



YAYA's Ultimate Fundraising Guide



Youth and Young Adult Network
of the National Farm Worker Ministry

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Glossary

Alley Cat Races: An alley cat race is an informal bicycle race that emphasizes participation instead of competition. Alley cat races often include checkpoints where riders may be asked to perform a task before proceeding to the next location.

Base: This is the group of people who YAYA organizes and moves to action. Our contacts, members, supporters, and people who care the most about our mission.

Community Fundraising: A local or community approach to fundraising that involves building a relationship between your organization and the people who give you money and support your work.

Campaign: A specific organizational push to achieve a goal or demand.

Constant Contact: An online tool used by YAYA to organize information about contacts in our base.

Crowdfunding: The idea of receiving lots of donations from lots of people typically through the internet.

Highrise: An online organizational tool used by YAYA to organize information about contacts in our base.

Power: The ability to influence people, events, and social norms. Fundraising can be a great way to unlock your power as an organizer as well as the power in your base.

Project: Different from a campaign, a project is a similarly specialized effort, with no inherent demand.

Rap: This is your short talk that will you practice and refine while fundraising.

Skills: These are abilities that you can practice and master in order to be a more efficient organizer.

Working Chart: A grid to hold YAYAs accountable while organizing events/fundraisers. Templates should be available from the YAYA organizer.

What is Yaya training: One of many unique trainings available from YAYA. This one focuses on telling others, who may not be familiar with our mission, all about YAYA.

YAYA Thank-You Cards: A set of thank-you cards used by YAYA members and staff. They may be specific to one campaign, project. Cards should be available from the YAYA organizer.

Why is it Important to Fundraise?

Fundraising is a crucial element in social justice work that not only helps sustain YAYA, but also builds power and grows the organization. **Fundraising backs our organizing efforts, develops our leadership skills, and helps us carry on our larger mission of achieving justice for farm workers.**

It's not just about the money; fundraising is also a great way to introduce YAYA to new people who could potentially become part of our base – i.e. potential members, supporters, volunteers, or regular donors.

Fundraising can also serve as a mechanism to keep in touch with supporters and offer a way to participate for those who don't have the time to attend meetings, events, or actions.

The most important kind of fundraising is the kind done by YAYA members themselves.

Community fundraising gives people a sense of their own power. Through their own efforts, people are able to procure needed resources and to allocate them as they themselves deem necessary.

This type of fundraising increases members' dedication to the cause and their sense of ownership of the organization. It offers an opportunity to invest, and to ask others to invest, in a cause in which you believe.



More importantly, community fundraising builds leadership and power. Those involved step up to the challenge of talking to potential donors about issues and values that are important to them.

Whether you are writing to a politician, a professor, a family member, or a member of an allied group; remember that you are not only asking for money, you are offering them an opportunity to participate in a just cause.

YAYA members come from diverse backgrounds and have friends, family, and acquaintances with varied economic resources. No matter how large or small a donation, no matter if it takes you one try or five tries to get it, every donation and every attempt helps propel YAYA forward.

Tips for Fundraising

If people believe in the values and mission of your organization, they will donate their money to your cause.

When fundraising always remember to:

- **Raise money for a campaign/project**, not for YAYA's general expenses. This will allow you to raise awareness and to increase outreach.
- **Devote organizational time to fundraising, and budget money for these efforts.** Schedule two big fundraisers per year, at the least busy times.
- **Integrate fundraising into every activity of your organization** - members should pay dues, fun events should have a entrance fee, when you have an info table set up a donation jar, etc.
- **Build leadership every time you plan a fundraising effort.** All members should help to fundraise.
- **Ask volunteers and members for donations.** They are the people that care the most! Talk to other members about contributing regularly.
- **Be creative and ask for money often and in different ways.**
- **Host fun and creative events** so that people will want to sign up again to fundraise.
- **Identify an idea that works, and use it every term/year.** YAYA will be identified with that event and it will become easier to promote. As soon as the event is over, write down contacts, expenses, needed improvements, etc. This way, the information will be available for the next time. YAYA's annual soccer game is an example of a successful recurring fundraiser.
- **Avoid events that require large investments.** Make sure to raise more money than you spend.
- **Be careful when "selling" material goods.** Try to collect from people who are not actively involved with YAYA.
- **Ask personally and publicly:** let people know how much money you need to reach your goal.
- **Ask as many people as possible** to make a contribution.
- **Ask the same individuals in your base for a donation** even if they said no to the last request; ask for specific and worthwhile amounts. Don't be afraid!

