

# Women At Risk

INTERNATIONAL



**FUNDRAISING PACKET**

# GETTING STARTED

Thank you for your interest in Women At Risk, International, and your efforts to support our work through fundraising!

Our goal is to create circles of protection and hope around women and children at risk through culturally sensitive, value-added intervention projects. As each woman is unique, our mission is carried out in a variety of ways.

One of the main ways we help at-risk women is by selling products made by and sold in support of these precious women. Buying the work of their hands gives rescue as well as life, freedom, dignity, and a new start. Each \$250 in jewelry sales allows us to employ a rescued woman in a safe environment for a month.

Other ways we support at-risk women and children include sponsorships, scholarships, micro-loans, and partnerships with safe houses, women’s training centers, orphanages, hospitals, shelters, schools, and micro-businesses. All funds raised for these programs will be used to help rescue, restore, and empower women.

The women we work with are not asking for a hand out. They are asking for a hand up to dignity, a job and a way to work for a living. We believe passionately in sustainability, and that hard work builds character and self-worth. The programs we partner with and run have true follow-up, true accountability and true results. Through fundraising, you can help these programs continue to thrive.

In this packet we hope to offer you practical tools and resources to create circles of protection and hope around at-risk women and children—right where you are! We are deeply grateful for your passion to lift women and children to lives of dignity, and honored to be a part of your efforts! THANK YOU for making a difference!

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As you begin to plan your fundraiser, we recommend considering the following items in order to maximize the impact of your event.

## ☞ Choosing a date

When choosing a date(s), make sure it is far enough in advance that you have plenty of time to plan, as well as involve others. Many groups like churches, schools, and youth groups schedule their activities a year out. We recommend allowing *at least* 6 months to plan, advertise, and prepare for any fundraising event. You will also want to make sure that the date you choose does not clash with a local or community event.

## ☞ Picking a program to fund

You are more than welcome to simply donate the money raised to WAR's general fund, which will be used where most needed. Sometimes it helps, however, to have a specific program or goal in mind, especially if one of the programs coincides with your event (for example, choosing to raise funds for the "Bikes for Reconciliation" program if you are doing a sponsored bike ride). To read about WAR's programs, please review our Creative Gifting Catalog, which is available online and in our stores.

## ☞ Following all guidelines

When planning your event, make sure there is proper supervision (especially if children are involved), you abide by all legal and local laws, adequate safety procedures are in place, you have proper insurance coverage, and the event is financially transparent. **Unfortunately, due to staff availability and time, WAR will not be able to assist you in these areas, nor will we be held responsible if any of these areas are not covered.**

## ☞ Having a successful event

Will the event be profitable? Draw up a budget beforehand, taking into consideration all expenses. Do not over-estimate your fundraising target or the support you will receive for your event.

## ☞ Advertising

Make use of many advertising avenues to market your fundraiser. Spread the word through social media, posters, a blog or website, word of mouth, bulletin announcements, and community calendars. See our "Frequently Asked Questions" section for information on what WAR can and cannot do to help advertise.

# FREQUENTLY ASKED QUESTIONS

## **☞ Can WAR help me plan my event?**

We would love to help you with ideas on ways to connect your passion and ideas with our programs. We are so grateful for the large number of requests we receive to support WAR, Int'l through fundraisers, but are unable to provide the staffing to oversee and help carry out each one. Because of this, please understand that WAR is simply the fundraiser recipient, and will therefore not be held responsible, liable, or expected to carry out or plan any part of the event.

## **☞ Will WAR help me advertise?**

We are able to provide literature about Women At Risk, Int'l, to help you advertise our cause to your friends, family, and/or clientele. Due to the large number of requests we receive wanting to support WAR, however, we are unable to advertise for every fundraising event, especially those which involve the selling or promotion of product other than that which WAR sells. Depending on the type and timing of the event, we may be able to mention your event on our Facebook Page and/or put it on our website calendar if we believe it will benefit WAR and our constituents. While we will do our best to help you in this area, we cannot guarantee the timing or extent to which we mention your event on these avenues. Again, because of the large number requests we receive as well as to respect our constituents, we will not solicit our constituents by sending out individual newsletters or emails for your particular event, or using any other form of communication that will abuse their rights to privacy.

## **☞ May I sell WAR product at my event?**

Yes! Product helps to draw more people to your event, as well as provides them with the opportunity to directly help at-risk and rescued women through their purchase. If you do decide to sell product at your event, please contact WAR's Party Central at (616) 855-0796 during normal business hours. Party Central will work closely with you to answer all of your questions and make this a smooth and easy process.

