



Planned Parenthood Action Fund of New Jersey

## Fundraiser Toolkit

At Planned Parenthood Action Fund of New Jersey (PPAFNJ), we want a world where sexual and reproductive rights are basic human rights, where access to health care doesn't depend on who you are or where you live, and where everyone is able to live free from discrimination.

**Roe has fallen.** Across the country, many Americans no longer have the right to make their own personal decisions about their bodies, their lives, and their futures. Politicians hostile to reproductive rights continue their attacks on bodily autonomy in state after state – resulting in chaos, confusion, devastation, and horrifying outcomes for pregnant people.

Everyone – no matter what state they call home – deserves access to the full range of reproductive health care and education they need to make the best decisions for their lives. That's why we're fighting for expanded abortion access, high-quality sex education in our schools, and better outcomes for pregnant and parenting individuals across New Jersey.

We are lucky that our rights are protected in the Garden State. **The wins we've celebrated over the past four and a half years are because of you – the superstar volunteers, supporters, and donors who have advocated tirelessly for affordable, accessible reproductive health care and education.** Thanks to you, we've restored family planning funding, passed the Freedom of Reproductive Choice Act, won stronger sex ed standards in our schools, and more.

These successes would have been incredibly difficult without a champion in the Governor's Office. As we are seeing around the country, Governors play a huge role in which rights and protections are secure – meaning **just one election could undo the years of progress we have made in New Jersey.**

**What is at stake is unprecedented. Elections matter more than ever. We need you to join the fight to protect and defend our rights and access in New Jersey.**

Hosting a fundraiser in support of PPAFNJ is an impactful way to make a difference in this work. Read on for more information and opportunities for support. **Help us protect the progress we've made – your support will make a difference.**

**Ready to go?**  
**Let us know about your fundraiser [here!](#)**

## Fundraiser Ideas

Your fundraiser can be as simple or creative as you'd like it to be – this is your opportunity to engage your friends, family, and community members and make an impact in New Jersey. The goal is to do something that is easy, fun, and connects your commitment to reproductive health, rights, and justice with those in your networks. These are not public events – for security purposes, PPAFNJ won't advertise your event publicly. And we want you to host these events as you please!

Here are some examples of fundraiser ideas:

- Share updates and fundraise over juice boxes at a playdate with other parents
- Host a get together at your favorite local coffee shop, bar, or restaurant
- Invite friends and family into your living room or backyard
- Connect over Zoom for a virtual event
- Meet up in your local park for a picnic on politics
- Turn your weekly game night into a fundraiser

Or come up with your own unique ideas to spread your passion and get others involved in our work. All are opportunities to raise funds to protect our rights, expand access, and support candidates who will stand up for our health and decisions in Trenton.

## Preparation

Once you've decided on a fundraiser idea, and you've picked out the date and time, email us at [info@ppactionnj.org](mailto:info@ppactionnj.org) to let us know your plans. We'll do our best to send you some fun swag before your event, and, upon request, we can potentially arrange to have a PPAFNJ staff member attend your event. (Let us know if you're expecting more than 25 guests – we'll make every effort to prioritize your event.)

Then it's time to invite your guests! Whether you call them, text them, email them, DM them, or bump into them at the playground, invite as many members of your network as your fundraiser party setting allows. And as the date of the fundraiser rolls around, following up to confirm attendance is a helpful way to ensure that they can still make it so you can plan accordingly.

## Agenda

Your fundraiser agenda is up to you. Whether you're just having drinks and conversation, or want a more formal agenda, here are the key points to make sure you include:

1. Share with your guests why you are motivated to support PPAFNJ – and how they can do the same.
2. **Make your fundraising ask.** Folks can donate online at [ppactionnj.org](https://ppactionnj.org), or by check, made out to Planned Parenthood Action Fund of NJ and mailed to 196 Speedwell Avenue, Morristown, NJ 07960.
3. Take some photos, as guests feel comfortable, and share them with us afterwards!

**Tip:** Feel weird asking your friends for money? All you have to do is pass around the QR code sheet on the next page, and people can discreetly make their contributions on their phone. Another idea: Talk about how you're planning to give. For example: "If I cut out one cup of fancy coffee a week, I can make a \$25 recurring monthly donation to PPAFNJ and I won't even feel it hit my wallet." Your example or your giving plan can be whatever feels honest to you!

**Ready to go?**  
**Let us know about your fundraiser [here!](#)**

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## Donate to Planned Parenthood Action Fund of New Jersey:

Make a donation to Planned Parenthood Action Fund of NJ to support **statewide advocacy efforts**.



Donate online at [www.ppactionnj.org](http://www.ppactionnj.org)

Mail a check to:  
PPAFNJ  
196 Speedwell Avenue  
Morristown, NJ 07960



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## Donate to Planned Parenthood of Metropolitan New Jersey:

Make a tax-deductible donation to Planned Parenthood of Metropolitan NJ to support **health care delivery and education** in Essex, Hudson, and Passaic counties.



Donate online at [www.ppmnj.org](http://www.ppmnj.org)

Mail a check to:  
PPMNJ  
238 Mulberry Street  
Newark, NJ 07102



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## Donate to Planned Parenthood of Northern, Central, and Southern New Jersey:

Make a tax-deductible donation to Planned Parenthood of Northern, Central, and Southern NJ to support **health care delivery and education** in Atlantic, Bergen, Burlington, Cape May, Cumberland, Gloucester, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Salem, Somerset, Sussex, Union, and Warren counties.



Donate online at [www.ppncsnj.org](http://www.ppncsnj.org)

Mail a check to:  
PPNCSNJ  
196 Speedwell Avenue  
Morristown, NJ 07960

