



## Power of Pink/Poder Rosa

### Tips for Attendees: How To Raise Money to Fund Your Travel

**Power of Pink**, the Planned Parenthood Action Fund volunteer convening will take place **July 27-29, 2018 in Detroit, Michigan!** This will be our largest national volunteer leadership event ever -- we will be working to bring nearly 3,000 of our volunteer leaders from across the country together to be trained on organizing in our communities, as well as to kick off our fall electoral work!

#### Power of Pink: National Volunteer Convening July 27-29, 2018 Detroit, Michigan

Attendees will have the opportunity to work with advocacy and political leadership to create and drive a program in 2018 and beyond that will address issues of access, equality, protection, and education, changing the nature of power in this country. **This event is meant to be both a celebration and a commitment to doing meaningful work and deepening our leadership capacity for the long term fight for reproductive freedom.**

Attendees are expected to be actively engaged volunteers both prior to and after **Power of Pink**. If you feel like you have the time to commit and the energy to drive fall electoral work and beyond, **we encourage you to register for the convention!**

Participants are responsible for covering their full costs for the Power of Pink convention including registration fees, room and board, travel to and from the event, and any incidental expenses incurred. Below are some tips to help you raise the money you need to be able to attend!

#### Fundraising in 3 Easy Steps!

1. **Setting a fundraising goal** - Setting a clear fundraising goal is one of the first steps to success. Things to consider: it is extremely important that you have the exact amount needed to cover your cost-of-attendance as well as a series of mini fundraising goals to track your group's overall progress.
2. **Finding your audience:** Now that you've set a goal for yourself and/or your group, who are you going to engage to reach it? Here you'll not only identify who has the funds, or the ability to get you those funds, but also who are the people that feel passionate about your issue that they'll be moved to donate to you, your volunteer team, and/or your student group. It's important to revisit this step throughout the planning -- finding your audience is key to success!



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- 3. Reaching your audience:** Alright, so you've found your audience -- now what? How effective you are as a fundraiser will depend in large part on how well you are able to tailor your message, your pitch, and your overall fundraising strategy to your audience. For example: think about who your audience will be if you are hosting a house party, versus the type of audience that you'll want if you're writing a grant request from your Student Government. How would your language change? How would your dollar amount goals change? How would the general "vibe" of your presentation change in each case?

#### Step One: Setting a Fundraising Goal

##### How Much Money Will I Need?

The cost of getting you or your team to the conference will depend on a handful of things: how many people are going, how you choose to get to the conference, and how soon you purchase your tickets to get to/from Detroit, MI.

Please take this into consideration when setting your team's fundraising goals!

##### How Much Will It Cost Me to Get to Detroit, MI?

Look at bus options, airlines, trains, and carpooling. Flights range from \$150-\$500 depending on where you're coming from and how far out in advance you book your tickets. Domestic flights are typically most affordable when purchased at least 3-4 weeks in advance. Here are a few low-cost fare sites that you should explore: Kayak.com, hipmunk, airfarewatchdog, and cheapoair.

#### Step Two: Finding Your Audience of Potential Donors

Alright, so now you've set your goal in stone and you have that dollar and cents number. Now you want to zone in on the groups of people that will help you reach that goal -- your potential donors.

##### Local Restaurants & Businesses

Some local businesses might be willing to fund your travel as part of a community involvement initiative. Good targets for this would be bars that you and your team's go to frequently, coffee shops, and music and live poetry venues!

They may also be willing to give you space to throw a party, shindig, or other fun event (big or small) to raise money. Most importantly, be creative and have fun!



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#### Community Groups/Organizations

Community groups and organizations are excellent resources for bringing people together who are interested in serving a great cause. Organize a bake sale, cookout, or game night at your local organization.

Secondly, try to connect with local advocacy organizations. Schedule an opportunity to talk to your local community leaders to express your interest in attending the event, tell your story, then ask for their support.

#### Student Government & University Departments

Many student governments, organizations, and even university/college departments set money aside every year for student organizations to attend events like the Power of Pink convention. In many cases, students aren't even aware that this is even an option! Sometimes a university's Women's Center, Campus Activities Board, or even Student Life department handles these types of requests. Go to your university's website and figure out what the process is to request these funds. If you have any friends working in one of these departments -- don't be shy! Ask them to explain the process, and to put in a good word for you while they're at it!