## **☞ May I have a consultant present WAR?**

A representative from WAR may be available to present the organization at your event, depending on the size, date, and location of your event. Please contact Jennifer Colby at [jc@warinternational.org](mailto:jc@warinternational.org) for more information.

## **☞ May I use WAR's logo to help promote my fundraiser?**

Please contact Tricia DeKorne at [td@warinternational.org](mailto:td@warinternational.org) to request the use of our logo.

Below is an extensive (but not all-inclusive!) list of ideas to get you thinking of ways to raise funds and awareness for WAR. Run with an idea, mix or match, or come up with your own creative ideas!

## *Hosting an event*

### **☞ Global Dinner/International Evening**

Focus on a specific country (or countries!) that WAR works in by serving ethnic food, providing facts about the country, focusing on the risk issues women are facing, and displaying/selling WAR's products from that country

### **☞ Book Club**

Start a book club to read and discuss books that WAR, Int'l sells, covering a wide variety of risk issues women are facing. It's a great way to learn as a group, discuss how to respond, and encourage one another. Visit our website or contact us for a list of the books we sell.

### **☞ Baby Shower for Orphans**

Host a baby shower for orphans around the world! Plan it just like a regular baby shower, but the focus is on orphans, and the gifts go to WAR's partnering orphanages!

### **☞ Fashion Show featuring WAR Jewelry**

Put on a fashion show with the cover charge going to WAR, and the fashion all about the women we serve and support! Feature the jewelry, scarves, aprons, and other beautiful items hand-crafted by at-risk and rescued women. We'll provide the product, and even allow your attendees the chance to shop right then and there!

### **☞ Film Festival**

Feature films that present risk issues that women face all around the world. Show films already made, or allow others to create and show their own short films. Provide discussion time after the viewings.

### **☞ Sponsorship**

Choose an activity, and then have others pledge money towards your activity. You could walk/run a marathon, bike, paddle, climb, fast from technology for an extended period of time, do a service project(s), etc. Be creative with this one—choose something that's uniquely you and sticks out in people's minds!

### **☞ Other Events**

- ◆ Auction
- ◆ Bake Sale
- ◆ Garage/Yard Sale
- ◆ Athletic tournament
- ◆ Concert
- ◆ Car Wash
- ◆ Balls & Dances
- ◆ Talent Show or Play

### ☞ Threads of Hope

Our Threads of Hope bracelets are extremely popular among youth and are a great tool to raise awareness, as well as funds for the fight against human trafficking. A Filipino community fights to protect their women and children from becoming victims by making these bracelets. When WAR, Int'l sells them in the U.S., the income allows families to support themselves without sexual exploitation. To sell more bracelets, one high school allowed a “pajama day” for any students who bought, and then wore, a Threads of Hope bracelet. Creatively come up with your own ideas to get your school or youth group involved!

### ☞ P4WB Bank

Pray for WAR Babies (P4WB) is a heart-torn war cry from WAR, Int'l in response to the unimaginable horror of baby trafficking. Coin bank baby bottles are available on request for your family, church, school, or even business to collect loose change. All the money goes toward prevention, rescue, and healing programs for children. Every penny counts—coin by coin, you can make a difference!

### ☞ Africrans for Amerikids

Run a “crayon drive” and donate your old crayon bits to WAR, Int'l to help the *Africrans by Amerikids* project, which was started by an 11-year-old American girl to help African orphans in Ghana. American children help collect and strip the crayons, which are then melted down and reformed into *Africrans*, which we sell in our stores and online. After being packaged and sold, a portion of the profits are donated to the orphanage, allowing this group of African children to grow up in a safe and loving environment.

## “In Honor Of” Gifts—Commemorative Donation Certificates Available

### ☞ Wedding

### ☞ Birth

### ☞ Birthday/Anniversary

### ☞ In Memory

For milestone events like these, donations aren't the only way to support at-risk and rescued women! If you're getting married, consider purchasing your bridal and attendants' accessories from the WAR Chest, decorate your reception with our unique home décor items, or donate your dress(es) after the wedding to our “Garments of Praise” Program! Even for other major “life events”, consider the WAR Chest first for gift ideas, which add meaning, significance, and purpose.

### ☞ Private Shopping Hour

Especially during the holidays, your employees will love the chance to shop our unique, handcrafted products without ever having to leave work! By inviting us into a lunch hour or after-hours shopping time, you and your staff partner with us to protect and support women and children, lifting them to lives of dignity and safety.

