject.org](mailto:donations@enoughproject.org)

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## About Enough

The Enough Project fights to end genocide and crimes against humanity, focused on areas where some of the world's worst atrocities occur. We get the facts on the ground, use rigorous analysis to determine the most sustainable solutions, influence political leaders to adopt our proposals, and mobilize the American public to demand change.

### Our Areas of Focus

**Democratic Republic of Congo:** The crisis in Congo is the deadliest conflict since World War II. Armed groups are responsible for more than 5 million deaths and widespread sexual-violence has given Congo a reputation as the most dangerous place on Earth to be a woman or girl.

**Lord's Resistance Army (LRA):** In 25 years, the Lord's Resistance Army (LRA) has killed tens of thousands of civilians in central and east Africa and has abducted more than 60,000—many of whom have been children forced to become child soldiers.

**Sudan and South Sudan:** Sudan's president is an indicted war criminal who is wanted for committing genocide against his own people in Darfur. He continues to attack and starve his own people and is on the brink of war with the world's newest nation, South Sudan.

**Darfuri Refugees:** Nearly 3 million people have been forced to flee their homes because of the ongoing conflict in Darfur, and many fled to refugee camps in Chad. More than 60% are children in critical need of education.

### What We Do

**Democratic Republic of Congo:** The sale of conflict minerals found in our cellphones, laptops, and cameras fund militias and fuel the conflict. Enough's Raise Hope for Congo campaign promotes awareness about the crisis, builds consumer demand for conflict-free products, and advocates for initiatives that can bring lasting peace to Congo.

**Lord's Resistance Army (LRA):** Enough works closely with partners and policy makers to stop the LRA's campaign of violence and help affected communities recover and rebuild.

**Sudan and South Sudan:** With the Satellite Sentinel Project and our experts on the ground, Enough monitors the crisis, gets the word out to people who can make a difference, and helps policy makers around the world implement the best possible solutions.

**Darfuri Refugees:** The Darfur Dream Team teaches students across the U.S about the conflict, connects them with children in refugee camps, and helps them raise money to support education in the camps.



## Types of Fundraisers

**Walk-a-thon, Bowl-a-thon, Dance-a-thon:** For a walk-a-thon, talk to city officials about using parks and sidewalks, ask a local alley to donate their facilities for a bowl-a-thon, or ask a local school or church to donate space for a dance-a-thon. Promote the event, sign people up, and ask all participants to get friends, family, colleagues, and businesses to sponsor them. For example, sponsors could sign up to donate \$5 for every mile walked, 50 cents for every bowling pin knocked down, or \$10 for every hour the participant dances. During the event, have each participant keep track of their score, so they can report their success to sponsors and collect the money they raised for Enough.

**Sales:** This is an easy way to raise funds. Ask members of your community to donate old stuff, baked goods, candy, seasonal items, or other crafts that volunteers can help make. If necessary, ask local schools, community centers, or churches to donate a space where you can hold your sale. With permission from the business, you can set up a bake sale outside of stores. You can also turn your sale into an auction!

**Party:** Hosting a party is a fun way to raise money for Enough, and there's a lot of room to get creative. Set a suggested donation amount for entry and have friends over for a small benefit in your home or a larger gathering in a public place. Consider asking a local bar or restaurant to host a benefit dinner or happy hour. Try to make a deal with the business and ask for a special discount or a percentage of their profits in exchange for bringing customers in. For example, if someone gives a \$20 donation at the door, they get 25% off drinks or appetizers. Keep a donation jar handy in case people would like to make an additional gift after learning more about our cause.

**Benefit Concerts, Talent Shows, and Movie Nights:** These events might require more help from your community, so reach out to local groups and ask people to donate their time and talents. Finding a good venue is essential. For example, a local school or community arts center might be the best place if you need a stage for concerts or talent shows, or a local library could be a great place to screen a movie. Charge admission and consider adding a concession stand to boost your proceeds.

