

# CROWDFUNDING STARTER PACK

**#VOICES EMPOWER**

**WEAR A MASK BUT DONT MASK YOUR VOICE**

**Women's Crisis Services**  
OF WATERLOO REGION



# What is Crowdfunding?

Thank you for your interest in fundraising for Voices Empower, an exciting, new virtual campaign to support women and children during Woman Abuse Prevention Month.

With rates of domestic violence increasing by 30% during the pandemic, it's crucial that we start having more conversations about domestic violence to raise awareness and funds.



A **crowdfunding campaign** engages community supporters to raise funds on behalf of an organization; in this case, the organization is Women's Crisis Services of Waterloo Region.

We have set a crowdfunding goal of \$20,000 and we are asking for YOUR help to achieve our goal! You can help by donating directly to our campaign page or by creating a campaign page of your own to share with family and friends. In this starter pack, you will find all the tools and info you need to make your campaign a success!

# Why Your Support Matters

All crowdfunding dollars raised through Voices Empower will help fund our beloved Music Therapy program; this program is a favourite among our shelter residents and one that we do not receive any government funding for, which means we rely on our generous community to help keep this invaluable program running.

Music Therapy is suitable for women and children alike. It's a great way for a mom to bond with her child, which is especially crucial when healing from trauma. Plus, music is known to bring people together; children are no exception! If a child isn't verbal or has difficulty talking through tough feelings, Music Therapy can be a powerful alternative to other forms of therapy.

By reaching our goal of \$20,000 we would be able to provide 500 hours of Music Therapy to our residents.

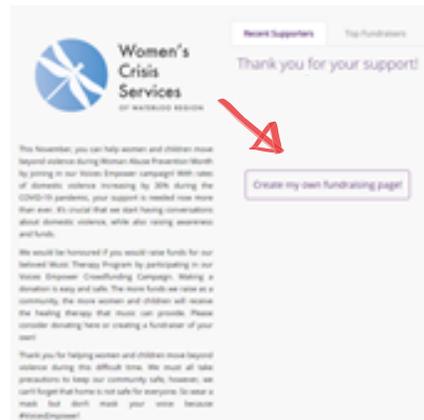


Music Therapy Program, 2017

# How to Get Started

## Create your page

To set up your crowdfunding page, click [here](https://wcswr.org/voices-empower/crowdfunding) or copy and paste this link into your browser:  
<https://wcswr.org/voices-empower/crowdfunding>



## Customize your page

Make sure to add a profile photo, update your personal fundraising goal, and share a story that explains why you are fundraising for Voices Empower. If you are looking for a story to share, please see pages 7 and 8 for stories about women and children who have recently attended our Music Therapy program in shelter.

## Start fundraising!

Make sure to share your fundraising page with your network, run fundraising events and don't forget to "wear a mask but don't mask your voice"!

See next pages for fundraising ideas.

# Ways to Fundraise

*Here are some ideas to help get you started*

## As an Individual:

Virtual Charity Run - Ask your social media followers or other networks to pledge a certain amount of money for you to walk or run 1km. Eg. 5km = a \$25 pledge.

Dare Fundraiser - For every milestone donation amount that you reach, commit to a dare such as waxing your legs or cutting your hair.

## As a Company or Workplace:

Corporate Matching - Ask employees to fundraise for all of November and match these donations at the end of the month. Encourage your employees to get excited and organize office fundraisers like a candy jar guess or a company wide step challenge.

Dress Down Days - Ask each of your employees to pledge \$5 to dress casually for the day.

Online Auction - Ask each employee to donate one prize to your auction and run it on social media with all proceeds going towards your company's fundraising total.



# Fundraising in November

Here are some other ideas to try throughout the month!

## #VOICES EMPOWER

Wear a Mask but Dont Mask your Voice

### Mask Up social media recognition week :

- |   |   |   |  |   |   |  |
|---|---|---|--|---|---|--|
| 1  Buy a Voices Empower mask! | 2 | 3  Use a thermometer to track progress | 4  Change for change - ask everyone in the office to donate | 5 | 6 | 7  Run a bottle drive |
|---|---|---|--|---|---|--|

### Step Up social media recognition week :

- |  |   |   |   |   |    |   |
|--|---|---|---|---|----|---|
| 8  Reserve your snack pack for Nov 26th! | 9 | 10  Run virtual art classes | 11  Art sale - ask employees to make art and auction it online! | 12  <b>Keep wearing that mask!</b> | 13 | 14  Run an online auction |
|--|---|---|---|---|----|---|

### Speak Up social media recognition week :

- |  |    |  |  |    |   |  |
|--|----|--|--|----|---|--|
| 15  Take a selfie in your mask and post on social media | 16 | 17  Run a virtual company talent show | 18  Email everyone on your contact list asking for a \$5 donation | 19 | 20  Run an online trivia night | 21  Run online baking classes |
|--|----|--|--|----|---|--|

