



ACLU of Massachusetts

Community Fundraising Toolkit



ACLU
Massachusetts



Dear champion of the ACLU of Massachusetts:

Thank you for your interest in holding a fundraiser for the American Civil Liberties Union of Massachusetts (ACLUM)! We are so grateful for your support, and we appreciate you thinking of us. In response to our many requests for information about raising money on our behalf, we have developed the following toolkit to make it as easy as possible for you to champion the ACLU of Massachusetts by being a fundraising ambassador.

No fundraiser is too small (or too large), and we do our best to support fundraisers on behalf of ACLUM in any way we can. Whether it's a lemonade stand that raises \$100 or a concert that raises \$10,000, we cannot wait to hear what you have in mind!

Fundraising tip: You don't need to be an expert on our work to hold a successful event. We can provide some talking points on our work, **but the most powerful way you can be an ambassador is by sharing how your own experiences and passions connect to our mission.** Let your audience know what inspires you to take action.

Thank you so much for being a partner in the ongoing movement to protect and defend civil liberties.

Gratefully,
The ACLU of Massachusetts Team





Fundraiser Toolkit

Before you start, please email development@aclum.org to let us know you will be hosting your fundraiser. And be sure to check out all of the FAQs below!

Steps for a Successful Fundraiser

Choose an event type

You can turn almost any event into a fundraiser, whether you own or operate a venue, individually produce goods and services, or enjoy hosting a house party. Plan and run the event on your own, or collaborate with friends. Here are some examples of fundraising events you could host:

- Film screening
- Theatrical production
- Concert
- Lemonade stand
- Bake sale
- Art show
- Dinner or happy hour
- Dance party
- Neighborhood/house party
- Jewelry/quilt /woodwork/pottery (etc) sale





Name your event

Choose a name that is easy to remember and descriptive. This will also help us track how much money you raise at your event (more on this later). For example, “Fundraiser for the ACLU of MA” is very generic, but “Playwrights for a Cause” or “Cookout for the Constitution” are both unique and describe the event.

Select the date and time

Choose a date that does not conflict with major holidays or other events in your community. The ACLU of Massachusetts requires at least 4 to 6 weeks’ advance notice to provide any support, so be sure to let us know ASAP when your date is set.

Decide on your fundraising goal

Set a reasonable fundraising goal based on the type of event you are hosting. Sharing your goal with your supporters is a great way for them to align with your mission and help get you there!

Find a location

Depending on your event type, you may be able to hold the fundraiser in your home or in a public space like a park. If you decide to host in a public space, be mindful of whether you will have to apply for a permit. If you need a larger space, we recommend asking friends and family if they have connections to a bar, restaurant, theater, etc. Many businesses are willing to donate their space for a good cause! Some of our fundraisers even found a corporate underwriter.





When selecting a location, you will want to consider if the space is *ADA* accessible so that there are no limitations on who can attend your event.

Promote your event

If you plan on sending invitations for your event, make sure you send them at least a few weeks in advance — 4 to 6 weeks is ideal. We have included an invite template at the end of this guide to make things easy.

We also recommend creating a Facebook or Partiful event so you can easily share with your social media network.

If appropriate, designing a poster that you can distribute in your community, and/or sharing your event in your local newspaper's calendar of events, community calendar online, or local community organization's website are great ideas. Be sure to include that your fundraiser will benefit the American Civil Liberties Union of Massachusetts in your promotional materials.

Execute your event

We may be able to provide each event with a few materials, such as brochures, posters, and stickers. Once you email us about your event, you will hear back from an ACLU of Massachusetts staff member who will coordinate what type of support we can offer. See the event support grid on the next page for more information.





Community Fundraiser Event Support Grid

Items in each fundraising goal column are available upon request and subject to availability and scheduling.

