Movement of Collective Care Campaign

Peer Fundraising Guide
Table of Contents

Welcome!

Campaign Overview

Getting Started!
- The Basics
- Step 1: Personalize Your Website, Tell Your Story
- Step 2: Create Your Prospective Supporter List
- Step 3: Write your Email(s)
- Step 4: Plan Your Weekly Outreach
- Step 5: Hit Send! Again and Again!
- Step 6: Thank Your Supporters

Milestones, Rewards & Recognition

Frequently Asked Questions

Appendix Materials
- Sample Website Set Up
- Sample Social Media Templates
- Sample Email Templates

50 contacts - Building Your Outreach List

More about Mamatoto Village
Welcome!

Thank you for joining the Mamatoto Village Movement of Collective Care Campaign. We are grateful you have chosen to start a fundraiser to support our efforts to open Mamatoto’s new home and midwifery center east of the river in Washington, DC.

This toolkit contains everything you need to run a successful campaign and achieve your goal of raising funds for Mamatoto Village.

In this document you will find background on Mamatoto Village and our capital campaign, an outline for success, sample material, tips, etc. While we have made every effort to make this toolkit as comprehensive as possible, if you need additional information or assistance our team is also available to help you in any way we can – we want you to reach your goal! We will be checking in with you as you fundraise, and please feel free to contact us at any time as well.
Campaign Overview

The Movement of Collective Care: Mamatoto Village Capital Campaign kicked off August 28, 2021 and will run until we reach our $2M goal, which we anticipate doing by the end of 2022.

Reaching this goal will be a group effort from our entire Village! We are so grateful that you have chosen to share this effort with your community in order to help the Mamatoto Village grow...

To start your own fundraising page, simply visit the main campaign donation page and choose the “I want to fundraise for this” button under the donation form on the right side. From there, you will be able to set up your personal fundraising page to share why Mamatoto’s work is important to you and your community.

We encourage you to set a goal for your fundraiser and identify a timeframe for achieving that goal. **Any amount helps, so feel free to set a goal that is meaningful to you!** Setting a date for when you hope to reach your goal (ex: by the end of 2021) will help your community know that it’s important to take action now, rather than wait (and then often forget, because people are busy!). Once you start your page, the Mamatoto team will reach out to you to help you plan the details of your goal and timeframe.

As a fundraiser, you also have the opportunity to earn Mamatoto swag and special Mamatoto invitations as you hit milestones for your personal fundraising page, so we encourage you to be ambitious with your goal! More details on campaign milestones are below.

Getting started is as easy as creating your page, adding a personal note as to why this is important to you, and sending your link out to as many friends and family as possible! From email to social media, don’t be shy! The more people you ask, the faster you’ll reach your goal. If just 25 people gave you $20 you’d have raised $500!

This toolkit includes more details for those who are new to crowdfunding, but for those who understand the process already, feel free to jump right into your page from here!
If this is your first time managing your own fundraiser, no worries! We have prepared this toolkit to help you and the Mamatoto team is also here to ensure you meet your goal. Below we go step by step into how to prepare your website and send it out to friends and family for maximum success.

The detailed steps below are to ensure that you have all the information needed to feel ready to set up and launch your fundraiser. However, they are not meant to overwhelm!

**The most important thing to remember is to get your story out there to your community and in whatever way is easiest and fastest for you.**

So, once you personalize your webpage, be sure to share it on social media and to send it out via email and you’ll be off and running! Read on for a more detailed way to think through this process.

**Step 1: Personalize Your Website, Tell Your Story**

You should personalize your website with your story and a photo. Think about what has motivated you to support Mamatoto Village and use this space to share that with your community. In the appendix we have provided some examples and templates you can fill in. Use these as a starting place to share why Mamatoto’s work resonates with you.

The appendix also contains more about the goals and mission of Mamatoto Village, which we encourage you to share if it helps you tell your story.
Once you have your website ready and a list of who you will send it to, it's time to craft the message you will send. This will likely overlap with your story on your website, that's okay! Your goal is to inspire the reader to click on the link to your website and donate. If they see a similar message once they get there, that only serves to reinforce your messaging overall.