Before you Start

Follow these steps when planning a fundraiser (remember that it's better to raise money for a campaign/project than for YAYA's general expenses) and do so during a YAYA meeting with members of the core group.

1. Be clear about the purpose and the financial goal for the fundraiser.

a. Start by having a clear objective for the campaign/project that you need to fundraise for. What are you planning to do? How will it help YAYA grow? How will it help the larger movement or bring us closer to the long-term goal of farm worker justice?

b. How much money do you need for the campaign/project? Make sure to budget your expenses (for more information on budgeting see page 13).

2. Brainstorm with your group about potential donors.

Start with relationships you already have and branch out later. Family members, friends, supporters, friendly businesses, and foundations are great places to start. Remember that donors are more likely to give to people and organizations who they already know and who share their values. Who are your potential donors? Make a list!

3. Consider which fundraising methods would be the most effective for:

a. Your potential donors (college students vs. YAYAs' grandparents)

b. The campaign/project that you are trying to fund (a protest vs. tools for the community garden)

c. The time of the year (late December vs. summer)

d. The resources available to your group (gala night vs. selling tacos at church)

e. The amount of money that you need to raise (\$100 vs. \$1,000)

f. The amount of time available (1 week vs. 6 months). Before you decide, evaluate if your method matches the size and scope of your goal. Be creative and include a plan to thank donors.



4. Once you choose a fundraising method, make a plan.

Start by making a list of what needs to be done and divide tasks among members by using YAYA's *Working Charts*.

5. Practice how to ask for money before the fundraiser.

Your rap will change depending on your audience (for more information see page 5)

6. Plan to thank your donors.

a. Use the YAYA *Thank You Cards* to let them know that they are appreciated.

b. Add donors to our *Highrise database* and to the appropriate list on *Constant Contact*, so that we can keep in touch with them through our e-mail action alerts.

When Asking for Money...

1. Practice first with a friend (see page 26).

2. Maintain high ethical standards. Don't ever lie. This will affect the future relationship with your donor and give YAYA a bad reputation.

3. Ask for contributions face to face. It's much more effective than an email or a phone call. People will feel a stronger connection with you and with your cause.

4. Introduce yourself and introduce the organization. Use the *What is YAYA training* to ensure that you feel comfortable describing the organization, its mission, and its vision. Practice speaking about your values and letting people know why you care about the organization and why it's important to you.

5. Talk to people about your shared values, and about something that motivates them. People give with their hearts and to other human beings.

a. Stress the need. What is the problem that you are working to solve? What are you trying to change?

b. Describe the solution that you support. In YAYA, this will always be a farm worker led initiative. Talk about the importance of allies taking action in order to achieve this goal.

c. Create a sense of urgency. What is the impact of the problem on farm worker communities? In your community? In your life?

d. Call to action. Although you can list a few options, if your goal is to fundraise, ALWAYS focus on asking people to make a donation.

6. Be direct, specific, and polite.

- a.** Describe how the donation will be used and how it will be helpful to your cause.
- b.** Ask for a specific amount and aim high (but reasonable). It's better to ask for too much than for too little. Also, remember that as you build a relationship with the donors they will likely increase their contributions.
- c.** Show appreciation. If they can't give a donation at this time, thank them and list other options to take action. If they want to give, thank them and let them know how valuable their donation is.



7. Say thank you. After you receive a donation, always send a thank-you card, preferably with a photo of the campaign/project that you were fundraising for- this will encourage future donations.

Ask the YAYA coordinator if they have a thank-you card specific to the campaign/project and a receipt for tax-deductible donations.

8. Nourish the relationship. The following steps will help you build relationships with your donors. Remember, we don't just want donations; we want long-term donors and supporters.

- a.** Enter your contact's information on our *Highrise database*. Add a note with the date and description of the ask. Include whether or not they were able to make a donation. If they did, list the items donated or the monetary amount. This will help you keep track of your donors as you develop a relationship.
- b.** Enter your contact's information in the appropriate list on *Constant Contact*. This will allow YAYA to keep in touch with them through our e-mail action alerts where they will be able to see their donations in action!

Fundraising Methods

1. Pass the hat/Tabling jar:

a. Pass the hat: ask members and supporters to make a donation every time that you have a meeting, presentation, action, or event.

b. Tabling jar: ask people for donations when tabling at events.

2. Personal requests for donations:

A quick and effective way to fundraise is to ask your personal contacts for donations. People are more likely to give when the person asking is somebody that they know and share values with.

