

Fight for Your Right...

to Party!

**PPSO'S TOOLKIT FOR
FUNDRAISING SUCCESS**



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ABOUT

Thank you for considering hosting a fundraiser to support Planned Parenthood of Southwestern Oregon (PPSO)! By activating your sphere of influence for a good cause, you are joining a dedicated network of supporters who take their commitment to the next level.

Please reach out to development@ppsworegon.org and let us know you will be fundraising for us, and how we can be of assistance.

Hosting a fundraiser is a wonderful way to help support PPSO's essential programs and services, while also introducing more people to the fight to protect sexual and reproductive health care. We are so grateful for your support!

You have the passion. We'll share some tips and tools. **Let's do this!**

HOW WE CAN HELP

How Can I Use This Toolkit?

This “toolkit” provides tips and resources to help make your fundraiser a success. Make the event your own! Consider us a resource for support or ideas.

How Can PPSO Help Me?

We appreciate all you do as host! PPSO can help behind-the-scenes providing sample invitation language, talking points, and other relevant materials. This may include informational brochures, printed QR codes for online donations, envelopes for cash and checks, and depending on your needs and the size of your guest list, we may be able to provide stickers or buttons.

We are available to answer any questions that may arise.

PARTY PLANNING

Whatever format you choose for your fundraiser, the event should include an educational aspect so your guests can learn more about PPSO and the work we do. You should also include a pitch for support. This is best accomplished by gathering your guests and speaking for a few minutes. Make it clear to guests why they are here. You can share why you support PPSO, why it is important to you, and encourage your guests to donate during the event.

If you would like a PPSO staff member to attend to say a few words or be available to answer questions, please let us know as soon as possible. We will accommodate requests as we are able.

Make it your own! There are endless possibilities for the types of fundraisers you can host. A few fun ideas include a bake sale (or plant, craft, or yard sale), bowling tournament, car wash, dinner party, birthday party, scavenger hunt, ice cream social, and so many more!

As you collect donations, make sure you have a plan for keeping track of the guest (donor) information. After your party, you will distribute the donations to PPSO. PPSO staff will send tax receipts to everyone who donated, so long as their contact information is provided along with the gift.

Pick an appropriate venue for your fundraiser. If choosing a location other than your home, make sure you have permission to host an event there, and that the theme of your party will be acceptable to the venue.

INVITATIONS



Think about who you would like to attend your event. Consider your friends, family, those who care about reproductive health and rights, and those who are interested in learning more.

It's generally a good idea to invite guests about 4 weeks before the event. Remember to include important details: date, time, location, directions, parking information, what to bring, if anything (suggested donation, side dish, etc.) and a date to RSVP by.

Tip: Consider using a free tool like Evite.com for your invitations. These platforms can help you track RSVPs, message your guests, and send reminders as the date approaches.

After the RSVP date has passed, contact anyone you haven't heard from yet. It is also helpful to contact all RSVP'd guests a few days before the event with a reminder.

Tip: If you'd like to host a fundraiser that's open to the public (for example: hosting a bake sale) many of the same tips in this toolkit will apply. If your event is open to people you do not know, make sure you are considering safety for you and your guests.

Security is a top priority for all PPSO events. If you have any questions about a vetting procedure for guests you are less acquainted with, please contact us!

PITCH FOR THE CAUSE

Setting a Fundraising Goal

How much do you hope to raise at your event? Setting a goal is optional but can be a great motivator for your guests. Be ambitious but keep it realistic. Consider: If your goal is to raise \$5,000 and you ask for a suggested donation of \$100 from each of your guests, you would need 50 guests to attend.

Setting a suggested donation for your guests is also optional. Doing so can help give your guests a realistic expectation for the fundraising aspect of the party and can motivate giving. If you go this route, pick a figure or a range that is moderate, understanding that there may be a wide range of giving capacity for the folks on your guest list.



PITCH FOR THE CAUSE

Overcoming Fear of Asking for Money

Talking about money feels taboo to many of us, and asking for money can come with added emotional reservations. If you relate to this, you are not alone!

