



Japanese American Citizens League: fundraising guide



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thank you

for choosing to fundraise for the **JACL**. the opportunity to represent you in the advocacy for all human rights is the core of our mission..

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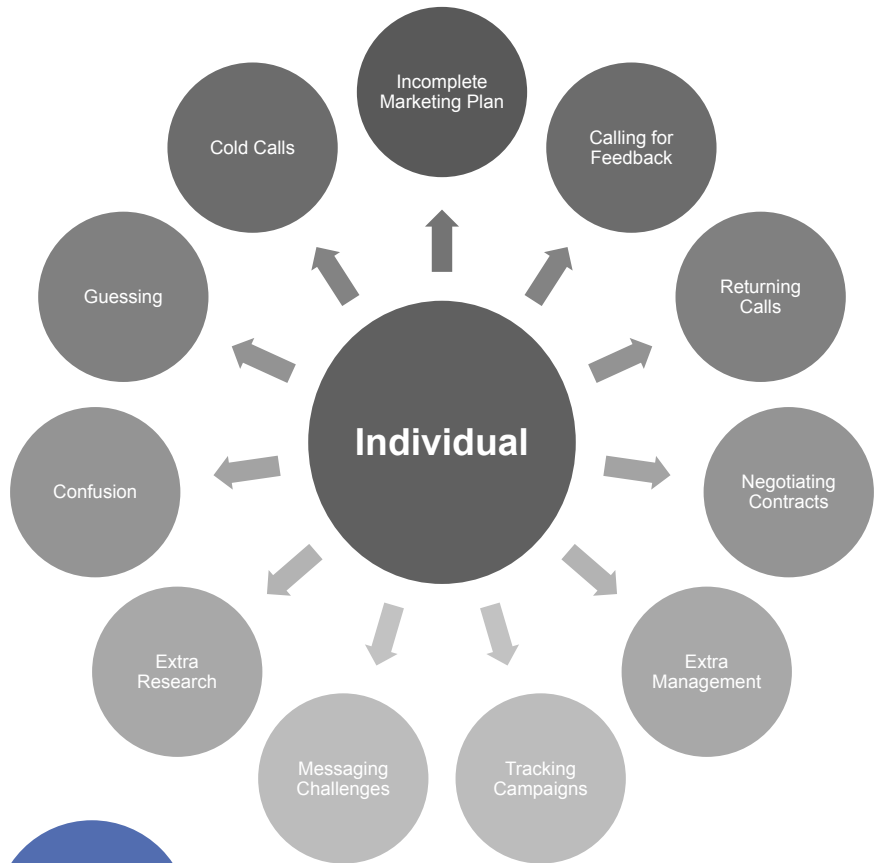
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team vs. individual

**Trying to
fundraise
without
guidance**



**WORKING
WITH THE
NATIONAL
COMMITTEE**



mission / vision

Mission

Create an educational program to teach everyone about the injustices of the illegal imprisonment of Japanese-Americans during WWII

Our Vision:

To Encourage Solidarity and collaboration in affirming the importance of the Nikkei to the cultural fabric of our nation.



How to Partner

WAYS TO GIVE

❑ MEMORIAL GIVING

- ❑ Make a donation to JACL in memory of a loved one. When you honor the life of someone, especially if they have been impacted by the illegal imprisonment, you strengthen our legacy and empower us to educate more people about our history and how to prevent it from happening to anyone again. Ask us for a memorial and honor gift form to notify the recipient of the gift you gave on their behalf.

❑ WORKPLACE GIVING

- ❑ Fundraise at work! There are several ways to do this:
 - ❑ Casual days, Taiko events, bake sales, Executive lunch giveaways, payroll deduction match programs, and so much more.
 - ❑ Become a corporate partner. Here are some ways you can benefit:
 - ❑ Align with our worldwide network through brand recognition; this can lead to an instant affinity when making purchase decisions.
 - ❑ You can be a Fortune 500 company, small business, startup, fraternity or sorority; Your partnership makes us stronger!