Use the following strategy to raise money using the personal contacts of everyone in your YAYA chapter:

a. Calculate how much money is needed for your campaign/project.

b. Decide upon an amount that all members can commit to fundraising. This may be based on the total amount needed and the number of people willing to fundraise (for example, if you need to raise \$1,000 and 5 people are participating, they can each commit to raising \$200).

c. Each YAYA member must come up with a plan of how many people they will talk to and how much money they will ask of each person.

For example:

- Getting 4 people to donate \$10, getting 3 people to donate \$20, and getting 2 people to donate \$50.



- Getting 5 people to donate \$10, getting 5 people to donate \$20, and getting 1 person to donate \$50

- Getting 1 person to donate \$100, getting 1 person to donate \$50, and getting 5 people to donate \$10

- Getting 11 people to donate \$10, getting 2 people to donate \$20, and getting 1 person to donate \$50.

d. Each YAYA member should **make a list of potential donors**, and match them with an appropriate donation request from their plan. For example: mother \$100, sister \$50, friend \$10, teacher \$10, grandma \$10, grandpa \$10, partner \$10.

e. Be sure to **have plenty of back-ups as some people may not be able to donate** at that time. Don't be afraid of hearing "no"; it's perfectly okay. Many people will not be able to contribute money- do not be discouraged.

Some examples of potential donors are:

- Family members
- Friends
- Business owners
- Members of your church
- Members of an organization or club
- Teachers
- Lawyers/Law firms
- People with wealth
- People with access to wealth

f. You can track your donations in a chart like this one:

Purpose of fundraising: Trip to North Carolina
\$250

Fundraising goal:

Name	Donation request	Contact Info	Fundraising plan	Donation received	Follow-up
Andrea Smith	\$50	851-321-0000 asmith@email.com	Personal meeting	\$100	Email and thank you card
David Moncada	\$50	546-789-0099 dmonsta@mail.com	Letter, followed by call	\$30	Phone call and thank you card
Travis Johnson	\$100	435-873-3002 tj@email.com	Personal meeting		
Lucy Lee	\$50	456- 871-3343	Phone call		
Total Asked	\$250		Total fundraised:	\$130	

g. **Determine a due date** to turn in all funds to a designated person (preferably during a YAYA meeting).

h. Make sure to give each member enough **YAYA brochures, stickers, and other materials** that might be useful during their fundraising efforts.

i. **Get donors' info** (including snail mail for NFWM National Office) in order to stay in touch and to send thank-you card.

3. Raffles are a great way to raise funds, but keep in mind:



- **Items raffled must be donated** or bought very cheap.
- **Hold the raffles during other fundraising events** when possible.
- **Use donation request letters** to get donations from businesses (for more information see pages 14 - 23). It's always better to ask from business owners that you know or from businesses that you frequent often.
- **Be creative with the raffle items.** In addition to goods, you can raffle services provided by your supporters or fellow YAYA members (a chiropractic session, cooking class, gardening day, etc.)
- **Each member of the group must commit** to selling a set number of tickets.
- **Make the ticket price worth it.** Think about how much money you need, the price of the item or service being raffled, and the amount of people committed to selling tickets.

4. Special events, like benefit concerts, performances, alley cat races, or dance parties, are great ways to engage your base.

In addition to raising funds, they create awareness about farm worker issues, generate publicity for YAYA, build a sense of community, and introduce your work to new people.

These events should be done cautiously. Make sure that the event you choose doesn't require a big investment that you will not be able to recuperate.

Here are some tips:

- a. Make sure to have a budget for the event** so that you can accurately predict if it will be profitable (more information about how to prepare a budget on page 13).
- b. Distribute tasks among members** by using the *YAYA Working Charts*.
- c. Try to get food and materials donated for the event.** Talk to performers who are passionate about the cause and who are also willing to donate their time and talent to the organization.

d. Schedule some time during the event to **promote the organization and the cause.** For example, during a benefit concert you can:

- Introduce YAYA to the audience at the beginning of the event
- Talk about farm worker issues between performers
- Make a call to action during the closing statement

e. Make sure to **sell YAYA merchandise during the event.**

f. Pass the hat and **ask for donations several times during the event (use your judgment so that you don't annoy your audience).**

g. **Decorate your space with visuals related to the cause (posters, pictures, silent movie projection on the background of the stage, etc.)**

h. **Think about a theme for your event.** Many people like to dress up and this can make an event like a party or an alley cat race a lot more fun!