The good news is you won't be "asking for money". You will be inviting people you care about to get involved in a cause close to your heart! Most people enjoy being invited to be part of the solution. Making a donation is one of many ways for guests to show their support.

You will likely be surprised how excited your guests are to donate, but if there is anyone on your guest list who is unable to donate or would rather get involved in another way, there are plenty of opportunities to do just that!

See the following page for a few examples of other ways to get involved.



PITCH FOR THE CAUSE

Other Ways to Get Involved

VOLUNTEER

- PPSO welcomes inquiries for our **Volunteer Health Center Escort** program! Complete our volunteer interest form at this link: https://bit.ly/ppso_volunteer

SHARE YOUR STORY

- Sharing your story of why you support Planned Parenthood helps destigmatize reproductive health care and highlights the need for our services. If you consent to PPSO sharing your story publicly, we will work with you and share only what you are comfortable with. Share your story here with our online submission form: <https://www.weareplannedparenthood.org/a/share-your-story-1>

FOLLOW US ON SOCIAL MEDIA and share our content with friends

BECOME A PATIENT! Getting your reproductive health care needs met at a PPSO health center helps support our operations.

HOST YOUR OWN PARTY Encourage your guests to throw a fundraiser of their own.

PITCH FOR THE CAUSE

Talking Points

The following talking points can help guide you in your conversations. You do not have to be an expert to speak from the heart about the importance of reproductive health care, sex education, and advocacy for reproductive rights!

- **Our doors are open for everyone, no matter who you are, where you live, or who you love.**
- **PPSO's health care professionals are highly trained experts at what they do.**
- **PPSO is the largest and most respected provider of sexuality education in Oregon.**
- **Abortion is health care. Abortion is safe and common.**
- **Planned Parenthood affiliates are nonprofit organizations. All revenue goes directly back into our services.**

For issue-specific talking points on abortion, gender-affirming care, the current landscape of abortion bans, or with any other inquiries, please contact us at development@ppsworegon.org.

WAYS TO DONATE

At your fundraiser, you get to decide what types of donation payment options to offer your guests. Below, we outline different methods and considerations for each.

When collecting donor information, we recommend using remit slips and envelopes provided by PPSO (see example remit slip below). You can fill these out with the donor's information or provide one to the donor to fill out themselves. It's a good idea to keep these remit slips handy throughout the event and make sure you have plenty of pens!

YES! I support Planned Parenthood of Southwestern Oregon and access to reproductive health care, sex education, and advocacy.

I want to make a gift of: \$ _____

Cash enclosed
 Check enclosed payable to PPSO

Name(s) _____
Address _____
City _____ State _____ Zip _____
Phone _____
Email _____

Planned Parenthood®
Care. No matter what.

If you would like to make a credit card gift online:
bit.ly/donateppso

Questions? Contact us: development@ppsooregon.org or 541-344-2632 x. 8802

Credit Card – Credit card gifts should all be made online. For security, please do not take note of a donor's credit card information. We will gladly provide flyers or signage with a QR code for easy mobile access to our online donation form. The QR code is also on our remit slips. Online gifts will receive an emailed tax receipt. There is no need for you to collect donor information for credit card gifts made online.

WAYS TO DONATE

Cash - If collecting cash, the donor can decide if they would like to provide their contact information and receive a donation tax receipt, or if they prefer their gift to remain anonymous. If collecting contact information, please record: (1) the donor's full name, (2) their mailing address and/or email address, and (3) how much they donated.

Checks - If collecting personal checks, please ask the donor if they would like a donation tax receipt. If they say yes, please ask if their name and address listed on the personal check is accurate. If they would like to provide alternate contact information, please record: 1) the donor's full name, 2) their mailing address and/or email address. Keep this information with the check.

These three payment methods are all you need to consider at your event. **Should any of your guests have questions about other ways to donate to PPSO**, you can direct them to our website:

<https://bit.ly/ppsowaystogive>

or share our Development phone number: 541-344-2632 x. 8802

COLLECTING (AND PROTECTING) DONATIONS AND DONOR INFORMATION

When collecting donations, please be mindful of the safe keeping of donors' personal information. Please do NOT collect credit card information for any reason. Credit card gifts can be made safely online.

