



KIND CELEBRATING
KIDS IN NEED OF DEFENSE **10** YEARS

FUNDRAISING TOOL KIT

HOW TO PLAN
AND EXECUTE A
SUCCESSFUL
FUNDRAISER

**JOIN US IN ENSURING
NO CHILD STANDS
ALONE**

LETS GET STARTED!

Dear Fundraiser,

We're so grateful for your decision to aid us in raising both awareness and funds in support of unaccompanied migrant and refugee children. At KIND, we envision a world in which children's rights and well-being are protected as they migrate alone in search of safety. KIND staff and our pro bono attorney partners at law firms, corporations, and law schools nationwide represent unaccompanied immigrant and refugee children in their deportation proceedings. Together, we ensure that no child stands in court alone.

Your commitment to this vision is crucial, as community fundraisers like yours have been instrumental in our ability to raise support for these children who are so often silenced. Through localized support from dozens of communities across the country, we have been able to give hope to others, mobilize action, and make progress possible.

As you begin to plan your fundraiser, we are eager and ready to support you. Already know what type of fundraiser you want to host? Awesome! Not so sure how best to get involved? That's okay, too. 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!

In partnership,
The KIND Development Team

Kids in Need of Defense (KIND)
1300 L Street NW, Suite 1100
Washington, DC 20005
tel: (202)824-8687; fax:(202)824-0702
supportkind.org

OUR MISSION

KIND will achieve our vision by: Ensuring that no child appears in immigration court without high quality legal representation; Advancing laws, policies, and practices that ensure children's protection and uphold their right to due process and fundamental fairness; and Promoting in countries of origin, transit, and destination durable solutions to child migration that are grounded in the best interests of the child and ensure that no child is forced to involuntarily migrate.



WHAT CAN YOUR MONEY DO?

\$500

- Provides violence prevention workshops for ten at risk girls

\$250

- Covers an extensive child interview and match with a volunteer attorney

\$100

- Underwrites the training of 25 new pro bono attorneys

\$50

- Provides a social service referral for mental health counseling





FUNDRAISING 101



1

DO YOUR RESEARCH

Familiarize yourself with KIND's mission. Know how to explain why KIND's work is important and be able to field questions about where people's support is going. It is also important to understand the context behind why children are immigrating. Visit our website and social media pages (@supportkind) to learn more.

2

BE YOUR BIGGEST ADVOCATE

As a fundraiser, it is important that you are your event's biggest cheerleader. Before asking for donations, consider being the first to donate. Stay positive, enthusiastic, and dedicated to your goals! Positive energy is contagious.

3

USE YOUR COMMUNITY

No one knows your network better than you do. Make sure your fundraiser tailors to your audience, and engages your network in a way that is effective. Know a business owner who could help you sponsor an event? Have a friend is a lawyer and looking for somewhere new to volunteer? Reach out to your people and get creative!

4

MAKE A PLAN

Don't be afraid to aim high- but also ensure that your goals are realistic. Know your budget, build your team, and brainstorm what fundraising format is best for your community. Once you have a general idea of where you want to go with things, make a timeline and stick to it. Knowing your timeline will help you prepare.

5

FOLLOW UP

As your event gets closer, don't forget to follow up with people who you have not heard from yet. While some people will respond immediately, others may need to be reminded. Send out reminders and consider including an anecdote or a picture. Engaging with your network ensures they feel part of your team. The more engaged they feel, the more likely they are to support your cause.

6

SEND THANK YOU NOTES!

After your event is over, be sure to thank the people who participated. Sending thanks to your donors for their support is an important part of the fundraising process. The more personal you are, the more important your thank you will be!

HELPFUL EVENT TIPS

IN YOUR HOME

An event in your home is perfect if you are looking for a more intimate gathering with your network. This is a fun time to invite your family and friends and make the fundraiser more personal.

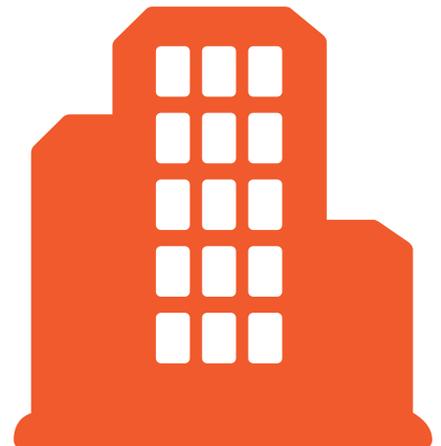


- If you are near a field office, refer to the list of offices in this tool kit to see if a KIND staff member is available to speak
- Check out our YouTube channel for clips that you could show during your event
- When inviting people, expect that about 50% of the people you invite will show
- Consider hosting a potluck and invite your guests to bring their favorite dish!

AT A PRIVATE VENUE

A private venue allows you to fundraise in a space that is already set up! This is an easier and better option for people who are hosting events with large crowds or want to leave their event open to the public.

- Make sure to contact the venue as early as possible
- KIND staff can create a personal event page for you in which you can sell tickets to your event that benefit KIND
- If there are food or drinks being served, ask if some can be donated? Or if the venue would be willing to donate a portion of the proceeds. Acknowledgement letters can be gifted to them
- Make sure all your guests have clear directions to your chosen space



GRASSROOTS FUNDRAISING FAQ'S

CAN I HOST A FUNDRAISING EVENT TO SUPPORT KIND?

Yes! We would be happy to work with you in setting up your own fundraising event. Please contact mmasterson@supportkind.org to get started.

