



International Women's Day
Peer Fundraising Kit

CELEBRATE HER

Why Fundraise for Nomi Network?

Did you know that estimates for closing the global gender gap have increased from 99.5 years to 135.6 years since the pandemic? By fundraising for Nomi Network, you give women the resources they need to create a life of economic freedom for themselves and their families.

Our Work

Nomi Network creates economic opportunities for survivors and women at risk of human trafficking by providing leadership, entrepreneurship, and technical skills to become financially independent.

**Our vision is a world where every woman and girl can know her full potential,
YOU can help us make this happen.**



Steps to Start Fundraising

It's easy to start fundraising for Nomi Network! First, decide if you would like to host your fundraiser on Facebook or Donately, then follow the steps below!



Option 1: Facebook Fundraiser



1. [Login to your Facebook account.](#)
2. Search 'Nomi Network' in the search bar or click on this link:
<https://www.facebook.com/nominetwork>
3. Click on the 'Fundraisers' tab and then under the Create a Fundraiser section on the right side of the page, click 'Raise Money.'
4. Edit your fundraising goal, fundraiser title, campaign deadline, and why you are raising money (see next page for ideas). You can also choose one of the photos we have provided to use as your cover photo.
5. Click 'Create' in the bottom left corner and your fundraiser will be live!
6. After your fundraiser is live, spread the word! Use our toolkit to post about it on social media and send out emails!

Option 2: Donately

1. Follow this [link](#) to go to our International Women's Day fundraising page.
2. On this page, click the "Start a Fundraiser" button. This will prompt you to create your own fundraiser under our International Women's Day campaign. Fill in your name, email address, and fundraising goal. In the Description section, it's a great idea to add what inspired you to fundraise for Nomi Network, to hopefully inspire others to donate! Hit "Create Fundraiser" when you're done!
3. To edit your page, click the "Sign In" button on the top right corner to create a login and make changes to your account.
4. Once your fundraiser looks good, start spreading the word! Click the "Share" button to share your campaign to Facebook and Twitter. After clicking "Share" you will also be provided with your campaign's URL which you can send to your network!

1. Give a compelling story- In addition to the tools in our kit, add a sentence or two about why you were motivated to fundraise for Nomi Network this International Women's Day. The more compelling your reason, the more people will be driven to donate!
2. Plan an event- Host a virtual event, share your fundraiser and how attendees can make a difference for women and girls. Suggest that attendees make a donation as part of joining the event! Here are some virtual event ideas: International Women's Day luncheon, trivia night, cooking contest, movie night, happy hour, game night
3. Use the fundraiser to celebrate special occasions- If you have an anniversary, birthday, or other special occasion in March, ask for donations to your campaign to celebrate!
4. Offer incentives- To encourage donations, you could promise to treat your top donor to a movie, a drink, a meal, etc. You could also promise to do something outside your comfort zone if you hit your goal amount, such as dying your hair, jumping in freezing cold water, etc.

Tips for Success

1. Set a Goal- Creating a goal will give you something to work towards and will encourage others to help you reach it!
2. Share What Motivated You- By sharing what inspired your fundraiser, you will inspire others to join your cause.
3. Reach Out to People Individually- Reaching out to people directly makes a big impact! If you have the time, text or email people directly to encourage them to donate.
4. Use our toolkit- Everything you need to run a successful fundraiser for Nomi Network can be found in our toolkit. Make sure to take advantage of all the resources and let us know if you need any more!
5. Ask for Specific Amounts- People are more willing to give when you ask for a specific dollar amount. This also leads to larger donations!
6. Always say thank you- Don't forget that thank you's go a long way. If you're short on time, use the templates we created in the toolkit.

Outreach Email Template



Subject Line: Join me in empowering women & girls

Dear {{First Name}},

This International Women's Day, I am raising funds for Nomi Network, an organization that provides pathways to safe, sustainable employment for women and girls. Through their programs, they equip survivors and women at risk of human trafficking to be economically empowered and lead in the workforce. When more women excel in the workforce, systems of poverty and exploitation can be broken.

Will you help me reach my {{ \$xx,xxx }} fundraising goal so we can lift up more women and girls in 2022?

If you're interested, donate here: [{{insert link}}](#)!

Thank you in advance for your support.

Best,

{{Your Name}}

Thank You Email Template

Subject Line: Thank you for your support!

Dear {{First Name}},

Thank you so much for donating to my campaign for International Women's Day for Nomi Network! Because of your contribution, survivors of human trafficking and at-risk women will have access to safe career pathways. I am excited to see how your gift empowers them to be leaders in their communities and break cycles of exploitation.

Thank you again for partnering with me to change lives!

Best,

{{Your Name}}