



DO IT YOURSELF FUNDRAISING TOOLKIT

SUPPORT THE ONE LOVE MISSION BY RAISING FUNDS TO PROMOTE EDUCATION ABOUT HEALTHY AND UNHEALTHY RELATIONSHIPS.

ABOUT

ABOUT ONE LOVE

The One Love Foundation was founded in 2010 after Yeardley Love, a senior at the University of Virginia, was killed by her ex-boyfriend. After her death, Yeardley's friends and family were stunned to learn that 1 in 3 women and 1 in 4 men will be in an abusive relationship in their lifetime. Today, One Love is the national leader in educating young people about the difference between healthy and unhealthy relationships.

One action and one person can help One Love end relationship abuse.

DO-IT-YOURSELF FUNDRAISING

Fundraisers help One Love to:

- Raise awareness
- Educate
- Inspire community action

This easy-to-use toolkit is a step-by-step guide to plan, execute, and promote your next One Love fundraiser.

Every dollar raised helps One Love's mission and any support you give is greatly appreciated.

Now let's get started with FUN-raising!



FIVE FUNDRAISING SUCCESS TOOLS

Here are the top 5 ways to make your fundraising event an instant success!

1 SPREAD AWARENESS

At One Love, we believe education is the key to preventing unhealthy relationships. Your fundraiser will help raise awareness about One Love's mission.

2 EDUCATE, EDUCATE, EDUCATE

Below are just a few ways to help share One Love's powerful message at your event.

- Display One Love signage – we can provide it!
- Set up a table onsite to hand out educational materials, collect donations, and hand out One Love information.
- Make announcements throughout your event! Contact fundraising@joinonelove.org for help.
- Bring One Love's educational initiatives to any school you are affiliated with or to your workplace before your fundraiser. Contact us for help getting started.

3 ONE LOVE MERCHANDISE

Selling One Love merchandise is an easy way to add dollars to any fundraiser! Check out our awesome clothing and gear at the One Love online store here: <http://one-love-foundation-store.myshopify.com> and purchase any items to complete your look or to sell at your event!

Allow up to 4 weeks delivery time. If you choose to print locally, One Love must approve the proof before completion of your order.

4 PROMOTE YOUR FUNDRAISER

For help promoting your event, check out page 13.

5 RAISING FUNDS

Once your fundraiser is complete, simply send in your One Love donations via online, cash or mail:

- Online: Set up an [online fundraising page](#) and we can receive donations immediately!
- Cash: Cash donations can easily be converted to a check (follow instructions below) or make an online donation to your fundraising site with any cash collected. You can also Venmo any cash collected to @OneLoveFoundation
- Checks: Make checks payable to One Love Foundation and use a [Donation Collection Form](#). Mail all checks along with your Donation Collection Form to:

One Love Foundation
Attn: Community Fundraising
PO Box 368
Bronxville, NY 10708



POPULAR ONE LOVE FUNDRAISERS

LET'S GET STARTED! PICK AN EVENT FROM OUR LIST OF THE MOST POPULAR ONE LOVE FUNDRAISERS.

GAME DAY DEDICATION

Spread the word to a large community by dedicating a game of any sport to One Love.

DECIDE ON A SPORT:

Pick the sport and the date of the game you want to dedicate to One Love.

GET THE TEAM INVOLVED:

Have all the players wear One Love gear – t-shirts, socks or even stickers or temporary tattoos.

FUNDRAISE AT THE EVENT:

- » Sell spectator tickets with the proceeds going to One Love.
- » Sell raffle tickets (i.e. 50/50 cash raffle or raffle off a gift basket or gift card donated from a local business).
- » Host a bake sale.
- » Conduct Peer to Peer fundraising – Ask the players to collect donations from friends and family! Set up a competition where the player who raises the most money can win a prize!
- » Set up an [online fundraising page](#). From your fundraising page, you can send emails where people can donate or join your fundraising team. Encourage everyone to send emails, post on social media and spread the word why you are fundraising.

Collect donations in cash/check too! Use a [Donation Collection Form](#). You can ask for flat donations or ask for pledge per point (touchdown, goals, baskets, etc.)

YARDS FOR YEARDLEY

Yards for Yearley (Y4Y) is an interactive activity where you track your yards for One Love!

DECIDE ON THE ACTIVITY:

You can walk, run, cycle, swim or even complete team training. The possibilities are endless!

- » One Day Challenge: Set up a dedicated day with One Love teams or individuals and track their total yards.
- » Dedicate the Season: Teams can pick certain games or all home games to track the total yards completed. Individuals can decide to dedicate their season too! Track your yards by committing to cycling, swimming or running every morning or night!
- » Hold a Race: Schools and communities can set up 5k races to track the yards and broaden the support to the greater community.

