



Fundraising Toolkit



Photo: UNDP/Tiago Zenero

Orange the World:

Raise Money to End Violence against Women and Girls in support of the 16 Days of Activism against Gender-Based Violence



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Introduction

The following document is a resource to support resource mobilization efforts for the ‘*Orange the World: Raise Money to End Violence against Women and Girls*’ initiative. It provides **background information** on the UNiTE campaign, the **2016 campaign theme** and gives **tips and advice** on how to make the most of your fundraising activities. All funds raised will allow us to support UN Women’s Flagship Programmes on ending violence against women – “Prevention and Essential Services,” “Safe Cities and Safe Public Space” and the UN Trust Fund to End Violence against Women- that challenge harmful norms and practices to break the vicious cycle of violence and expand the provision of services and access to safety for survivors of violence to enable them to speak out and rebuild their lives.



Background on the 16 Days of Activism

The 16 Days of Activism against Gender-Based Violence is an international campaign that takes place each year and runs from 25 November, the International Day for the Elimination of Violence against Women, to 10 December, Human Rights Day. It was created by activists at the first Women's Global Leadership Institute in 1991 and is coordinated each year by the [Center for Women's Global Leadership](#). In support of this civil society initiative, each year, the United Nations Secretary-General's campaign UNiTE to End Violence against Women (UNiTE) calls for global action to increase worldwide awareness and create opportunities for discussion about challenges and solutions.

Last year, as part of the initiative *“Orange the World: End Violence against Women and Girls”*, hundreds of activities took place in over 90 countries, and 177,000 tweets and Instagram posts with the hashtag #orangetheworld from 84,500 different users reached 311 million unique Twitter and Instagram users across the world. To bring further visibility to the issue, many iconic buildings and landmarks around the world were lit orange, including the European Commission Building in Belgium, the Council of Europe Building in France, the ancient Abu Simbel Temples in Nubia, southern Egypt, the India Gate Monument in New Delhi, the Maiden Tower in Istanbul, Turkey, and the archaeological site in Petra, Jordan.



Photo: UN Women Cambodia/ Mariken B.



Theme of the UNiTE Campaign's initiative for the 16 Days of Activism

In 2016, the UNiTE campaign strongly emphasizes the need of greater resource mobilization for EAW projects, with a Call to Action titled:

'Orange the World: Raise Money to End Violence against Women and Girls'

One of the major challenges to efforts to prevent and end violence against women and girls worldwide is a huge funding shortfall. As a result, resources for initiatives to prevent and end violence against women and girls are severely lacking. Frameworks such as the 2030 Agenda for Sustainable Development, which includes a specific target on ending violence against women, offer huge promise, though must be adequately funded if they are to result in significant changes in the lives of women and girls.

To bring this issue to the fore, the UN Secretary-General's campaign *UNiTE to End Violence against Women's* call for the 16 Days of Activism against Gender-Based Violence in 2016 is *'Orange the World: Raise Money to End Violence against Women and Girls'*. The initiative provides a moment to bring the issue of sustainable financing for initiatives to prevent and end violence against women to global prominence and also presents the opportunity for resource mobilization for the issue.



Photo: UNDP/Tiago Zenero

As in previous years, the colour **orange** will be a key theme unifying all activities, and buildings and landmarks should be lit and decorated in orange to bring global attention to the initiative. Given this year's theme, raising funds for initiatives to end violence against women and girls will be the key focus of activities.



Photo: DANHO/Daniel Hodgson

Orange the World: Fundraising Ideas

Please find below a list of fundraising ideas and activities to support you in engaging key audiences:

Government Outreach

- **Advocate for your government** to make a concrete monetary pledge during the 16 Days of Activism with a new or increased funding allocation for initiatives aiming to prevent and end violence against women and girls.
- Invite parliamentarians and government officials to organize a **public discussion** about the need for sustainable financing and to issue messages to mark the occasion and call for and demonstrate commitment to providing concrete resources.
- Find out if any **relevant meetings or conferences** are taking place in your country during the 16 Days of Activism and invite the organizers to “orange” the meeting spaces and dedicate an item in the agenda to a discussion about need for sustainable financing of the work to prevent and violence against women and girls.