Fundraising Goal	\$1-\$499	\$500-\$999	\$1,000-\$2,499	\$2,500-\$4,999	\$5,000-\$9,999	\$10,000+
Permission to use ACLUM name on all promotional materials and the use of ACLUM proud supporter logo	X	X	X	X	X	X
ACLUM Swag for your event		X	X	X	X	X
ACLUM staff/volunteers assist with event					X	X
Speaker to discuss selected topic					X	X
Potential co-branding & promotion						X



The ACLU of Massachusetts is NOT responsible for:

- Coordination of ticket sales and/or corporate partnerships
- Coordination of venue contract or event space permit
- Funding or reimbursement for event spaces
- Providing mailing or email lists
- Event promotion, unless agreed upon by the ACLU of Massachusetts in writing.

Frequently Asked Questions

Can the ACLU of Massachusetts partner with, co-sponsor, or promote my event.

Unfortunately, we cannot promise to promote third-party events, but we will occasionally do so. Depending on staff availability, alignment of institutional goals and values, event size, and revenue goals, we may consider co-sponsoring.

Please indicate if you are interested in co-sponsorship when you reach out to us. We will review and respond to your request; if we do co-sponsor, we will promote the event.

Do I need permission from the ACLU of Massachusetts to hold a fundraiser?

If you are an established legal entity, to ensure alignment with Better Business Bureau standards, in advance of your event, we need a written record of the event details, including how you intend to use the dollars raised from your event.





If you are raising money for the ACLU of Massachusetts as an individual, you do not need permission from us to host an event— but we would love to hear about your event and support it. If you plan to promote your event as a benefit for us, you can say that the event benefits the American Civil Liberties Union of Massachusetts. **However, you may not use our logo in any promotional content unless approved.** Logo use is reserved for events produced and/or formally endorsed by the ACLU of Massachusetts.

Can a representative from the ACLU of Massachusetts attend/speak at my event?

While we cannot promise to fulfill every request, we do try to fulfill as many requests as possible to attend community fundraisers. Participation depends on staff availability as well as the event being aligned with our mission and advocacy objectives. If you'd like to request an ACLU of Massachusetts representative at your event, please indicate it when you reach out. Your request date should be made at least 4 to 6 weeks before the date of your event. We will do our best to accommodate your request and let you know in advance if an ACLU of Massachusetts representative can come.

What is the relationship between the ACLU of Massachusetts and the ACLU?

The American Civil Liberties Union of Massachusetts (ACLU of MA) is the Massachusetts state affiliate of the national American Civil Liberties Union (ACLU). Donations made by residents of the state of Massachusetts to our state chapter are shared between the ACLU of MA and the ACLU, and vice versa.





What is the best way to donate proceeds from my event?

You can direct people to our online community fundraisers giving form here: <https://action.aclu.org/give/ma-community-fundraisers> or by scanning the below QR code. A template for the QR code and the name of your community fundraiser is included later in this packet. Make sure that your attendees indicate which fundraiser they attended when making a gift online so we can track the total dollars raised.

You can also collect checks or cash at the event and send them to us. For tax-deductible gifts, checks should be made out to **the ACLU Foundation of Massachusetts**. If donors wish to give to our non-tax deductible branch, they can make their checks out to **the ACLU of Massachusetts**.

Please mail all checks and cash collected to:

The ACLU of Massachusetts
One Center Plaza, Suite 850
Boston, MA 02108



Please have all donors include the name of the event in the memo line of the check so it can be properly allocated. If donors give cash, please include a slip with each amount of cash with their name, address, and a memo line indicating the event.

If donors do not give individually and you instead give us one lump sum from the event, we will not be able to provide tax receipts to individual donors and only the organizer will receive an acknowledgement.





What is the difference between tax-deductible and non tax-deductible giving?

All activities undertaken by the ACLU fall into one of three categories: litigation, education, and lobbying. These activities are governed by different tax laws, so we fundraise via two different entities: the Foundation and the Union.

Gifts to the ACLU of Massachusetts (the Union) allow us the greatest flexibility in our work. While not tax deductible, they advance our extensive litigation, communications, advocacy, and public education programs. As a 501(c)(4) non-profit organization, the ACLU can participate in the political process through lobbying lawmakers in legislatures at the federal and local level. In compliance with U.S. tax codes, the ACLU's lobbying efforts make donations non-deductible, but when you make a contribution to the ACLU, you become a "card-carrying" member who takes a stand for civil liberties.

