

# *Grassroots Fundraising Jeopardy Game*

*Compiled by Sha Grogan-Brown, CISPES*

## **Creative FUNdraising**

### **★ 1 stack of chocolate:**

#### **CISPES—Work-A-Thons**

\* *Answer:* Through programs called “work-a-thons”, CISPES has historically gotten El Salvador solidarity activists to volunteer for local queer youth centers, AIDS housing, women's shelters, Latino community centers, and more to provide opportunities to connect activists from different organizations to support each other's work. Volunteers did work for these organizations and raised money for CISPES through this process.

\*\* WHAT TACTIC DID THEY USE to raise the money?

\* *Question:* What is to raise pledges per hour of work?

*Facilitator's Note:* Through work-a-thons, volunteers did all kinds of work, renovating buildings, landscaping, knocking down walls, painting, helping in a soup kitchen! These work-a-thons were a common educational and material aid tactic utilized by CISPES and raised tons of money. Participants would get pledges for however many hours that they worked from as many people as they could, and go collect their pledges after their work day.

The degree to which concrete and sustainable relationships could be developed with these work-a-thon organizations was highly dependent on the activists' personal ties, as an organizational relationship was tenuous. This derived from the fact that CISPES was focused on El Salvador and built coalitions where it made sense, but didn't often venture out of the issues of Central America.

*Organization:* CISPES (Committee In Solidarity with the People of El Salvador) was founded in 1980 as a grassroots organization dedicated to supporting the Salvadoran people's struggle for self-determination and social and economic justice. CISPES focuses their work on El Salvador because of the U.S. government's continuing military, economic, and political intervention on behalf of U.S. corporate interests, and because the Salvadoran people's tenacious and inspiring struggle to build social justice. CISPES applies a solidarity model to their organizing both internationally and locally through community organizing in the US.

### **★ 2 stacks of chocolate:**

#### **Centro Presente—Dancing Cruise (Crucero Bailable)**

\* *Answer:* Centro Presente, a Latin American immigrant organization based in this east coast city, holds an annual Crucero Bailable (Dancing Cruise) where members sell tickets, they rent a boat, sell food made by members of the organization, and provide live entertainment in the form of mariachi music or local DJ's.

\*\* where is Centro Presente based?

\* *Question:* Where is Boston?

*Facilitator's Note:* The Crucero Bailable is the largest event that Centro Presente holds each year, and brings 300-400 people each year. It's such a popular event that one year, a member actually proposed to his girlfriend up on the stage! It usually takes about 2-3 months of publicity, selling tickets, and other planning. The costs are also high, although each year the event doubles what the event cost. They estimate spending \$4,000 and bringing in \$8,000. Tickets are usually \$25 per person, \$35 with food included. The event gets members engaged in doing outreach to sell tickets, provides an opportunity to connect with local latino businesses, and the event itself is a great community builder as well as a chance to promote Centro Presente's campaign, collect signatures for petitions or just get people excited about the organization's work.

**Organization:** Established in 1981, Centro Presente is a member-driven, state-wide Latin American immigrant organization dedicated to the self-determination and self-sufficiency of the Latin American immigrant community of Massachusetts. Operated and led primarily by Central American immigrants, Centro Presente struggles for immigrant rights and for economic and social justice. Through the integration of community organizing, leadership development and basic services, Centro Presente strives to give their members voice and build community power. [www.cpresente.org](http://www.cpresente.org)

### ★ 3 stacks of chocolate:

#### **Anti-Racism Working Group (ARWG)—Big Gay Beauty Parlor**

\* **Answer:** In early 2008, a volunteer of the Anti-Racism Working Group (a national network to support a just reconstruction of THIS CITY) held a Big Gay Beauty Parlor in Chicago to raise money for ally organizations in THIS CITY, in which volunteers provided services such as haircuts, pedicures, manicures, massages, and facial hair application.

\*\* WHAT is the CITY?

\* **Question:** What is New Orleans?

**Facilitator's Note:** The Big Gay Beauty Parlor was set up as a party where guests paid \$5-\$10 at the door to hang out at the beauty parlor and take advantage of the services being offered. The Beauty Parlor was set up at someone's home, all services were donated, and the only cost was purchasing the alcohol that was sold at the makeshift bar. The organizers set a goal of raising \$1,000 at the event, and also approached a few people directly to ask them to match the amount of money raised by the whole party.

