



unrwa
usa national committee



gifts for refugees

a holiday fundraising guide

thank you for fundraising for gifts for refugees!

Dear compassionate supporter,

The contributions we'll receive from your fundraising campaign will allow us to bolster our support for the work UNRWA does as they respond to the pressing needs of Palestine refugees through the winter.

In this guide, you will find all the information you need to plan, organize, and hold a successful online or traditional in-person fundraiser and inspire your friends, family, neighbors, coworkers, classmates, or any group you choose in supporting the mission of UNRWA USA with you.

Good luck and don't hesitate to get in touch with me if, after reading this guide, you still have questions about fundraising.

In solidarity and gratitude,

Sarah Gayoso
Events Officer
UNRWA USA

how to fundraise to provide gifts for palestine refugees this holiday season

raising money

Fundraising for refugees this Thanksgiving, #GivingTuesday, International Day of Solidarity with the Palestinian People, Hanukkah, Kwanzaa, Christmas, New Year’s Eve, or just because, is a great way to raise awareness about the plight of Palestine refugees and UNRWA’s humanitarian and development work.

Donating money to help make a difference is one way that you can empower people in your network to take action!

why should you remember palestine refugees this holiday season?

2017 marked 50 years of occupation, 10 years of blockade, and nearly 70 years since the Nakba, and Palestine refugees continue to face war, occupation, displacement, and systematic oppression. Any gift you give this year is an investment in a better future for Palestine refugees in 2018.



where does the money go?

Wondering what types of gifts your donations can buy?

This chart provides examples:

gift amount	what it could do
\$35	\$35 can feed a family of five for one month in Gaza
\$65	\$65 can ensure a refugee child has access to school for a year
\$140	\$140 can feed a family in Gaza for the entire winter
\$285	\$285 can provide clean water for hundreds of refugees for a week
\$500	\$500 can enable a refugee doctor to see hundreds of clinic patients
\$1,250	\$1,250 can cover a refugee student’s university tuition for a semester

Please note that the above gift options can be purchased an unlimited amount of times and are symbolic in nature.

Each contribution will be used where it is needed most.

fundraising: step by step

December is the most charitable time of the year in the United States. In fact, 33% of online donations are made in the month of December and friends and families are looking for opportunities to give. So why not provide one for a cause you care about?

1. know the facts

Visit our website at unrwausa.org and follow UNRWA USA on social media for updates, news, stories, photos and videos.

2. set a goal and create your gifts for refugees fundraising page

Set a fundraising goal and be ambitious -- you can use gift options on the previous page as inspiration for your goal!

3. choose to run an online fundraiser or host a traditional in-person event and make a plan

brainstorm about:

what type of event: Will your fundraiser just be online or a traditional event that people actually attend?

your target audience: Figure out who you will invite to donate and/or attend.

timing: You could have your fundraiser coincide with #GivingTuesday (11/28), the International Day of Solidarity with the Palestinian People (11/29) or a holiday event you're already planning!

promotion: How will you inform people about your fundraiser? What methods would most attract your audience's attendance and attention?

spread the love with #gifts4refugees

4. wrap up

show your appreciation: Thank everyone involved for their support, and let them know how much you were able to raise.

post to social media: Be proud of your fundraising and what your efforts will do for refugees. If you opted to host an event, photograph it and anything else that showcases your creativity -- use [#gifts4refugees](https://www.instagram.com/gifts4refugees) and tag @unrwausa so we can easily find your posts.

send us your photos: We want to know how your fundraiser went! Send photos to sarah@unrwausa.org and we'll compile a collage of events around the United States to showcase online. Your efforts may inspire others to host their own!



fundraising best practices

make the first donation

Be the first person to donate to your fundraising page. Your community will be much more inclined to get involved when they see that you've personally backed the campaign with its first gift!

ask

Don't be afraid to ask people directly to donate to your fundraiser. You will never hear a "yes" if you don't ask.

make it personal

Make asks to people one-on-one to a smaller number of people. Avoid generic mass messaging and be specific with the amount you're asking for -- that helps people know what expectations are. When people know you're asking them directly it makes them feel that their gift is important and they'll feel more compelled to give you a response and not forget about your ask.

Be clear about your passion for the cause. If they're able to relate to your reasons and see your passion, there's a higher chance that they will want to donate.

make donating easy

Make your fundraising link easy to find (put a link in your email signature, Instagram bio, or holiday invites) so that people from anywhere know exactly where to go to give.

show your gratitude

'Tis the season to give thanks! Every time someone donates to your page, give them a public shout out. Not only are you showing your gratitude, but you're likely encouraging others to join in! Letting people know the impact of their gift and how grateful you are is critical. And people will not only remember how good you made them feel while helping others, they'll be excited to give again at your next fundraiser.

attitude matters

Remain positive as you may hear some no's along the way. The more passionate and excited you are for your fundraiser, the more everyone else will be too!