If you prefer to make a tax-deductible gift, we encourage you to support the 501(c)(3) ACLU Foundation of Massachusetts. Gifts to the Foundation support our litigation, communications, and public education efforts.

Can the ACLU of Massachusetts track my event donations made online?

Yes! When donors give through the community fundraising form (linked above or via the QR code) and fill out the line indicating which fundraiser they attended, we can track donations. If they give online a different way or do not fill out that line, we do not know if the gifts came in from your event.





Can I designate the proceeds from my event to support a specific program or need?

To remain flexible in responding to urgent, rapidly changing needs, we prefer that donations support our general fund. However, as the donor, you have the option to indicate (in writing) how you'd like us to use your donation. If this fits with an existing program (e.g., voting rights), we can earmark the gift.

Can the ACLU of Massachusetts provide me with “swag” (promotional items and give-aways) for my event (i.e., buttons, stickers, posters, etc.)?

We occasionally can provide community fundraisers with a small bag of materials, including brochures; Know Your Rights cards; and branded posters, pens, or pins; (depending on availability). Please indicate that you are interested in promotional materials when you reach out. The ACLU has a distribution company that handles all other promotional items. There are a variety of things that can be purchased at <https://shop.aclu.org>.

Additional ways to support the ACLU of Massachusetts

1. Sign up to join our Action Team
2. Follow us: on Facebook, Instagram, BlueSky, Threads, Tik Tok, and LinkedIn
3. Become a card-carrying member of the ACLU of Massachusetts
4. Make a tax-deductible donation to the ACLU Foundation of Massachusetts





Event Invitation Template

You can use the sample email below to invite your friends to your fundraiser. Feel free to use the template in part or in its entirety. We recommend creating a Facebook events page to collect RSVPs and further engage your friends via social media so that they can share and help you reach your goal.

Dear Friend **[or Name]**,

I am thrilled to invite you to my event, [event name] on [event date], which will benefit the work of the ACLU of Massachusetts (ACLU of MA).

This is something that I am passionate about, and I hope that you will share my enthusiasm and provide support in reaching my goal of **[fundraising goal]**.

Today, now more than ever, people are ready and energized to do the work to defend justice, promote democracy, and fight hate! By supporting the ACLU of MA, we are helping to defend the rights everyone throughout the Commonwealth and across the nation.

[Event details, RSVP, when, where, etc.]

I hope to see you there!

Sincerely,
[Name]





Post-Event Thank You Email

You can use the sample email below to send your event attendees action items and ways to be further involved with the ACLU of MA. Feel free to use the template in part or in its entirety. This is a good way to keep supporters engaged in the work we do and an opportunity for the ACLU of MA to meet new advocates and supporters.

Dear Supporter **[or Attendee Name]**,

Thank you for joining me at **[event name]** on **[event date]**, which benefited the work of the ACLU of Massachusetts. During these times, there is no better way to feel inspired than by gathering in community! We appreciate you for showing up and showing out.

Because of the support of everyone in the room, we were able to raise a total of **[\$[dollar amount]]**! If you were not yet able to make your gift, you can do so by visiting: <https://action.aclu.org/give/ma-community-fundraisers>. Make sure you include the name of the fundraiser when making your gift!

{Include some of the event highlights and pivotal moments. Pics are great too.}

Today, now more than ever, the ACLU relies on the greater community to help get this important work done. Thank you once again for showing your support.

