



## ***How To Fundraise to get Impacted Families to the August 28th DC National March***

### ***Things to consider before initiating fundraising platforms***

#### **1. Create a budget**

- a. Consider all costs associated with travel: such as, but not limited to flights, hotels, gas, meals, etc.)
- b. Consider the number of families who will be traveling to DC and what kind of fiscal assistance is necessary individually and collectively
- c. Consider individual needs as well as equitable distribution of overall funds

#### **2. Discuss collectively and agree on how funds will be distributed among families for the DC trip.**

- a. Will fundraising be done on an individual basis or group basis:
  - i. For transparency, if families want to solicit funds individually, they should be encouraged to create their own fundraising platform (see “how-to” below).

#### **3. Set a fundraising goal after establishing your budget**

- a. Whatever your budgeting goal is -- add 10% to ensure you have the necessary funds
- b. Set a goal for how many different organizations/individuals you plan to reach out to as well as a specific dollar amount.

#### **4. Outreach! Once you have a fundraising platform established and a goal set, consider how you'll distribute it.**

- a. Social platform(s) - Facebook, Instagram, Twitter
- b. Create a list of local organizations to reach out to individually (example: churches, unions, NGOs, businesses, colleges, neighborhood organizations, politicians)



## ***How To Fundraise to get Impacted Families to the August 28th DC National March***

### ***How To:***

#### **CashApp**

1. Create a CashApp Account [Step-by-Step Guide](#) - instructions are midway through on page under “how to step up”

#### **Venmo**

1. Create a Venmo Account [Step-by-Step How To](#)

#### **Paypal**

1. Create a Paypal Account [Step-by-Step Guide](#)

#### **GoFundMe**

1. Create a Fundraiser [Step-by-Step Guide](#)

Two major considerations of soliciting funds on GoFundMe,

1. Every donation will have a 2.9% transaction fee taken off.
2. 2 to 3 day turnaround time

To accept contributions that are tax deductible donations

One option is to team-up with a fiscal sponsor -- sponsorship means you team up with an established nonprofit— and through that sponsor you can solicit tax-deductible contributions from the public without having to be separately recognized as tax-exempt by the IRS.

Click this [link](#) for more information on fiscal sponsorship



# PHONESCRIPT: HOW TO FUNDRAISE TO GET IMPACTED FAMILIES TO THE AUGUST 28TH DC NATIONAL MARCH



BEFORE GETTING  
STARTED...

- IT'S IMPORTANT TO READ THIS SCRIPT MULTIPLE TIMES BEFORE MAKING CALLS. MAKE IT YOUR OWN. THIS IS JUST A GUIDE.

- DON'T FEEL LIKE YOU NEED TO RUSH THROUGH THE POINTS. GIVE THE CONTRIBUTORS/DONORS TIME TO UNDERSTAND THAT THIS IS A FAMILY LEAD EVENT. ASK WHAT THEY THINK ABOUT IT FREQUENTLY. MAKE IT CLEAR THAT THIS IS THEIR OPPORTUNITY TO SUPPORT AND CONTRIBUTE DIRECTLY TO LOCAL FAMILIES WHO HAVE BEEN IMPACTED BY THIS NATIONWIDE ISSUE OF POLICE BRUTALITY.

- TAKE YOUR TIME. QUALITY OF INFORMATION IS MOST IMPORTANT. OUR GOAL IS TO ENSURE THAT POTENTIAL DONORS ARE AWARE OF THE DEMANDS OF IMPACTED FAMILIES. WE ALSO WANT TO HELP POTENTIAL DONORS UNDERSTAND THE ENORMOUS CHALLENGES OF GETTING JUSTICE FOR VICTIMS OF POLICE BRUTALITY. DONATING AND SPONSORING IMPACTED FAMILIES IS AN IMPORTANT ACCOMPLISHMENT.

IF PEOPLE NEED TO THINK ABOUT IT, SCHEDULE A FOLLOW-UP CALL, BUT SET IT FOR A COUPLE OF DAYS LATER, MAX AND/OR ENCOURAGE THEM TO REFER TO THE ASK LETTER.

HELLO, MY NAME IS \_\_\_\_\_

and I am part of the Impacted Families Planning Committee. Our goal is to build support for those families and send a contingent to the 58th commemoration of the March on Washington, August 28<sup>th</sup>.

