

**njcoalition**  
against sexual assault

# HOPE IN MOTION

A MOVEMENT FOR CHANGE

**INDIVIDUAL  
FUNDRAISING  
TOOLKIT**





# HOPE IN MOTION

## A MOVEMENT FOR CHANGE



Thank you for joining NJCASA for our bi-annual fundraising event, newly rebranded as ***Hope in Motion: A Movement for Change!***

*Hope in Motion* is more than just a walk/roll/stroll—it's a testament to the strength of community and what's possible when we unite to create a safer, brighter future. Together, we'll not only raise awareness about sexual violence prevention, but also raise crucial funds that will go directly toward empowering survivors, supporting advocates, and actualizing our shared vision of a world that provides safety, hope, and healing for all.

Not sure how to get started? We created this toolkit to provide you with fundraising tips and sample messaging you can use to lead a successful fundraising page!

## START FUNDRAISING >>>

# FUNDRAISE IN 3 STEPS:

1

## **Make the first donation to your newly-created fundraising page.**

Making the very first donation, no matter how small, demonstrates your commitment to your supporters and already brings you a step closer to meeting your fundraising goal.

2

## **Make a list of the people in your life whom you can call on for support.**

Ask yourself: Who are my go-to people? Think relatives, friends, colleagues, neighbors, and more. Then, start texting, calling, or emailing using the fundraising messaging template (see pages 7-8). Let them know how excited you are about being a part of Hope in Motion, explain how the event works, and tell them how much their support means to you, NJCASA, and the other great organizations we're representing. Expand your reach by using social media to share your goals with others in your network and encourage them to help too! **Hint: See page 5 for social media tips!**

3

## **Follow up—whether to say thank you, or give a reminder about participating.**

If you've already started receiving donations, don't forget to thank your supporters! If you're still waiting for donations to come in, don't worry—circle back to everyone you reached out to for support (whether via texts, calls, emails, or in-person conversations). Sometimes, it just takes a quick, polite reminder! Keep your message simple: "Hi \_\_\_\_\_, I know how busy you are, so I just wanted to follow up and remind you about the fundraiser I'm participating in to support NJCASA and their awesome community partners! I'd love it if you could join my team or donate to my campaign!"

# QUICK GUIDE TO RAISING \$400:

It's important to remember that every donation to your page counts, no matter how small. In fact, one of the most effective ways to reach a large goal is to build up to it through multiple smaller donations. Here's a quick guide on how you can raise over \$400 in just 1 week!

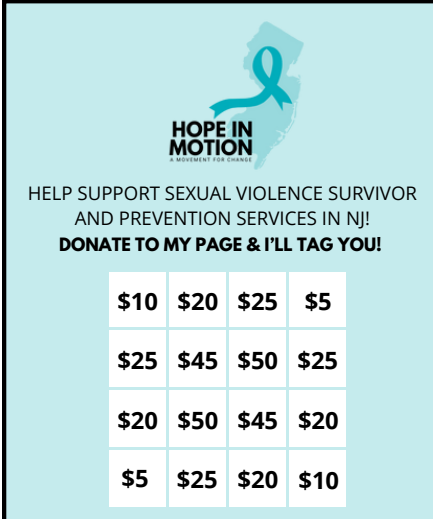
<b>DAY 1</b>	Sponsor yourself, which shows your supporters you're truly committed	<b>\$25</b>
<b>DAY 2</b>	Ask five relatives to match your donation	<b>\$125</b>
<b>DAY 3</b>	Ask five friends to match your donation	<b>\$125</b>
<b>DAY 4</b>	Ask your boss or employer to match your donation	<b>\$25</b>
<b>DAY 5</b>	Ask five coworkers to donate \$10 each	<b>\$50</b>
<b>DAY 6</b>	Expand your field of supporters to raise even more (e.g., neighbors, friends of friends, classmates, local businesses)	<b>\$50</b>
<b>DAY 7</b>	Ask your nearest and dearest to follow the same six easy steps on your behalf! This could <b>DOUBLE</b> your donations!	<b>\$400+</b>

# USING SOCIAL MEDIA:

Remember to use social media to share updates about your fundraising efforts with your contacts, tagging anyone who donates. Thank those who contribute through social media posts, and maybe create a video telling everyone how excited you are about being a part of Hope in Motion!