Sincerely,
[Your Name]

P.S. Here are some ways to stay informed and involved in the work:

1. Sign up to join our Action Team
2. Follow us: on Facebook, Instagram, BlueSky, Threads, Tik Tok, and LinkedIn
3. Become a card-carrying member of the ACLU of Massachusetts
4. Make a tax-deductible donation to the ACLU Foundation of Massachusetts



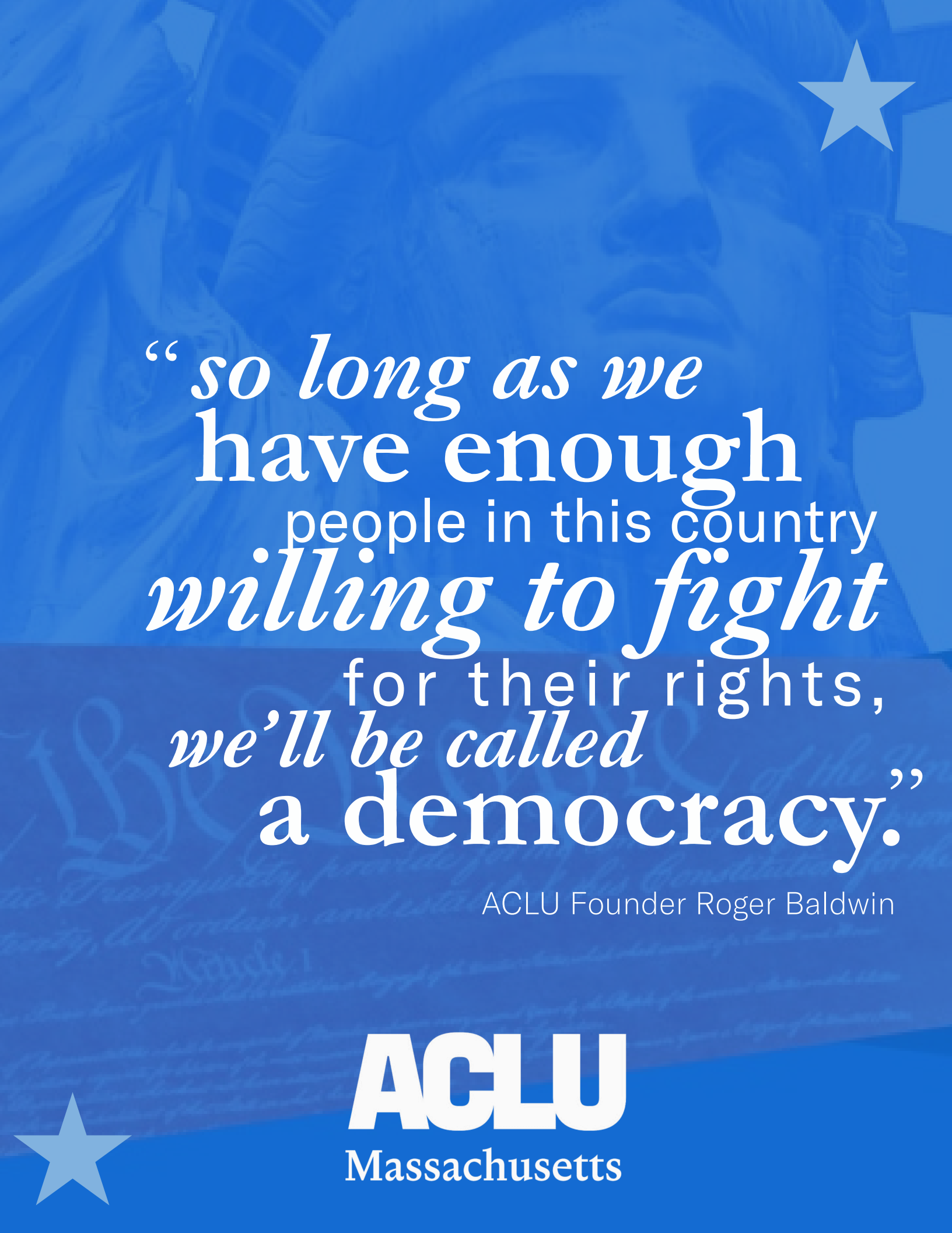


ACLU of Massachusetts Community Fundraiser

Name of fundraiser:

GIVE NOW:





*“so long as we
have enough
people in this country
willing to fight
for their rights,
we’ll be called
a democracy.”*

ACLU Founder Roger Baldwin



ACLU

Massachusetts

ACLU

Massachusetts
Proud Supporter!