



Peer-to-Peer Fundraising Guide

ACCESS REPRODUCTIVE JUSTICE is celebrating our 30th anniversary!

For three decades, we have been fighting for reproductive justice for **ALL**. Our work is driven by our community and we know our work wouldn't be possible without the major role that our volunteers, supporters, and donors have played and continue to play.

If you are interested in supporting our mission and work, we invite you – as well as your friends and family – to support ACCESS through peer-to-peer grassroots fundraising! With this type of fundraising strategy, our volunteers and supporters can host your own very personal fundraiser on behalf of ACCESS. Whether you're hosting a bake sale, car wash, or Facebook campaign, you're supporting abortion access and reproductive justice in California.

This fundraising guide offers information and resources to support you in hosting your campaign for ACCESS. It features information about our mission, vision, and impact as well as examples and tips. If you have any questions, please contact us at info@accessrj.org.

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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 all people in California have the freedom and resources necessary to make empowered and dignified decisions about their sexual and reproductive health, including the decision to have an abortion, without shame or stigma and regardless of their race, religion, immigration or economic status.

We envision a future where Black, Indigenous, and People of Color (BIPOC) and queer communities trust themselves; are trusted; and have the social, political, and economic power to sustain their communities and to build the families they desire - chosen and biological.

ACCESS' Impact

- ACCESS provided support to 841 callers in 2022, totalling nearly \$185,000, with over \$94,000 going towards procedural support.
- 292 Practical Support requests were made, with 253 requests being fulfilled by 66 volunteers. Below is our Practical Support spending breakdown:
 - \$60,478.30 towards lodging
 - \$18,779.29 towards transportation
 - \$8,630.82 towards gas
 - \$1,340.34 towards childcare
 - \$554.01 towards food/meals
 - \$644.33 towards “other needs” such as heating pads, diapers, cremation costs, and more.
- Since the *Dobbs* decision (from June 25, 2022 to June 5, 2023), ACCESS has supported:
 - 1281 callers
 - 863 Californians (67% of callers during that time period)
 - 418 out of state callers (32% of callers during that time period)
- During the same time period in the previous year (from June 25, 2021 to June 5, 2022), ACCESS supported:
 - 481 callers
 - 385 Californians (80%)
 - 96 out of state callers (20%)
- The significant increase in the number of callers ACCESS has supported since *Dobbs* speaks to the increased need for our services as California's

only stand-alone abortion fund and practical support organization in a post-Roe world, and simultaneously, ACCESS' increased staff capacity.

- ACCESS is proud to serve as a Steering Committee Member of the [California Future of Abortion Council](#) who released a blueprint with 45 policy recommendations that led to Governor Newsom signing a historic legislative package with 15 bills that allotted over \$200 million in state funding to expand access, support providers, and bolster protections in 2022. ACCESS sponsored [three of the bills](#) within this package, including SB 1142 which established a statewide Abortion Practical Support Fund.

ACCESS Facts

- ACCESS REPRODUCTIVE JUSTICE is California's only statewide abortion fund.
- We fund abortions and build power to ensure that everyone living in California and the folks forced to travel here are fully able to access their right to abortion.
- ACCESS was founded in 1993, so abortion access has never been perfect here in California, but we are living in a state where abortion is still legal and community members and politicians alike are working tirelessly to ensure anyone who needs an abortion can access one here.

Making an Ask on Behalf of ACCESS

- Make the case for ACCESS:
 - Explain what ACCESS does, in your own words.
 - Share why you support ACCESS and any personal stories you may have about the organization.
 - Describe the gap between the needs and ACCESS' current capacity to support callers.
- Make the ask:
 - **“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). It's ACCESS' 30th anniversary. Suggestions for specific donation amounts such as \$3, \$30, \$300, \$3000 are recommended.
 - **“Soft” Ask:** Tell potential donors that you have committed to supporting ACCESS financially, and you hope they will consider joining you (modeling works!) OR simply tell potential donors you hope they will consider making a gift of any size to ACCESS.
- Listen to concerns and address questions:
 - Direct them to the [ACCESS website](#) for more information.
 - Can't answer all their questions, that's ok! Send an email to info@accessrj.org. This is particularly important because we don't

want anyone to have misinformation about our organization and the work we do!

- Thank them:
 - Send a personal thank you note or email graciously sharing appreciation for their time regardless of donation
 - ACCESS will also do the same!

Events Toolkit

In honor of our 30th anniversary, we're inviting our community to join us in celebrating our work and mission by hosting "30 for 30" parties in 2023! These tips will support you in hosting an in-person event for ACCESS.

