what is gather for gaza and what does it support?

Gather for Gaza is a year-long initiative where we ask people across the United States to host their own fun, creative, informative event that raises money for UNRWA food assistance for Palestine refugee families living below the poverty line in the Gaza Strip. With the emergence of COVID-19 worldwide, we've made this event series virtual.

We all want to feel connected in these strange times, and this is an opportunity to connect with those near and dear to you and find a sense of broader humanity and global community!

You know your guests better than anyone, so consider a gathering they will enjoy most or adapt an existing gathering, iftar, birthday party, virtual happy hour, Skype/Zoom date into a fundraising event! There’s no wrong way to host and no reason too small to come together. Whatever you choose, you’ll be educating those in your life on the situation facing Palestine refugees in Gaza and generating funds for UNRWA’s at-risk food assistance program.

a bit of information about unrwa’s food assistance program and the conditions palestine refugees are living under in the gaza strip

In Gaza, even before the coronavirus, many Palestine refugees didn’t have the means to put food on the table due to more than a decade of illegal blockade imposed by Israel and Egypt, causing staggering levels of unemployment and poverty. Alarmingly, more than half of the two million people who live in Gaza are refugees, and 80% rely on international assistance to meet their daily food needs.

In response, UNRWA food assistance packages come four times a year to families living under the poverty line. But this essential service is at risk because UNRWA was defunded in 2018 by its biggest donor, the United States.

For just $150, you can fill the pantry of a Palestine refugee with a three month’s supply of flour, rice, whole milk, cooking oil, chickpeas, lentils, and protein-rich sardines so they can put food on the table for their family.
step 1  sign up online + set a goal

When you sign up a fundraising page and URL will automatically be created. Your goal should be divisible by 150 (the cost to fill a Palestine refugee family's pantry with three months of food assistance) so when you talk to your guests, you can be clear about how many families in Gaza you will help. Aim high! The more money you raise, the more families you impact.

step 2  get your hosting kit

Once you set up your page, you'll be emailed your personalized link. Include it in all communications with your friends and guests. And remember, we are here to help! Once you're signed up, someone from UNRWA USA will be in touch to answer questions and set you up for success!

As a host, you will receive a complimentary hosting kit that includes an informal presentation to share with your guests that includes conversation prompts, a short video, and information about the food needs facing refugees in Gaza.

step 3  plan the details

Pick a date/time for your gathering and set up your video conference. You can use a free service such as Zoom or Google Hangouts. Zoom allows up to 100 people (for a time limit of 40 minutes) and Google Hangouts allows up to 25 people.

Be creative with your gathering! Haven't seen a group of friends for a while? Set up a Zoom call or Google Hangout and use it to catch up and raise money for refugees! Is your birthday coming up? Make it a charitable gathering!

step 4  invite guests + start fundraising

Use email, social media, or group chat to invite the people you want to attend your virtual gathering and include a link to your Gather for Gaza fundraising page. Even if they can't join live, they can still give toward your efforts.

Creative incentives are found to boost donations. Think of what you could easily offer on your end; you could match donations up to a set amount or give $3 for every donation made. As a prize, offer to mail cookies or some other non-perishable item to the individual who makes the largest financial contribution, and check with your employer about a matching gift to double your total impact.

step 5  host your gather for gaza

Congrats — it's the big day! Now, what do you do?

1. Talk about Palestine refugees and UNRWA USA (look at the conversational cards for prompts, and one-pagers in the powerpoint slides for talking points)

2. Discuss any personal connection you have to the cause and ask guests to share their own

3. Show your viewers how to donate via screen share, it's important to express urgency

4. Explain your incentives (if any)

5. ASK GUESTS TO DONATE! People won't give if you don't ask. Have your fundraising page link ready to share in the chat feature or via group chat so people can contribute on the spot towards your goal

6. Show your gratitude! <3
**Tag us!** Photos or it didn't happen, right? We want to see your virtual gatherings and how you got creative as you came together for refugees! From April through the end of May 2020, take and share screenshots of your virtual event on social media (see example below) and tag @unrwausa and include the hashtag #gatherforgaza and you’ll be entered into a raffle to win a prize!

**extra credit**

**document your gather for gaza experience and win!**

A few examples

Things may look a little different this year, as we connect virtually for the first time, but if you’re in need of inspiration, check out these creative ways Americans have made Gather for Gaza events their own!