**Car Wash:** This classic fundraiser is an excellent way to raise money. Get your family, friends, or local groups involved. Ask local businesses, churches, or schools to donate their parking lot or supplies such as buckets, soap, sponges, and water access. Charge a simple fee per wash and advertise the event around the community, including holding signs up near a road by the carwash.

**Host a Meal:** Spaghetti night, Pancake breakfast, and BBQ picnics are all great ways to bring your community together for a good cause. Ask local restaurants and stores to donate food or ingredients and have a flat charge for each guest. Ask friends or community members to help prepare the food or run the event. You can usually reserve space in a local park for picnics while schools, churches, and community centers are good places to host larger events.

**Tournaments:** Host a sports or poker tournament. Collect an entrance fee or buy-in and the winning team or person gets a percentage of the money collected, with the rest going to Enough. You can also contact local businesses to see if they will donate the winning prize, allowing all the funds given at the event to be donated to Enough. For a sports tournament such as volleyball or basketball, you can have participants register as teams. Entrance fees for non-participants or concession stand sales are a great way to increase donations.

**HELPFUL TIP:** If you're not sure you can organize your own event, consider adding a fundraising element to an event that's already taking place. For example, does your local community center have a bingo night, or does your high school host sporting events? Maybe you can sell concessions at these events, or ask the organizer to donate a portion of the entry fees to your charity.



## Other Helpful Tips

**Elevate the Cause:** Don't forget to make sure everyone involved knows about the important work their contributions will support. Include some information about Enough's issues and efforts in your invitations, promotional materials, and sponsorship appeals, and have an [email sign-up sheet](#) and [additional information](#) on how people can get involved with Enough at your event.

**Boost Your Proceeds:** Here are a few easy ways to increase the amount of money you raise:

- **Minimize your event costs-** Ask local businesses to donate necessary materials, space, and services. For example, if you're having a spaghetti night or pancake breakfast, contact grocery stores or restaurants about donating food. If you have a party, a band, DJ, or other local talent may be willing to provide free entertainment.
- **Get sponsors-** Local businesses might consider donating money or services for some free advertising. Approach businesses with information about Enough and your event, and offer different sponsorship levels with information on what they will receive at each level. [Here's an example.](#)
- **Ask for a matching gift-** Ask local businesses or organizations to match the amount you raise at your event. This will inspire your guests to contribute more in addition to doubling your proceeds. Consider asking your employer, companies your family or other host committee members know, and businesses that your event's guests might frequent. Some companies may also be willing to match the donations of their employees.
- **Add an auction or raffle –** Ask local businesses or volunteers to donate goods, services, or gift certificates and auction them off or hold raffles for them. Alternatively, you can hold a 50/50 raffle where 50% of the money from raffle tickets goes to the winner and 50% goes to Enough.
- **Make it an annual event-** If you put together a successful event, think about holding a similar event annually. After a year or two, once your community knows more about the cause and your events, participation and proceeds will likely increase. It will also give you an opportunity to let volunteers and contributors know about some of the work they helped support.

**Ask for Help:** Throwing a fundraiser can take a lot of planning and work. Don't overwhelm yourself; ask for help. Ask family, friends, co-workers, and local groups to join the host committee and lend a hand in planning, promoting, or running the event. Check with nearby schools to see if there are any student clubs focusing on human rights or African issues that might be interested in getting involved. This is also a great way to help promote the event to broader audiences.

**Promote Your Event:** Post fliers around town. Put advertisement in local newspapers or radio stations, or send a media advisory or press release about your cause and the event to local media outlets for free coverage. Ask local schools, businesses, and churches to publicize the event or ask to make an announcement at community gatherings. Use social networking sites such as Facebook and Twitter, and let us know so we can do the same. Write an email invitation with information about the vital work your fundraiser will support, send it to local groups with a common cause, and ask all of your friends, co-workers, and host committee members to forward it on to their local networks.

