

# NEW YORK ABORTION ACCESS FUND

## FUNDRAISER GUIDE



Hey comrade!! Thank you for joining our community and committing to making abortion access more possible in New York. By fundraising, you participate in organizing your own communities, undoing abortion stigma, building relationships with fellow advocates, and mobilizing resources where they're most needed to help people get abortions.

Learn more about who NYAAF is and how to fundraise on our behalf in this guide.

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## Who is the New York Abortion Access Fund?

The New York Abortion Access Fund (NYAAF) provides financial assistance for anyone living in or traveling to New York who needs help paying for an abortion.

- NYAAF is New York’s only, local, and statewide abortion fund.
- NYAAF is volunteer powered and has only one full-time staff person.
- NYAAF’s volunteer case managers operate helplines in English and Spanish and field calls every day from people seeking abortion. Volunteers conduct intake and pledge for callers directly to clinics across the state and country.
- Abortions in New York are expensive, starting at \$600 and can go up to \$25,000 or more. Most abortions are paid for out of pocket.
- Following the *Dobbs* decision, NYAAF has seen an enormous increase in demand for our support. Since the *Dobbs* decision, NYAAF has pledged \$1.7 million to directly support nearly 2,000 abortion seekers from 29 States, the District of Columbia, and 8 countries.

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- [New York is welcoming a growing number of out of state people](#) in need of abortion care.

## How do I fundraise?

There are so many ways! Here are some tips from veteran fundraisers:

- **Start with making your own gift!** To create momentum, demonstrating your commitment to abortion access with a donation that's visible publicly will help encourage others to support you, too!
- **Reach out and ask!** Don't be shy. Text, message, or email people you know with a personal story about why you're fundraising. Directly asking someone to give is powerful. Giving people a concrete way to support an important cause is often a joyful experience for fundraisers and donors alike — our fundraisers are sometimes surprised by who will give when they're asked.
- **Personalize your outreach.** For some people in your network, consider sending one-on-one emails to individuals to ask them to give (instead of including them in a mass email) or send a text message.
- **Tell your story on social media.** You will be shocked at how many people will want to support your fundraising efforts -- once they actually know what you're up to! Using both social media is a great way to let people know why NYAAF matters to you, and that you're making a great effort to support abortion access. A passionate, personal statement about providing abortion access (with a link to your fundraising page in your bio) will be a welcome breath of fresh air!
  - **Try Instagram polls.** This has helped some fundraisers raise hundreds of dollars in a matter of hours! Create an Instagram poll (instructions [here](#)) with two money amounts that you can then Venmo request people for. Then you make the equivalent amount of a donation to your fundraising page - it's that easy! [Here's what the poll could look like in practice.](#)

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- **Provide an incentive or reward for people who donate** — and think creatively about what it can be! Some people have offered baked goods, pictures of their pets, knitted items, social media shout-outs, or other perks to people who donate to their fundraising page.
- **Put the link to your fundraiser in your personal email signature!** While direct asks are always the most effective way to ask, it's an easy way to remind your community about your campaign, and secure additional gifts.
- **Thank your donors!** After someone has made a gift, you can thank them publicly on your page by replying to their donation while logged in. We also recommend personally and privately thanking your supporters.

## How do I plan an event?

Hosting a fundraising event for NYAAF not only raises critical funds for our work, but also connects your community to abortion funding and grows NYAAF's reach. Here are some steps you can take to plan your event.

1. **Pick a date and time.** Is there a local park by you that's a great meet up spot? Do your friends get together to watch a show every week? Turning a standing hang into a fundraiser for NYAAF is a great way to ensure people are available. You can also turn a life event—wedding, birthday, holiday—into a fundraiser.
2. **Gather your community.** Think about who in your life you'd like to invite to join you in funding abortion. Friends from college? Coworkers? Neighbors, family, people from your book club, gym, spiritual community? Create a list and then...
3. **Send your invitations.** These could be sent via email, text, paperless post, or social media. Be sure to also take safety into account and consider how much information you feel comfortable sharing if you are advertising your event publicly.
4. **Set a goal!** This will help you encourage people to donate. It can be a monetary amount (ie, we want to raise \$1,000 tonight!) or something else, such as setting a goal of how many new monthly donors you'd like to sign up for NYAAF.
5. **Think about how you will fundraise.** If you are having a birthday party, you can ask for donations in lieu of gifts. Hosting a workout class? You can ask for a set amount for

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folks to join. Decide whether you'd like your attendees to give at the event directly (QR Code?) or if you'll be collecting the gifts and making a donation afterwards.

- 6. Share NYAAF's work with your guests.** People are motivated to give when someone they care about asks them to support something that is meaningful to them. Share what inspired you to host this event and why abortion funding is important to you.

### **After the event**

- 1. Follow up.** Make sure to thank your guests for attending and those who've donated. For people who were unable to attend, or have not yet donated, make sure you offer them another opportunity to do so. Encourage people to sign up for [NYAAF's email list](#) (you can also have a signup sheet at your event.)
- 2. Make your donation.** If you collected funds at your event make sure to donate the proceeds to NYAAF.

