



# ➤ How to Host a Fundraiser: A toolkit for Youth

**SUPPORT THE ONE LOVE MISSION BY RAISING FUNDS TO PROMOTE EDUCATION ABOUT HEALTHY AND UNHEALTHY RELATIONSHIPS.**



one1ove

# ABOUT



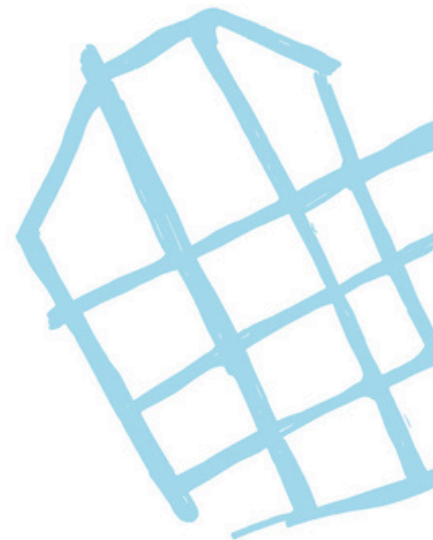
## ABOUT ONE LOVE

One Love Foundation was founded in 2010 to honor the tragic death of Yeardeley Love by engaging young people through compelling, relatable films and honest conversations about healthy and unhealthy relationship behaviors. To learn more, visit [joinonelove.org](http://joinonelove.org)

By taking action, you can help One Love end relationship abuse.

## DO-IT-YOURSELF FUNDRAISING

There are many awesome ways to FUN-draise! Asking for money may seem daunting, but every dollar raised helps us keep One Love education and tools free to all who need them. By hosting a fundraiser in your community, you are helping to ensure all young people have access to this life-saving education.



# FIVE FUNDRAISING SUCCESS TOOLS

**Here are the top 5 ways to make your fundraising event an instant success!**

## 1 Spread Awareness

At One Love, we believe education is the key to preventing unhealthy relationships. Your fundraiser will help raise awareness about One Love's mission.

## 2 Educate, Educate, Educate

Think: How can I help my peers learn and gain healthy relationship skills through this fundraiser?

Below are just a few ways to help share One Love's powerful message at your event.

- Display One Love materials (ex. the 10 Signs) - [access materials here!](#)
- Set up a table onsite to hand out educational materials, lead engaging activities, and collect donations.
- Make announcements throughout your event! For example, speaking at half-time during your Game Dedication.
- Bring One Love's educational initiatives to your school or community before your fundraiser. Check out our Education Center to learn more at [joinonelove.org/education-center](https://joinonelove.org/education-center)

## 3 One Love Merchandise

Selling One Love merchandise is an easy way to add dollars to any fundraiser! Check out our awesome clothing and gear at the One Love online store here: <https://joinonelovemerch.org/> and purchase any items to complete your look or to sell at your event!

## 4 Promote Your Fundraiser

For help promoting your event, check out page 12.

## 5 Send Funds

Once your fundraiser is complete, simply send in your One Love donations through our website, check, or Venmo!

If you collect cash donations and you don't have your own bank account, you can ask a trusted adult (e.g., guardian, coach, principal) to deposit the funds and donate online. Be sure to ask for a receipt for your records!

# EXAMPLE FUNDRAISERS



Move for Love is a fundraising event that can be used to encourage people to move in any way and dedicate that movement to One Love. By participating, you help One Love raise awareness and funds to educate youth on the difference between healthy and unhealthy relationships.

Move for Love is typically a timed 5K walk/run and a day of community and family fun! It can also be an event around swimming, biking, dancing, training with a team - the possibilities are endless! These events can include food, activities, an award ceremony, and more. Move for Love anywhere in the country. Move in anyway and ask for donations for One Love!

## **Step 1: Register**

Visit <https://joinonelove.org> to register and lead your own Move for Love! This can be your teammates, your classmates, your friends and family, whoever you want to move with!

## **Step 2: Get your friends & family in on the fun**

Let others know that you're participating in Move for Love! Recruit others to join you. Tag @Join1Love on social and use #MoveForLove

You can also email [moveforlove@joinonelove.org](mailto:moveforlove@joinonelove.org) to be connected to a member of our staff who can help!

# EXAMPLE FUNDRAISERS



## FEBRUARY FUNDRAISING: VALENTINE'S DAY AND TEEN DATING VIOLENCE AWARENESS MONTH

One in three teens experiences abuse from a romantic partner. February is Teen Dating Violence Awareness Month (TDVAM), and with Valentine's Day also being in February, this month is a great opportunity to raise awareness of the unhealthy relationships that teens experience and how this can be prevented by supporting One Love to provide healthy relationship education.

Here are a few examples of ways to fundraise during this month:

- Candy grams: Sell candy grams for Valentine's Day. With each candy you can include a Valentine that lists the 10 Signs of a Healthy Relationship.
- Singing telegram: if you are musically inclined or have a school choir or singing group you can partner with, sell singing telegrams! Choose a few songs that promote healthy relationships and allow students to pick from this selection.
- Host a rom-com movie night and charge admission or combine it with a bake sale. Bonus: Give attendees a worksheet of the 10 healthy and unhealthy signs and whoever can spot the most in the film wins a prize!
- Create and share your own posts for Teen Dating Violence Awareness month on your social media and set up a virtual fundraising page.