WAYS TO GIVE

PLANNED GIVING

- Charitable gift annuities and Charitable Remainder Trusts.
 - There are options to contribute monthly payments over your lifetime.
 - There may be tax advantages by deducting these contributions from your income tax.(ask your accountant)
- Want to make a bigger impact? Suggest:
 - Cash donations
 - Gifts of stock, IRA gifts, or ask about Donor Advised Funds(DAF) and Charitable Lead Trust (CLT)
- Make an impact through bequests, life insurance, or retirement plans after your lifetime.

DEDICATE A SPECIAL OCCASION

- Honorary funds recognize a living person. You can do this for:
 - Mother's Day, Father's Day, Birthdays, Anniversaries, and more.
 - Memorial funds are for people that have passed away.



THE STRATEGY

OUR MISSION IS TO EDUCATE

JACL is known as the top organization for education about the imprisonment of individuals of Japanese descent during WWII

One of our aims is to further develop teacher curriculum. You can support this by hosting a school fundraiser. We have subject matter experts within the organization that can present at school assemblies to get the conversation started and give context to our campaign. Here are a few examples:

- For younger kids you can coordinate a Trike-a-thon, Color Run, or Zumba event.
- Trivia games--we can provide resources and facts to help coordinate this fun event while educating the class.
- Teen Gala, Club Fundraiser, or Leadership Project.
- Have your Greek organization pledge their support.

Another major objective attached to this fundraiser is to produce a documentary. There are several predecessors that have done an excellent job at telling the story about the past. We would like to use these resources as a springboard to develop a film that is more socially relevant to today, and will engage the new generation of potential supporters. Here are some ways that you can help:

- Crowdfunding
- Social Media Campaigns
- Think of prizes such as, 'Early adaptors get a private screening'



How to Get Started

FUNDRAISING TIPS

- *optional:* If you have a Mac and own iMovie, it's super simple to add some background music and some photos. There are plenty of tutorials on apple.com <http://www.apple.com/findouthow/movies/>
- Upload it to either YouTube or FB.
- **Simple Outline:** Say who you are. Tell your story. Share why you chose to support the JACL. Ask for support. Direct them to the website and thank them.
- **Share it!** Link to it from your fundraising page. Add to your Facebook team page. Email it. Put it in your email signature. This should be at the center of your fundraising campaign.

Additional Video ideas

1. **Upload videos** It's a wonderful way of generating excitement and activity.
2. **Create a YouTube account** so that all of your videos can live in one place and be accessible to everyone.
3. **Upload any and all videos** related to your family history (i.e. WWII experience in America)
4. **Make a video recap.** Take a video of you and your family thanking everyone and letting them know your final results. Keeping people looped in like this will make them want to participate in future campaigns.



ADDITIONAL FUNDRAISING TIPS

1) CREATE & MAINTAIN A DONOR DATABASE

Create a Spreadsheet

- You can use any spreadsheet application – Excel, Pages, Google Docs. *(Another, more powerful solution is to use an online service. A really good one is donortools.com <<http://donortools.com/>> - but it does have a monthly cost. This application has lots of features but a spreadsheet is enough to get started.)*

- For each of your donors (existing or potential), enter the following data:

- first name - last name - email - email 2 (many people have work and personal emails.) - address - segment (see below) - donations (use a different column for each year)

Why do this? It allows us to see useful and actionable information like:

- "who donated last year but not this year?"
- "who are our consistent big donors?"

Revisit your list constantly and keep it updated make it a habit to add people to your list. NOW is the time to go through your contacts, Facebook friends, LinkedIn connections and enter new names and emails.



How to Get Started

ADDITIONAL FUNDRAISING TIPS

2) EMAIL BLASTS This is a very strong method of fundraising.

Frequency: Consider 1 big blast & 2 reminder blasts leading up to our goal. By tracking donors and donations in your spreadsheet, we can see who from the original blast had not donated yet and include them on the follow-ups. Here are a couple of suggested titles: (1) Support Greg and Stephanie Yamasaki in the Fight Against Oppression (2) Support Greg and Stephanie Yamasaki in the Fight For Human Rights Then for follow up emails, (3) Renew your support & help us save American Citizens from the Mistreatment Our Predecessors Were Forced to Endure (4) Just 5 days left! Support The JACL in our fight to help all our community Retain Their Human Rights!