Private Sector Outreach

The “Orange the World” action presents an opportunity to build new and strengthen existing partnerships with the corporate sector. Below are a few ideas on how to get businesses on board:

- **Pro bono support:** Ask corporations and advertising agencies to provide pro bono support to place the orange campaign in local media at country level by. For example, by



paying for ad space, engaging media houses like TV stations, radio networks, and newspapers to provide space and airtime for free.

- **Workplace giving:** Corporate employees can support the campaign via monetary donations or by organising “orange events” in their business premises. Employees could host events like Denim Days – where employees get to wear jeans on Friday after donating 5 Dollars to the campaign, organize cooking contests or raffles. Don’t forget to find out if the company has a matching gift policy. Certain companies will match employee fundraising, or they will match donations made by employees. This is a great way to double your fundraising efforts.
- **Give it up to help!** Another way for businesses to support the campaign is to encourage their employees to give up a daily luxury for a certain amount of time. Example – give up coffee or soda for a day, a week, or the entire period of 16 days and donate the money to the campaign. They can donate through our [donate page](#)! ***Please note that the donate page will be launched early November.***

- **Donate page:** We will set up a [donate page](#) - ***available at the beginning of November*** - for our 2016 initiative where individuals and companies around the world can make online donations and set a direct link from their websites. For example, the [link](#) can be used and shared in/via social media activities, incorporated on landing pages of your office websites and shared in your email signatures.



Photo: UN RCO Maldives/Lara L. Hill

- Ask popular stores and local businesses to host a **one-day in-store or online promotional special** with a portion of proceeds to be donated to UN Women for its three specific programmes to prevent and end violence against women: Prevention and Essential Services, Safe Cities and Safe Public Space and the UN Trust Fund to End Violence against Women.
- Organizing “orange” activities: Support global and national activities of UN Women through **donations for the lighting of buildings and landmarks,**
- **Call for action:** Invite corporations to review their own internal practices to contribute to the prevention of violence against women and girls in the work place and on the way to work,



- **Women’s Empowerment Principles:** Invite corporations to support the WEPs if they have not already done so,
- **Wearing Orange:** Encourage High Net Worth Individuals, CEOs and other public figures to support the campaign by wearing orange during the 16 Days of Activism, and promoting their commitments, and our [donate page](#) on social media. **Please note that the campaign page will be launched early November.**

E-mail outreach

E-Mail is a great tool to use throughout the fundraising process. You can reach multiple people quickly and effectively.

- Think about existing networks and channels that you harness to spread the word about the “Orange the World” action, e.g.: your own regular newsletters, lists of attendees of former events, newsletters of partner organization and fundraising partners, etc.
- In your fundraising notes make sure to include why you are fundraising, what your office is doing to fundraise, options to donate, link to our [donate platform](#) (**please note that the donate page will be launched early November**) and of course the goal of your fundraiser. A sample fundraising note can be found under *Advocacy material & resources*.
- Persistence is important. Plan to send multiple rounds of emails: pre-event and a follow-up emails. An easy way to follow up is to provide an update on your progress. Update potential donors on the status-quo of your fundraiser. Consider to share a story of a survivor of violence against women and girls provided in the editorial package (will be shared mid-October).
- Share your fundraising progress on social media using the hashtag #orangetheworld.



Photo: DANHO/Daniel Hodgson

Hosting events

More Event Ideas

- **Auction:** Contact local businesses for prize donations. Gather novelty items that can't be bought (autographs, a professional athlete's sneakers, etc.) or services. Auction these off to the highest bidder.
- **Zumba-thon, Spin-a-thon, Bowl-a-thon, or other a-thons:** Partner with a local gym or sports group for The 16 Days of Activism and request pledges based on distance or time.
- **Restaurant Night:** Check with local restaurants. Many of them already have programmes in place that allow you to raise funds for the cause of your choice. Each restaurant will have specific rules so be sure to inquire.
- **Orange 5K Run/Walk:** Partner with your local running club to organize an orange charity 5K Run.



- **Charity Concert:** Whether you showcase just one performer or put together a whole set list, concerts can be a great way to fundraise. Find a concert hall, school, or restaurant to donate space and see if participating artists would be interested.
- **All-in-orange gala:** Organize an *All-in-orange* evening event. All revenues from sales of tickets, beverages and food will be donated. Guests are allowed to only wear orange.



