

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.