You should plan on sending an email at least every other week in the time period you have set out for your fundraiser, and more if you can! As you think of how to tell your story in that initial email, think also about how to build on that story over the course of an email series. The Mamatoto team will help you think through the timeline for your fundraiser and how you can plan your emails to meet your goal by the date you set. A sample of how to build your email series has been included in the appendix.

As your friends and family answer your calls to action and make donations to your page, be sure to remove them from future emails that ask them to give. Instead, make a list of supporters to whom you send updates and thank you messages, without asking them to donate again. You may find that some choose to make a second donation as they get excited about helping you to reach your goal, but this should come as a result of thanking them for their impact. Once they've given, you don't need to ask again.

Telling your story authentically, and telling it to as many people as you can think of, are the secrets to the success of any fundraising initiative.

You'll want to spend some time creating a list of names/emails to whom you will send your personal fundraising page, and then be ready to follow up with this list throughout the campaign as well. Use the “50 names” exercise in the appendix below to help you start gathering at least 50 contacts. And don’t stop there! The more people you ask, the faster you'll reach your goal, and the greater impact you'll have on Mamatoto’s vision to create a community hub for birthing people east of the river in Washington, DC by 2022.

If 50 people donated just $10 each to you, or 25 people gave $20, you would raise $500! It’s that simple.

Think about friends and family located anywhere in the country – or the world! There is no geographic limit to who may be excited to help advance this mission.

Step 2: Create Your Prospective Supporter List

Step 3: Write your Email(s)

Once you have your website ready and a list of who you will send it to, it’s time to craft the message you will send. This will likely overlap with your story on your website, that’s okay! Your goal is to inspire the reader to click on the link to your website and donate. If they see a similar message once they get there, that only serves to reinforce your messaging overall.

You should plan on sending an email at least every other week in the time period you have set out for your fundraiser, and more if you can! As you think of how to tell your story in that initial email, think also about how to build on that story over the course of an email series. The Mamatoto team will help you think through the timeline for your fundraiser and how you can plan your emails to meet your goal by the date you set. A sample of how to build your email series has been included in the appendix.

As your friends and family answer your calls to action and make donations to your page, be sure to remove them from future emails that ask them to give. Instead, make a list of supporters to whom you send updates and thank you messages, without asking them to donate again. You may find that some choose to make a second donation as they get excited about helping you to reach your goal, but this should come as a result of thanking them for their impact. Once they've given, you don’t need to ask again.

Step 4: Plan Your Weekly Outreach

As you know, people’s inboxes are full! It’s highly likely that some of your friends will want to contribute to your campaign, but your first email will simply get buried in the list. This is the reason we suggest planning at least three emails. If you can send four, even better!
Step 4: Plan Your Weekly Outreach (cont’d)

As you prepare to send out your fundraising page for the first time, also plan out your email series and mark your calendar for when you will send each. In between emails, plan to follow up with your closest friends directly via text or a phone call. You want to meet your potential supporters wherever they are. This means it’s also a good idea to post on social media throughout the campaign – mark your calendar with those plans as well!

Step 5: Hit Send! Again and Again!

Now you’re ready to get your message out to your community! Send emails and post on social media throughout the timeframe for your personal fundraiser, according to your planned calendar. You’ll want to keep track of who has donated to you along the way, and thank them with a quick note (email or text) once they give. Be sure to remove those people’s emails from your next email ask, so you’re not re-asking people who have already given.

You may want to create a second email list of contacts who have donated. Send this “donated” list BCC emails that update them on your progress, express your gratitude, and share the impact of their gifts.

Step 6: Thank Your Supporters

Once you close out your fundraiser, send one more final thank you to your “donated” list! Let them know the final outcome of your fundraiser (how much you raised total) and the impact of their collective giving by sharing with them updates on the progress of Mamatoto’s new home. Invite your supporters to follow Mamatoto Village on social media, and/or join our email list, to remain part of the movement and receive information on the opening of the new building.