Photo: UN Women/Jurgita

Before your Fundraising

Setting goals

Define your fundraising targets for the 16 Days of Activism and let us know about your plans by sending an email to isabella.poeschl@unwomen.org.

Make a list of potential donors

Identify and engage key funding partners (see above), and current and potential donors, including governments, the private sector, individuals, and organizations.

Mobilize and engage

- Engage with your networks (including men, boys, and youth constituencies) and organize “orange” activities on 25 November and throughout the whole of the 16 Days of Activism.

Advocacy & Media

- Develop persuasive and convincing advocacy messages and materials, specific to your audience, which make the case for adequate and sustainable funding for efforts to end violence against women and girls and demonstrate how these funds would be used.
- Please email isabella.poeschl@unwomen.org if you are interested in receiving advocacy material, including an editorial package, containing written stories, videos, and images and social media assets.



- **Engage the media as active partners in the campaign.** Since the 16 Days this year are focusing on fundraising, international media, including local and national journalists, media icons, bloggers, and television presenters should be engaged in the initiative and invited to produce articles, radio shows, documentaries, and news features on particular issues of local or national relevance relating to violence against women and girls, including showcasing the results of innovative organizations working to prevent and respond to violence against women and girls.



UN Women/Niels den Hollander

Volunteers

Recruit volunteers to help before/during the fundraising campaign.

Volunteer recruitment is a great way to gain support. However, recruiting volunteers requires much more than a phone call or having someone show up and get to work. It is important to consider what you are looking for in a volunteer. Think about what specific strengths you want volunteers to have that will be beneficial to your fundraiser, for example: skills in marketing, graphic design, event management, and budgeting, social media management experience, etc. There are many ways to use volunteers in fundraising besides making the 'ask.'

Volunteer orientation is vital, especially if the volunteers are not familiar with the campaign. Invite them for an orientation meeting ahead of the fundraiser, this will instill the necessary in them that will be needed in their volunteer fundraising role.



Ask your volunteers to help you spread your message via social media and their personal connections. Their dedication will make others want to join in as well.

Things to Do During Your Fundraiser

Getting the word out

One of the best ways to make your fundraiser successful is by sharing it on social media. Prepare some draft messages for your social media platforms and thank your donors by giving them a shout out on social media.

Take photos and videos at your event that can be shared via Facebook, Twitter, Instagram or any other social media network relevant to your country. And please make sure to use the hashtag **#orangetheworld** and **#16days**. Either tag the campaign's account @SayNO_UNiTE or flag your posting to us so we can make sure to highlight it on UNiTE's social media platforms.



Photo: UN Women Ecuador/Martin



Things to Do After Your Fundraiser

Thank your donors!

Words of thanks are always greatly appreciated from a donor and individual contributor. Thank them with a personal phone call or note. Let them know that their donations are changing the lives women and girls threatened every day by violence all over the world.

Highlight fundraising success on social media

Tell your social media followers about the success of the fundraiser. Share photos and quotes of participants with the hashtags #orangetheworld and #16days. Be sure to link to the 'Orange The World' [donate page](#). **Please note that the campaign page will be launched early November.**

Follow up with your donors

Follow up with donors directly on how the funds were spent.



Photo: UN Women/Pathumporn



Advocacy Material & other resources

Fundraising Letter Sample

Dear <Name of Potential Donor>,

Despite many positive developments, violence against women and girls persists worldwide.

A staggering one in three women have experienced physical or sexual violence in their lifetime— a pandemic of global proportions. Yet violence is not inevitable. It can be prevented. And this is why I am writing you today.

Launched in 2008, the United Nations Secretary-General’s UNiTE to End Violence against Women campaign aims to raise public awareness and increase political will and resources for preventing and ending all forms of violence against women and girls in all parts of the world.

In support of The 16 Days of Activism against Gender-Based Violence, running from 25 November, the International Day for the Elimination of Violence against Women, to 10 December, Human Rights Day, the UNiTE Campaign has launched its global Call for Action entitled “Orange the World: Raise Money to End Violence against Women” to increase worldwide awareness for the need of sustainable financing of End Violence Against Women (EVAW) projects.

