Art+Feminism
2020 Year End Giving
Fundraiser Toolkit
Art+Feminism Giving Tuesday/ Year End Fundraiser FAQ

What is this?
Kick off the Art+Feminism Year End Giving Fundraiser on #GivingTuesday. Our goal is to raise $10,000 by 12/31/2020!

What is Giving Tuesday?
Tuesday, December 1, 2020. Giving Tuesday is a global generosity movement that unleashes the power of people and organizations to transform their communities and their world. Created in 2012, the idea was to have a day that encourages people to do good.

Where is the money going?
All of our programming, materials, training and resources are free and open source and we’re dedicated to keeping it that way. We strive to center intersectionality, community building, and accessibility. All donations help us be a better organization, to better serve our global community, and keep everything we do free for everyone. We’re raising funds to continue our Wiki-advocacy work, to challenge current Movement guidelines which uphold racist and patriarchal standards; working towards a more inclusive and accessible community with more translation and interpretation; and raising funds to continue our commissioned digital art opportunities.

Five $20 donors will cover one hour of live language interpretation for a training
24 people giving $10 each pays for our annual membership for captioning in our virtual workshops and meetings
30 donations of $50 each funds a Call to Action Art Commission
What do I do when someone is ready to donate?
Direct them to your secure individual fundraising page or to https://artandfeminism.kindful.com/af2020. If your donor is web-shy, that’s okay! They can write a check to “Art+Feminism” and mail to PO Box 625, Baltimore, MD 21203.

Are donations tax-deductible?
Yes. Donations made online will receive an automated letter. Donation acknowledgement letters for checks will be given upon request.

How can I spread the word?
Share links and info on your favorite social media platforms! We’ve created template text and visuals you are welcome to use in this toolkit.

How can I get more bang for my buck?
See if your employer or your donor's employer can match gifts!

I don’t have monetary resources to share right now, how else can I support?
• Follow and like on social media!
• Sign up for our mailing list!
• Forward message to a friend!
• Edit a feminist artist article on wiki!

I have another question not addressed here.
No problem. Email our ED Kira at kira@artandfeminism.org
Fundraising Tips & Tricks

1. **Start early.** We're kicking things off on GivingTuesday, but our goal is to raise $10,000 by 12/31/2020. Have your fundraising page ready to go on December 1!

2. **Make the first pledge yourself.** Before you ask others to join in your fundraising, show you are serious by pledging your personal support with an individual donation.

3. **Educate yourself about us!** [See Art+Feminism 101](#)

4. **Make it personal.** Why is this work important to you? Don't start by apologizing and don't feel guilty or greedy. Fundraising begins with asking. The more you ask, the more you raise and the easier it gets.

5. **Spread the word.** Generate genuine enthusiasm for the cause by reaching out to as many people as possible and sharing your story. Whether it is through word or mouth, email, or letter, this is worth sharing. If you sound excited, your ask will sound like an exciting opportunity to give.

6. **Send thanks.** Yes, we will handle the automated donation acknowledgment for online donations, but always send a thank-you note or email to your donors. Just like your fundraising letter, the more personal you can make it, the more meaningful it will be to your supporters.

7. **Five Seven Five.** There's an opportunity to be creative in your thanks! Consider offering haikus, simple line drawing, or another low-lift creative gesture for your donors as a token of your appreciation.

8. **Have fun.** Donors like to support people who are not only working toward good things, but who also enjoy working toward good things. Good cheer is contagious!

9. **Stay motivated.** Fundraising can sometimes feel tough. Don't be discouraged if you hear a "no, thank you." Remember, what you are doing matters. We cannot do this work without you and we cannot thank you enough.
As you may know, I'm a [fan/organizer/participant/editor/board member] of Art+Feminism. Art+Feminism is an international community that strives to close the information gap about gender, feminism, and the arts on the internet.

Fact: Anyone can edit Wikipedia! Art+Feminism has created training and tools with beginners in mind.

Since 2014, over 18,000 people at more than 1,260 events around the world have participated in Art+Feminism edit-a-thons, resulting in the creation and improvement of more than 84,000 articles on Wikipedia and sister projects.