Personal checks contain sensitive information. We recommend using remit slips and donation envelopes to keep cash and checks safe and private. **Consider keeping donation envelopes in a cash box or similarly safeguarded place until they are transferred to the care of PPSO staff.**

Similarly, if you are collecting guest information for tracking purposes or for tax receipts, be mindful of keeping that information out of public view. Storing any written information in a folder for safekeeping may be enough to maintain your guests' privacy. If donors record their information directly on the donation envelope, all the better! Their information will be kept safe along with their donation.

GETTING DONATIONS TO PPSO

If you are collecting cash or check donations, be sure to coordinate with PPSO staff immediately following your event to pass those along. Complete contact information for those donors will have us properly thank them and provide them with tax receipts.

Donations can be dropped off or mailed to our Regional Health and Education Center at the following address:

Planned Parenthood of Southwestern Oregon
Attn: Development
3579 Franklin Blvd
Eugene, OR 97403

If you need to make other arrangements, please reach out to us at development@ppsworegon.org.

MAKE IT VIRTUAL

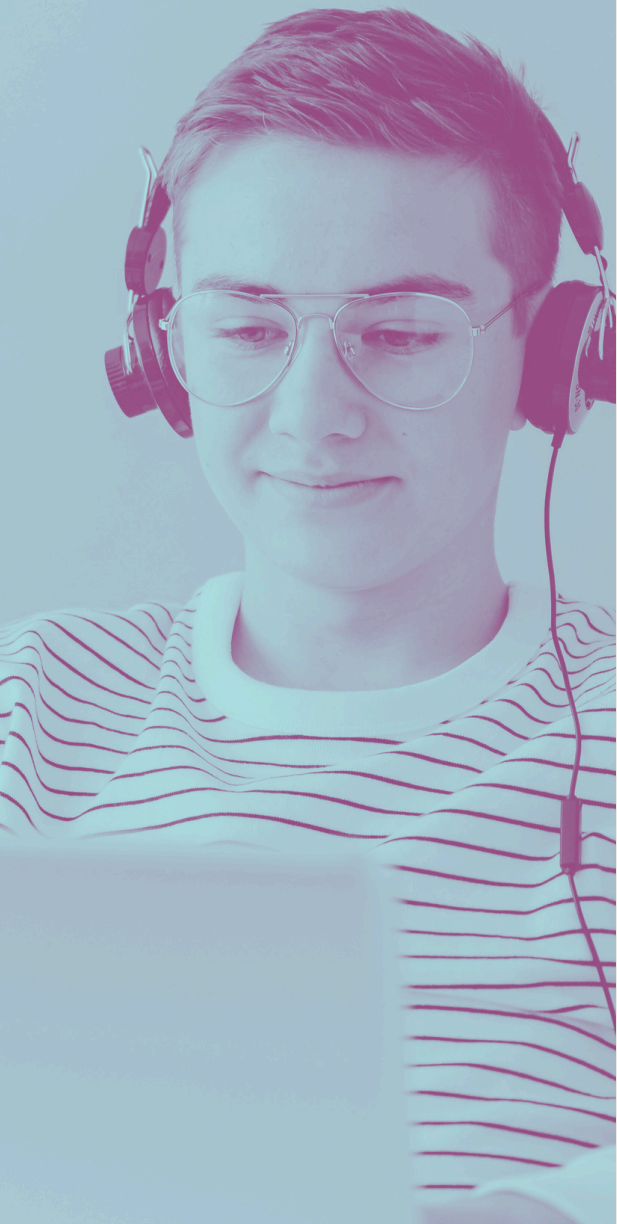
There are many reasons you may decide to take your fundraiser virtual. Maybe your desired guests live far away from each other. Since COVID, many people still prefer virtual events for their convenience. If you decide to host a virtual event, many of the same tips apply, but there are a few special considerations to consider.