### Listen Up social media recognition week :

- |   |    |   |   |  |    |    |
|---|----|---|---|--|----|----|
| 22  Register for Nov 26 event and reserve your snack pack! | 23 | 24  Donate to dress down day | 25  Corporate match any funds employees have raised this month | 26  <b>Listen Up finale event!</b> | 27 | 28 |
|---|----|---|---|--|----|----|

# Stories from the Shelter

## Stephanie

Stephanie is a 13 year old girl who came into shelter with her mother and sister. She had witnessed her father direct physical, emotional and verbal abuse towards her mother.

Stephanie came for Music Therapy for 8 months due to the long stay that this family had with us. She wrote several songs, danced and sang during her sessions with Kathy, our amazing Music Therapist.

After months of working with Kathy, Stephanie gained the confidence to perform several of her songs during our new COVID-style, outdoor Music Therapy group called “Songs in a Safe Space”.

Why was Music Therapy so important for Stephanie?

- It was an outlet for self expression - specifically expressing her boundaries with her dad
- It built self esteem, self worth, and self confidence
- It was a supportive and encouraging therapeutic relationship that she needed
- It helped her learn about positive body image and creating boundaries
- It helped her process her trauma in a healthy way
- It helped her learn to be a child again

# Stories from the Shelter

## Susan and her two daughters, Ellie and Lori

This lovely 28 year old woman grew up in an abusive home in Mexico. By age 15 she was married to an abusive man and by 16 she had her first daughter.

She, her husband and two daughters moved to Canada several years ago and she finally came into shelter following two previous attempts at leaving. Susan came to Music Therapy looking to take part in any and all supports offered in shelter for herself and her daughters.

Susan said that she had always wanted to learn to play guitar. Her daughters each were drawn to the ukelele. Susan and her daughters stayed in shelter for several months and attended Music Therapy weekly.

Why was learning an instrument so important to these women?

- To build their self confidence, self esteem, and self worth
- To provide an outlet for self expression
- To support learning English by singing

At the end of their time in shelter, Susan was given a small guitar to take with her. She said, "I never thought I would be doing this - leaving my husband, building a new life, and learning to play the guitar," as she beamed with pride.

# Crowdfunding Email & Social Media Suggestions

## Email Template for Crowdfunders

**SUBJECT LINE:** Please support my Voices Empower fundraiser for Women's Crisis Services of Waterloo Region

**BODY:** Hi there Family and Friends,

I'm raising money for Women's Crisis Services of Waterloo Region, a nonprofit organization that empowers and support women and children as they move beyond violence by providing safe shelter, education and outreach services.

I'm supporting Women's Crisis Services of Waterloo Region for November in support of Woman Abuse Prevention Month because *[THE REASON YOU WANT TO RAISE MONEY FOR OUR ORGANIZATION]*

Please consider supporting my crowdfunding campaign which ends on November 30th by clicking on this link to my fundraising page. *[INSERT LINK ONCE YOU'VE CREATED YOUR CROWDFUNDING PAGE]*

Every amount helps! If you're unable to donate at this time, I'd appreciate it if you'd share my page on social media or forward this email to people in your network.

Thank you so much!

Best,

*[NAME] [Example: Ben]*

# Social Media Suggestions

## [Social Media Templates for Crowdfunders](#)

- Support My #VoicesEmpower Fundraiser!
- Join me in Supporting Voices Empower for Women's Crisis Services of Waterloo Region
- Give to Women's Crisis Services of Waterloo Region to help reach their goal of \$20,000 to provide 500 hours of Music Therapy to women and children healing from trauma.

## [Crowdfunding Campaign Announcement](#)

CAPTION: Hi Family and Friends, I'm launching a fundraiser for Women's Crisis Services of Waterloo Region, a nonprofit that empowers and supports women and children as they move beyond violence by providing safe shelter, education and outreach services.

## [Crowdfunding Campaign Update](#)

CAPTION: Just [#] [Example: 8] hours left to support my #VoicesEmpower fundraiser for Women's Crisis Services of Waterloo Region! Every little bit helps. Click this link to give: *[INSERT LINK ONCE YOU'VE CREATED YOUR CROWDFUNDING PAGE]*

## [Crowdfunding Campaign Last Call](#)

CAPTION: Hi Friends and Family! I'm only [\$XXX] [Example: \$212] away from my Voices Empower fundraising goal to help support women and children as they move beyond violence through the work of Women's Crisis Services. Please give in these last couple hours if you can: *[INSERT LINK ONCE YOU'VE CREATED YOUR CROWDFUNDING PAGE]*