# OTHER EXAMPLE OF FUNDRAISERS

**These are just some examples! Feel free to use your creativity to come up with fundraisers that align with your interests and your community!**

- [Game Dedication](#): Dedicate a sports game to One Love
- Giving Tuesday: Our biggest fundraising day of the year is the Tuesday after Thanksgiving
- Wall Ball Challenge: Every February, during Teen Dating Violence Awareness Month, lacrosse teams can commit to pledge 1,000 wall ball repetitions to promote relationship health education and raise money. This can be done anywhere and anytime in February
- Sports tournament/field day: Invite teams, create a schedule, and set up a fundraising page/entry fee
- Lip Sync for Love: Host a lip sync competition and charge for admission
- Bake Sale
- Partner with a business or restaurant to have them donate a % of their sales to One Love
- Game tournament: Bingo, video games, kickball, etc.
- Host art show or talent show: Charge admission and donate a portion of proceeds to One Love
- Birthday fundraiser: In lieu of gifts, ask your friends and family to make a donation in your honor to your fundraising page
- Yoga/Cycling/Exercise Class: Ask a local fitness studio to donate registration fees for a class
- Race for One Love: Join an already established racing event and dedicate your race to One Love
- 24-hour dance marathon
- Relay race
- Car wash
- Fashion show
- Raffle tickets
- Yard sale
- Create a change jar



# MAKING THE ASK

The most important aspect of fundraising is to know who to ask. When asking for donations, remember to consider all the different groups of people you know. People want to support your efforts – you just need to ask. (P.S. the worst that can happen is they say no!)

## THINK ABOUT WHO YOU KNOW

### → Family

- A. Immediate Family
- B. Distant Relatives

### → Friends

- A. Close Friends
- B. Acquaintances (PTA, athletic clubs, book club, neighbors, etc.)

### → Community Groups

- A. Religious, political
- B. Volunteer

### → Businesses you frequent

- A. Doctors Office
- B. Workout Centers (Gym or YWCA)
- C. Local Establishments (deli, coffee shops, dry cleaners, etc.)

### → Professional relationships

- A. Coworkers (current and former)
- B. Business Clients/Partners
- C. LinkedIn (alumni)



# MAKING THE ASK

## HOW TO ASK FOR FUNDS

Figure out how you want to reach out to make an ask for donations.

- Phone, email, mailing a letter
- Social media (Facebook, Instagram) – If you'd like to use social media to fundraise, consider creating a fundraiser through Facebook and tell everyone why this cause matters to you!
- Asking in person – try directly approaching people in your community you feel comfortable with asking for a donation!
- Feel free to get creative and let us know of any new ideas that have worked for you!

Asking for funds can be very intimidating, so try using this Instagram bingo card as a way to get started. Feel free to customize it to best suit you and your community!



onelove

Donate now to ensure that young people learn the signs of abuse

Support healthy relationships this #GivingTuesday by filling out my Bingo Card

|      |      |      |      |
|------|------|------|------|
| \$10 | \$10 | \$10 | \$10 |
| \$15 | \$15 | \$15 | \$15 |
| \$20 | \$20 | \$20 | \$20 |
| \$25 | \$25 | \$25 | \$25 |

Venmo handle:



onelove

Donate now to ensure that young people learn the signs of abuse

Support healthy relationships this #GivingTuesday by filling out my Bingo Card

|      |      |      |      |
|------|------|------|------|
| \$5  | \$5  | \$5  | \$5  |
| \$10 | \$10 | \$10 | \$10 |
| \$15 | \$15 | \$15 | \$15 |
| \$20 | \$20 | \$20 | \$20 |

Venmo handle:



onelove

Donate now to ensure that young people learn the signs of abuse

Support healthy relationships this #GivingTuesday by filling out my Bingo Card

|      |      |      |      |
|------|------|------|------|
| \$15 | \$15 | \$15 | \$15 |
| \$25 | \$25 | \$25 | \$25 |
| \$35 | \$35 | \$35 | \$35 |
| \$50 | \$50 | \$50 | \$50 |

Venmo handle:



# MAKING THE ASK

## EMAIL TEMPLATES

Below are email templates that you can use to reach out and ask for your community's support. These templates are a starting point so feel free to add more as you see fit. Essentially, each email has three major components: An introduction, an explanation about One Love/Event Info, and the Ask.

If you're asking support for an event, share event details such as the date, time and website link if available. The more information and details on the event and what you are asking for, the better!

**Tip:** You can create an event page at [joinonelove.org/fundraise](https://joinonelove.org/fundraise). All donations go directly to One Love.

### **Ask Friends and family to get involved and donate:**

Subject Line: Supporting my Team One Love Club

Hi [NAME],

As you may know, I am a [Youth Leader or Team One Love Club President] with the One Love Foundation, working to raise awareness about healthy relationships at [LOCATION/SCHOOL]. [One Love](#) is a nonprofit with the goal of ending relationship abuse. They provide tools and resources for youth to learn about the 10 Signs of Healthy and Unhealthy Relationships.

