



AYUDA

FUNDRAISING GUIDE



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Personalized outreach can help you reach your goal and drive powerful impact. We encourage you to send thank-you messages post-fundraiser to demonstrate your appreciation.



Thank You for

Championing Immigrant Communities

Dear Friend,

Thank you for choosing to support Ayuda by raising funds and awareness for our mission and the immigrant communities we serve.

Since 1973, Ayuda has transformed the lives of more than 150,000 low-income immigrants, including survivors of violence, unaccompanied children, LGBTQ+ immigrants, and more. Our team of dedicated professionals help our immigrant neighbors navigate the immigration and justice systems, access the social safety net, and overcome language barriers.

Community-led fundraisers like yours are instrumental in sustaining our work. We're deeply grateful for your commitment and enthusiasm. This guide is designed to help you organize and launch a successful fundraiser – from planning to promotion and follow-up.

If you have questions, we're here to help. Please reach out anytime at [**development@ayuda.com**](mailto:development@ayuda.com).

– Team Ayuda



Ayuda advocates for low-income immigrants through direct legal, social, and language services, training, and outreach in Washington, D.C., Maryland, and Virginia.

We envision a community where all immigrants succeed and thrive in the United States.

www.ayuda.com

Third-Party Guidelines



✓ Getting Approval

All third-party fundraisers or events benefiting Ayuda must be reviewed and approved in advance by an Ayuda staff member. A wide range of federal and state laws apply to fundraising activities, and pre-approval ensures compliance with legal requirements and Ayuda's standards.

If the event will also benefit any organization in addition to Ayuda, **it must be approved by Ayuda's Director of Development and Communications**. Please email Ayuda at development@ayuda.com to inform us about your fundraiser.

✓ Our Financial Policy

- Ayuda can only provide receipts for gifts **directly received** by Ayuda.
- Ayuda may acknowledge in-kind donations with a description of the item(s) received, but **donors must determine the fair market value**; receipts are only issued for goods (not services) directly received by Ayuda.
- Ayuda is responsible for depositing all checks made out to Ayuda.
- No bank accounts may be opened in Ayuda's name by external individuals or groups.
- Ayuda's state **sales tax-exempt certificates** may only be used by Ayuda employees when purchasing goods and services directly for Ayuda.
- Ayuda cannot issue insurance coverage or certificates for third-party events.
- Due to our confidentiality policies, Ayuda **cannot share donor lists** with third-party fundraisers.

✓ Fundraisers with Up-Front Costs are Discouraged

Ayuda **does not recommend fundraising activities that require upfront purchases**, such as buying and reselling food, books, or merchandise. These models often result in higher expenses and lower proceeds for the cause.

A better approach is to resell donated items or goods with costs already covered (e.g., bake sales, yard sales, or craft sales).

Endurance fundraisers (like walk-a-thons or bike rides) can also be expensive to run. In these cases, we ask that **participants cover their expenses** so that all donations support Ayuda's mission directly. In-kind donation receipts can be provided.

Please note: According to IRS guidelines, donors can only deduct the portion of a gift that exceeds the "fair market value" of goods or services received. For example, if a donor gives \$20 for an item worth \$15, only \$5 is tax-deductible. Please consult a personal tax advisor for specific guidance.

Third-Party Guidelines



✓ Drawings vs. Raffles

Raffles – where tickets are printed and sold over time – are subject to complex state and federal regulations. As a result, Ayuda strongly discourages raffle-based fundraising.

- **Do not obtain a raffle permit in Ayuda's name.** Permits are limited and reserved for official Ayuda-led fundraising efforts. Unauthorized use could jeopardize Ayuda's ability to conduct similar activities in the future.

Drawings – where tickets are sold at a single location on the day of the event are generally regulated differently and may be permitted. **Please consult with an Ayuda employee before organizing a drawing.**

✓ Promotional Materials and Logo Use

If you plan to name Ayuda as a beneficiary in **any promotional materials** (e.g., press releases, flyers, ads, websites, or emails), you must submit those materials for **review and approval by Ayuda before they are published or shared.**

Email Ayuda at development@ayuda.com and let us know that you're hosting an event to raise critical funds and awareness. If you've created any promotional material, such as images or flyers, include them in the email for us to review.

If only a **portion of the proceeds** from the event will benefit Ayuda, this must be **clearly stated** in all materials—and disclosed to us during the approval process.