TALLY UP THE YARDS:

- » Count your yards! 1 mile = 1,760 yards.
- » Use your FitBit, phone tracker or step counter and track your mileage! When finished, make sure you [log your final yards](#).

FUNDRAISE FOR THE EVENT:

Set up an [online fundraising page](#). From your fundraising page, you can send emails to encourage people to donate or join your Yards for Yearley fundraiser. The more people who join you, the more yards and money you can collect!

Collect donations in cash or check. Use a [Donation Collection Form](#) to keep everyone organized.



SUCCESS STORY

Raleigh Play Day is a one-day lacrosse tournament held in Raleigh, NC. The tournament has raised more than \$100,000 over eight years! Fundraising efforts included merchandise and food sales and donations from local companies and friends and family.

LIP SYNC FOR LOVE

Lip Sync for Love is an exciting way to fundraise for One Love and sing the night away!

PLAN THE EVENT:

- » Secure the space and the date.
- » Check out local venues and find a space that is willing to offer special deals for your guests.
- » Consider the best day of the week (weekday vs. weekend) and ensure your date does not conflict with an important holiday, back to school night, or community event.
- » Decide how many singers/groups you want to perform and think about who would be fun to watch on stage.
- » Recruit friends and family through word of mouth.
- » Think about your audience – if you're inviting co-workers, ask the CEO to perform. If you're a student, try to recruit Greek Life, athletes, choir or everyone's favorite teacher!
- » Performers should pick songs before the event. Spread the One Love mission even further and challenge performers to choose songs that show healthy relationship behaviors.
- » Pick judges and award different categories: best dancers, best group/individual, etc.
- » Provide food
 - Work with local restaurants to donate or offer discounts for catering and drinks.
 - You can also work with your friends and family to assign each person to bring a dish or beverage.
 - Tip for students: Your university may offer a grant that will offset the costs of hosting a fundraising event. Check with your Alumni office or Community Affairs.

Charge an entry fee – everyone attending will pay at the door for a wristband that will give them access to food and/or drink specials.

- » Ask the venue to donate a portion of bar sales, or better yet, offer up guest bartenders and add the tips to the fundraising!
- » Sell raffles tickets to make some extra fundraising dollars – 50/50 Cash Prize or raffle off great prizes! Ask friends, family or local businesses to donate the prizes.





ADDITIONAL FUNDRAISING IDEAS

When it comes to fundraising, the sky is the limit. You can choose to raise money however you want, whenever you want. No matter how big or small your fundraiser is, you're making a difference and helping to save lives. For a little extra inspiration, we've got more ideas for you below.

COMMUNITY EVENTS

- **Neighborhood/Company Bake Sale:** Host a bake sale for your office, neighborhood or school. Ask co-workers to donate baked goods and advertise everywhere you can.
- **Breakfast or Dinner:** Invite your community over for a themed meal and ask for a donation in return. Partner with a church or community center and get the space donated. Go the extra mile and ask businesses in your neighborhood to donate food/beverages. You can also hold a fundraiser at a local restaurant and donate a percent of proceeds (if the restaurant permits).
- **Poker/Bingo Tournament:** Find a location to host a tournament. Ask local businesses to donate food/prizes and charge an entry fee to play.
- **Silent Auction:** Reach out to local businesses for prize donations. Plan a fun evening where people bid for prizes and raise money.

FRIENDS, FAMILY & COLLEAGUES

- **Host a Happy Hour:** Host a happy hour at a local bar and donate a percent of proceeds to the cause.
- **Product Party:** Everyone has a friend who represents a company like Mary Kay, Pampered Chef, Stella & Dot, etc. Host an event in your home and ask the sales rep to donate a percentage of sales to your fundraising campaign.
- **Special Occasion Fundraiser:** Donate your birthday or anniversary to One Love. In lieu of gifts, ask your friends and family to make a donation in your honor to your fundraising page.
- **Jeans/Dress Down Friday at the Office:** Organize a dress-down day at the office. Work with your boss/HR department to host a day where employees can dress casually in exchange for a donation.

ATHLETIC EVENTS & ACTIVITIES

- **Charity Yoga/Barre/Cycling Class:** Ask a local fitness studio to donate registration fees for a class.
- **Cornhole/Dodgeball/Kickball Tournament:** Set an entry fee and ask friends/family/neighbors to start a team to compete. Create a bracket and have fun whittling down the competition for a cause.
- **Race for One Love:** Join an already established racing event and dedicate your race to One Love!