**Organization:** The Anti-Racism Working Group is a local and national solidarity structure based out of New Orleans. The national network is comprised of former visitors and volunteers whose goal is to act in solidarity with the movement of Katrina survivors struggling for the right to return to New Orleans and the Gulf Coast. The network also aims to make connections between struggles for racial justice in the Gulf Coast and in our home communities. We are committed to building a mass-based anti-racist solidarity movement to support the Just Reconstruction of New Orleans and the Gulf Coast, as well as the dismantling of white supremacy and (other oppressive ideologies which continue to make the ethnic cleansing and genocide of New Orleans and the Gulf Coast possible.) We believe that these ideologies dehumanize, brutalize and endanger all people.

### ★ 4 stacks of chocolate:

#### **Sylvia Rivera Law Project (SRLP)—Small Works for Big Change**

\* **Answer:** Small Works for Big Change is an annual event hosted by the Sylvia Rivera Law Project in New York City, in which artists donate original artwork and guests bid on the artwork. In 2008, fabric artists also be modified old school SRLP "Liberation is a Collective Process" t-shirts into fashionable limited edition shirts to be auctioned off at the event.

\*\* what is the TYPE OF EVENT?

\* **Question:** What is a silent auction?

**Facilitator's Note:** This is SRLP's most successful fundraiser of the year, bringing together artists to support a law project that works to ensure that all people are free to self-determine their gender identity and expression, regardless of income or race, and without facing harassment, discrimination or violence. The event costs very little since the art, the space, and the brochure printing are donated. Many of the artists have participated for a number of years and keep coming back because of how much fun it is. This event usually raises about \$10,000 total, and takes about 15 (?) volunteers to run. The preparation time is about 5 months (?).

Art auctions can be a great way to promote progressive artists and raise money for a good cause at the same time. Most times they are done as a silent auction, which is run by posting the art up on the wall or hanging in the space, and placing a bidding sheet by each piece of artwork. While bidding is open, guests can bid on the art by writing down their contact information and placing bids of increasing value. Once the bidding is closed, the person who bid the highest is the winner. Art auctions can also be done by having an auctioneer call out the starting bid, calling for bid increases and letting people outbid each other within a short timeframe (usually only a couple of minutes).

**Organization:** The Sylvia Rivera Law Project (SRLP) works to guarantee that all people are free to self-determine their gender identity and expression, regardless of income or race, and without facing harassment, discrimination, or violence. SRLP is a collective organization founded on the understanding that gender self-determination is inextricably intertwined with racial, social and economic justice. Therefore, we seek to increase the political voice and visibility of low-income people of color who are transgender, intersex, or gender non-conforming. SRLP works to improve access to respectful and affirming social, health, and legal services for our communities. We believe that in order to create meaningful political participation and leadership, we must have access to basic means of survival and safety from violence.

## **Friendly Competition**

### **★ 1 stack of chocolate: Trivia Night (Quizzo)**

\* **Answer:** This type of event involves a party where teams of 4-5 people guess answers to questions about social justice, pop culture, and safe sex.

**Hint:** CYOC (Community Organizing Cooperative), a former immigrant rights organization in Philadelphia, organized events like this called “Quizzo.”

\*\* what is the TYPE OF EVENT?

\* **Question:** What is a Trivia Night (also known as Quizzo)

**Facilitator’s Note:** This type of event can be a really fun community event. The idea is to host a party for a suggested donation, sell drinks and postcards or t-shirts, and charge an entry fee into the Trivia contest. Quizzo nights cost \$5 per person, or \$25 per team, generally brought out 100 people and raised \$700. It took about 5 people to organize, and compiling the questions can take some time. Quizzo questions were framed around Philadelphia local politics, radical movement history, celebrity gossip, safe sex tips, etc.

**Organization:** N/A

**Lesson:** Events like this are fun social events and use creativity to generate an appealing idea that will get people intrigued in learning more about the organizing work their entry fee is supporting. We tend to have grandiose ideas, but our strength is in making things small and manageable, setting a low fee to make it accessible to a broader group of people (and potential new members or organizers), and making it fun and social.

### **★ 2 stacks of chocolate: Queers for Economic Justice (QEJ)—Amazingly Queer Race for Economic Justice**

\* **Answer:** The Amazingly Queer Race for Economic Justice is a skill-based event that sends 2-person teams racing from check-point to check-point throughout New York City seeking clues and racing to the finish line. Teams are encouraged to raise \$500 for the organization.

\*\* what is the TYPE OF EVENT?

\* **Question:** What is a scavenger hunt?