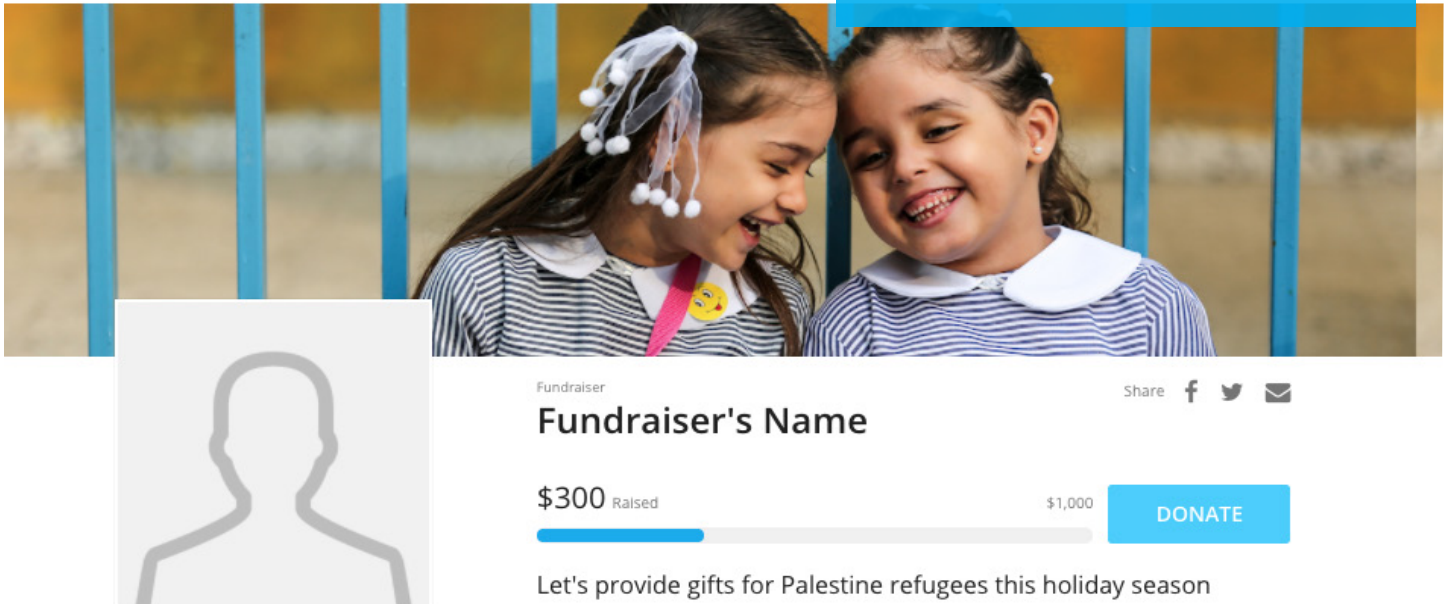


Show gratitude by giving your donors public shout outs over social media or in person!

fundraising ideas: pick your strategy



run an online fundraiser



Hosting an online fundraiser is free and easy to do! Your campaign can be executed via social media, email, texts, calls, your blog/website, or any other creative methods you devise!

host a traditional in-person event



In addition to your online fundraiser, hosting a traditional in-person event is a great way to add a fundraising component to existing holiday plans or an opportunity to plan something to support refugees before the end of the year!

online fundraising ideas and tips

looking for a fun way to frame your fundraising online?

Frame it as an 8 days of Hanukkah, 12 days of Christmas, 7 days of Kwanzaa, countdown to the New Year or whatever else speaks to you and your network. Pick a different gift to feature each day (ex: food assistance, education/tuition, clean water) and ask your friends and family to donate the amount they cost through your fundraising page.

are friends, family, or secret santas asking you what to buy you for the holidays?

In lieu of traditional gifts, ask for donations to provide gifts for Palestine refugees. You can even add your fundraising link as a gift option on your [Amazon wish list](#). How easy is that?!

launch your fundraising campaign on #GivingTuesday (Tuesday, November 28)!

This is one of the most charitable days of the year and people are looking for opportunities to give. Be ready for the big day by drafting emails and social media posts ahead of time, asking your friends and family to remember Palestine refugees when buying gifts this holiday season. Share these emails and posts first thing in the morning on Giving Tuesday and send periodic reminders before the end of the year.

did you know that November 29 is the International Day of Solidarity with the Palestinian People (IDOS)?!

What better way is there to show solidarity than to provide UNRWA humanitarian and development assistance to Palestine refugees? Let your friends know how important IDOS is and ask them to share in your solidarity by supporting your fundraising page.

match donations!