## Sample Event Timeline

### **One Month Out**

- Reserve an accessible and safe venue.
  - For in-person events, we recommend being COVID-cautious. Please incorporate the following precautions:
    - Encouraging masks
    - Checking vaccination status
    - Hosting events either outdoors or in well-ventilated spaces
    - Requiring COVID testing prior to the event
- Make a plan for who will work the door to get donations and sign-ups. How many other volunteers will you need? How will you recruit them?
- Make your security plan.
  - Will people need to be vetted in order to attend? Will people need to purchase tickets in advance? Are masks required? Are vaccination cards required?

### **Two Weeks Out (Minimum)**

- Make social media graphics for promotion.
  - [Canva](#) is a great resource for this!

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- Make a Social media event post
  - Invite everyone you know to attend! Inviting people through the facebook event is not as effective as texting/DMing people individually. People need to feel special. Like you want them specifically to attend.

### **One week out**

- Confirm with the venue that you're good to go with security, set up, run of show etc.
- Confirm your safety plan.
- Confirm with the fund what materials you would like them to bring.
- Confirm all volunteers are aware of their roles.
- Post a reminder within the social media event page.

### **Day Before the Event**

- Text or DM reminders via Twitter and Instagram to people you know will attend and your contacts you want to nudge to attend.

### **Morning of the Event**

- Post a reminder within the online event page

### **At the Event**

- Arrive a minimum of 30 minutes early for set up and to check in with the venue.
- Confirm all volunteers are aware of their roles.
- Have everyone sign in on the sign-up sheets.
- At the middle point of the event talk (or have the fund representative talk if they're available) for 5-7 minutes (not more than 10!) about the fund and current state of abortion access in your area.

### **After the Event**

- Send a thank you to attendees with a follow up ask to set up a monthly gift to the fund.
- Connect with us: Get the money to NYAAF as soon as possible by [donating online here](#).

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## Possible Action Items During the Event

Have signs on all the tables explaining these actions.

- **Text Bank.** Having people at the event text their friends asking for a fund donation can be a great way to amplify the impact of your event! You ask attendees to think of 10-20 people they personally know. Then, attendees text or DM their contacts asking them to donate to the fund (make sure the texts include the donation link).
  - Ex: Can you chip in \$10 right now to help the New York Abortion Access Fund (NYAAF) meet their monthly fundraising goal?
- **Postcards.** Have postcards at the tables where people can write messages of support to abortion clinic staff. You can find abortion clinics that are currently open and their address at this link. After the event you'll want to take care of stamping and mailing them.

## Sample Emails

### **I love these ideas but I need some inspiration!**

Understandable! Successful fundraisers for NYAAF have included: a punk concert, online workout classes, happy hours with specialty cocktails, shared meals with friends at someone's home, birthday parties, putting on a play, and so much more. Think about what you and your friends enjoy doing, and then how you can turn that into a fundraiser for NYAAF.

### *Email 1 to your community*

Hi [name],

How is this week treating you? I've been up to... [songs you've loved, art you've enjoyed, activities you love, etc].

I know many of you like myself have been heartbroken and angered by the overturn of *Roe* and the cruel abortion bans passing across the country. Many folks have asked what we can do in this challenging time? For me, one of the most powerful acts has been to directly support people seeking care by supporting the New York Abortion Access Fund (NYAAF).

NYAAF supports anyone living in or traveling to New York who needs help paying for an abortion. Since the overturn of *Roe*, New York has seen a surge in people coming from out of

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state to get the abortions they need, all while continuing to support our own community members impacted by the multiple crises that shape reproductive injustices in New York.

Your support goes directly to powering abortion access in our own community. In 2022, NYAAF supported more than 1,800 abortion seekers from 26 states and 5 countries, and in the first 10 weeks of 2023, has already pledged more than half a million dollars. I'm fundraising so that NYAAF can continue to support 100% of callers and meet the needs of the people traveling to New York and in our own state.

My goal is to **raise X** by **Date**, but to do that, I'm hoping you can join me in making a meaningful gift of **X**. **Please join me by donating here**. *Your gift will be matched!*

By having conversations about abortions, we can undo abortion stigma and build the collective power needed to advance abortion access. Funding abortion is a radical act of community care. I hope you will join me.

Warmly,  
**You**

*Thank you note*

Dear **[name]**,

Thank you! I was so happy to see your gift **[today/this week]** to my fundraiser for abortion access. Thank you for your strong support of our community. Your support is an act of care and compassion for folks most impacted by barriers to abortion access. Thank you!

## Where can I go if I need more help?

Please reach out to [info@nyaaf.org](mailto:info@nyaaf.org) with further questions! Please also note, though, that as a mostly volunteer-powered organization with one staff member, we may have limited capacity to help. We will support as best we can and believe in your ability to organize this fundraiser!

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Thank you so much for supporting us and being part of our community. Abortion funding is a radical act of community care and knowing we have your support means the world to us.

## Additional Resources

- [Common questions about abortion funds](#)
- Heart to Heart Abortion Conversations
  - [Toolkit for individuals](#)
  - [Toolkit for small groups](#)
- [Share your abortion story](#)