Your support will allow us to support UN Women’s Flagship Programmes on ending violence against women and the work of the UN Trust Fund to End Violence against Women. And every little bit helps! Below are examples of just how your critical donation makes a difference to the situation of women threatened by violence worldwide:

- **12 US Dollars:** One more person can be reached by a UN Trust Fund project to prevent and end violence against women and girls.
- **100 US Dollars:** 17 women’s rights activists in the Middle East can be trained to engage men and boys as change agents to end violence against women and girls.
- **500 US Dollars:** Thousands can be reached through an SMS campaign in South Africa to reinforce key messages on the link between violence against women and HIV/AIDS.
- **1000 US Dollars:** 70 police officers can be sensitized to respond to women survivors of violence without gender bias in India.

I hope I can count on you to help. You may donate by visiting our [donate page](#). If you would like to organize your own fundraiser event in support of the UNiTE Campaign, please do not hesitate to get in touch.

Thank you in advance for your support of the UNiTE Campaign.

With grateful appreciation,



FAQ

How will the funds be used?

All funds raised will be used for the implementation of UN Women's Flagship Programmes on preventing and ending violence against women: "[Prevention and Essential Services](#)," "[Safe Cities and Safe Public Space](#)," and the [UN Trust Fund to End Violence against women](#) (managed by UN Women on behalf of the UN System)

The Prevention and Essential Services Flagship Programme

What is the issue?

Violence against women and girls (VAWG) persists in every country in the world as a pervasive violation of human rights and a major impediment to achieving gender equality. Evidence shows that 1 in 3 women worldwide have experienced violence, mainly at the hands of a partner or spouse, and that violence against women leads to a wide range of physical, mental, and sexual health problems affecting families and entire communities. Violence against women also has a significant economic impact and impedes the achievement of global development goals.

What's UN Women's strategy for change?

UN Women, in partnership with UNFPA and other UN agencies, has developed the Essential Services Programme to improve the quality of and access to services by reaching a global understanding on the range of services and responses required and the corresponding standards for providing such services.

Substantiated by evidence, the main lesson learned is that in order to effectively prevent and respond to VAWG, a comprehensive, transformative approach towards gender equality and women's empowerment is required which needs to result in comprehensive EAW laws and policies, prevention, provision of essential services, and VAW data collection.

UN Women therefore has identified the following three priority outcome areas which will require actions from a coalition of partners to achieve transformative change:

1. Adoption of comprehensive laws addressing VAWG and gender-based inequality and discrimination (*e.g.*, family law, access to resources).
2. Effective prevention strategies which includes mutually reinforcing interventions in order to facilitate transformative change in society by addressing the root and structural causes of violence.
3. Women-centered quality essential services should be available to all survivors to ensure support and protection and to prevent violence from re-occurring.



Facts and Figures

- 35% of women experience physical and/or sexual intimate partner violence or non-partner sexual violence over their lifetime (WHO 2013).
- In 2012, almost half were killed by their family members or intimate partners, whereas for male victims, only 6% were killed by such perpetrators (UNODC 2014).
- In the majority of countries with available data, less than 40% of the women who experience violence seek help of any sort. Among women who do, most look to family and friends and very few look to formal institutions and mechanisms, such as police and health services. Less than 10% of those women who experienced such violence sought help by appealing to the police (UNDESA 2015).

More information on Prevention and Essential Services can be found [here](#).

Safe Cities and Safe Public Spaces Flagship Programme

What is the issue?

Women and girls fear and experience various types of sexual violence in public spaces, from unwanted sexual remarks and touching to rape and femicide. It is a universal issue. It happens on streets, in and around public transportation, schools and workplaces, water distribution sites, public toilets, and parks in urban, rural, and conflict/postconflict settings.

What's UN Women's strategy for change?

To address the issue UN Women, in partnership with UN-Habitat and UNICEF, implements the Safe Cities Initiative with a presence in 15 cities, including New Delhi, Rio de Janeiro, Cairo, Kigali, Port Moresby, Quito, Dublin, and Sakai. The goal is to reach 35 cities by 2017.

The Flagship Initiative builds on its "Safe Cities Free of Violence against Women and Girls" Global Programme launched in November 2010, to prevent and respond to SVAWG in public spaces.

Participating cities commit to:

1. Identify gender-responsive locally relevant and owned interventions.
2. Develop and effectively implement comprehensive laws and policies to prevent and respond to sexual violence in public spaces.
3. Investments in the safety and economic viability of public spaces.
4. Change attitudes and behaviors to promote women's and girls' rights to enjoy public spaces free from violence.