Inspire more donations by offering to making a \$3 donation for each person that participates in your campaign or \$1 for everyone who likes your post. The sky is the limit in terms of coming up with creative ways to incentivize fundraising.

fundraise with a partner or as a team!

Team up with friends, family, colleagues, or a community group you're a part of to create a fundraising page with one shared fundraising goal! Teamwork always makes the dream work and the more people you have dedicated to your specific goal the more likely you are to achieve it!

spread the love with #gifts4refugees

traditional in-person event ideas and tips

hosting christmas or a secret santa/white elephant gift exchange?

A \$20 gift for you might not be life-changing, but a \$20 donation for a refugee can be. In lieu of traditional gifts, ask your circle to donate in honor of their gift recipient. Make sure they know that they can send an “in honor of” e-card to their gift recipient when they donate to your online fundraising page.

hosting thanksgiving?

Rather than asking guests to bring yet another pumpkin pie, ask them to put food on the table of a Palestine refugee family instead by making a gift which can provide UNRWA food assistance. Again, just make sure you have your fundraising page link handy to help people give thanks in a very easy, meaningful way!

Pro tip: If you’re hosting an in-person event, have a laptop or tablet available with your fundraising page up and running so people can make their donations on the spot.

set up an unrwa usa gift giving tree

How do you set up your Giving Tree? Adorn a Christmas tree with ornaments or paper tags that have written on them stories and dollar amounts that can be donated to provide gifts to Palestine refugees in the Middle East.

If you choose this option, once you’ve created your online fundraising page, set up your giving tree at home, at your holiday event, church, business or office, at your book club gathering, or even at your New Year’s Eve bash.

Resource: [Giving Tree tips and tags](#)



need donation envelopes for your event? we’ve got you covered.

Email sarah@unrwausa.org and we’ll get postage-paid envelopes off into the mail to you. Be sure that your donors provide contact information so that we can properly credit their donation and provide them with a tax-receipt.

optional activity: make greeting cards for refugee families!

While this step is entirely optional, making greeting cards for refugee families is a great way to connect and send personal well wishes to those benefiting from your fundraising. If you're hosting an event, make an activity out of it and provide card making supplies for your guests!

- Encourage creativity and artistic expression, but keep the text of your cards general as we cannot guarantee the family receiving your card will be the same one benefiting from your specific donation.
- Include general well wishes, words of encouragement, and messages of hope.
- Each card maker should sign their first name and the city and state where they live.
- Cards can be written in English or Arabic, we'll take care of translations.
- **All cards must be received by January 10, 2018.** We cannot guarantee that cards received after that date will be included in the distribution. We encourage you to bundle any cards made and mail them together to UNRWA USA, 1875 Connecticut Ave, NW Tenth Floor, Washington, DC 20009. Email sarah@unrwausa.org and let her know to be on the lookout for your package.



faqs

do I have to celebrate Christmas, Thanksgiving, or any other holiday to participate in this campaign?

This project is open to everyone! The only thing you need to celebrate is the opportunity to give back those who need it most.

can I make my donation in honor of someone?

Absolutely! You can dedicate your gift when making your donation online and even have an e-card sent to your recipient. Just below the dollar amount of your donation, click the box to “dedicate my donation in honor or memory of someone” box and fill in the corresponding information.

An email will be sent notifying the recipient of your generosity along with any special message you chose to include, but you must spell out the amount of your gift(s) in your message if you want that to be made public to your honoree.

does my donation go specifically to the program that corresponds to the dollar amount selected?

The options are illustrative of the programs UNRWA is carrying out this winter. These monetary gifts are collected and distributed where most needed. The dollar amounts are accurate as they correlate to the cost of providing the service listed.

looking for more out-of-the-box ideas?

Read [Classy's 25 Winter Fundraising Ideas](#)

how are tax-receipts generated?

Supporters who donate online to UNRWA USA receive an automatically generated tax-receipt by email shortly after the donation is made.

If the donation is made offline via check or in cash, once received, as long as full contact information is provided for the donor, a tax receipt will be emailed or hard mailed by our staff.

can I donate non-cash goods?

Often times we are asked if it's possible to donate goods, in lieu of funds, to support emergency relief efforts. While we are grateful for these inquiries, UNRWA USA does not accept non-cash contributions.

Monetary donations are the most efficient way to provide aid for Palestine refugees. Donated goods are subjected to searches, taxes, shipping fees, and require complex logistical coordination. UNRWA makes a concerted effort to locally source items whenever possible in order to help stimulate the regional economy. UNRWA also buys goods in bulk to save funds - so that your donation can go further in providing emergency assistance.

Goods could take days, or even months, to reach the field. Making a tax-deductible contribution today, will make a difference in the lives Palestine refugees tomorrow.