**Facilitator’s Note:** This is an annual fundraising event for Queers for Economic Justice (QEJ) in NYC. This city-wide event brings together a multitude of social justice organizations, celebrities, businesses and local and national community members to raise awareness of and gain support for **QEJ** and to further the necessary, unique and groundbreaking social and political work we do for low-income New Yorkers. The event is comprised of pairs competing in a skill-based/scavenger hunt throughout the city. Each team is encouraged to raise a minimum in pledges of \$250 per person (a minimum of \$500 in pledges per team – although there will be a special prize for the team that raises the most donations) by recruiting family, friends, community members, organizations and businesses to sponsor their team in the race. While

teams are encouraged to raise the minimum \$500, all teams are welcome to race. QEJ received some sponsorships that allowed them to defray the cost of those who could not raise the full suggested amount.

This is a very labor intensive event, and takes at least 3-4 months of planning. It takes about 20 volunteers on the day of the race, plus a lot of prep work including soliciting prizes, registering teams, planning the scavenger hunt, reaching out to sponsors, and a practice run a week before the day of the race. However, it pays off by raising about \$12,000 to \$15,000!

Other goals that are achieved by this event besides just raising money are outreach to new supporters, building and strengthening connections to the community they serve, and having fun!

**Organization:** **Queers for Economic Justice (QEJ)** is a progressive non-profit organization committed to challenging the systems that create poverty and economic injustice in our communities and promoting an economic system that enhances sexual and gender diversity. We work with lesbian, gay, bisexual and transgender people who are homeless, are on public assistance and/or are immigrants.

Folks can find out more information or find out how to participate next year by email: [QEJRace@gmail.com](mailto:QEJRace@gmail.com) or myspace: [www.myspace.com/qejrace](http://www.myspace.com/qejrace)

### ★ 3 stacks of chocolate:

#### **CISPES and Haiti Reborn—Solidarity Cyclers**

\* **Answer:** This 2 or 3-day excursion hosted by CISPES and Haiti Reborn in the DC area once or twice a year organizes people to raise money for these two international solidarity organizations, by raising pledges from friends, family, local businesses and community members for every mile they cover.

\*\* what is the TYPE OF FUNDRAISER?

\* **Question:** What is a bike-a-thon? (Extra credit: what is the NAME of this particular bike-a-thon?)

**Facilitator's Note:** The excursion is called Solidarity Cyclers—Bike rides, races, etc. are commonly used by larger organizations – like the AIDS ride or the Walk for the Cure to breast cancer. Those events require tons of energy and staff to run, corporate sponsorships, donations of food and services for participants along the way. It could seem daunting to organize something of that magnitude. A volunteer-run bike ride or race won't bring in hundreds of thousands of dollars, but it can certainly bring in hundreds OR thousands of dollars to small groups. CISPES organizes these bike rides in the most low-energy way possible, planning the bike route themselves, recruiting volunteers to drive a support vehicle to carry food and personal gear for the cyclers, and requesting that each participant contribute \$20 a day to gas and food costs. Cyclers are required to provide their own gear, which many borrowed from friends, and are encouraged to raise \$500 each. Most participants met that goal, some by holding a movie night, some by sending out an email request to 120 people and having 20 of those people respond with donations between \$15-\$40. There were three main organizers for this event, and 2-3 support vehicle drivers.

**Organizations:** CISPES (Committee In Solidarity with the People of El Salvador) was founded in 1980 as a grassroots organization dedicated to supporting the Salvadoran people's struggle for self-determination and social and economic justice. CISPES focuses their work on El Salvador because of the U.S. government's continuing military, economic, and political intervention on behalf of U.S. corporate interests, and because the Salvadoran people's tenacious and inspiring struggle to build social justice. CISPES applies a solidarity model to their organizing both internationally and locally through community organizing in the US.

Haiti Reborn is a program of the Quixote Center that works in the United States to build grassroots activism to support just U.S. policies toward Haiti. They also work to support grassroots organizations in Haiti, including the reforestation program in Gros Morne, and the Commission of Women Victims for Victims (KOFIV) in Port-au-Prince.

## **Bread and Butter**

### ★ 1 stack of chocolate:

## Sustainer Programs

\* **Answer:** Through this fundraising program, volunteers get people to pledge to donate a small amount regularly to an organization either by credit card, by check, or automatic funds transfer.

\*\* what TYPE OF FUNDRAISING PROGRAM is this?