* For your work list, you can modify the subject: "Support Mr. Yamasaki in his aim to protect human rights" because they may only know you and resonate with a more benign approach. This can have a huge impact on donations.

How to Send:

You can send from your personal email address or use a free email campaign tool like Mailchimp.com. Make sure you put everyone in the BCC list. People don't like their emails to be seen by hundreds of other people. The TO line should only include your own address.

When to Send: I think a good time to send is Thursday, around 9 AM. Try to avoid Fridays or first thing Monday morning. Also be mindful of holidays.

Format/Design: If you need help with this, feel free to contact Alicia@hendricksdrive.com

- Use a clear, concise headline.



How to Get Started

ADDITIONAL FUNDRAISING TIPS

- If possible, try to include a photo – one that best represents your personal story.
- Make sure you have a clear call-to-action that links to our fundraising page and your Facebook or GoFund Me page if you have them set up.

MAKE A DONATION > If email is long, include it towards the top and at the end.

- Tell them where their donations are going and how it will have an impact (you can grab this from the fundraising brochure).
- **Share your goal.** And if this is a follow-up email, say how far you are from your goal.
- **Include your story.** (This email may get forwarded to others so you want to assume people never heard it or need to be reminded.)
- **Sign it from you and your family.**

3) USING FACEBOOK

Create a team “Page”. Don’t just use your personal pages. A “Page” allows you to have people subscribe to your team and have dialogue with you and others. If you don’t have one yet, go here:

<http://www.facebook.com/pages/create.php> and click on “Community and Causes”

Once you create your team page, you need to:

- Add content – old and new. Upload photos/videos and create albums (i.e., 2018 Women’s March, 2017 Installation Dinner, etc.)
- Important: Tag any and all friends in pictures to make it more viral.

Tagging your friends will post the photo to their feed, allowing their friends to see it. Hopefully this will get more followers for your team page. Do this every time you add a new photo.



How to Get Started

FUNDRAISING TIPS

- **Select a representative photo** to use as your hero image for your team page. This should immediately hit home to people. This can be a grandparent that lived in the imprisonment camps or someone famous that is vocal about this experience.
- Fill out the “About” section and any other content areas so that people can learn everything about your mission and story. Include links to the JACL page.
- Invite your friends to ‘LIKE’ it. Tell your family and close friends to do the same.

Other content ideas to your page fresh and people engaged:

- Take screen captures of leaderboards
- Share any press or special notes you have received from the JACL
- Get people involved in the competitive aspect with posts like: “We’re ranked #3 in NY... help us be #1!”
- Give updates on how much you have raised and how much you have left to hit your goal.
- Post chapter news and share any events you may have attended.
- Share facts reminding people of how severe and real the problem is. (i.e., The Muslim Ban)
- Post facts showing the impact that the JACL has had. People want to see that their donations are actually making a difference.

Facebook has an iPhone app – called “**Pages**”. It’s helpful to manage and post directly to your page without going through your personal account. It can be a little confusing on the Facebook app when you toggle between multiple accounts.



How to Get Started

FUNDRAISING TIPS

4) USE AN EMAIL SIGNATURE Include a JACL signature on all of your emails for everyone to see. Include a link to your Facebook page, JACL fundraising page and any other relevant information. This is a great way to spread awareness. The Japanese American Citizens League site will have information on how to do this by the end of February. It's really easy to do.

5) THANK YOU CARDS Send them immediately. And don't count on the out-of-box thank you emails that get sent from the JACL site. It should come directly from you and should be personalized towards the donor. While it takes a bit more effort, there is no better way to show your appreciation.