**Have Fun:** Remember, fundraisers are great opportunities to have fun with friends, family, and community members, in addition to raising money for a good cause. Choose an event that suits your interests, relax, and enjoy yourself. We greatly appreciate all the effort you have put into fundraising for the Enough Project!

## Supplemental Materials and Resources

If your participants want to become more involved they can [take action](#) on our websites, like us on [Facebook](#), follow us on [Twitter](#), read the [Enough Said](#) blog, or check out our videos on [YouTube](#).

**For information on the issues and Enough's work, visit our websites:**

- Enough Project- [www.enoughproject.org](http://www.enoughproject.org)
- Raise Hope for Congo- [www.raisehopeforcongo.org](http://www.raisehopeforcongo.org)
- Darfur Dream Team Sister Schools Program- <http://www.darfurdreamteam.org/>
- Satellite Sentinel Project- <http://www.satsentinel.org/>

**Check out some of our videos and show them at your event to educate and entertain your guests:**



[This is the Enough Project.](#)



[George Clooney:  
Endgame in Sudan](#)



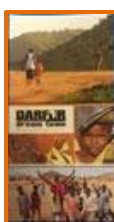
[Robin Wright in Congo](#)



[I'm a Mac... and I've  
Got a Dirty Secret](#)

*\*Find more by visiting [Enough's YouTube channel](#)*

**Contact us with details about your event and we can send informational stickers, brochures, or books.**



***Here are some additional documents that might be helpful for your event:***

**Donation Form:** In case people would like more information on how to donate directly to Enough, or would like to make a donation on their credit card, you might want to have donation forms on hand that you can collect and send, or they can mail directly. [Here is a copy of our Donation Form.](#)

**Sign-In Sheet:** Help us grow the movement by asking people to sign in at your event and provide their email addresses. [Here's a Sign-In Sheet you can use.](#) Keep a copy so you can reach out the next time you have an event. Send us a copy so we can update your guests on our efforts and let them know when to take action.

**Sponsorship Flier:** If you would like to approach local businesses to sponsor your event, you may want to offer information on what benefits they will receive at each sponsorship level. [Here's an example.](#) Consider including the first sheet of this fundraising guide to let them know more about the cause!

**In-Kind Contribution Request:** Whether you're asking a local church, school, or restaurant for a space to hold your event, or asking a local business to donate goods or gift certificates for an auction or raffle prizes, they will be more likely to get involved if they know more about your event and the cause. When reaching out, make sure you offer information on Enough. Start with groups that may have an interest in these issues and consider mentioning areas of our work that will appeal to them most. [Here are some sample emails.](#)



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## Enough Project Donation Form

Thank you for your interest in supporting Enough's efforts to end genocide and crimes against humanity. Focusing on areas where some of the world's worst atrocities occur, Enough combines on-the-ground field research with practical policy recommendations to inform and influence decision-makers. We develop sustainable, innovative solutions and mobilize public pressure on the United States to act on implementing them. We are so grateful you have elected to join us in these efforts. We could not do it without you!

### **Donor Information**

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Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### **Credit Card Donations**

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Please charge my gift of \$\_\_\_\_\_ to my: VISA MASTERCARD AMEX DISCOVER

Card number \_\_\_\_\_

Card Expiration \_\_\_\_\_ Security Code (Three digits) \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

**Check Donations:** Please make *checks payable to the Center for American Progress/Enough* and mail to 1333 H Street NW, 10<sup>th</sup> Floor, Washington, DC 20005.

**Online Donations:** To make online payments, visit our website: [www.enoughproject.org/donate](http://www.enoughproject.org/donate)

**Recurring Donations:**  I would like to give to make a regular donation to Enough. Please charge my credit card in the amount of \$\_\_\_\_\_ per month for a recurring donation.

