



Fundraising is an opportunity not only to raise funds that can be used for initial and ongoing resettlement expenses (like rent, utilities, food, clothes, cars, etc.), but also to build connections in your community and invite a larger network of people to become invested in welcoming newcomers. If you need ideas about how to fundraise, here are some suggestions:

## Tip 1

Consider using CWS' 'Fundraise Your Way' platform to host a fundraiser for your friends and family. It can even be linked to Facebook! This platform doesn't charge any fees, so you will receive 100% of the donations. If you don't want to utilize the 'Fundraise Your Way' platform, there are several other options available, including:

- GoFundMe: Charges a transaction fee of 2.9% + \$0.30.
- Facebook: Charges no platform or transaction fees for nonprofits but does charge a 6.9% + \$0.30 fee for fundraisers on personal pages.

If using the "Fundraise Your Way" platform, make sure to mention your specific site in your fundraiser title so it goes to the correct site.

## Tip 3

Share tangible examples of how your donors' dollars will make a difference. People love being given the opportunity to help, but also want to know HOW they're helping—so give them some numbers, or tell a story of change!

Create a buck slip with donation levels with corresponding items to let people know what their donation could be used for (e.g., \$100 to buy a bike for someone to get to work or \$50 for a school uniform for a child). Often people are more inclined to give if they feel like they are giving a specific item.

## Tip 2

Consider accepting in-kind donations for the family as well. Often community members have items that they are willing to donate, such as furniture or kitchenware, to help clients. Items should be in nice, gently used condition.

- Post needs online (ex: Facebook Marketplace or social media groups) and see if anyone is willing to donate in exchange for a tax deduction. (Reach out to your local resettlement office about getting tax deduction slips for donations if you don't have any.)
- Create a list of specific needs for the newcomers (including clothing sizes and food preferences, if possible). You don't want to accept any and all donations, as you may never have a need for them and they will take up your precious storage space.
- For items that you can't get donated, consider creating a wish list for supporters to purchase items off of (Ex: Amazon), Target, Walmart, etc).



## Tip 4

Make a personal ask. General posts on social media work, but personal asks go a long way! Explain why this topic means so much to you. Your personal message and reason why you're sponsoring refugees is so important for others to have a response of compassion themselves. Use whatever communication method you think they'll respond best to as well: Facebook Messenger, email (we have built out templates you can use), text, or direct message. Remember to be authentic and share from your heart. Don't be afraid to ask. Most people love having the opportunity to help those in need.

- With social media, sharing your story has never been easier! Consider recording a quick 1-3 minute video of yourself and uploading to Facebook/Instagram/TikTok. To increase engagement, you can even go 'Live' on these platforms and interact with your followers.
- Feeling creative? Insert graphics or statistics on refugees. Check out CWS or UNHCR social media for graphics.
- Reaching out to your church? Consider utilizing the attached CWS Worship Guide to get the conversation started.
- Not sure what to talk about? Feel free to use these prompts:
  - Why did you sign up to be a co-sponsor?
  - How people can donate to you and what difference their donation makes.

- General information about CWS and/or the local resettlement agency. (See [History of CWS](#) and [Refugee Resettlement One Pagers](#))
- Statistics about CWS' programs or stories about those in need.
- Your fundraising goal and how people can help you reach it.
- Invite others to sign up and join you!

## Tip 5

Be creative! Consider hosting an event or finding fun new ways to involve your community.

- Host a raffle (e.g., every \$10 or \$20 donation gets entered i
- n to win something you make or an item/experience you're donating).
- Chalk your neighborhood sidewalks with pro-refugee messaging (make sure to post a flyer with fundraiser information on it as well!).
- Make a sign to hang at your work desk (we recommend using a QR code to link to your donation page).
- Contact a local restaurant/brewery to see about a dine-in/fundraising happy hour event.
- Make it a contest! See what co-sponsor committee can raise the most funds.
- Your options are endless and only limited by what you can come up with!



## Fundraising Tips for *Community Sponsorship*



### Privacy Considerations:

Many groups find it easier to fundraise after a family arrives in the community. Before newcomers arrive, the need is seen as more abstract, but knowing newcomers are in town and starting to build a new life there can bring enthusiasm, energy, and donations.

However, the privacy of newcomers is most important. It can be tempting to ask newcomers to share their own personal details in order to garner more sympathy and support. But this approach can re-traumatize newcomers, and/or put them in the uncomfortable position of figuring out how to say “no” to people who are financially supporting them. Depending on the situation they fled, some newcomers may even have legitimate fears about having their names or photos online.

With these concerns in mind, avoid using newcomers themselves as fundraising tools: do not invite them to meet donors (unless newcomers themselves express a desire to do so); do not use their names or pictures for the GoFundMe; do not share their personal details in Sunday School. Instead, follow the tips above to keep fundraising efforts personal to you and your group. You might also share general information about the family without using names, such as “The parents started work this week” or “One of the children is hoping to go on a school field trip to the museum.” This can be an effective way to mobilize supporters without compromising newcomers’ privacy.



*Lastly, remember to thank your donors!*

Consider using the [RWC Donation Tracker](#) to track all the monetary and in-kind donations you receive. Personalized thank you messages go a long way, but can be time consuming. Consider creating a ‘Thank You Template’ that you can easily reuse, with room for added personalization for each donor’s specific information.