Not sure how to get started? Check out our social media graphics [HERE!](#) You can download these graphics, share across your socials, and let your followers know about the event and that they can join your team and/or support you by donating!

How about a game of bingo? Encourage your followers to donate by sharing [our fundraising bingo board](#) to your Instagram story. Just link your personal/team fundraising page, share to your story, keep track of the donations coming in from your followers, and recognize them by tagging them on your bingo board!



\$10	\$20	\$25	\$5
\$25	\$45	\$50	\$25
\$20	\$50	\$45	\$20
\$5	\$25	\$20	\$10

Plus, don't forget to follow NJCASA on social media! We'll be posting event updates and reminders, as well as special announcements like giveaways that you won't want to miss!



[@nj\\_casa](#)



[@njcasa](#)

# SOCIAL MEDIA TEMPLATES:

## After you've registered:

I've registered for The New Jersey Coalition Against Sexual Assault's Hope in Motion! I'm participating because **[REASON FOR PARTICIPATING]**, and I'm asking for your support! Here's a link to my personal fundraising (or team) page **[LINK]**. Thank you for your support!

## Recruiting a team:

I've created a team for the New Jersey Coalition Against Sexual Assault's Hope in Motion! The event is dedicated to raising funds for survivor services and prevention programming across NJ! Want to get involved? Join my team! **[LINK]**

## During your fundraising campaign:

Did you know that there are nearly 3 million survivors of sexual violence in NJ? I'm raising funds to support survivor services and prevention programs across the state! Visit my fundraising webpage **[LINK]** to learn more about my efforts to support the movement for a safer, more equitable NJ.

## During your fundraising campaign:

I'm halfway to my fundraising goal for the New Jersey Coalition Against Sexual Assault's Hope in Motion! I'm \$**[AMOUNT]** away from my goal, and there are **[NUMBER OF WEEKS]** weeks before the event! Will you please help me? Visit my personal fundraising page to make your donation today. **[LINK]**

## After the event:

I just participated in the New Jersey Coalition Against Sexual Assault's Hope in Motion! Interested in supporting my fundraising efforts? There's still time to donate! Visit my personal fundraising page to make your donation today. Thank you! **[LINK]**

# EMAIL OUTREACH TEMPLATE:

## Fundraising for NJCASA

Dear [NAME],

I'm participating in the New Jersey Coalition Against Sexual Assault's (NJCASA's) Hope in Motion, an exciting community awareness and fundraising event that will take place on Saturday, September 6th, in Bradley Beach, New Jersey (NJ). During this event, I'll join advocates and allies across the state to participate in a walk/roll/stroll honoring survivors of sexual violence across NJ and beyond.

I'm supporting NJCASA and have set an ambitious fundraising goal of \$[GOAL]. With supporters like you, I'm confident I can reach my goal!

Since 1981, NJCASA has joined people across the state in action for ending sexual violence and supporting the estimated more than 2.7M survivors living in NJ. They're a statewide nonprofit organization representing a total of 30 member programs, which include the state's 21 county-based sexual violence service providers (you might've heard them referred to as "rape crisis centers"), the Rutgers University Offices for Violence Prevention and Victim Assistance (New Brunswick campus), and a cohort of eight culturally-specific organizations.

To learn more about NJCASA's work, visit their website [here](#) and, to learn more about their event, visit their Hope in Motion page [here](#)!

Thank you in advance for your support! Here's the link to my fundraising page: [\[LINK\]](#).

Best,  
[NAME]



# EMAIL OUTREACH TEMPLATE:

## Fundraising for a Partner Organization

Dear [NAME],

I'm participating in the New Jersey Coalition Against Sexual Assault's (NJCASA's) Hope in Motion, an exciting community awareness and fundraising event that will take place on Saturday, September 6th, in Bradley Beach, New Jersey (NJ). During this event, I'll join advocates and allies across the state to participate in a walk/roll/stroll honoring survivors of sexual violence across NJ and beyond.