Milestones, Rewards & Recognition

We look forward to celebrating your fundraising success! There are several ways we will recognize funders throughout the campaign, including within our newsletters and social media. In addition, fundraisers will enjoy extra benefits at each of the following milestones:

<table>
<thead>
<tr>
<th>Raise</th>
<th>Reward Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500</td>
<td>Your name will be included on our supporter wall in the new building.</td>
</tr>
<tr>
<td>$1,500</td>
<td>You will receive a Mamatoto gift box with items to help you share your Mamatoto pride + your name on the supporter wall.</td>
</tr>
<tr>
<td>$3,000+</td>
<td>You will be included in a sneak peak event of the new space once it’s ready, receive a gift box, and have your name on our supporter wall.</td>
</tr>
</tbody>
</table>

*All donors who make a gift to your personal website, at any level, will have their name added to our donor wall in the new building.
Frequently Asked Questions

What if someone wants to support my campaign but does not want to donate on the website?

Mamatoto Village accepts donations of all types and sizes! If a donor does not want to give through the website, they are also welcome to send a check.

Please have them write YOUR name on the memo line so we are sure it's attributed to your campaign, and mail to:

Mamatoto Village
4315 Sheriff Road NE
Washington, DC 20019

In addition to checks and credit cards, Mamatoto Village can accept gifts of stock and other financial vehicles. For this type of giving please contact Giving@mamatotovillage.org for more details.

Can a company/business or foundation support my campaign?

Absolutely! If you have connections to businesses or foundations (including family foundations) who want to fund Mamatoto Village, we encourage you to talk with them about your efforts and the impact Mamatoto is having on womxn, birthing people, and families in Washington, DC.

These entities can give directly to your website, or you may connect them with Mamatoto staff to coordinate other ways of transferring their funding. If an application process is required, Mamatoto staff are happy to assist you with those efforts.

My donor’s company will match their gift, will that count toward my total?

Absolutely! We encourage you to remind your donors to check with their companies about matching opportunities, as many corporations offer this (often-forgotten) perk to their employees.

If your donor is able to get their gift matched, ask them to send you an email or screen shot of the confirmation of the match. Send that to Giving@mamatotovillage.org and we will be sure to credit your fundraiser page immediately, as the gift itself may take several months to arrive depending on each corporation’s process.
What I have witnessed and experienced over the last 18 months has made me shift my attention towards a future where I lead with compassion, consider the wellbeing of my community, and do my part to ensure the safety and dignity of Black and brown lives.

To create a better future, I am supporting Mamatoto Village and I invite you to join the Village with me. Mamatoto is a nonprofit organization in Washington, DC that is creating a culture of safe, just, and dignified care for womxn, birthing people, and their families.

As part of the Village, I am helping Mamatoto raise money to build a new maternal health services center that will offer expanded pregnancy and postpartum support services, midwifery care, and perinatal workforce training in the heart of Ward 7. This center will be rooted in and run by the stewards of the community and will be a place that brings birthing people, caregivers, and families together as a village.

My goal is to raise $XXXX by DATE to help make this center a reality. Please make a donation to help me reach my goal and join me in the Movement of Collective Care.
I am joining the Mamatoto Village Movement of Collective Care to raise money that will build a new maternal health services center east of the river where Black womxn, birthing people, and families can access expanded pregnancy and postpartum support services and midwifery care in the heart of Ward 7. My goal is to raise $GOAL by DATE to help Mamatoto Village make this vision a reality – please consider donating to my fundraising page here: Insert your personal fundraising webpage url

Because I am passionate about maternal health equity, I have joined the Mamatoto Village Movement of Collective Care. My goal is to raise at least $GOAL by DATE to help Mamatoto build a new maternal health services center east of the river where Black womxn, birthing people, and families can access expanded pregnancy and postpartum support services and midwifery care. Please support my efforts by visiting my campaign website to make your contribution: Insert your personal fundraising webpage url

** Important for Facebook, do not start a Facebook Fundraiser through the Facebook platform, rather, share your GiveLively personal URL in each of your fundraising posts **

I'm joining @mamatotovillage movement of collective care by raising money for a new maternal health services center in #Ward7 of #DC. Please help me raise $GOAL by DATE. Donate here [insert bitl.y link] & join the movement.
Sample Email Templates

The best emails are ones that tell your unique story about why Mamatoto Village’s work is important to you, thus inspiring your community to get involved in this movement. Our samples offer a model for a three-email series, where you fill in the details for your personal story.