i. **If you are planning an alley cat race,** think about making the mandatory stops fun, while also relating them to farm worker issues. For example: a stop where people have to carry a bucket full of tomatoes for a block and then run to their bike, a stop to sign a petition while eating a hot dog, etc.

j. **Think about everyone's safety;** the events can be fun, but the participants' safety should be your first priority.

k. **Food: Make sure that you make a profit.** Here are some tips:



- Ask for a donation higher than the amount you paid for the food.
- If your members don't have a lot of money, look for institutional supporters and businesses. They can pay a higher price than your members and supporters.
- Ask members that like to cook if they would be willing to make something for the event. If you have to pay for the ingredients, make sure to account for this in your event budget.
- To avoid food costs, ask restaurants for a food donation. Tell them how many people you are expecting and offer to: thank them publicly during the event and on the YAYA website/social media; give them time to promote their business during the event; give them free ad space in programs and brochures; or pass out their coupons or advertisements during the event.

- Ask restaurants that you go to frequently and have other YAYA members to do the same (each person could do some outreach to a restaurant of their choice). Remember that having a relationship with these businesses is what will guarantee a donation! If YAYA has already given them business they will be more likely to donate.

- If you want to maximize your profit, ask people to pay an entrance fee to the event that includes a cost for the food. If you got the food for free, a nice profit will be guaranteed!

5. House parties are a great way to raise awareness about farm worker issues and to get your family and friends involved in the movement.

For a house party:

a. Invite your family and friends over for a Farm Worker Awareness Party. Make sure that most guests have not been previously involved with YAYA. To ensure a good turnout, invite three times the number of people that you want to host. Send the initial invitations three weeks before the event and call them three days before to confirm attendance.

b. Ask the YAYA coordinator for **farm worker themed decorations** for your house.

c. After everyone arrives **talk to them about YAYA and the farm worker issues** that are closest to your heart. Tell people why you are involved and why YAYA is important to you.

d. Screen a short video about farm workers. Check the *LINKS* section of the YAYA website for some ideas. After the video, ask for a donation. You can ask everyone for a specific amount, or pass the hat.

e. Distribute printed materials with more information about YAYA and farm worker issues.

f. *Enjoy the rest of the evening with your guests!*



6. Online fundraising:

If you want to start an online fundraising campaign, talk to the YAYA coordinator. Online campaigns may include NFWM-YAYA website posts, mass emails, posts on social networks, or crowdfunding websites such as Kickstarter or Indiegogo.

In order to start an online campaign, you must prepare a very specific request (see point 6 of When Asking for Money... on page 6).

Online fundraising is a great way to give clear and current information about YAYA, and to provide an easy way to make donations through the YAYA website.

7. Soliciting donations in exchange for goods:

YAYA is part of a 501(c)(3) nonprofit organization. We are not allowed to sell goods. When fundraising, ALWAYS remember to ask for “donations” and “contributions” instead of “selling” the goods.

a. Garage “sales”: Garage sales are a lot of work, but they can be a very profitable way to fundraise, especially if you have big, expensive, and popular items. When planning a garage sale, take into account that it will be time consuming.

Divide tasks among members by using the *YAYA Working Charts*. Some of the tasks are:

- Picking up and sorting donations.
- Finding a place to store them (hopefully for free).
- Advertising with flyers, signs, and newspaper/online ads.
- Working the sale.
- Picking up leftover items after the event is over.



To minimize the overhead expense, all items should be donated. Remember to offer donors a receipt for their donations. If they need one, inform the YAYA coordinator.

b. Food “sales”: Baked goods at your university or tacos at your church - all great ways to fundraise. As with other activities, it's very important to budget your expenses and calculate potential profits. Divide tasks among YAYA members by using the *YAYA Working Charts*.

8. **Organize a phantom event:** Email or mail an invitation for your friends and relatives inviting them to NOT attend an event. The idea is to invite them to an event that they really do NOT want to go to. For example:
- a. A tea party:** In your invitation for a tea party include an actual tea bag. The invitation could read:
- "Come to a tea party. Have it whenever you want and with whomever you want. Use this tea bag. Before you enjoy your cup of tea, please write us a check and place it in the return envelope."*
- b. A ball:** The invitation for a ball could read:
- "This will be the most comfortable ball that you'll NEVER go to. You don't have to dress up, wear uncomfortable shoes, stand on your feet all night, eat bland food, or arrange for a baby sitter."*
- To miss the ball, avoid the cold green beans and dry chicken buffet, and steer clear of the long drive to the country club, write us a check and place it in the return envelope.*
- Your choices are:
- \$25 to \$49 – Stay home and watch movies on Netflix.
 - \$50 to \$99 - Stay home, watch movies on Netflix, and order yourself a 15-piece buffalo wing combo.
 - \$100 or more - Be in your pajamas by 6:00 pm, Skyping with your grandma while eating a pint of your favorite ice cream."