Host Expectations:

- Host an event that lasts approximately 90 minutes
- Determine a fundraising goal for the event. You can also consult with ACCESS RJ to identify a goal
- Invite guests from your network (family, friends, colleagues, etc)
- Provide food and drinks
- Speak at the event about why you support ACCESS RJ and the Reproductive Justice Movement – this could include publicly sharing how much you are financially contributing to the organization (peer to peer fundraising works best when we give out loud)
- Send out thank you notes after the event (to all attendees and invitees).

Organization's Role:

- Provide templates for invites and thank you notes.
- Provide brochures and other outreach materials for the event
- Provide template flow of the event to maximize a 90-minute event that allow guests to learn, read materials, and build community with hosts and other guests
- Provide a point of contact for all questions and support for hosts.

Menu Suggestions and Online Tools:

Menu Suggestions:

- For breakfast and brunch events, we suggest light continental style items like bagels, cream cheese/jam, pastries, fruit, juice, tea, and coffee.
- For lunchtime events, we suggest sandwich platters, salad bowls, chips, and water (sparkling & still).
- For afternoon and evening events, we suggest light charcuterie-style appetizers like cheese, crackers, fruit, veggies, dips, water (sparkling & still), wine (if appropriate), and sparkling juice.

- Please be mindful of also having gluten free and vegan options for guests. And if you have alcohol, please be sure to provide intentional non-alcoholic options.
- We encourage using local, mission-aligned caterers, vendors, and stores for your event items.

Tools:

- **Paperless Post** - digital platform for sending invites, reminders, and tracking RSVPs
- **Evite** - a free version platform with similar functions as Paperless Post
- **Facebook Events** - hosts can create a private event on Facebook as a standalone platform or can be used in addition to one of the two platforms above to provide another way to do outreach for the event

Sample Flow for the Event:

- **(0:00) Mingling & Networking** - guests connect with each other and host while eating food and listening to music (30min)
- **(0:30) Welcome & Introductions** - host officially welcomes guests, shares why they're gathering, and introduces ACCESS and its work (10min)
- **(0:40) Engaging Activity/Entertainment** - host can consider having abortion storytellers, poetry readings, [Heart-to-Heart Conversations](#), etc. (15min)
- **(0:55) The Ask** - host shares how guests can support ACCESS as it celebrates its 30th anniversary and continues the fight for Reproductive Justice in California and beyond (5min)
- **(0:60) Thanks & Next Steps** - host shares appreciation to guests for attending and provides next steps so guests can continue engaging with ACCESS (5min)
- **(0:65) Mingling** - host continues to do 1:1 solicitations as guests mingle with each other as music plays in the background (25min)
- **(0:90) Event Ends**

Donating to ACCESS

- You can submit your donations virtually via [our website](#).
- If you'd like to donate by check, you can mail your donation to: ACCESS REPRODUCTIVE JUSTICE, P.O. Box 3609, Oakland, CA 94609.
- You can set up a fundraising campaign via [Facebook Fundraisers](#).
- You can also use and share this QR code for donations:



Sample Email Text

Subject: Why I'm Celebrating 30 Years of ACCESS

Dear **XX**,

For the last **XX** years, I have been supporting 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 living in and traveling to California. No other organization in the state provides the same range of support for people considering or seeking an abortion.

I started supporting/got involved with ACCESS because [give your 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.

This year ACCESS is celebrating its 30th anniversary. Would you join me in celebrating ACCESS and their milestone year with a tax-deductible donation? It would mean the world to me, and your contribution would provide invaluable support to people seeking abortions. Any amount will make an impact! You can make an immediate donation by visiting [ACCESS' website](#).

Let me know if you'd like to learn more or if you have any questions. And thank you for joining us in the fight for reproductive justice!

Take care,
XXX

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.

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- All assets are permanently dedicated to a charitable purpose.
- 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' Trainings and other Movement Building exercises to use such judgment to ensure there is no values mis-alignment when fundraising on behalf of the organization.
 - 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
- To claim a donation as a deduction on your U.S. taxes, please keep your donation receipt as your official record. ACCESS sends receipts upon successful completion of donations. ACCESS' EIN is: 51-0163201.
- ACCESS does accept stock and securities contributions. And there may be tax benefits available to you if you donate securities that have appreciated. Please notify us by email (info@accessrj.org) when you make a gift of stock or other securities. Notifying us supports us in identifying and tracking your gift to send your receipt in a timely manner.
- ACCESS also accepts legacy/planned gifts. If you or someone you know would like to provide support to our work beyond your lifetime, name ACCESS REPRODUCTIVE JUSTICE as a beneficiary in your last will and testament by:
 - Naming ACCESS REPRODUCTIVE JUSTICE as the primary beneficiary for a specific gift (ie a certain amount of money or stock)
 - Allocating a percentage of your total estate to ACCESS REPRODUCTIVE JUSTICE
- For any additional questions and information, please contact us by email at info@accessrj.org.