Lastly, some universities have vans that student groups can rent for a short period. A road trip may be the cheapest and most fun transportation option to Detroit!

#### Academic Departments & Faculty

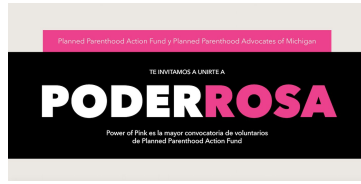
Don't be afraid to ask the chair of your academic department, your professors, and your teachers for monetary support. Most universities and colleges require student groups to have a faculty advisor. If you are going with a student group, they may be interested in sponsoring your conference attendance as individuals, through department funds, or connect you with faculty members who will support you financially.

#### Family & Friends

This is the group of folks that you can count on in your day-to-day life. They've supported you through the good and the bad, heard you out when you had a tough day, and cheered you on when you've won the day. Asking family for money may seem daunting and awkward, but when they see how excited and driven you are about attending this conference, they'll be sure to contribute to your goal -- so ask away!

### Step Three: Reach Your Audience

OK, so now you know how much you have to raise and who you are going to raise it from. It's time for step three. Now is the time set pen to paper and create the plan that will outline how



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you will reach your audience. This carefully thought out plan will help you turn those ideas into sweet cash money!

#### Raise Money Online!

In recent times “crowdfunding” has become a powerful tool for raising money online for a wide variety of campaigns -- including fundraising for attending events like Power of Pink! Every year, billions of dollars are being raised through these simple and easy to use online platforms.

[There are over a hundred crowdfunding sites out there.](#) You should pick whatever works for you.

You may want to take the following into consideration:

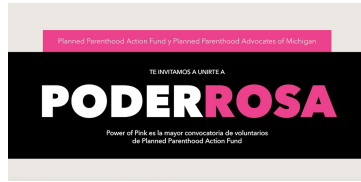
- Choose a site that charges you the lowest fees so that you can get the biggest bang for your buck! Take a close look at sites that claim to be 100% free (they often charge up to 15% on the backend).
- Choose a site that makes it easy for you to set up a page and customize it with information that is relevant to your campaign.
- Choose a site that makes it easy for you to access your funds as quickly as possible.

Whichever platform you decide to use, set-up is usually simple and takes no more than a couple of minutes. When you are setting up your campaign, you will be required to create a goal, and write a quick summary of what you are fundraising for and why!

Also, please refer to the **Safety Tips** provided below regarding what type of information you can share about the event, and what you can safely share about yourself (pictures included).

#### DIGITAL FUNDRAISING TIPS!

- **Start with your inner circle.** When you are just starting out, it’s important to recruit those that are closest to you -- the folks that always have your back! They will (hopefully) provide you with some startup money, but will also share it with their own social networks, both online and off!
- **Email works every time.** Email is still the best way to reach people, either through one-on-one messages, or an email to a core group of friends and family. We’ve provided an email template at the end of this toolkit for you to use and tailor to your needs.



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- **Social media is your best friend!** Remember to share your campaign site on social media and to activate social media features on your fundraising page! We've even provided some sample social media posts for you to use on Twitter and Facebook (You can also use on Instagram, but remember to put your fundraising link in your profile).
- **LINK IT UP!** Having an online fundraising site allow you to attach a link to every fundraising email that you send! Don't forget to always include a link to your page in any social media posts or emails to professors, friends, or family requesting funds. You can even include a link in your email signature!
  - **SHORT LINK:** Turn your fundraising page link into a [bit.ly](https://bit.ly) to post on social media, and it'll also look better in an email.
- **Update your fundraising page often!** Your site will update automatically as people contribute to your goal, so remember to check back often and write updates (think mini-blogpost) about your progress. Of course, don't forget to *thank your supporters, too!*
- **Tell Your Story!** Why are you raising money? Why is it important for you to have access to the Power of Pink experience and training? What will you hope to learn while you live and breath the movement in Detroit? What brought you to the movement in the first place? In other words...put that story of self to work!
- **Be Persistent!** Fundraising can be challenge, and the best way of overcoming a challenge is by being persistent. Share your campaign on social media often, talk about it during offline events and link to even on flyers and poster, and email folks more than once. Update your audience on how far you are to your goal to show progress and encourage donations. People will never support you if you never ask, but some people will never support because they always forget -- so send them handy reminders that a deadline is coming up!
- **Follow Up:** Don't forget to close the loop. Send a follow up thank you note to donors and let them know if you've met your fundraising goal. Donors want to know if you met your goals. So take the time to build better relationships with them and schedule follow up posts!