\* **Question:** What is a sustainer program?

**Facilitator's Note:** Many grassroots organizations consider their sustainer program to be the bread and butter of their fundraising. What's more reliable than knowing you're going to get a chunk of money once or twice a month? It's also a great way to involve people who don't have a large amount of money to donate all at once, but could give \$120 over the course of a year by donating \$10 a month. This program takes some initial effort to start up, soliciting pledges from people, and then requires minimal up-keep on a monthly basis to send pledge reminder mailings, make reminder phone calls, or charge the credit card donations if you don't have a web-based program set up to do so. It really pays off, CISPES brings in about \$5,000 a month from monthly and quarterly sustainers, and the entire program makes up almost \_ of the \$500,000 annual budget.

**Organization:** *MANY!*

## ★ 2 stacks of chocolate:

### Personal Asks

\* **Answer:** To support Anne Braden Anti-Racist Training Program of the Catalyst Project in San Francisco, participants in the program found creative ways to share their personal experiences of what they learned from the program with people in their lives as a way to ask them to support the work of the organization. Some people made zines and sold them, some held benefit concerts, some had heart-to-heart conversations with loved ones.

\*\* what FUNDRAISING TACTIC did they use?

\* **Question:** What are personal asks?

**Facilitator's Note:** The Catalyst Project approaches fundraising as a crucial aspect of their organizing. They talk about how we must learn to make fundraising into as casual a conversation as it is to mention your favorite ice cream shop to someone and try to convince them to go with you. Fundraising is an opportunity to share our excitement about building our community and practice talking about our personal investment in challenging white supremacy, or homophobia, or racist and classist housing laws that restrict access to affordable housing.

**Organization:** Catalyst Project is a center for political education and movement building based in the San Francisco Bay Area. They are committed to anti-racist work in majority white sections of left social movements with the goal of deepening anti-racist commitment in white communities and building multiracial left movements for liberation. They are committed to creating spaces for activists and organizers to collectively develop relevant theory, vision and strategy to build our movements. Catalyst programs prioritize leadership development, supporting grassroots fighting organizations and multiracial alliance building.

The Anne Braden Anti-Racism Training program is an intensive political education and leadership development experience designed for white social justice activists who were already involved in political work, and looking for ways to bring a deeper racial justice analysis and practice to what they do. The program is rooted in the politics of anti-imperialism—a framework that focuses on challenging white supremacy in an overall anti-oppression and pro-liberation politics.

Anne Braden was a white anti-racist organizer and leader in racial justice movements rooted in communities of color in the South, including the Civil Rights Movement. She brought a working-class based socialist analysis and community-organizing model to the struggle of rooting out racism in the hearts and minds of white people, and worked from the perspective that white people have a self-interest in dismantling white supremacy.

## ★ 3 stacks of chocolate:

### House Parties

\* **Answer:** With this strategy, someone invites friends and acquaintances to a gathering to learn more about the work of the organization and to dance or eat or do something social and fun, and asks those who come to donate on a sliding scale.

\*\* what TYPE OF FUNDRAISER is this?

\* **Question:** What are house parties?

**Facilitator's Note:** House parties can raise several hundred or even several thousand dollars. House parties are an easy way for volunteers to participate in fundraising, because there is less pressure to perform or present a concise and inspiring political analysis, and the truth is that a lot of the time it's easier to get people to come out to a social event than it is to an informative gathering about the work of an organization.

**Organization:** *MANY organizations* use house parties to raise money for their work. Especially for pledge-based fundraisers, house parties are a great way for volunteers to raise pledges for a bowl-a-thon or a race.

## ★ 4 stacks of chocolate:

### Reportbacks

\* **Answer:** After every CISPES delegation, volunteers organize this type of event to tell the community about what they witnessed on their trip.

\*\* what TYPE OF FUNDRAISER is this?

\* **Question:** What are reportbacks?

**Facilitator's Note:** Giving a reportback is a successful way to integrate organizing and fundraising, because it is a place to share information and inspiration about what people learned from the experience, show photos, tell stories, make the work real to people, and then ask for their financial support to keep the work going. CISPES raises thousands of dollars every year for groups in the Salvadoran social movement by giving reportback presentations that educate the US public about the resistance to US intervention in El Salvador. This type of event is used in many other settings: to present the results of an important pressure meeting, or to share stories about a caravan for immigrant rights or work trips to support the reconstruction of New Orleans.

**Organization:** *MANY organizations* use reportbacks to raise money for their work.