Ayuda Logo Use: Our logo represents care, support, and lending a helping hand to those in need. To download Ayuda's high-resolution logos, please visit our website [HERE](#).

✓ Publicity

All **press releases or media appearances** mentioning Ayuda must also be pre-approved by Ayuda's communications team – comms@ayuda.com. We ask that publicity for third-party events does **not conflict** with official Ayuda campaigns in the same region or timeframe.

Please note: Ayuda may share select third-party fundraising events on our social media channels or newsletter at our discretion, but **promotion is not guaranteed.**

Fundraiser Checklist



Whether you're hosting a digital or in-person fundraiser, take time to get to know Ayuda by visiting our website. Familiarize yourself with our mission and programs so you can speak confidently and passionately about the cause.

[Learn More](#)



Ready to Make a Difference?

Make a Fundraising Plan

- ☐ Click [HERE](#) to customize your peer-to-peer fundraising page.
- ☐ Identify your target audience and best outreach methods.
- ☐ Set a target revenue goal.
- ☐ Email Ayuda at development@ayuda.com and let us know that you're hosting an event to raise critical funds and awareness. If you've created any promotional material, such as images or flyers, include them in the email for the Ayuda team to review.

Promote Your Fundraiser

- ☐ Share your fundraising page across social media platforms and post updates along the way. You can use the sample outreach emails and posts in this toolkit.
- ☐ Encourage family and friends to reshare. You can find Ayuda's social media handles [HERE](#), which you are welcome to tag.

Celebrate and Say Thank You

- ☐ Send thank-you notes or emails to everyone who contributed.
- ☐ Share how the event went with Ayuda – photos are welcome.
- ☐ Celebrate your impact – you made a difference!



If You're Doing an In-Person Fundraiser...

- ☐ Inform Ayuda about your event. Please email us at development@ayuda.com.
- ☐ Set your fundraising goal, timeline, and budget.
- ☐ Choose a venue (your home, a local business, or a donated space).
- ☐ Set your event date and create your guest list.
- ☐ Send digital invitations. We recommend using a platform that easily tracks RSVPs.
- ☐ Lead by example—consider donating to get the momentum going.
- ☐ Select your food and beverage menu.
- ☐ Reach out to guests before the event to confirm attendance and follow up with folks who haven't RSVP'd.
- ☐ Create a welcoming atmosphere for all attendees and share your story, connection, and reason why you're fundraising for Ayuda. This will help set the tone and intention.
- ☐ Have fun, take pictures, and celebrate fundraising for an important cause!



Get in Touch

- ☐ Have questions, want to brainstorm, or need further assistance?
Email development@ayuda.com



Let's Get Started!



What type of fundraiser do you want to run?

The Digital Approach







Hosting a peer-to-peer (P2P) fundraiser is simple, free, and easy to amplify. You can create a unique fundraising link as an individual or team, personalize your page, and track gifts in real time.

[Start My Fundraiser](#)



Hosting an Event


In-person events offer a meaningful way to engage your community. We also recommend creating a digital fundraising page to track your donations. Examples include:


-  Birthday celebrations
-  Fitness or wellness classes
-  Art or music showcases
-  Happy hours
-  Home gatherings
-  Events at private venues

Whether you host at home or in a rented space, you'll be responsible for logistics, food, invitations, and fundraising promotion, but we're here to support you along the way.

Ways to Give

In case your network would like to donate in a different way, you can provide the following options to them:

 **Donate Online:** Make a one-time donation or recurring gift via credit card, PayPal, Venmo, and other digital wallets. Be sure to share your personalized fundraiser link so gifts are counted toward your goal.

 **Donate by Check:** Please make checks payable to **Ayuda** and mail to:
Ayuda
PO Box 66786
Washington, DC 20035

Other Ways to Give

- Stock or securities
- Donor Advised Fund (DAFs)
- Individual Retirement Account (IRA) Distribution

[Learn More](#)



Social Media Templates



Social media is one of the best ways to share your fundraiser and inspire others to give. You can use the templates below to promote your campaign. Click [HERE](#) to download any of these images for your social media posts, stories, or newsletters.

Click [HERE](#) for square-size images



Click [HERE](#) to download images for stories



Click [HERE](#) for IG-sized images



Click [HERE](#) to download images for newsletters



Social Media Templates



Tag Ayuda on Social Media!