Facts and Figures

- In London a 2012 study revealed that 43% of young women experienced some form of street harassment in 2011 (Ending Violence Against Women Coalition 2012).



- In Port Moresby a scoping study revealed that over 90% of women and girls have experienced some form of sexual violence when accessing public transportation (UN Women 2014).
- In Kigali a baseline study showed that 55% of women reported that they were concerned about going to educational institutions after dark (UN Women 2013).

Achievements

- Quito (Ecuador) amended a local ordinance to strengthen action against sexual harassment in public spaces.
- Egypt's Ministry of Housing, Utilities, and Urban Development adopted women's safety audits to ensure a gender approach to urban planning.
- Rwanda's Gender Monitoring Office launched their own training on the prevention of sexual harassment against women in public transportation.
- Port Moresby (Papua New Guinea) established vendors associations in their safe market programme with 50% representation of women in executive positions.

More information on the "Safe Cities Free of Violence against Women and Girls" can be found [here](#).

[UN Trust Fund](#)

The UN Trust Fund to End Violence against Women (UN Trust Fund) awards grants to initiatives that demonstrate that violence against women and girls can be systematically addressed, reduced and, with persistence, eliminated.

Since its creation in 1996, the UN Trust Fund has awarded USD 116 million to 426 initiatives in 136 countries and territories. Its current portfolio comprises 111 grants totaling USD 57 million in 76 countries and territories.

[What's UN Trust Fund's strategy for change?](#)

Established by UN General Assembly resolution 50/166 and administered by UN Women on behalf of the UN System, the UN Trust Fund works with non-governmental organizations (NGOs), governments and UN country teams to:

- prevent violence against women and girls by empowering groups especially at risk of violence, including adolescent girls and indigenous or ethnic minority women, and engaging strategically with boys and men as well as traditional and faith-based leaders to prevent violence;
- improve access to services, such as legal assistance, psychosocial counselling and health care, by increasing the capacity of service providers to respond effectively to the needs of women and girls affected by violence; and



- strengthen implementation of laws, policies and action plans on violence against women and girls through data collection and analysis, and by ensuring that institutions are more effective, transparent and accountable in addressing violence against women.

The UN Trust Fund is uniquely placed to meet the most urgent needs of women and girls and their communities.

Achievements by UN Trust Fund-supported projects

- In Zimbabwe, the Leonard Cheshire Disability Zimbabwe Trust implements a project to provide specialized services in 10 districts for women and girls with disabilities who have experienced violence; the project has reached nearly 500 such women and girls and provided 93 survivors of violence with practical help.
- In Kyrgyzstan, the NGO NFFCK, pilots a school-based education programme in three villages focusing on preventing bride-kidnapping and early and forced marriage which more than 600 young people have already completed.
- The Story Kitchen in Nepal implements the “SAHAS (Courage) for Justice” project in 10 districts involving women survivors of violence in conflict and developed guidelines for journalists on how to report on violence against women in conflict-related settings.
- Care Cambodia trained 148 new peer educators, reaching over 1,192 women in the hospitality and entertainment industries as part of a project to create safe workplaces for women.

More information about the UN Trust Fund to End Violence against women can be found [here](#).



Dollar Handles for your Advocacy

How much does it cost to make a difference?

\$12	One more person can be reached by a UN Trust Fund project to prevent and end violence against women and girls.
\$50	Five peer educators can be trained to provide integrated gender-based violence and HIV/AIDS support services to survivors of violence and women living with HIV in Indonesia.
\$100	Seventeen women's rights activists in the Middle East can be trained to engage men and boys to help end violence against women and girls.
\$250	A woman survivor of slavery in Mauritania and her family can receive emergency shelter, food and clothing.
\$500	Thousands of people in South Africa can be reached through an SMS campaign to reinforce key messages on the link between violence against women and HIV/AIDS.
\$1,000	Seventy police officers in India can be sensitized to respond to women survivors of violence without gender bias.

Source: [UNTF website](#)



Contact details

Please do not hesitate to get in touch if you have any questions or require additional information:

Email: anna.alaszewski@unwomen.org

Website: <http://endviolence.un.org/>

Facebook: [Say NO – UNiTE to End Violence against Women](#)

Twitter: [Say NO – UNiTE to End Violence against Women](#)