



The
UN MENTIONABLES
FUNDRAISING TIPS AND TRICKS

STEP ONE

BECOME AN UNMENTIONABLES EXPERT

Fundraising is all about convincing others that the cause you're fundraising for is important. The key to being a successful fundraiser is knowing your stuff! Get familiar with our mission and operating model below!

OUR MISSION

The Unmentionables is a non-profit organization providing undergarments, feminine and intimate hygiene products, sexual health products and related education and empowerment programs to refugees around the world to protect and empower them with dignity through hygiene.

OUR MODEL

How we do it is just as important as what we do. The Unmentionables operates based on Smart Aid principles. All our goods acquisition is based on our needs assessments, purchasing is done through local vendors to contribute to the economy, and our distribution model ensures gender- and culturally-sensitive environments. We also implement empowerment and education programs that place a premium on overlooked issues affecting migrants, such as intimate health and wellness, the ability to swim, and harnessing the power of storytelling.



Underwear and bras are often seen as status symbols and can be lifelines against sexual assault in emergency situations.



1 in 10 girls living in vulnerable conditions will miss or drop out of school because of her monthly period.



Many migrant women are reusing sanitary products due to inadequate and culturally inappropriate distribution processes.



Many young male and female migrants resort to prostitution and sexual exploitation to survive but lack access to protection from disease.



Every day 507 women and girls die from pregnancy complications in humanitarian emergencies.

STEP TWO

MAKE IT PERSONAL

While knowing your facts is key, making our impact personal to donors is essential. People want to know where their donations are going so we've broken down key impact levels here.

\$25

Covers the unmentionable needs for a female refugee for a month, including reusable feminine hygiene products.

\$50

Covers the unmentionable needs for a family of four for a month.

\$100

Covers the unmentionable needs of a female refugee for six months, including reusable products.

\$500

Covers the costs to train one Intimate Hygiene and Sexual Health expert to provide advice and instruction.

\$1000

Covers all the costs for one projects' distribution model set up along with the required organizational materials and intimate health resources.

STEP THREE

BE A SOCIAL BUTTERFLY

Sharing with your friends, family, and community is the next step! Spread the word through email and social media and approach big donors or local businesses in person.

Here are some ideas for social media posts but feel free to get creative and make it personal!



Help @_unmentionables provide #dignitythroughhygiene to #refugees in (project site) with undies, bras, intimate hygiene & sexual health products with undies, intimate hygiene & sexual health products. (Link to fundraising page)



The Unmentionables (tag on Facebook) is on the ground in (project site) providing Dignity through Hygiene to vulnerable refugees. I am fundraising to provide these vulnerable populations with the unmentionable essentials- undies, bras, feminine & intimate hygiene products and sexual health products. Will you help me fund Dignity through Hygiene? (link to fundraising page)



Email is the best way to engage your personal network in fundraising- particularly those 'fab fifties' kind of friends and family who may not be on Facebook! For help with fundraising emails reach out to our team at info@theunmentionablesglobal.org



Looking to contact local businesses to donate to your campaign or sponsor your fundraising event? Reach out to us at info@theunmentionablesglobal.org for more partnership and sponsorship resources.

STEP FOUR

GET CREATIVE

Dream up your fundraising campaign and create a strategy to reach your goal! Tell your story, share your passion, and do what you love to raise money for a vital cause. Run, walk, bake, bike, sky dive, or run a 'dating game'. Be creative! Here are some of our favourite ideas.

Get your class, club, community group, and co-workers involved! Set up a campaign at your office, gym, yoga studio or place of worship! If in-kind donations are your jam, run a donation drive for sanitary pads, new underwear, and lightly used bras.

Run an #Undiegrams campaign. Learn more at www.theunmentionablesglobal.org/undiegrams

Have a bake sale. We've never known anyone to turn down a good cupcake.

Run a 5K. Or a 10K. Or for those crazies, a Marathon. Swim, bike, hike, run, whatever you choose get physical and have your community sponsor your miles.

LOVE shovelling driveways? Are an absolute artist when it comes to lawn lines? Run a Chores for Charity campaign and donate your earnings!

Movie buff? Host a screening or an Oscars Party by donation!

Have an alternative birthday, Christmas, anniversary, Valentines, President's Day, St. Patricks Day, or half birthday. Save your family and friends the stress of finding you the perfect gift and instead make sure that money makes it to someone in need, rather than that tacky vest Aunt Edna just gave you.

Are you a creative soul? Sell your wares! Knit some hats, sell some jewelry, or donate the proceeds of your art/photography exhibition. Whatever your talent, use it for good!

Kitchen Wiz? Master Chef? Best friends with Gordon Ramsay? Host a dinner party by donation and serve up your best!

Have enough stuff to be featured on Hoarders? Have a yard sale and donate the proceeds!