Email #1

Dear friends,

I've been supporting an incredible nonprofit in DC called Mamatoto Village and am writing to invite you to join me in their Movement of Collective Care. Mamatoto is devoted to serving Black womxnn through the creation of career pathways in maternal health; and providing accessible perinatal support services designed to equip womxn with the necessary tools to make the most informed decisions in their maternity care, parenting, and lives. In 2022 Mamatoto will open a new maternal health services center east of the river in Ward 7 and I am committed to helping make it happen.

[Insert personal story about why Mamatoto’s work is important to you].

My goal is to raise $GOAL by DATE so Mamatoto Village can open the doors of its new home in 2022 and serve more womxn, birthing people, and families. Will you help me reach my goal with a donation to my personal fundraising page today [insert link]? Gifts of any size will all add up to big change in the community.

If you have any questions about the Movement of Collective Care or my experience supporting Mamatoto Village (or how to donate to my campaign) please feel free to be in touch anytime. Thank you in advance for your support!

Sincerely,
NAME

Email #2

Dear friends,

A few weeks ago I sent you a note to share information about the Mamatoto Village Movement of Collective Care and the fundraiser [insert personal link] I started to help Mamatoto bring its vision of a new maternal health services center to reality.

I think it's safe to say that after 2020, our eyes have been opened to the inequalities in our community. These are especially stark when it comes to the womxn's birthing experiences. [insert story or your personal comments about why Mamatoto’s work is important to you].

That is why I am so excited to participate in the Movement of Collective Care. Will you help me reach my goal of raising $GOAL and join me in this movement? Giving is easy! Just click here for my personal website [link to website].

Thank you again for supporting this important work. I look forward to sharing updates on the progress of Mamatoto's new home with you and hope you will stay an engaged member of the Village with me!

Sincerely,
NAME
Dear friends,

These are the final days of my Mamatoto Village fundraising campaign [link to page] and I am hoping you can help me cross the finish line!

My goal is to raise $GOAL by DATE, and I'm only AMOUNT away!

With your gift of any size today, I know that we will hit this goal.

With this gift, you are helping to build a space that will change the narrative that inadequate, inaccessible, and inefficient maternal healthcare for Black birthing people is the norm. In this new space Black womxn will be empowered and provided with the resources and community they need to thrive as mothers, caregivers, and professionals.

I promise to keep you updated on the progress of the building and hope that one day we can visit this new home together to celebrate Mamatoto. Thank you for joining the Movement of Collective Care!

Sincerely,
NAME

---

50 Contacts
Building Your Outreach List

Are you wondering who to ask for a donation? Here’s a quick way to jog your memory of people that might consider supporting you! This list isn’t exhaustive by any means but rather an exercise to help you consider all the different groups of people you could ask to support your efforts. By all means, don’t stop at 50 – the more people you ask the quicker you’ll reach your goals! Grab a pen and start writing. You’ll be surprised by how quickly your list grows!

- 5 relatives
- 5 *friend of a friend*
- 5 friends from high school
- 5 friends from college
- 5 neighbors
- 5 religious or social group
- 5 current co-workers
- 5 former co-workers
- 5 people who have invited somewhere
- 5 people you do business with

* friend through partner, children, parents, etc.
More about Mamatoto Village

Your fundraiser not only helps us to reach our funding goal to open Mamatoto’s new home, but also helps to spread the word about Mamatoto Village’s work to as many people as possible to grow our movement. Therefore the more details you can share about Mamatoto’s work as you tell your own story, the better! Here are some of our favorite resources to share when introducing our work to new people. Please feel free to use them as well!

- Our mission, vision, values and beliefs
- Our services
- National Geographic
- MV in the Media 2020
- MV in the Media 2019
- Letters to Black Mamas

Phone: 202-248-3434 | Email: Givingmamatotovillage.org | EIN: 46-2564702