My Ask: Kicking things off on GivingTuesday, the goal is to raise $10,000 by the end of the year. I've made a personal goal of [$$$.] And I'd love for your support in one or two or even three of the following ways:

1) DONATE: Honestly and truthfully, any amount is meaningful [Personal Fundraising Page URL]

2) SHARE: Please share this campaign within your own networks by either forwarding this email or posting about in your social network of choice. There's also a tool kit with sample text, images, and more here. Each tweet, post, and DM helps get us a step closer to our goal.

3) CONNECT: Follow us on social media and join our mailing list! | Mailing List | Instagram | Twitter | Facebook

Apologies for the BCC nature of this, thank you for considering and I hope that you can support in any or all of the three above ways!

[Closing],
[Your name]
Art+Feminism is an international community that strives to close the information gap about gender, feminism, and the arts on the internet. The work that they do means a lot to me because ________.

In a 2011 survey, the Wikimedia Foundation found that less than 10% of its contributors identify as female; more recent research puts that number at 16% globally and 23% in the United States. Art+Feminism has created training and tools with beginners in mind, so anyone can participate in dismantling supremacist systems and creating pathways for everyone to participate in writing (and righting) history. I think this work is important because ________.

Information activism is more critical than ever. In 2020, Art+Feminism celebrated events in 6 continents, in 27 countries and 20 different languages. I participated in ________.

Art+Feminism centers community care in their global community and has created a Brave Space Agreement and a safety toolkit for working in the wikiverse. Join me in supporting this work!

Art+Feminism advocates for more representation of both content and content creators across the internet. Join me in supporting this work!

Fundraising Tips
- Use bit.ly or tinyurl.com to shorten the link to your fundraising page.
- People like looking at and clicking on posts with photos (like a selfie) or graphics like these!
- Try posting in the lunch time; many folx are looking at social media on their lunch break
- Tag us so we can repost/reshare! Twitter: @artandfeminism IG: @artandfem
Fill in your information and complete the captcha.

Your login will be your email and the password you create here. Be sure to make a note!
FUNDRAISING PAGE FUNDRAISING GOAL
You can set your fundraising goal to any amount you'd like (and you can edit it at any time).

* FUNDRAISING PAGE NAME
We suggest using your name because if one of your supporters comes to the main page, they'll be able to locate your individual page easily, but this is up to you!

WRITE A SHORT MISSION STATEMENT FOR YOUR FUNDRAISING PAGE
This defaults to our shortened mission statement, but you can modify.

ADD A DETAILED DESCRIPTION OF YOUR FUNDRAISING PAGE
This is the space for longer text - Make it personal. Why is this work important to you? If you sound excited, your ask will sound like an exciting opportunity to give. Have fun. Donors like to support people who are not only working toward good things, but who also enjoy working toward good things. Good cheer is contagious!

EVENT AT (DEFAULTS TO CAUSE EVENT AT DATE IF LEFT BLANK)
Leave this blank
The feature image will be the main visual element on your individual page. We do highly recommend including a photo/video.*

We recommend viewing your page before sharing on social media to make sure everything looks the way you would like.

If you’re creating a page for a Giving Circle/Team, you would click “invite now” to invite those folx to join this page.

*You can swap media and color themes as many times as you want throughout the campaign.

**Team Photo** (Max file size: 500kb)
Accepted Formats: *.jpeg, *.png, *.gif

**Feature Image/Video**
Recommended 1440px x 760px with the important imagery near the top 400px (max 25mb). Most of the image will be shown, but as it scales, it will mask from the top. You can link videos from YouTube or Vimeo. More: https://support.kindful.com/hc/en-us/articles/213377188-Crowdfunding-Images-and-Videos

We recommend viewing your page before sharing on social media to make sure everything looks the way you would like.

If you’re creating a page for a Giving Circle/Team, you would click “invite now” to invite those folx to join this page.
With your login, you can monitor and infinitely edit your page. Please make sure to click save in the top left each time you make any changes.
Thank You!

We can't do this work without you and can't thank you enough for being part of our community!

Any questions or concerns, please contact Kira Wisniewski at kira@artandfeminism.org