**Memorial Donations:** I would like to give to Enough in memory/on behalf of:

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*Enough is a project of the Center for American Progress (CAP). Donations are tax deductible, will be processed through CAP, and may be disclosed to the IRS. CAP has tax-exempt status under sections 501(c)(3) of the Internal Revenue Code. Our federal tax ID number is 30-0126510. If you would like to make a donation in some other form, or have questions about your donation, please contact us at [donate@enoughproject.org](mailto:donate@enoughproject.org) for additional information.*







## **Enough Project Sponsor**

Thank you for your interest in sponsoring our fundraising event for the Enough Project. Below are the suggested sponsorship levels at which individuals, businesses, or organizations can participate. All proceeds will be donated to Enough to support the organization's efforts to end genocide and crimes against humanity in Congo, Sudan, and areas affected by the Lord's Resistance Army.

*NOTE: You should tailor the sponsorship levels to your specific event. What benefits does your event have to offer sponsors?*

### **Premium Level sponsor (\$1,000)**

Mentions in promotional materials (newspapers, signs, fliers, etc.) for the event  
Recognition as premium level sponsor in event program  
Large banner placement and short advertisement announced at the event  
20 VIP entrance tickets  
10 free raffle tickets

### **Gold Level Sponsor (\$500)**

Recognition as gold level sponsor in the event program  
Large poster advertising at event and short advertisement announced at event  
10 VIP entrance tickets  
5 free raffle tickets

### **Silver Level Sponsor (\$250)**

Recognition as silver level sponsor in the event program  
Name and business description announced at the event  
5 VIP entrance tickets

### **Bronze Level Sponsor (\$100)**

Recognition as bronze level sponsor in event program  
Name announced at the event  
3 VIP entrance tickets

To pledge sponsorship or for further questions please contact Host-Name at [hosts-email@email.com](mailto:hosts-email@email.com).  
If you would like a receipt for this tax-deductible donation, please contact the Enough Project at [donate@enoughproject.org](mailto:donate@enoughproject.org)

## Sample In-Kind Contribution Requests

Dear Holy Trinity Church,

I am organizing a pancake breakfast to benefit the Enough Project. Enough is an organization that works to end crimes against humanity and mass atrocities in Sudan, Congo, and areas of Africa that are affected by the Lord's Resistance Army.

I was drawn to Enough because of their growing work with faith communities, and I think partnering with Holy Trinity for this fundraiser would be fantastic. We are thinking of holding the event on [DATE] at [TIME] and would be very grateful if you would consider letting us use your main auditorium for the breakfast. Likewise, I wanted to ask if you would be willing to publicize the event in your weekly bulletin.

Please let me know if you are willing to discuss how the church can support the fundraiser in these or other ways. I would be happy to provide more information about the logistics of our event and the very important cause it will benefit. Thank you for your time and consideration.

Sincerely,

[YOUR NAME]  
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Dear Joe's Bar & Grill,

I am organizing a [type of fundraising event] to benefit the Enough Project. Enough is an organization that works to end crimes against humanity and mass atrocities in Sudan, Congo, and areas of Africa that are affected by the Lord's Resistance Army.

To raise more funds at the event, we will be holding a raffle and I would be so grateful if you would consider donating a gift certificate and Joe's T-shirt for us to offer as a prize. I know many of the people attending the event really like your restaurant, which is why I know that including this item will help make the raffle a great success. In exchange, we would be happy to advertise Joe's in the event's program and publically recognize your generous contribution at the event.

I would be happy to provide more information about my event and the Enough Project at your convenience.

Sincerely,

[YOUR NAME]  
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### Additional Tips

**Personalize your appeal:** We encourage you to add a bit more detail depending on whom you're asking for help and what they will be providing. For example, if you're asking someone at a school for permission to use their auditorium for your event, you might want to highlight Enough's Darfur Dream Team (DDT), which works to connect students in the U.S. with schools in Darfuri refugee camps. Consider including information from the first page of this fundraising guide or our website.

**Know your ask:** You can adapt these letters for requests to local entertainers, grocery stores, craft stores, or any other business/organization; just know what they have to offer and make sure your main request is clear and direct. Also consider including other options for how they can support your fundraiser, such as by sponsoring the event, helping promote it, or donating a raffle prize.