Making a Budget

Making a budget is very important when planning a campaign, project, or event. You should also make a budget when choosing a goal for a fundraising campaign.

Work with other YAYA leaders to create a budget using the *YAYA Budget Sheet (excel)*. Follow the instructions in the document to calculate the total cash expenses or the goal for your fundraising campaign.

Remember: When budgeting, include **ALL** possible expenses. Type them in the appropriate category on the *YAYA Budget Sheet*.

Budgeting allows your members to see the real costs of YAYA's work. A budget is part of a plan: we are going to do such and such and we will need this much money to do it. It should be simple and may need revision along the way.

As donations come in, type them up in the *YAYA Cash Ledger document (excel)*. In addition to keeping track of your donation, write down all expenses. You will see if you are going under/over budget and if you are getting enough donations.

Fundraising Letters

Below are a few guidelines for writing effective fundraising letters for cash or material (in-kind) donations.

1. Writing Style:

- a. Keep it simple.** Use short sentences and simple language (avoid academic and movement-specific language).
- b. Avoid jargon and catch phrases.** A well-written and concise letter will allow the recipient to form their own opinion.
- c. Tell compelling stories** that will help the recipient identify with your work and that will appeal to them emotionally. Avoid boring details (specific aspects about the budget, dates, unnecessary information, etc.).
- d. Make your letter easy to read** by using wide margins, a simple font, and short paragraphs (3-4 sentences).
- e. Keep in mind the person you are writing to.** Try to write to people you have a personal relationship with.
- f. Speak to the recipient:** The recipient will be reading your letter on their own time; address it to them and make it interesting and personal. If you succeed, they will donate their own money to your cause. Make sure you acknowledge their previous donations/contributions and refer to their past support often.
- g. Judge your use of informal language** depending on the relationship with the recipient. As a general rule of thumb, informal language is better. However, when writing to a professor, politician, or other professional, use your best judgment.
- h. Don't overuse exclamation points!** Your content should speak loudly enough.

2. Structure:

The average reader of a fundraising letter will read the opening, closing, and postscript of the letter. Make sure these parts stand-alone and that the rest of your letter makes sense if it were to be skimmed by a reader (which it most likely will be). Use bold font as necessary.

- a. Opening Paragraph:** Begin with a story or anecdote that will set the tone and introduce a problem or a problem/solution. Make it personal and/or about real people.

b. Body: Elaborate as much as possible with stories about the work that YAYA has done. The more content, the more evidence of YAYA's continued efforts. Stress the need for funds to achieve your specific goal.

Use bullet points to make information clear and concise, while also filling up space. Remember you want to show that YAYA has done a lot.

Think about your recipient and what information they may wish to learn from the letter. Constantly involve the recipient (mention past contributions, topical issues, shared values, etc.).

c. Closing: The closing should be straightforward and to the point. *"Please don't delay in sending your tax-deductible contribution. We are relying on your support to continue our solidarity work with farm workers. Thank you,"*

d. Postscript: Remember that most people will definitely read the PS. Include a pertinent story that solidifies the urgency of your ask. *"The holidays can be the hardest time for many immigrant farm workers who are working far away from their families. Don't forget about their sacrifice; help us reach our goal by Christmas!"*

You may also choose to include some type of incentive like, *"Send us your contribution before June 19th and we will send you two complimentary tickets to YAYA's Annual End of Summer Raffle."*

e. Reply Card: A small reply card with suggested donation amounts and YAYA's contact information should always be included. It could say something like, *"Count me in!"* or *"I want to help. Please accept my donation of ___\$20 ___\$35 ___\$50 ___\$100 ___\$250 ___\$500"*



3. Proofreading:

Always have someone proofread your document for spelling and typos. Grammar should be considered only when it affects the readability of the letter. Try to find someone outside of YAYA who can proofread the letter and offer feedback about the content. If available, students can take advantage of their university's writing center.

If proofreading your own letter or the letter of a fellow YAYA member, ask yourself the following questions to filter out unnecessary content:

a. So What?