CAN I CREATE A PERSONALIZED DONATION OR EVENT PAGE?

KIND utilizes a donation platform which allows various people to take ownership of their own fundraising page. Once you have decided what you would like your fundraiser to be, we can assist you in becoming an admin to your own peer to peer or crowdfunding page. This page will allow you to customize your own page while also having donors contributions go directly to KIND. To start a general fundraising team go to this link:

<https://donate.supportkind.org/campaign/kids-in-need-of-defense-kind/c189421>

To set up your own campaign page, email mmasterson@supportkind.org.

WHO SHOULD I APPROACH IF I NEED A SPONSOR FOR AN EVENT?

Many people find success in asking local companies or local branches of larger companies for support. Think about businesses in your community who could benefit from having their name out in support of this philanthropic effort. If you need help writing a donation request letter, you can email us!

CAN KIND ISSUE A RECEIPT FOR MY EVENT'S SPONSORS AND DONORS?

Receipts and/or acknowledgement letters can be provided to any businesses or individuals who have donated. If they donate online, they will receive a thank you automatically, as well as a PDF receipt. If they send a check, we can issue them an acknowledgment letter if they wish. All donations are tax-deductible to the full extent of the law.

CAN I GET KIND MATERIALS FOR MY FUNDRAISING EVENT?

We are willing to provide you with any images, information, or video materials that we have that may assist you in your efforts. For specific asks, please email inquiries to mmasterson@supportkind.org.

FUNDRAISING CHECKLIST

- Do your research on KIND and what we do(supportkind.org)
- Determine what kind of fundraiser you would like to host
- Create a schedule of when things need to get done
- Create your budget. What are your expenses? How much do you want to raise?
- Gather some partners to assist you
- Customize your donation or event page and make sure it is ready to go
- Find a Sponsor for your needs! This could be financial, or in kind for things like food, photography, etc.
- Send out your invites...and don't forget to follow up!
- Make a Facebook event and share on your social media
- Encourage family and friends to share your page
- Email mmasterson@supportkind.org for materials as needed

HOST YOUR EVENT!

- Send Thank Yous and let KIND know how it went. Send us photos and tag us on social media so we can share your great work!



WHERE SHOULD I SEND MY MONEY?



CHECKS

Checks can be made out to KIND, Inc.
and sent to:
KIND, INC
1300 L Street NW Suite 1100
Washington, D.C 20003

ONLINE DONATIONS

By visiting the link:
<https://donate.supportkind.org/give/188892#!/donation/checkout>
you can donate via credit card

OTHER INQUIRIES

For all other inquiries please contact Megan Masterson
mmasterson@supportkind.org
202-824-8680 ext. 236

FOLLOW
US
ONLINE!



@supportkind

KIND | CELEBRATING
KIDS IN NEED OF DEFENSE | 10 YEARS

ALREADY DONATED MONEY AND WANT TO DO MORE?

Here are some ideas.

1. Write an Opinion Editorial piece for your local paper or a Letter to the Editor and share it with our social media @supportkind
2. Contact your members of Congress.
3. Rally your friends, family and community in a Personal Care Item Drive where you collect personal care products like, toothpaste, toothbrushes, deodorants, soap, small bottles of shampoo and conditioner, feminine hygiene products, lipbalm, etc. and drop this off or mail to our Atlanta Location. Please note that items are best with no added perfumes since our children may have allergies.
4. Connect us with shops, who may be interested in donating a portion of their proceeds to our organization.
5. Donate UBER and/or LYFT e-gift cards and send them to our office in D.C. We ask for this donation because many of the children we serve are unable to pay for transportation to and from appointments, which means that we try our best to provide them with this service (ideally in \$20 amounts or more).
6. Donate Pre-Paid phone cards for calling to family internationally.
7. Donate Books (Bilingual in Spanish and English to encourage English learning preferred or in Spanish); Workbooks for Learning English.
8. Donate School supplies (backpacks, paper, pens, pencils, etc.).
9. Kid-to-Kid Letters – Our clients would love to hear from you. Write letters that we can give to KIND clients. Please provide these with translations to Spanish or other languages. The majority of clients speak, read, and write in Spanish as their first language
10. Write letters to Congressional Representatives
11. Write an article for your school paper
12. Present to your class about KIND's work
13. Draw a welcome sign for a KIND client
14. Draw a picture or other art-piece for a client
15. Engage with us on social media! Share our posts, like our content, and feel free to post your own material! (@supportkind)

For more ideas and other ways to support with the current family separation crisis, please visit:
<https://supportkind.org/resources/how-you-can-help-end-family-separation-and-ensure-protection-for-children/>

DO WE HAVE AN OFFICE NEAR YOU?

Atlanta, GA
infoatlanta@supportkind.org

Baltimore, MD
infobaltimore@supportkind.org

Boston, MA
infoboston@supportkind.org

Houston, TX
infohouston@supportkind.org

Los Angeles, CA
infosanfrancisco@supportkind.org

Newark, NJ
infonewark@supportkind.org

New York, NY
infonewyork@supportkind.org

San Francisco, CA
infosanfrancisco@supportkind.org

Fresno Office
infosanfrancisco@supportkind.org

Seattle, WA
infoseattle@supportkind.org

Washington, DC
infodc@supportkind.org



Reach out and
see what your
local area is
doing!

Because of you, vulnerable
children will be given
safety, freedom, and an
opportunity to thrive.

**THANK
YOU!**

From all of us at

