

6 TIPS FOR ORGANIZING EFFECTIVE FUNDRAISERS

LEARN MORE: [AFSC.ORG/CRISIS-GAZA](https://afsc.org/crisis-gaza)



1

CHOOSE A GOAL Decide where to send your proceeds, how much you want to raise, and how you'll transfer the money. Share a specific monetary goal and regular updates to keep your audience engaged and measure your success. Reach out to local businesses or supporters for matching donations to double your impact. Before you begin, make sure you have the capacity and time to plan your event! Recruit dedicated volunteers early to help distribute the workload.

2

PLAN THE LOGISTICS Provide multiple ways to donate (ex. cash, online payment platforms, and mobile payment apps). If you're wiring money directly to a family in Gaza, try to stay in contact in case their situation changes. Have a backup plan if the wire transfer is rejected. If you aren't in touch with any Palestinians in Gaza, you can find a family to help sponsor at linktr.ee/opolivebranch.

3

SECURE A VENUE For in-person events, ticket sales, vendor sales, and suggested donations can help you meet your fundraising goal. Raffles, interactive games, and ticketed movie screenings work well for online events. Online events help involve people outside your area or disabled people. If your event is in-person, be sure to get specific permission to host a fundraiser in your venue. Prepare a plan for unforeseen circumstances to help minimize disruptions.

4

MAKE A RUN OF SHOW Are there those in your community skilled at art, dance, crafts, music, games, etc. who can lend their talents? Use your current skills to your advantage. Make sure to include educational content so attendees can learn more about Palestine. You could give out informational materials to help continue to engage your audience after your event. If your event is in-person, consider asking a local Arab restaurant to cater.

5

ADVERTISE WELL A striking flyer can help you attract attendees and lend credibility to your event. Check out Flyers for Falastin and the Palestine Poster Project for inspiration. Think about your intended audience and advertise strategically. You could post your flyer on social media, wheatpaste it around town, or post your flyer in community spaces. Ask allied groups to share your flyer or collaborate on a social media post.

6

KEEP GOOD RECORDS Plan a detailed budget for your event even if you're aiming for free resources. Include expenses for materials, marketing, and potential venue costs. Maintain an itemized list of all event spending. Track all donations, including how they were sent and to whom. Inform your audience clearly about where their funds will go and share receipt of the donations to prevent any discrepancies.