Why is your message important? Does the content of the letter convey an imperative or a concrete need? If so, does it speak to the recipient's own needs? Is the message relevant compared to what's happening in the recipient's life? How does YAYA's message correlate to the struggles happening in your recipient's community? The current political environment? The state of world affairs? These concerns affect everyone to different degrees. Your message will compete or cooperate with other needs/causes. Your message must be urgent and relative.

b. Now What?

What has YAYA done, or is planning to do, to address these needs? How has the recipient helped in the past and how can they help now? Good fundraising letters should ping-pong between posing problems and proposing solutions/offering more information/creating confidence in YAYA. Include past projects of YAYA and past support from the recipient.

4. Other Tips

- If someone in your group knows the recipient personally, have them write a personal note above the formal letter.
- Avoid brightly colored paper.
- Fold your letter so that the opening paragraph is visible from the outside.
- Consider your timing. November/December is always a good time because people are in a "giving mood." Some studies suggest that Tuesday arrivals provide the best results.

Annex 1: Non-Specific Financial Contribution Fundraising Letter Sample

December 22nd, 2014

Patricia Smith
National Farm Worker Ministry
Youth and Young Adult Network
1452 College Drive
Winter Park, Florida, 32774

Dear Friends,

Antonia is a 15-year old high school student and a farm worker from Pitufo County. Because she has to work in the fields to help her family, her grades were falling below average. Sadly, Antonia's experience is not unique. A survey in Pitufo County revealed that **83% of teenagers from farm worker families work in the fields** after school and on weekends. The study also revealed that these teenagers have lower grades than their counterparts from non-farm worker families and **only 25% are likely to graduate high school**.

You can change these statistics and make a difference in the lives of farm worker youth. YAYA is listening and following the lead of these young people in order to build alternative networks of support that further their education.

During last year's Farm Worker Youth Summit, Antonia spoke about her struggles to maintain her grades while helping her family survive. After a long day in the fields, Antonia had little energy to do her homework or to study for tests. She proposed an in-school tutoring program for farm worker youth like her.

The Summit organizers decided to contact the National Farm Worker Ministry's (NFWM) Youth and Young Adult Network (YAYA), and together they created the *Youth United Tutoring Program* (YUTP) in Pitufo High School.

Since its creation last year, **250 teenagers have benefited from the program**, receiving one-on-one tutoring sessions at their school with YAYA members. Teenagers participating in the YUTP tutoring program have seen their grades improve substantially.

We are ready to take the next step and want to invite you to take it with us. We are expanding our program to Gargamel City, **but we need your help. Can you help us raise \$10,000?**

With these funds, we will pay for a tutor-your-peer program that will train senior YUTP participants on how to tutor younger students. The student tutors will receive wages equivalent to those that they earned in the fields, but in less time. This will allow them enough time to study, apply for college, and make career plans.

By employing student tutors, we also hope to guarantee the sustainability of the program. We trust that young people in farm worker communities have the ability and capacity to help themselves and help one another. With your support, these students will continue to transform their lives and their communities.

Not only are we seeing the farm worker students at Pitufo High achieve better grades, we are witnessing their empowerment, while at the same time experiencing our own. Over the last year we have grown close to the students and to some of their families. Through the YUTP tutoring program we are bridging communities and striving for YAYA'S larger goal of justice and dignity for farm workers and their families.

Young people like Antonia are counting on your generosity in order to move forward with their education. Please support the efforts of YAYA and the youth of Pitufo County by making a tax-deductible donation today!

Your sponsorship is fundamental to continue our work. Please don't delay in sending your tax-deductible contribution. Join us in this effort to improve the quality of education of farm worker youth.

Sincerely,

Patricia Smith
National Farm Worker Ministry
Youth and Young Adult Network
(982) 235 - 0934
psmith@nfwm.org

PS: The Institute for Education and Progress has committed to matching every dollar of your donations, but only until February 2nd. Don't delay! Send your money today!

Annex 2: Personal Financial Contribution Fundraising Letter Sample

January 2nd, 2016

Patricia Smith
National Farm Worker Ministry
Youth and Young Adult Network
1452 College Drive
Winter Park, Florida, 32774

Carmen Rogers
1119 Park Avenue
Deland, Florida, 32456

Dear Carmen,

Happy New Year to you and the girls from all of us at NFWM-YAYA!

I hope that you all had a fabulous holiday and that you were able to take some well-deserved time off. I spent the holidays with fellow YAYA members and young people from farm worker communities. We spent many days together and came up with a list of priorities for this year.