We encourage you to **tag Ayuda on your social media posts for your fundraiser.**

Ayuda may share select third-party fundraising events on our social media channels or newsletter at our discretion, but **promotion is not guaranteed.**



Facebook: [@AyudaGreaterWashington](#)

BlueSky: [@ayudadm.bsky.social](#)

Instagram: [@Ayuda_DMV](#)

LinkedIn: [@Ayuda](#)

Short Caption:

I'm supporting Ayuda because every #immigrant deserves safety, dignity, and a chance to rebuild their life. Your gift helps immigrants get legal help, healing support, and services in the language they trust.

Join me in making a difference: [**\[insert your fundraiser link\]**](#)

Long Caption:

I'm supporting Ayuda because [**\[insert personal reason/story/connection\]**](#). I'm reminded of how important organizations like Ayuda are in providing life-changing legal, social, and language access services to immigrants in need.

Let's stand with immigrants and invest in their futures. Make a difference today: [**\[insert your fundraiser link\]**](#)

♥ Your donation can help an immigrant survivor find safety and stability:

🚌 **\$25** helps cover transportation assistance for a survivor to attend a job interview, court hearing, or critical appointment.

👤 **\$100** helps fund a group therapy session for survivors of domestic violence, helping them process trauma and rebuild their sense of safety.

⚖️ **\$150** covers the cost of a legal consultation for a low-income immigrant fleeing violence, including interpreter support if needed.

🛡️ **\$500** helps cover legal filing fees and documentation support for an immigrant child's case to remain safely in the United States.

Together, we can show that compassion is stronger than fear, and community is stronger than borders.

#StandWithImmigrants #SupportAyuda

Email Templates



Personal Message Templates:

Sending personalized messages, whether through texts, emails, or handwritten cards, can make a powerful difference in your fundraiser. A personal touch often leads to higher engagement and increased support, because people are more likely to give when they feel a genuine connection to both you and the cause.



Send a message to a friend, family member, or colleague!

Subject Line Ideas:

- Will you help me support immigrants?
- Join me in standing with immigrants
- This work means a lot to me!

Dear **[insert name]**,

I hope you're doing well! I'm reaching out because I've launched a personal fundraiser for **Ayuda**, a nonprofit that's close to my heart.

Ayuda provides life-changing legal, social, and language access services to low-income immigrants across the DC, Maryland, and Virginia region. Many of the people they serve are survivors of violence, separated families, or children facing the immigration system alone.

I chose to support Ayuda because **[insert a short personal connection or reason—e.g., “I believe everyone deserves a fair shot at safety and stability, no matter where they were born” or “this issue is personal to me, and I’ve seen how hard it can be to navigate life in a new country without support”]**.

I've set a personal goal to raise **[insert \$\$\$ GOAL]** to support this work. If you're able, I'd be so grateful for your support. You can donate directly here: **[insert your fundraiser link]**

Your generosity will help immigrant families move from fear to safety, from trauma to healing, and from isolation to community.

Thank you so much for considering it, and please don't hesitate to reach out if you want to learn more about Ayuda or how your gift will make a difference.

With gratitude,
[insert your name]

Email Templates



 **Remember to thank them afterwards!**

Subject Line Ideas:

- Thank you for joining me to support immigrants!
- Grateful for your support of my fundraiser for Ayuda
- Your generosity is making a difference at Ayuda

Dear **[insert name]**,

Thank you so much for your generous donation to my fundraiser in support of Ayuda. Your contribution means the world to me and to the immigrant families who now have a better shot at safety, healing, and stability.

Want to help even more? Share my fundraiser with friends or learn more about Ayuda's work at www.ayuda.com.

With heartfelt appreciation,
[insert your name]



We are Grateful!

You are making a difference.

Thank you for supporting Ayuda! We are truly grateful for your generosity and your belief in the power and importance of our mission.

Your commitment to supporting low-income immigrants to build safer, more stable futures does not go unnoticed. Because of your support, Ayuda can continue providing critical legal, social, and language access services—helping immigrant communities heal, thrive, and obtain the justice they deserve.

- Team Ayuda



Stay in Touch

Mailing Address

Ayuda
PO Box 66786
Washington, DC 20035

Phone: 202-387-4848

Email: development@ayuda.com

Website: www.ayuda.com