# THE REQUEST:

❖ I/We are calling to ask for a donation/sponsorship for Impacted Families traveling to and staying in Washington, DC the August 28<sup>th</sup>, 58<sup>th</sup> March on Washington.

We believe that it is crucial for the world to hear the voices of these Mothers and Family members. Their demands must be supported and your funds & support will help to ensure this happens.



OVER THE PAST YEAR, MASS ACTION AND IMPACTED FAMILIES ACROSS THE COUNTRY HAVE BEEN SPEAKING TO ONE ANOTHER, SHARING MOMENTS ABOUT THE LOSS OF OUR LOVED ONE(S), AND AGREEING TO COLLECTIVELY SUPPORT ONE ANOTHER.

WE HAVE CONTINUED THE WORK FROM LAST YEAR WITH EVEN MORE PEOPLE COMMITTED TO THE CALL FOR JUSTICE FOR ALL FAMILIES OF VICTIMS WHO HAVE BEEN KILLED AND OR BRUTALIZED BY LAW ENFORCEMENT.

We have coalesced around three central demands:

1. Reopen the Cases
2. Prosecute the police
3. Jail Killer Cops

FOR **EVERY CASE** OF POLICE BRUTALITY

AGAINST AN INNOCENT CITIZEN THAT YOU

KNOW ABOUT, THERE ARE THOUSANDS

MORE, YOU DO NOT. MOREOVER, THE

BRUTALITY AND KILLINGS CONTINUE WITH

NO ACCOUNTABILITY.

DAUNTE WRIGHT: 20-YEAR-OLD BLACK MAN, WAS FATALLY SHOT BY POLICE OFFICER KIMBERLY POTTER DURING A TRAFFIC STOP AND ATTEMPTED ARREST FOR AN OUTSTANDING ARREST WARRANT. WRIGHT WAS SHOT AT CLOSE RANGE IN BROOKLYN CENTER, MINNESOTA ON **APRIL 11, 2021**

BREONNA TAYLOR: 26-YEAR-OLD AFRICAN-AMERICAN EMERGENCY MEDICAL TECHNICIAN, WAS FATALLY SHOT BY LOUISVILLE METRO POLICE DEPARTMENT OFFICERS JONATHAN MATTINGLY, BRETT HANKISON, AND MYLES COSGROVE ON **MARCH 13, 2020**

GERGE FLYOD: MINNEAPOLIS A WHITE POLICE OFFICER, DEREK CHAUVIN, KNELT ON FLOYD'S NECK FOR NEARLY EIGHT MINUTES.

ERIC GARNER: **JULY 17, 2014**, ERIC GARNER DIED IN THE NEWYORK CITY BOROUGH OF STATEN ISLAND AFTER DANIEL PANTALEO, A NEWYORK CITY POLICE DEPARTMENT (NYPD) OFFICER.

TAMIR RICE: **NOVEMBER 22, 2014**, A 12-YEAR OLD AFRICAN-AMERICAN BOY, WAS KILLED IN CLEVELAND, OHIO, BY TIMOTHY LOEHMANN, A 26-YEAR-OLD WHITE POLICE OFFICER.

SANDRA BLAND: IN WALLER COUNTY, TEXAS, ON **JULY 13, 2015**

**ADD YOUR FAMILY AND OTHER FAMILIES IN  
YOUR CITY TO THE CONVERSATION:**

FAMILIES ARE URGENTLY REQUESTING THAT THE DOJ, LAWMAKERS IN DC (AND YOUR LOCAL POLITICIANS), AND DAS AROUND THE COUNTRY REOPEN CASES THAT WERE UNJUSTLY HANDLED BY COURTS -- INCLUDING EXAMPLES WHERE GRAND JURIES NEVER EVEN LET THE CASE GO TO TRIAL.

# HOW TO DONATE:

- ❖ Share your online money transfer platforms (e.g. Cash App, GoFundMe, Paypal, Venmo, etc.) with donors supporting your contingent.
- ❖ Follow up with the Appeals Letter which offers other types material support.  
<https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:66c13df3-f519-4fb1-a5bc-3067890fff1f>