During our meetings, many young people from rural communities expressed their frustration at the lack of access to organizing trainings in their communities. Most trainings and workshops take place in the cities, far away from where they work and live. Attending these trainings is difficult because of lack of transportation and the cost associated with travel, housing, and registration.

After talking about this issue we decided to do something about it! This summer, YAYA will be launching a new program: The **YAYA Organizing School**. Located in three farm worker communities across Florida, it will be **a place for allies and young members of farm worker families to share, create community, and learn organizing and leadership skills together.**

Can you help us make the YAYA Organizing School a success by making a tax-deductible donation TODAY?

We have put together an interactive program with different workshops and opportunities for action. Facilitated by farm worker youth, leaders from the Farm Worker Movement, community organizers, and YAYA members, this program will be a safe space for sharing and learning from one another.

Some of the workshops offered at the YAYA Organizing School will be:

- **Organizing 101** – An overview of social justice organizing with a focus on the Farm Worker Movement as well as recent social justice campaigns in Florida.
- **History of Farm Labor in the United States** – From indentured servitude, to slavery, to migrant labor: we place the modern farm worker struggle in its historical context.
- **Power, Privilege and Intersectionality** – a space to reflect upon the often-invisible forces of oppression. Food for thought.
- **Farm Worker Campaigns in Florida and the United States** – Learn about different campaigns that you can support from your community.
- **Fundraising 101**- Raising funds for your social justice group.
- **Immigration and the Movement** - The effects of our broken immigration system on the agricultural industry and the Farm Worker Movement.

I'm really excited for the YAYA Organizing School to begin! We have all invested countless hours organizing and planning for this program. So far, we have received a lot of support for the school, along with some generous donations from our supporters. **But we still need your help.**

In order to sustain our efforts for the summer, we need to raise \$5,000 dollars by April 28th. This money will cover:

- Materials for 30 participants
- Host family stipends for food and housing expenses
- Transportation
- Honorariums for guest speakers

YAYA has been a transformational experience for my colleagues and I. We've met many people from different walks of life who we now consider good friends. You and your daughters are a great example.

Now we have the opportunity to work with some of these special people: young folks from rural communities. Together, at the YAYA Organizing School, we will learn from each other, gain inspiration, and grow as organizers.

In this new community, I want to share what I have learned with others so that they may be inspired and empowered, as I have become during my time with YAYA.

As a supporter of our organization you have surely witnessed our transformation over the last 7 years; from our initial Orlando Chapter, we have grown to a network of 8 YAYA chapters throughout the state of Florida. Hundreds of young people have actively taken action through YAYA in order to bring justice to the fields. You have been a part of that change.

I know that money can be tight, but **would you be willing to help us out with a donation of \$50 or more?** It would help us continue to grow this movement and inspire new young leaders. I hope that you can bring the girls to see the YAYA Organizing School; it's going to be great.

Hope to hear from you soon.

Best regards,

Patricia Smith
National Farm Worker Ministry
Youth and Young Adult Network
(982) 235 - 0934
psmith@nfwm.org

PS: If you can please share this letter with your church that would be amazing. For groups who donate \$100 or more, YAYA will host a free workshop of their choice.

Alternate PS: Your RSVP card for the YAYA Organizing School's opening celebration is enclosed. We hope to see you there!

Annex 3: In Kind Donations Fundraising Letter Sample

January 2nd, 2016

Patricia Smith
National Farm Worker Ministry
Youth and Young Adult Network
1452 College Drive
Winter Park, Florida, 32774

Catherine Michaels,
Michael's Hardware
1119 Park Avenue
Deland, Florida, 32456

Dear Ms. Michaels,

I am writing you on behalf of the Youth and Young Adult Network of the National Farm Worker Ministry (YAYA for short). We are a group of young people that are dedicated to working towards dignity and fair treatment for the people who put food on our plate every day: farm workers.

Miguel Santos is a local farm worker who picks cucumbers, tomatoes, and squash every year. Even though he works picking very nutritious crops that end up on many tables in the community, his own children are at risk of malnutrition. For a farmworker like Miguel, who earns \$12,000 per year, it is hard to provide his wife and 4 children with nutritious food.

To improve the health of their children, Miguel and other **local farm worker leaders started a community garden project last year**. Local farm worker families are learning how to grow their own food, free of pesticides, and in a sustainable manner.

YAYA has been working alongside farm workers on the community garden project, organizing groups to volunteer twice a month. We have already prepared enough soil and compost to fill 13 raised vegetable beds.