#### SAFETY TIPS:

- **Guard your personal information:** Don't give out your personal information (email, address, age, phone) on social media or on your fundraising page. If people would like to



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learn more, please direct them to sites that provide more information about Planned Parenthood Action Fund and/or your online fundraising page.

- **Monitor your online activity:** Promoting fundraising through social media is a great way to expand your personal reach. However, be sure that you are reaching out to reliable blogs and online portals.
- **Images/Photos:** For your own personal safety, please do not use individual photos of yourself on your fundraising page. Large group photos are fine!
- **Inappropriate Conduct:** Periodically, review the comment section of your fundraising page. If someone is posting inappropriate comments about Planned Parenthood or you, please report them to the site.
- **Event Information:** We are not revealing full details about the Power of Pink Summit publicly due to security and safety concerns. Please do not share the following information with anyone outside the Planned Parenthood Action Fund family:
  - **Date:** You can share that the event will be held in July, but avoid sharing the specific dates.
  - **Location:** We would prefer that you not mention the exact location of the event, but you can mention that the event will be held in Michigan.
  - **Event Activities:** You can share the overall objective of the event, but do not share specific details about other attendees or the event activities.

For more information about the fundraising process, please reach out to Tali Ramo at [tali.ramo@ppfa.org](mailto:tali.ramo@ppfa.org).

### SAMPLE SOCIAL MEDIA

#### Sample Facebook Posts:

- There's too much at stake! That's why I'm heading to Planned Parenthood Action Fund's Power of Pink Summit for their biggest training in history! Help me get there by donating today: [\(link to fundraising page\)](#).
- Women's access to health care, birth control and safe, legal abortion is under attack across the country and I'm sick of it. That's why I'm heading to The Power of Pink Summit to learn how to fight back in and shift the nature of power in this country. Help me get there! Donate today: : [\(link to fundraising page\)](#).



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### Sample Tweets for Twitter:

- There's too much at stake this year and beyond! Help me attend @PPact's Power of Pink Summit in May! Donate today: [\(bitly link to fundraising page\)](#)
- Activists from all over are coming together this May for the biggest @PPact training in history! Help me get there: [\(bitly link to fundraising page\)](#)
- I'm almost at my fundraising goal to attend @PPact's Power of Pink Summit. Can you help me? Donate: [\(bitly link to fundraising page\)](#)

### SAMPLE FUNDRAISING EMAIL

Dear \_\_\_\_\_,

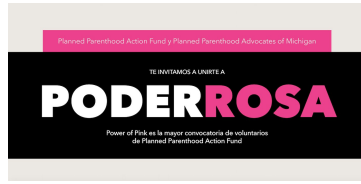
In the last year, we have seen an unprecedented number of attacks on women's access to health care — and I don't know about you, but I'm not planning to go back to the 1950s. **<use your story of self here to introduce why you've been paying attention to these attacks>**

Luckily for us, I have a tool in my back pocket to help us fight back. This July, I have the opportunity to attend Planned Parenthood Action Fund's Power of Pink Summit. This event is an opportunity for me to be trained by and work with Planned Parenthood Action Fund's advocacy and political leadership to build and drive projects and campaigns this year and beyond that will lead the fight for reproductive health and rights and change the nature of power in this country. **<continue story of self here to explain why this shift in power matters to you and/or why you want to attend>**

Please help me in joining this movement and donate what you can to my fundraising page [embed link] to help make this opportunity a reality. Any amount you are able to provide (\$10, \$20, \$50 or more) is much appreciated.

In Solidarity,  
**(Your Name)**

p.s. For those of you who don't know, Planned Parenthood Action Fund -- the sponsor of the event I am trying to attend -- is a 501(c)(4) independent, nonpartisan, not-for-profit



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membership organization formed as the advocacy and political arm of Planned Parenthood Federation of America. The Action Fund engages in educational and electoral activity, including voter education, grassroots organizing, and legislative advocacy.