

Save Women's Lives:

March for Freedom of Choice

Washington, DC • April 25, 2004

Campus Fundraising

On April 25, 2004, students, youth, community activists, and major reproductive rights leaders will gather in D.C. in record numbers to show their support for a woman's right to choose. In order to make that happen, we need college feminists to mobilize their campuses and join us in the nation's capital! Not everyone has spare money for travel, lodging, and food for such a trip, so fundraising can make a huge difference in your efforts. The more you can earn through fundraising, the more pro-choice voices you can bring to this landmark event.

- ✓ **First assess your costs and fundraising goals.** Figure out how much it is going to cost for your delegation to go to the March, and calculate the amount you need to raise.
- ✓ Put together a **written proposal** for funding for the March. Focus on how your representation at the March will benefit your college or university. Emphasize the educational components of the March—you will be hearing from every major leader in the women's rights and reproductive rights movement.
- ✓ **Keep track of your progress** and goal as you fundraise—this builds momentum and excitement for your delegation.

Ask your school for money:

- ✓ Request funds from **student government** or student activities. Remember to request funds early in the semester, and ask for more than you think you'll get (they'll give you less than you ask for). Many have special funds earmarked for sending students to national events.
- ✓ Request meetings with the Directors of **academic departments** like Women's Studies, Political Science, African American Studies, Latina(o) Studies, Queer Studies, Sociology, and other progressive disciplines to see if they can help to fund your trip.
- ✓ Ask **Deans and administrators** about discretionary funds they have access to, and how to apply for those funds. **Boards of Trustees** often have discretionary funds also.
- ✓ Is there a **Women's Alumnae Association** that might donate money? If so, try asking the President for a group donation, or send a fundraising mailing to the members. If your campus does not have a Women's Alumnae Association, try asking progressive members of the general Alumni Association.
- ✓ When you submit your student group's operating budget for approval, **include a specific request for travel/lodging funds** for the March for Freedom of Choice.

TIP: When speaking to administrators and faculty, focus on how the March will be a beneficial learning experience for students -- you can emphasize the grassroots political experience, as well as the opportunity to hear renowned authors, activists, and national women leaders speak.

Create a fundraising coalition of other progressive groups on your campus and in the community:

- Ask other student groups if they would be willing to put some of their budget towards your fundraising efforts.
- Meet with other groups' fundraising officers to get suggestions and share ideas.
- **Host a large event**, such as a Rock for Choice™ concert, with an outside community group. Check out www.Feminist.org for more info on this concert idea.
- If you ask outside organizations for funding, give them a rough estimate of how much the trip will cost per marcher. Create a program where a group can “**sponsor a marcher**” and their members can put money towards sending one or more students to the March.
- **Ask local small businesses** if they will donate fundraising items for your March delegation or contribute money to your delegation.
- Partner with a local feminist community group to do a **joint fundraiser**. Half of the proceeds can go to them and half towards your delegation.

Sell pro-choice and progressive products and let people know that the proceeds go towards sending students to the March:

- Sell bus tickets for more than they cost to make extra money for your group. You'll want to plan for extra costs and use any remaining money raised for your group's Get Out Her Vote efforts in the coming year.
- Make or buy **buttons** with pro-choice slogans and sell them.
- Host an **open-mic night or coffeehouse** and charge for admission and snacks.
- Invite a **feminist vendor or artist** to sell her or his products on campus and ask for 20-25% of the proceeds.
- Cook large quantities of food, especially hard-to-find specialties like vegetarian entrees, and offer “home delivery” of dinner to students' dorms for \$5-\$7.

Get creative!

- For supportive students who can't join the March, have them join your delegation **in spirit and solidarity** by having them write a message and their name on a special banner that your delegation can hold during the March. Try to collect a 5-10 dollar donation for the March from each person who signs this “solidarity banner.”
- **Make and sell a feminist calendar** with important dates in women's history and photographs of campus and/or nationally-known feminists.
- Hold a women's/**feminist art show** in a school gallery and charge admission.
- Use the artistic talents of your group members to your advantage – offer to **design flyers and posters for other groups** in exchange for a donation to the March fund.
- Put your athletic skills to work and **organize a sporting event**, such as a 5K run, softball/soccer/volleyball tournament, rugby game, and charge a fee per player or team. This is also a great way to spread the word about the March.