



IMMIGRANT LEGAL ADVOCACY PROJECT

Community Fundraiser Toolkit

July 2023

Dear Supporter,

We want to personally thank you for your interest in hosting a community fundraiser for ILAP. Community events are a fun way to introduce people to the organization, engage them in the issues immigrants in Maine are facing, and build a network of support for our mission. The event can serve as a fundraiser and a “friend”-raiser and can be as formal or informal as you’d like. In this toolkit, you will find:

- Event Ideas
- Contact Information
- Event Planning Checklist
- ILAP Background Information

In this guide, we’ve included everything you’ll need to plan a successful community fundraiser. Our staff will support you on all facets including setting a date and goal, scheduling an ILAP representative to attend (depending on availability and location), and sending thank you notes after the event. It’s people like you that will help our organization raise its visibility and assure that we continue to make an impact!

If you have any questions, don’t hesitate to reach out to Beatriz Harley, ILAP’s Development Associate, at bharley@ilapmaine.org. Bea is available to support you in all facets of the event and will be your primary contact moving forward.

Thank you again for your partnership and we look forward to throwing a successful community fundraiser with you!

Sincerely,



Sue Roche
Executive Director



Alicia Curtis
Board President

TOOLKIT OVERVIEW

Thank you for considering the Immigrant Legal Advocacy Project (ILAP) as the beneficiary of your next event. We welcome you and your support in helping to fight for the rights of Maine's immigrants. Together, we can stand with them on their journey of getting work permits, green cards, citizenship, asylum, and family reunification.

A community fundraising event is an independent event hosted by an individual or organization within the community with proceeds benefiting ILAP. It is a wonderful way to engage with fellow supporters and contribute to advancing the rights of Maine's immigrant communities.

We designed this toolkit just for you—our supporters in the community. It provides all the information you will need to plan a successful fundraiser for ILAP, with a step-by-step guide.

EVENT IDEAS

- 50/50 raffle
- Auction
- Art show
- Chef's dinner
- Field day or carnival
- Yard sale
- Concert
- Bean supper or barbeque
- Trivia night
- Craft sale
- Restaurant partnership
- 5K run or bike race

CONTACT INFORMATION

If you have an idea for a community fundraiser for ILAP, please reach out to Beatriz Harley, ILAP's Development Associate, at bharley@ilapmaine.org. Bea can share event best practices and arrange for a Board or staff member to attend your event depending on location and availability. She can also provide materials about ILAP and discuss the ways we can help amplify the event through our communications channels.

As the event organizer, you are responsible for all fundraising and planning efforts and costs associated with the event. This includes obtaining all vendors (venue, entertainment, food/beverage, etc.), necessary permits or licenses, staffing/volunteers, and drawing participants to the event.

EVENT PLANNING CHECKLIST

Planning and hosting an event can seem overwhelming, which is why it is essential to break it into digestible pieces. Here is an easy checklist to help you stage a magnificent event!

Before the Event

- Decide on the details of your event: Choose your event idea and consider having co-planners. Pick a date, time, and location for your event. Create an event budget and set a fundraising goal (ILAP can help you set a realistic goal).
- Create an invitation: This might be over email, through social media, or through the mail. Make sure to include the essential details: the event's time and location, brief description, and pictures.
- Invite people: Start with your friends, family, and work colleagues and then think creatively about how you can reach others who might be interested. Get early commitments from a core group of people to attend and ask them to help publicize the event.
- Promote the event on social media: Post the event on your social media accounts, along with a short message and/or pictures. Do this several times leading up to the event — if you do it only once, the message may get lost in the social media churn.
- Let ILAP help: Make sure to share event materials with Bea so ILAP can help amplify it on our social media channels and in our email newsletter. Bea will also send you sign-in sheets, donation envelopes, and other ILAP materials for your event. Please allow three weeks for delivery of these materials.
- Organize event logistics: Make a simple run-of-show schedule, so everyone involved in staging the event is on the same page and knows how things are supposed to flow. Confirm vendors, permits or licenses, and volunteers for the event.