FUNDRAISING FOR KIDS

If you want to get your kids involved, or if you are a kid all-star and want to organize your very own fundraiser, this quick guide will help you reach your goals successfully.

Thank you to all of our young and mighty fundraisers!

Create a change jar

Create your very own change jar and drop in your spare change at the end of every day. Spare change adds up very quickly! Ask permission to collect spare change in your classroom. You can make more than one change jar and ask your parents or other adults to take them to work, too.

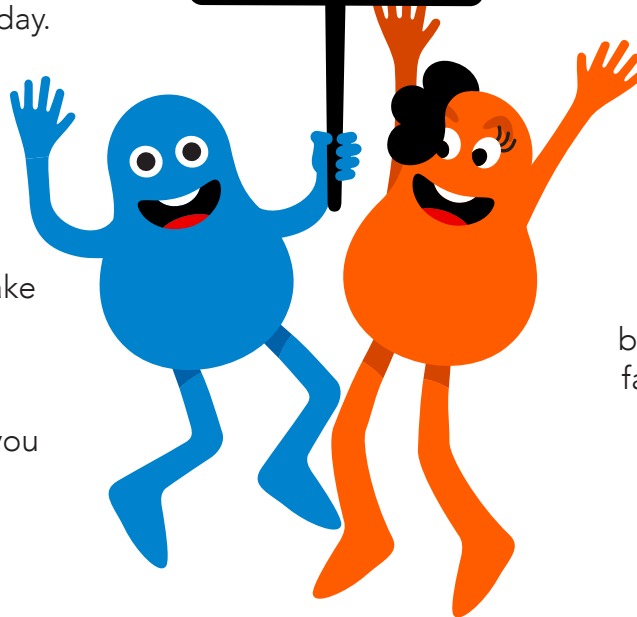
Print out a [label for your change jar](#) that shows why you are collecting money.

Write letters to ask for donations

Ask your teacher for permission to write a letter to send home with your fellow classmates. The letter can share information about why you are raising money and a little bit about One Love.

Write a letter and mail it to any of your friends or family asking for donations.

#THATSLOVE



Host a lemonade stand or bake sale

Make homemade lemonade or bake something sweet and set up a stand to sell the tasty goodies in your neighborhood or at school during lunch.

Use your birthday

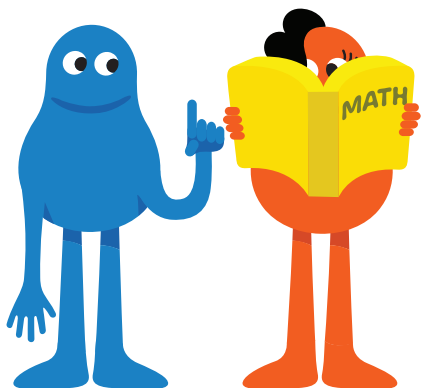
Instead of gifts for your birthday, ask your friends and family to give you a donation toward One Love.

Candy grams

Sell candy with custom messages about healthy friendships and sell them to all your friends and family.

Be a social media star

Create a video with you, your siblings, or your friends that features you asking for donations. You can create a song or any kind of short skit to include in the video. Post the video on social media and ask people to donate to your cause.





MAKING THE ASK

The most important aspect of fundraising is to know who to ask. When asking for donations, remember to consider all the different groups of people you know. People want to support your efforts – you just need to ask. (P.S. the worst that can happen is they say no!)

THINK ABOUT WHO YOU KNOW

Personal relationships can be more than just family and friends!

- 1 Family – Consider more than just your immediate family and include people you might see over the holidays or relatives who live in a different state.
- 2 Friends – These include your BFF's as well as your acquaintances. Consider your friends from all different times of your life: elementary school, college, and beyond! Also think about groups that you belong to: PTA, athletic clubs, book club, etc.
- 3 Community Groups – Think about all the clubs in which you participate: religious, political, civic, volunteer activities, alumni – both in-person and virtual groups.
- 4 Businesses you frequent – Consider asking your doctor, your friends at the gym, your hair dresser, dry cleaner, local deli, even the person you buy coffee from every morning may want to give if you just ask!
- 5 Ask your neighbors

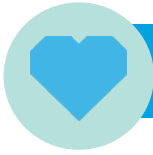
Professional relationships can be more than just co-workers!

- 6 Start with your current colleagues and branch out from there to former co-workers from previous positions.
- 7 Use your business clients, partners, vendors, and even alumni from your alma mater!
- 8 Use LinkedIn! Search through your contacts to see who might be interested in lending a hand. You can also reach out to any groups you are affiliated with.

