Peer-to-Peer Fundraising Guide

As an organization that is driven by our community and aims to work at the local level to make large impacts, we acknowledge the huge role our volunteers, donors, and other supporters play in helping us engage with community. As an activist or volunteer with ACCESS, we welcome you to get your friends, family and others to take action in supporting ACCESS through peer-to-peer grassroots fundraising! As ACCESS volunteers, you know our work better than anyone. Sharing this knowledge with your friends, family and networks - and telling them why you care so deeply about ACCESS’ mission - can help us meet our callers’ needs and further Reproductive Justice!

ACCESS' Mission and Vision

ACCESS REPRODUCTIVE JUSTICE removes barriers to sexual and reproductive health care and builds the power of Californians to demand health, justice and dignity.

**We envision** a future where people decide for themselves whether, when and how to have children. A future where people have access to the resources and options they need to realize their sexual and reproductive health decisions.

**We envision** a future where people are treated with dignity and respect in those decisions. A future where people understand the context decision-making around pregnancy, and where those decisions are free from stigma.

**We envision** a future where our voices are clear and strong; where each pregnant person trusts themselves, knows their own power and uses it to demand that everyone have the social, political, and economic power and resources to make healthy decisions for themselves and their families.
What to know about ACCESS

- ACCESS provided support to 332 callers between July 2019 and June 2020, totaling nearly $74,000
  - Callers were provided support with:
    - Lodging
    - Meals
    - Transportation
    - Childcare
    - Support with Procedure Costs

- We estimate we would need to provide **nearly $1 million per year** to reach the full unmet need of our callers.

- ACCESS has a dedicated team of rotating Healthline volunteers who support by answering calls and creating intakes, connecting callers with resources and support, and facilitating connections among callers, Practical Support Volunteers, and clinics.

- Our vast network of over 300 active Practical Support Volunteers throughout the state of California help ACCESS facilitate the logistical support we offer to our callers.

- ACCESS knows that people hold many intersecting identities and we support people in mitigating or eliminating barriers that can make the difference between making their healthcare goals a reality and not accessing healthcare at all. Our Movement Building work is inextricably linked to our Healthline as all of our outreach, organizing and policy work is informed by what is shared by people who call the Healthline.
  - **What is Reproductive Justice?:** SisterSong defines Reproductive Justice as the human right to maintain personal bodily autonomy, have children, not have children, and parent the children we have in safe and sustainable communities.

- ACCESS’ movement building work helps support activists and supporters across the state in bridging RJ to reality!

The Fine Print

- ACCESS is a 501(c)(3) organization which means we have been approved by the Internal Revenue Service as a tax-exempt, charitable organization. Being approved as a 501(c)(3) organization allows for the tax deductibility of donations.
  - For donors who make charitable contributions to most types of 501(c)(3) organizations, they are provided a deduction for federal income tax purposes.
  - 501(c)(3) organizations are highly regulated entities. No part of the activities or the net earnings can unfairly benefit any director, officer, or any private
individual.
  o All assets are permanently dedicated to a charitable purpose.
  o 501(c)(3) organizations are non-partisan. Lobbying, propaganda or other legislative activity must be kept relatively insubstantial. **Intervention in political campaigns or the endorsement/anti-endorsement of candidates for public office is strictly prohibited.**

- **ACCESS** is committed to working with individual donors, volunteers and activists who are closely aligned with our mission, vision and values. We recognize that personal judgment is required to determine values alignment. We are entrusting volunteers who have participated in ACCESS’ Reproductive Justice in Action Training and other Movement Building exercises to use such judgment to ensure there is no values mis-alignment when fundraising on behalf of the organization.
  o We will **not** accept donations from:
    - individual donors who impose specific requirements/values to their donations
    - Individual donors who are openly/publicly campaigning against ACCESS mission and vision

**When you are making an ask on behalf of ACCESS:**
1. Make the case for ACCESS:
   a. Explain what ACCESS does, in your own words.
   b. Share why you got involved with ACCESS, and any personal stories you have about your time with the organization.
   c. Describe the gap between the needs and ACCESS’s current capacity to support callers.
2. Make the ASK!:
   a. “Hard” Ask: Ask potential donors to consider a gift of $___ to support ACCESS’ work (be specific and offer a range if you are not sure how much the person can give)
   b. “Soft” Ask: Tell potential donors that you have committed to supporting ACCESS financially, and you hope they will consider joining you (peer pressure works!) OR simply tell potential donors you hope they will consider making a gift of any size to ACCESS
3. Listen to concerns and questions
   a. Can’t answer all their questions, that’s ok! Direct them to the ACCESS website or info@accessri.org for additional information. This is particularly important because we don’t want anyone to have misinformation about our organization and the work we do!
4. Thank them graciously for their time regardless of donation
5. Send a personal thank you note or email (ACCESS will do the same!)

**Making the Donation**
- ACCESS accepts donations via our [Donation Page](#).
- Volunteer Fundraisers can set up fundraising campaigns via Facebook Donations.
Subject: Why I Love ACCESS

Dear XX,

For the last XX years, I have been volunteering with an organization called ACCESS REPRODUCTIVE JUSTICE. ACCESS combines direct services, community education, and policy advocacy to promote real reproductive options and access to quality health care for people in California. No other organization in the state provides the same range of support for people considering or seeking an abortion.

I got involved with ACCESS because [give your own reasons in your own words! Share a personal story of something that has moved/motivated/surprised you, if you’d like]. This is such crucial work, and I’m proud of the impact ACCESS has. But I also know that ACCESS can’t provide all the support they wish they could to their Healthline callers, simply because they don’t have the means.

Would you join me in supporting ACCESS with a tax-deductible donation? It would mean the world to me, and your contribution would provide invaluable support to people seeking an abortion. Any amount will make a difference! You can make an immediate donation by visiting ACCESS’s Donation Page.

Let me know if you’d like to learn more, or if you have any questions. And thank you for being a champion of reproductive freedom!

Take care,

XXX