The only thing we are missing now is the lumber to build the raised beds. We estimate we will need about forty 2' x 6'' boards to complete the project on our next scheduled workday, March 28th. They can be of any quality, as they will only be used to contain soil.

Would Michaels' Hardware be able to donate the lumber needed to finish this project?

We have been more than satisfied with the gardening tools that we have bought from Michaels', which have served us well over the past year. In fact, we have bought all of our nails, fencing, shovels, and hosing from your downtown location. We have been more than satisfied with your products and service.

If your company would be willing to help us complete this project you would be helping our local farm worker community provide healthy food for their families and an alternative source of income during the months before the citrus harvest.

We are a 501(c)(3) certified non-profit and all your contributions would be tax-deductible. **If you are interested in lending us a hand, we will do the rest.** You will see the results of your generosity when we harvest the sweetest tubers you'll taste east of Colorado.

Feel free to contact me any time at (982) 235 – 0934.

We appreciate your time and your excellence in what you do. We hope to hear from you soon.

Sincerely,

Patricia Smith
National Farm Worker Ministry
Youth and Young Adult Network
(982) 235 - 0934
psmith@nfwm.org

Annex 4: Thank You Letter Sample

December 22nd, 2014

Patricia Smith
National Farm Worker Ministry
Youth and Young Adult Network
1452 College Drive
Winter Park, Florida, 32774

Peter Gómez
AM&L Computers
1119 Park Avenue
Deland, Florida, 32456

Dear Pete,

On behalf of the National Farm Worker Ministry and its Youth and Young Adult Network I would like to thank you for your donation of:

- Hard Drive
- Mouse
- Printer
- Fax Machine
- Speakers

Thank you for supporting our work with your donation. These items will allow us to continue the computer literacy program in the farm worker town of Lindale. Thanks to this program, farm workers will learn basic computer skills and will also be able to stay in touch with family members who live abroad.

We count on your partnership so that we may support farm workers who seek justice for their communities. Without you, our work would be impossible. Thank you for your generosity!

Your gift to NFWM - YAYA is tax deductible to the extent permissible by law.

Patricia Smith
National Farm Worker Ministry
Youth and Young Adult Network
(982) 235 - 0934
psmith@nfwm.org

Annex 5: Donation Reply Card

I support farm worker justice. Count me in!

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____

E-mail Address: _____

Please accept my donation of:

___\$20 ___\$35 ___\$50 ___\$100 ___\$250 ___\$500 Other: _____

Check number: _____

All checks should be made payable to *National Farm Worker Ministry, Youth and Young Adult Network* and mailed to:

National Farm Worker Ministry
Youth and Young Adult Network
4420 Parkway Commerce Boulevard
Suite A
Orlando, Florida, 32808

To make a credit or debit card donation, please visit our website at
www.nfwm-yaya.org

Annex 6: Role Playing Exercise for YAYA training.

After reviewing YAYA's Fundraising Guide, use this exercise to encourage participants to practice and to get comfortable asking for financial donations. (1 hour)

Directions:

1. Announce that the group will do a role-playing exercise so that everyone can practice and get comfortable with asking for financial donations.

2. Divide participants into pairs.

3. Assign each person two hypothetical donor roles. For example:

- Family member
- Business owner
- Professor
- Co-worker
- Members of a church or organization

You can assign the roles randomly or choose roles from the actual lists that YAYAs create and will use to fundraise.

4. Ask participants to think about a real life person who embodies the roles that they were assigned.

5. Explain that each person will role play, asking their potential donors for a donation. The first category will be for financial donations and the second for in-kind donations (water for a rally, gardening tools for a farm worker community garden, toys for a Christmas drive, etc.)

6. Hang a poster with the main steps that each YAYA member will complete during their interaction with their potential donor:

- Introduce yourself and introduce the organization.
- Stress the need.
- Describe the solution that you support.
- Create a sense of urgency.
- Call to action: Ask for a donation.
- Show appreciation.

Remind YAYA's to keep in mind the interests of the potential donors. Focus on shared values, past history, and their relationship with YAYA. For more info, see page ____

7. Demonstrate what a good pitch could sound like. Prepare this beforehand.

8. Explain that each person will have 5 minutes to practice each role with their partner. Signal with a whistle when they should switch and when the exercise is over.

Each person should explain to their partner what character they will be roleplaying and some details about that character (past history with YAYA, accomplishments, family, etc.).

9. After 20 minutes, when everyone is done roleplaying, each pair does a 3 minute role play exercise (the one they think went best) in front of the whole group. The moderator and the other participants will offer feedback when they are done.