HOW TO ASK FOR FUNDS

Figure out how you want to reach out to make the ask for donations.

- 1 Phone
- 2 Email
- 3 In-person
- 4 Social media (Facebook, Instagram, Twitter) – If you'd like to use social media to fundraise, consider creating a fundraiser through Facebook which will allow you to ask all of your friends for donations right on the platform. You can pick your designated charity (a.k.a. One Love) and tell everyone why this cause matters to you!
- 5 Mail a letter



HOW TO RAISE \$1,000 IN 10 DAYS

Asking for donations can be a daunting task when you first get started. Here's our guide to help you reach and surpass your goal.

Day 1 \$25	Day 2 \$125	Day 3 \$175	Day 4 \$425	Day 5 \$450
Kick start your fundraising and lead by example! Make a self-donation. Your network will be more likely to give if they see that you have.	Post a link to your online fundraising site on all your social media channels and let people know that no donation is too small. If ten of your connections each donate \$10, that's \$100!	Ask your boss for a company contribution of \$50 (or better yet find out if your company will match what you raise!)	Ask five businesses or companies that your company works with to sponsor you for \$50 to raise \$250.	Ask your company if you can accept donations in exchange for a dress-down day at work. Charge five of your co-workers \$5 each and add \$25 to your fundraising!
Day 6 \$575	Day 7 \$775	Day 8 \$875	Day 9 \$925	Day 10 \$1,000
Reach out to five family members and ask them to donate \$25 each, getting you \$125 closer to your goal!	Ask 10 close friends to each give a \$20 donation to raise an additional \$200.	Ask four neighbors to each make a \$25 donation to raise an additional \$100.	Ask ten members from a club or house of worship if they will give \$5 each to raise an additional \$50.	Ask three businesses you use a lot (dry cleaners, nail salon, coffee vendor, barber/hair stylist, etc.) to give \$25 for the final \$75!



WHERE THE MONEY GOES

Let people know how their donations can make a difference. Any amount helps in One Love's mission to end relationship abuse by educating young people about healthy and unhealthy relationship behaviors.

\$11

Supplies One Love classroom materials to a teacher

\$27

Educates one student about relationships

\$50

Trains a workshop facilitator who will reach hundreds

\$100

Supports a Team One Love awareness activation

\$250

Sponsors a Teen Ambassador

\$500

Supports a school-wide Yards for Yeardeley event

Support a Student, Fund a Workshop, Empower a School





3 EASY WAYS TO PROMOTE YOUR EVENT

Below are three easy ways to promote your fundraiser. You can choose to do one of these ideas or all of them! The most important thing is that you have FUN.

USE SOCIAL MEDIA

- Create a Facebook event and invite people, or create a Facebook fundraiser. Include details about the event and tell people why you support the cause.
- Consider a “takeover” of a popular social media account that people follow (i.e. your school Instagram or your local sport team's social account) and use it as an opportunity to promote your event.
- Create a hashtag or use one that already exists (i.e. #YardsforYearley, #LipSyncforLove).
- Make a Snapchat Geofilter for the day of the event.
- Post photos of your fundraiser on social media.
- Don't forget to tag One Love so we can see all the awesome things you're doing! @join1love (Instagram, Twitter) or @joinonelove (Facebook)

GET CREATIVE

- Use a free site like Canva to make materials like flyers, posters and even a shareable graphic to help get the word out.
- The materials should include One Love's logo, the date and location of your fundraiser, and a contact for sign-ups or questions.
- Promote your event in-person (flyers, posters, campus tables, bulletin boards, etc.), through email, on social media (Facebook, Instagram, Snapchat, Twitter), or through local magazines and newspapers.
- Ask local sponsors to get involved (i.e. your local pizzeria, your bank or other businesses).
- Incentivize people to attend with food or prizes (i.e. One Love swag!)

RECRUIT EVENT AMBASSADORS

- Find people who are really passionate about getting involved and ask them to be ambassadors for your event. Their job is to recruit others to the fundraiser on social media and by word of mouth.
- Get other influential people involved in the event (i.e. star athlete, local news anchor, your dean).
- Give event ambassadors any promotional materials you create to share both online and in-person.

REACH OUT IF YOU NEED HELP OR HAVE QUESTIONS

We are here to help! Email fundraising@joinonelove.org if you have any questions or need help getting started. The most important thing to remember is that fundraising for One Love should be fun. You are making a difference in the lives of others and there is no better way to spend your time!