Hope in Motion is unique because it allows supporters like me to choose from a group of wonderful event partners doing important work to serve survivors of sexual violence across NJ. 75% of funds raised by these participating organizations go right back to their agencies! I am supporting [ORG NAME] and have set an ambitious fundraising goal of \$[GOAL]. With supporters like you, I'm confident I can reach my goal!

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To learn more about NJCASA's work, visit their website [here](#) and, to learn more about their event, visit their Hope in Motion page [here](#)!

Thank you in advance for your support! Here's the link to my fundraising page: [LINK].

Best,  
[NAME]



# ADDITIONAL IDEAS:

**Matching gifts:** Ask your employer if they participate in a matching gift program to potentially double the impact of your support. Don't forget to ask everyone who's already donated to check with their employer, too! You can even go a step further and ask if your office can host a fundraiser on your behalf (\$5 Causal Fridays, raffle, etc.).

**Host a fundraising sale:** Leverage your talents (or the talents of a loved one) to raise funds. Exceptional chef skills? Host a bake sale. Have a knack for making custom jewelry? Sell bracelets, necklaces, or rings. You could even host a garage sale with minimal effort required!

**Activity Nights:** Host a get-together with friends, family, or colleagues where everyone can participate in an activity, such as trivia, bingo, or board games. Charge a donation entry fee and offer small prizes to winners.

**Partner with a local business:** Ask your favorite local businesses if they'd like to support your efforts with ideas like setting up a donation jar, donating a percentage of sales, or holding a raffle. Depending on the business, the possibilities are endless. For example, you could partner with a yoga studio to offer a donation-based class.

**Birthday/special occasion fundraisers:** If you're celebrating a birthday or another special occasion, consider asking for donations in lieu of traditional gifts.

**"Plus one" team parties:** Coordinate a get-together with your fundraising team (think movie night, BBQ, pizza party, etc.) and ask each person to bring at least one friend who isn't already part of the team. Then, at the event, encourage them to join or donate to your team!

**Social media challenges:** Let your followers know that you're participating in Hope in Motion, and ask them to join your team or donate to your page. There are many different ways to raise funds online (**hint: see page 5 for our fundraising bingo board!**), so don't be afraid to think outside the box. For example, you can try a "\$5 Friday Challenge" in which you tag 5 people and request that they each donate \$5, and then have them tag 5 more people and do the same.

# FUNDRAISING INCENTIVES:

NJCASA knows that you've joined this year's Hope in Motion because you believe in our mission of centering anti-oppression principles to eradicate sexual violence and support survivors and their loved ones by promoting equity, justice, and healing.

We thank you for your time and commitment—for getting the word out about NJCASA and our event partners and for moving for what moves all of us as we try to build safer, more equitable communities across NJ!

To express our gratitude, we have exciting incentives for participants in this year's Hope in Motion:

- **First 250 registrants** are guaranteed an event t-shirt!
- **All individuals who raise \$200 (or more!)** receive an entry into an exclusive raffle for a special gift basket!
- **All individuals who raise \$500 (or more!)** receive 4 additional entries into the exclusive raffle for a special gift basket, for a total of 5 entries! Plus, for every \$100 raised over \$500, you'll receive an additional entry!
- **Top individual fundraiser** receives a self-care gift box, as well as event-day podium recognition!
- **Top fundraising team** receives a special large gift box full of goodies for the group, as well as event-day podium recognition!

## ABOVE & BEYOND:

Once you've met your goal, remember that you can always keep going. Share your success with someone close to you — a partner, spouse, parent, or best friend—and have them follow some or all the steps above on your behalf.

Also, remember fundraising doesn't have to end the day of the walk! Send texts or emails to friends, family, and other contacts after the big day, sharing pictures and/or videos, thanking donors, reminding them to submit a matching gift request, and letting everyone know how much you raised. Then use this opportunity to make a last push for donations!

**Need help?** If you have any questions or need assistance with fundraising, don't hesitate to reach out to NJCASA's Community Resource Development Specialist, Angela Lacovara at [alacovara@njcasa.org](mailto:alacovara@njcasa.org). We're here to support you every step of the way!