### ☞ Ornament Campaign

Each Christmas season, hundreds of offices host a Christmas tree with our hand blown glass ornaments to sell to their patients and customers. We make the selling process easy and painless, set up and take down your tree (even provide a tree if you need one), and weekly check in to make sure everything is running smoothly. Contact us early in the year to guarantee your office as a host!

### ☞ Set Free Campaign

Host a hand-blown glass hummingbird and our literature in your business, displaying our passion to set women and children free. This is a great way to raise awareness about our organization, and let your customers know you care—not to mention add a beautiful display to your office!

### ☞ Matching Gift

Participate in a matching grant already established, or create one on your own! Below is an excerpt from a precious donor who decided to support WAR in this way:

*“...Giving and serving has brought us great joy, and we are thankful to have been introduced to an organization whose cause we believe in and care about so deeply. I trust many of you know what I mean. As an offer to encourage as many as possible to step into this joyful dance of giving, we would also like to offer a 3-to-1 matching gift for donations from new donors... I certainly hope that if you are receiving this letter and have not supported WAR financially before, that you would consider doing so, but the main reason for this 3x matching gift is to make it even easier for you to invite others to participate.”*

### ☞ Go Home Early/Casual Office Day

Allow employees to “pay” to go home early or have a casual office day through their donations to WAR. Have competitions or teams to see who can raise the most money.

### ☞ Donate a percentage of your sales to WAR

This is not only a great way to raise funds for WAR, but also awareness. Show your customers that your business is not only aware of the risk issues women are facing domestically and internationally, but you’re willing to do something about it. If you will be advertising to your constituents about your support of WAR, please contact us for our transparency and accountability guidelines.

**Please Note:** Due to the large number of businesses we receive wanting to support WAR, we are unable to advertise to our constituents about your business. We are deeply grateful for your support, but please understand WAR can only give a tax write off and a heart-felt thank you!

# MORE WAYS TO GET INVOLVED

- ❧ **WAR Chest Party:** “Pray for more jewelry sales” is a frequent prayer request from our partners overseas. Host or attend a jewelry or PJ party at home, work, church, club, etc., a simple but extremely effective way to raise awareness and increase jewelry sales. WAR, Int’l helps facilitate—you choose the date, time, and place. We even ship our product to you if you live out of state!
- ❧ **Volunteer:** Volunteers are the heart of our organization. Without them, we could not do what we do. If you’re located in West Michigan, consider packing and pricing jewelry, assisting with office work, answering phones, coordinating event details, stuffing envelopes, etc.
- ❧ **Offer Your Talent:** Whatever skills you have, there is a niche for you at WAR, Int’l. There is no one else like you—no one with your story, background, gifts, skills, or passion. We need messengers to present our ministry and professional consultants to share professional skills overseas, such as agronomists, veterinarians, doctors, teachers, cake decorators, jewelry designers, weavers, etc.
- ❧ **Prayer Circle:** Lift the needy up before the Throne of Grace in a group that regularly gets together to create circles of protection through prayer for our WAR, Int’l staff, travelers, partners, and precious at-risk and rescued women and children.
- ❧ **Consultant:** Give voice to the silenced cry of women at risk. Represent WAR, Int’l at home jewelry parties or, as a resident in another state, carry jewelry inventory to host and facilitate parties and conferences.
- ❧ **Risk Coach:** If God has given you a testimony through trial, we need risk coaches who are willing to offer comfort through our Wheel of Risk blog with the comfort that they themselves have received. This is highly confidential for both coaches and clients. The time commitment varies; we offer the needed technical training.
- ❧ **Travel:** Internationally, serve on short term trips directly with our programs overseas. Travel on our bi-annual Circle Tour to gain an in-depth understanding of WAR, Int’l’s programs and meet women involved in our projects. Domestically, travel to out of state events as a messenger, advocate, or jewelry consultant.
- ❧ **Intern:** Whatever your gift, talent, or area of study, WAR, Int’l has a place for you! Local college students have completed internships at our WAR, Int’l office in various capacities and studies (writing, business, missions, office, marketing, product management, research, etc.)
- ❧ **Garments of Praise:** Donate your wedding and prom dresses! In the Caribbean, brides, grooms, and guests will pay a substantial amount to rent tailored dresses or suits to wear to weddings and special events. To help, WAR, Int’l collects dresses and men’s suits to supplement local rental shops that are working to rescue and improve the lives of at-risk women and children.