I'm reaching out to see if you can support [**One Love/Team One Love Club Fundraiser Event**]. Any gift supports our club in educating more students, raising awareness about relationship abuse and advocating for relationship health education in our community. You can go to [LINK] to donate or learn more about the event.

Thank you,  
[YOUR NAME]

# MAKING THE ASK

## **Ask companies to get involved and donate:**

*Companies can support their communities in a variety of ways such as donating a percentage of sales, collaborating on fundraisers and/or endorsing a cause. They typically have budgets to contribute financially or in-kind\* their products. Visit their store or check their website to learn more about what they can support.*

*\*In-Kind donations are non-monetary donations. One example is Domino's in-kind certain pizzas for a One Love event. Each company has different guidelines so always check their website to see if they give certain products to non-profits.*

**Tip:** *Think about what companies can support during October, Domestic Violence Awareness Month, and February, Teen Dating Violence Awareness Month. These are great months to raise awareness about the issue and One Love.*

**Example:** *A youth leader based in Seattle asked their local Ben and Jerry's to support One Love for their Free Cone Day. One Love has now worked with the Ben and Jerry's store for two years and has received nearly \$5,000 from these events!*

Subject Line Suggestions: Join me in ending relationship abuse

Hi [NAME],

My name is [YOUR NAME] and I am a [Youth Leader or Team One Love Club President] with the One Love Foundation, working to raise awareness about healthy relationships at [LOCATION/SCHOOL]. [One Love](#) is a nonprofit with the goal of ending relationship abuse. They provide tools and resources for youth to learn about the 10 Signs of Healthy and Unhealthy Relationships. I am part of my school's Team One Love Club where we learn about how to have healthy relationships and raise awareness about One Love in our community.

I am reaching out to see if you can support One Love. [Add other details here like event, for DVAM, for TDVAM, etc.] All donations will go directly to educating youth and rallying others to end relationship abuse.

Thank you for your time. We look forward to hearing from you!

[YOUR NAME]

# WHERE MY MONEY GOES

Another important aspect that may help with acquiring funds is showing people exactly how their donation will be used with One Love. Sometimes seeing how the money will help can be the difference in donating vs not donating!



**\$11**

Supports a Team One Love Club in your community

**\$25**

Educates one student about relationships

**\$50**

Trains one student to lead workshops

**\$100**

Translates our resources into Spanish and Mandarin

**\$250**

Educates an entire classroom of students about relationships

**\$500**

Trains one youth leader for the school year

# EASY WAYS TO PROMOTE YOUR EVENT

**Below are easy ways to promote your fundraiser. Feel free to mix and match but the most important thing is that you have FUN!**

## 1 Use Social Media

- Create an Instagram story and ask others to repost it!
- Consider a “takeover” of a popular social media account (i.e. your school Instagram or your local sport team's social account) and use it as an opportunity to promote your event.
- Create a hashtag or use one that already exists (i.e. #MoveForLove, #LovelsLearned).
- Post photos of your fundraiser on social media - don't forget to tag One Love @join1love (Instagram & TikTok) or @joinonelove (Facebook & YouTube).

## 2 Get Creative

- Use a free site like Canva to make materials like flyers, posters and even a shareable graphic.
- The materials should include One Love's logo, date, and location of your fundraiser, and a contact for sign-ups or questions.
- For more logos reach out to your One Love staff point of contact. Not sure who to connect with? Please visit: <https://www.joinonelove.org/contact-us/>
- Promote your event in-person (campus table, bulletin boards, morning announcements, etc.).
- Ask local sponsors to get involved (i.e. your local pizzeria, your bank or other businesses).
- Incentivize attendance with food or prizes (i.e. One Love swag)!
- Get other influential people involved in the event (i.e. star athlete, local news anchor, your dean).

# DONATING TO ONE LOVE



Thank you so much for supporting the One Love Foundation in Honor of Yeadley Love. Our mission is to educate, empower and activate young people in a movement to end relationship violence and we are grateful for every supporter who makes our work possible.

Our tax identification number is #27-2904497 and contributions to One Love can be made in the following ways:

## Check

Please make checks payable to The One Love Foundation. Checks should be mailed to:

The One Love Foundation in Honor of Yeadley Love  
PO Box 69589  
Baltimore, MD 21264-9589

In compliance with the rules of Donor-Advised Funds, we can only accept these funds as a form of payment for tax-deductible amounts. Any non-tax-deductible portion of the donation (e.g. when purchasing event tickets) must be made via a personal contribution. Please reach out to our office at 914-920-2869 with any questions.

## Credit card

Visit our web site to donate by credit card: [www.joinonelove.org/donate](http://www.joinonelove.org/donate). If you prefer to share your credit card information by phone, call our office at 914-920-2869.

## Venmo

Using your Venmo account, donate by transferring your desired amount to @OneLoveFoundation. QR Code for Venmo



**venmo**