



We Need You: TCWC Guidebook for Fundraising

- Letter / Email Campaign
 - Host an Event
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 - Facebook Fundraiser / Birthday or Otherwise
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Start a Fundraiser for TCWC!

The Tompkins County Workers' Center (TCWC) relies on our grassroots base to do what we do, and we need your help. Our success advancing workers' rights in our region and beyond is recognized nationally, but to succeed we must stay rooted in and powered by our community. This is about leadership and vision, but also about having sustainable funding to keep TCWC going. We've created this Guidebook to provide some ideas and strategies you can use to create your own fundraiser for your Workers' Center.

Letter / Email Campaign

A letter or email campaign can be an effective way to encourage people to donate towards the TCWC. Below is an example of a letter that was written to garner support for the Workers Center and can be used as a template for your letter campaign.



FOR EXAMPLE:

Dear Friends and Family

Introduce Yourself: My name is Becky Johnson and I have been a member of the Tompkins County community for over 20 years.

Introduce Your Purpose / Goal: Today I'm making a direct appeal to gain more support for one of Upstate New York's largest and most active labor rights organization. Regardless of your level of familiarity or engagement with the center, I hope this email gives you a feel for what TCWC does and why it deserves your support.

Describe the Organization's Impact: In addition to efforts to boost wages to a Living Wage, TCWC provides a number of services that empower the local working class. This includes holding training sessions on occupational health and safety issues and running a workers' rights hotline that has recovered over \$1,300,000 in stolen wages for local workers. In response to increased immigration-related arrests under the new federal administration, the TCWC became the fiscal sponsor of an immigrant rights' coalition that provides rapid responses to local ICE raids.

-->Talk about what is **MOST IMPORTANT TO YOU** that TCWC does.

Invite Them to Donate: As a grassroots organization, the Tompkins County Workers' Center existence depends entirely on community members who support it. You can join the work of TCWC by: Becoming a card-carrying TCWC member through a tax-deductible donation; Engaging with the TCWC on social media; Giving your business to one or more of our 121 certified living wage employers; And so much more! Our members and supporters constantly reshape and bolster our collective efforts to secure a better economic future for all of us.

Here are [two sample letters](#) from two previous supporters of the TCWC, Matt Stupak and Chris Hanna.

If you have any questions whatsoever, we encourage you to reach out to TCWC Coordinator, Pete Meyers, at pete@tcworkerscenter.org, 607-339-01680, or visit <http://www.tcworkerscenter.org/>.

Host an Event or House Party

One of the great benefits of hosting an event or house party, such as a dinner or a large fundraiser gathering, is that you can direct the conversation towards a topic that is important to you and really start to have a dialogue about the social issues being addressed by the organization you are trying to raise funds for. There are two different examples of an event that you can create to help your fundraiser endeavors for TCWC.

Small Dinner or Wine and Cheese Nights are easy to prepare and really focus on the conversations rather than the attendance. Here are some tips and examples for organizing the event and tailoring the conversation to the social issues

The Dinner

Before <ul style="list-style-type: none">▶ Set up for the dinner<ul style="list-style-type: none">■ Choose a location■ Invite your guests■ Tell people what to expect■ Send out reminders		During <ul style="list-style-type: none">▶ Organize the dinner<ul style="list-style-type: none">■ Set up the physical space■ Kick off the conversation■ Serve the Food■ Secure the donation
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TCWC is working to fight against.

If providing a dinner then it's important to gather information regarding the allergy information of each guest as well as ensure that there is a food option for each person's various dietary preferences. Also, while preparing the logistics may be more straightforward, starting the conversation is not always easy. Therefore, we have created a list of questions that you can use to get the conversation started as well as some closing inquires that will help end the event on a positive and constructive note. [If you choose to do a dinner, we'll provide you with a more detailed list of questions that can be asked!]

The Conversation

Questions <ul style="list-style-type: none">■ What does a living wage mean to you?■ Was there ever a time where you were worried about paying for basic necessities?■ Where do you find strength when your cup is empty?■ When you think about the kind of work you hope to leave to the next generation, where do you envision our society is?	Closing <ul style="list-style-type: none">■ What did you appreciate about the conversation■ Do you think you would consider donating to the Tompkins County Workers Center or want to get involved?■ What is one important thing you think was accomplished here?■ Is there anything you would do differently while having a dinner of this nature?
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While small events can be entertaining, it is important to keep the goals of the event in mind so as to be able to capitalize on the moment at hand to do some good for TCWC and the people we serve. Please feel free to contact us at the TCWC if you would like to have a staff member or worker-leader be present and speak at your event or house party!

Create an Event That Emanates from Your Spirit and Creativity

Within the past year, two Members of TCWC held fundraisers for our work which were unique to who they were. One was Barbara Regenspan's celebration of her Bat Torah (a Jewish rite of passage). The event had music, food, and other entertainment, and friends and family of Barbara's from around the Northeast that was a great success!

Another TCWC Member, Ruth Yarrow, an activist, organizer, and fabulous artist held a month's installation of her artwork in Ten Forward Cafe, immediately adjacent to TCWC as a fundraiser for our work. This act was also a tremendous success for the TCWC.

Most recently, longtime TCWC Members/Leaders, Theresa Alt and Wayles Browne, used the occasion of their 10th Wedding Anniversary to raise a significant amount of money for the TCWC.

From your OWN place of spirit and creativity, what might it be that could help to support the work of building and deepening the movement a community in Tompkins County and beyond that is supportive of ALL workers?

Facebook Fundraiser / Birthday or Otherwise

Rather than receiving a bunch of Happy Birthday posts on your Facebook, why not use your birthday to help fundraise money for TCWC utilizing the Donate Your Birthday feature.



<https://www.facebook.com/donate/444941222913123/>

It's simple, quick, and helps raise awareness of TCWC in ways we would not be able to accomplish on our own. Once you've logged into your account you can invite your friends and family to donate funds TCWC as a way to celebrate your birthday. There is no event fee for using Facebook to raise money for TCWC, thus this type of fundraiser is of no cost to you and only takes up a small percentage of your time while having a large impact on TCWC. **Also, you do not have to wait for your birthday to start fundraising on Facebook.** You can create a fundraiser on Facebook at any time and utilize images, articles, and information posted on our website to help inform your followers more about the TCWC and what we do. Including information about our organization when you start a fundraiser on Facebook increases the chances of someone wanting to donate if they understand what the TCWC actually fights for or what we have accomplished in the past.

Crowd-Funding

There are some digital tools for creating your own fundraisers and some prime examples that are individualized and non-individualized can be seen in the Giving Tuesday and the Giving is Gorges respectively.



What is Giving is Gorges?

Giving is Gorges was established by a collaborative group to celebrate the spirit of philanthropy in Tompkins County and surrounding areas. The purpose of this powerful giving experience is to unite our community members around causes in which they truly believe and help support local nonprofit organizations. On June 1, we all will collectively embrace new tools and strategies that generate excitement and multiply resources for organizations doing great work all over Tompkins County. This is a unique

opportunity to highlight how we can work together to share commitments and build a stronger sense of community.

What Is Giving Tuesday?

Giving Tuesday is the Tuesday after Thanksgiving in the United States. A movement that was initiated in 2012, Giving Tuesday is a response to the commercialization and consumerism that has become all too much a part of the U.S. landscape (think Black Friday and Cyber Monday that take place immediately after Thanksgiving). TCWC has had increasing success using Giving Tuesday as a way to sustain our work!