6) FUNDRAISER/PARTY IDEAS

- Find a free venue by asking around. If you pick an off night, bars might be open to giving you a space for free.
- Make it clear that 100% of donations and raised money will go to the JACL.
- Charge cover \$20.
- For raffle tickets, you can sell: 3 tickets for \$10. — 7 tickets for \$20. Give them incentive to buy more.
- Have someone walk around all night to gently nudge and ask people to buy more tickets.
- Ask everyone you know to donate something for the raffle. Don't be shy. People want to give to these types of things – they just need to be asked.
- Once you have the list, email it out to the invitees. Gives them more incentive to come and spend money.
- Sell raffle tickets at the door.



How to Get Started

FUNDRAISING TIPS

- Have a family or close friend sit at the door to collect. People are willing to give more than the recommended cover so if you have a persuasive person at the door it will increase the likelihood of people buying more tickets than they expected.
- Make a speech.
- Post photos and send a thank you note out the next morning and tell everyone how much you raised.



UNDERSTANDING SOCIAL MEDIA

PLATFORM SPECIFIC FOCUS

FACEBOOK

Share everything we post on Facebook. Incorporate more visual prompts to spark interest and inspire more curiosity about our platform.

INSTAGRAM

The main focus on IG will be to humanize the organization and show members in action. This is a great opportunity to showcase what chapters are doing on a local level, and share tips and ideas of how others can help in creative ways especially if they are unable to contribute financially. You will be speaking to a younger audience on this platform.

LINKEDIN

LinkedIn has more of a business focus so it's ok to share links to articles leading people to the website along with an abbreviated description. We can also mine for corporate partners and people within the JACL network to highlight for this campaign. This is also a good place to invite guest bloggers.

TWITTER

We can share Instagram posts here as well. We also want to retweet relevant articles and engage with people that we want to support our campaign.



campaign
development

Improve your messaging while remaining consistent with your audience.

We will help you:

- Craft impactful stories
- Identify which stories are resonating with your audience
- Refer to the [Power of Words Handbook](#) to understand euphemisms..
- Use us as a resource if you have donors that have questions that you are struggling to answer.



How Can We Support You?

RESOURCES

1

We are providing flash drives with the campaign video and this guide.



2

Request a sample solicitation letter seeking corporate sponsorship. We can help you close the ask.



3

View live Facebook campaigns

4

Join a private Facebook Group to connect with other members.



5

Start your own go-fund-me page

6

Plan your campaign around a mini fundraising event in support of this campaign



7

Ask for tools provided by the National Fundraising Committee to support your campaign! We are open to suggestions.



Together we can achieve so much!



key success indicators

What impacts the success of your campaign



LOCATION

- Accessibility
- Special Interests in Your Area
- Who are the influencers in your neighborhood chapter



PRICE & TIMING

- How healthy is the workforce in your area?
- How flexible are you?
- What have other temples similar to your done?
- What kind of support do you need?



HOUSEKEEPING

- Are there any simple improvements that can be made?
- How much time are you willing to dedicate? What are your non-negotiable terms?
- Are you open to optimizing the appearance of your online platforms?



CONSISTENCY

- Schedule meetings with your committee
- Email campaigns MUST pull their weight--they are highly effective for fundraising
- Designate roles in your local chapter

Be sure to click on the hyperlinks for more information.



Staying connected with National keeps everything official. We have developed material to keep our message consistent as we kick off the biggest campaign in over a decade!



What you will need

- Brochure designed by National
- We can provide a script for pitching the campaign
- Delegate Expenses within chapter
- Social Media Templates
- Solicitation Letters



Why funds are needed?

- Cost for producing the documentary
- Educational material
- Funds screening opportunities
- so much more...



PLEASE KEEP

- Database of your entire network
- Fundraising records



JACL

Japanese American Citizens League

Alicia Green has a passion for creative identity development and will guide you through the process of reaching the right audience. She thrives on converting challenges into opportunities, to brand, re-brand and target community sectors. Contact Alicia Green at alicia@hendricksdrive.com

Contact **Steve Okamoto**, the campaign lead at steveokamoto1@gmail.com for support or collaboration with any major donations, questions or concerns.

Yours in SUCCESS!

Steve Okamoto & Alicia Green