During the Event

- Check people in: Set up a check-in table where you can hand out materials, remind attendees to post on social media (including mentioning a specific #hashtag if you are using one), and share their contact information so that ILAP can stay connected with them.
- Take pictures and notes: Snap photos of the event and the people in attendance. To ensure the consent of those photographed, you can place signage in the event area. Keep track of the most memorable happenings from the event or interesting things people say for later use.
- Live post on social media: Keep followers engaged in real-time by posting the event pictures and quotes to your social media accounts. It's a wonderful way to generate interest and broaden the event's reach. If appropriate, you could also set up a Facebook

Live of the event. Just make sure to check the sound quality and camera position before the event starts.

- Make a call to action: Give your guests something they can do to help ILAP— donate, sign up to volunteer, or write a letter to a legislator or to the local newspaper, for example, about the importance of ILAP's work. Bea can help you decide what type of action is best for your event.

After the Event

- Say thank you: Share your gratitude with everyone who attended and thank them for their support of ILAP and Maine's immigrant communities. Bea will send a thank you note to anyone who chooses to donate.
- Recap: Write a brief and engaging summary of your event, which you can post on social media or send out over email with a thank you to those who attended. Also include your call to action so people who could not attend the event can still support ILAP. Make sure to include photographs – everyone loves them!
- Tell us how it went: Tell Bea about the event, provide any feedback, and get instructions on how to send in your sign-in sheets, donations, event summary, and photos. With your permission, we'll share it with our networks and keep a record in our archives for future use.
- Pay it forward: When you see other ILAP community events hosted by other supporters in our e-newsletter or on social media, share them with your networks. Other supporters will do the same for you!

THANK YOU FROM ILAP

On behalf of everyone at ILAP, thank you for choosing to support us with your fundraising event! We appreciate your generosity to help continue our mission to provide immigration legal services to Maine people and families with low incomes.

BACKGROUND ON THE IMMIGRANT LEGAL ADVOCACY PROJECT

ILAP advances justice for low-income immigrants through direct legal services, community legal education, and systemic advocacy. It has a vision for Maine as a place where systems are rooted in justice and where everyone belongs and thrives.

Whether through an in-depth one-time consultation or full legal representation in complex multi-year cases, ILAP ensures that immigrant community members receive expert legal guidance and fair treatment under the law. And where laws and policies are unjust, ILAP works to change them.

The organization directly engages more than 4,000 people in all sixteen counties in Maine each year and, over the last three decades, has helped tens of thousands of people find safety from violence and persecution, keep their families together, and advance towards economic security. Former clients are now neighbors, parents, business owners, community leaders, and elected officials creating a brighter future for the state. Examples of this work include:

- A Congolese woman leaves an abusive relationship, secures her own legal status, and starts a business to support her family.
- A teenager from Honduras gets a special legal status for young people, graduates high school with honors, and attends college.
- A family fleeing Afghanistan is granted asylum and puts down permanent roots in their new home in Maine.

The organization is in a moment of exciting transformation and is piloting or expanding programs that will reach more people, deepen community connections, and strengthen advocacy efforts. Top priorities for the next three years include:

- Bolstering its core work to meet growing need over the long-term while remaining flexible to be ready for whatever comes next.
- Expanding a new model for providing quality *pro se* asylum assistance on a large scale using a first-in-the-nation workshop series.
- Sustainably expanding legal representation and assistance for vulnerable immigrant youth so no child or young person in Maine needs to face the immigration system alone.
- Increasing access to immigration legal services in rural areas, with a focus on trafficking, labor exploitation, and safeguarding due process rights.
- Deepening local, state, and federal advocacy and policy work rooted in racial justice and community priorities, including through impact litigation.

More information is available on our website at www.ilapmaine.org.