Program

In a virtual space, it's even more important to have a schedule of events or program for the fundraiser. Create a schedule for what will happen and when. Include time for introductions, sharing information about PPSO, and your pitch. Be sure to incorporate entertainment and engagement opportunities.

Consider breaking your group up into random breakout rooms for about 5-10 minutes, and then switching it up again. This can create a virtual equivalent to mingling and gives guests a chance to meet and interact with each other.

Tip: If there's a relevant video you would like to show, test it ahead of time to be sure it will load and play for your viewers.



MAKE IT VIRTUAL

Virtual Platforms

Zoom, Google Meet, Facebook and Instagram Live are great options, among many others. Choosing a virtual platform is up to you based on your preferences and needs for the event. Consider which platform you are already the most familiar with, so there is less of a learning curve for managing the event virtually.

Give yourself time with the platform to familiarize yourself with all its features before your event. Do a full test run to make sure everything works the way you expect it to on the day of the event.

Online Donations

The donation options for a virtual event are a bit more limited, but this can also make your job easier as host. Provide the mailing address for PPSO so guests can mail in cash or checks if they prefer to. After that, you can provide QR codes or links to our donation page and your guests can make their gifts online by credit card. This captures all their contact information and removes the need for you to deliver cash or checks to PPSO staff.

Tip: Links are available at the end of this toolkit and QR codes are available via email on request.

FAQ

Where does the money I raise go?

All donations will help provide, promote, and protect access to sexual and reproductive health care and sex education in Southwestern Oregon. Our service region includes Benton, Coos, Curry, Lane, Linn, Jackson, Josephine, and Douglas counties.

Our healthcare services include: abortion, birth control and emergency contraception, colposcopy/LEEP, gender affirming care, PrEP, STI testing and treatment, vasectomy, and wellness exams. If you have any questions about any of this, please send your questions to development@ppsworegon.org.

Can I use PPSO's name and logo?

The use of PPSO's name and logo is not routinely permitted for third party community fundraising events. An acceptable alternative when promoting your event can include: "benefitting / to benefit / a benefit for / funds donated to" Planned Parenthood of Southwestern Oregon.

To request usage of our logo, contact us at development@ppsworegon.org or submit an interest form at this link: <https://bit.ly/third-party-event-form>. We will reach out to learn more. PPSO must review all materials with our logo before they are shared or distributed.

Can someone from PPSO help me plan the event?

Can someone attend and/or speak at my event?

We can help behind the scenes, but our staff capacity is limited. Depending on staff availability and the details of the event, we may be able to have a staff person attend and speak briefly. Details must be worked out in advance.

Can I pay myself back for the cost of hosting the event?

Unfortunately, PPSO cannot financially support community fundraisers. Hosts are responsible for covering all expenses and cannot be reimbursed by PPSO or by deducting their costs from donations received at the event.

Can PPSO provide my event attendees with donation receipts?

Yes! Please provide names, contact information, and gift details (ex: gave \$20 cash) so we can connect them to their gift. PPSO staff will handle donation tax receipts. These will be sent to donors within two weeks from the time we receive their gift and contact information.

RESOURCES



All inquiries related to this toolkit can be directed to the Planned Parenthood of Southwestern Oregon Development Team:

- Email: development@ppsworegon.org
- Phone: 541-344-2632 x.8802
- Mailing address: Planned Parenthood of Southwestern Oregon
Attn: Development
3579 Franklin Blvd
Eugene, OR 97403

Helpful Links

- **PPSO website:** ppsworegon.org
- **Online Donation Form:** bit.ly/donateppso
- **Volunteer Interest Form:** https://bit.ly/ppso_volunteer
- **Share Your Story Submission Form:** bit.ly/ppsoshareyourstory
- **Third Party Event Interest Form:** <https://bit.ly/third-party-event-form>
- **Creative Ways to Give:** bit.ly/ppsowaystogive

Find us on social media

 [@ppsworegon.org](https://www.instagram.com/ppsworegon.org)

 [facebook.com/ppsworegon.org](https://www.facebook.com/ppsworegon.org)

thank you



Questions?

Please reach out to our Development Team
development@ppsworegon.org
(541) 344-2632 x.8802