



Liberty Hill

Fundraising Toolkit

Learn about fundraising for Liberty Hill in support of social justice in Los Angeles!

Thank you for choosing to fundraise for Liberty Hill!

All funds you raise will support Liberty Hill's mission, by investing in 100+ grassroots organizations, building power in communities most impacted by systemic oppression, while advancing racial, economic, environmental, and LGBTQ justice across Los Angeles.

Our work to create real systemic change and a more just future is possible because of you.

Share your success or creative fundraising ideas, please tag us on social — we'd love to see!

  @libertyhill

 @libertyhillfoundation


Liberty Hill

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Getting Started

No matter how you're raising funds for Liberty Hill, we know it's helpful to be able to track that fundraising. The best way we recommend doing this is by setting up a fundraiser with us online.

If you're fundraising for an event, for a special occasion, or want to start a fundraising team, you can set up your own [personalized fundraising page](#) for Liberty Hill Foundation.





Fundraiser Set Up

Choose why/how you'd like to fundraise and create your page

- **Name Your Fundraiser**
- **Add an Event Date**
- **Create a Personalized URL**
 - This makes it easy to share with your network and on social media!
- **Set Your Fundraising Goal**
 - Use an amount that you think you can realistically meet (you can always increase it later, if you knock it out of the park!)
- **Tell Your Story**
 - Add your page summary where you can concisely tell people why you are raising money for social justice in Los Angeles.
- **Let's Work Together**
 - We can send you fundraising tips and tricks to reach your full fundraising potential!

Event Fundraising

We love the creative ideas we see from those fundraising for our work from events! If you're hosting an event that is raising money on our behalf — a Zoom brunch or cocktail hour, a virtual exercise class or karaoke event, a car wash, or whatever you want to do — we recommend you [set up a personal fundraising page](#) to receive donations.

This personal fundraising page will allow you to:

- Add your event date, time, venue, and other information on a donation page benefiting Liberty Hill Foundation (You'll be able to highlight the event information directly on the page)
- Create a personalized URL for easy sharing
- Share the link with your network after the event so anyone can contribute
- See how much money you have raised in real time!

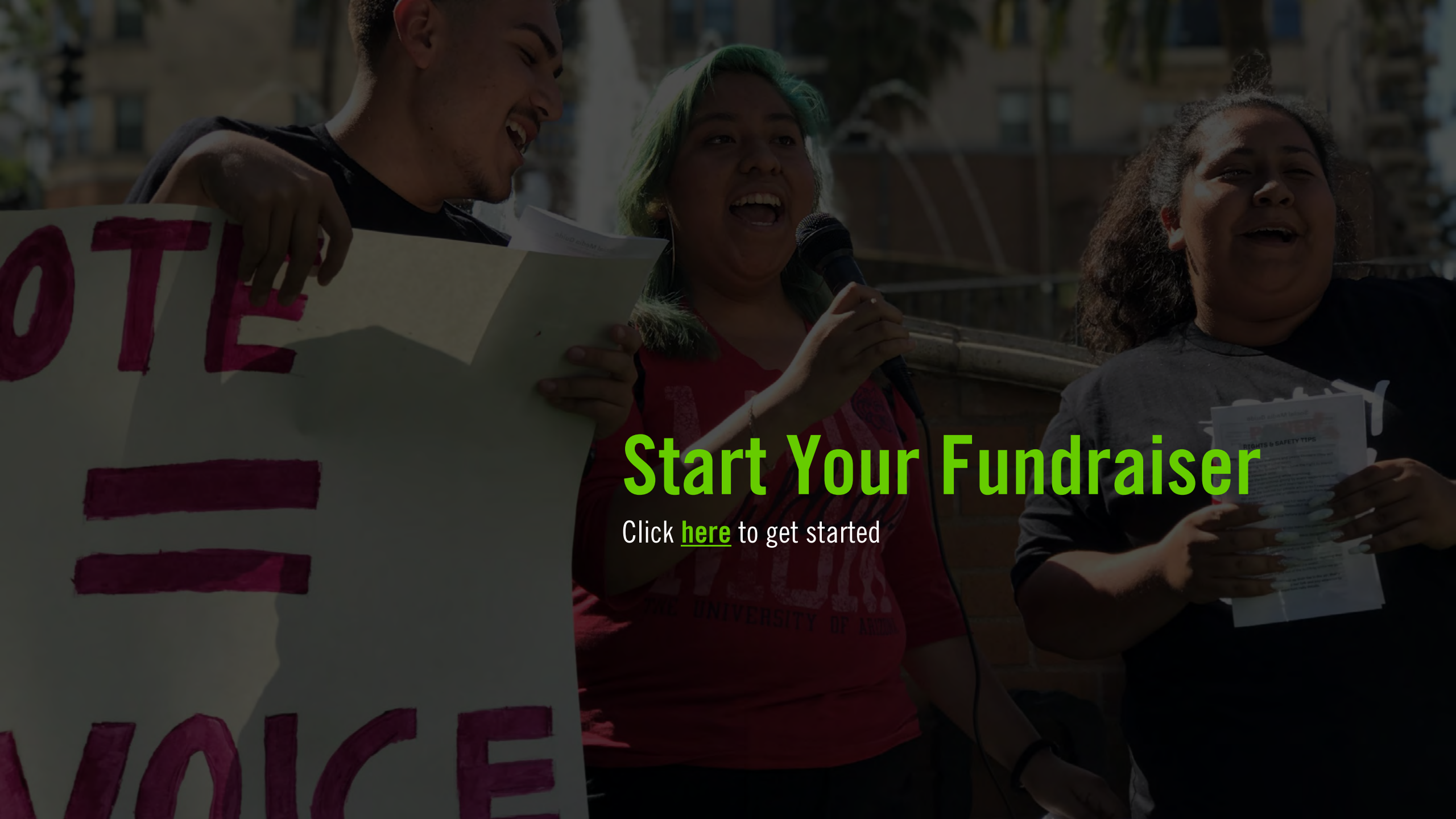
If you receive cash or checks donations, you can mail them to:

Liberty Hill Foundation, 6420 Wilshire Blvd., Ste. 700, Los Angeles, CA 90048

Event Fundraising

- **Customizable Images and Content**
 - You can customize the page with your specific information to make it your own (or to share information about your event!)
- **An Activity Feed**
 - You'll be able to track donations and update your page through activity posts.
- **A Place to Feature Your Story**
 - We encourage you to share why you're fundraising for Liberty Hill Foundation as a part of "Your Story" in the page setup.





Start Your Fundraiser

Click [here](#) to get started

Fundraise on Social Media



Fundraising on Facebook

Fundraising on Facebook is easy and fun. You'll be able to engage with your friends and you'll get a custom donate page.

Liberty Hill's most successful fundraisers:

- Set an exciting goal
- Create urgency by setting an end date
- Customize the title and story
(Your friends want to know why you selected Liberty Hill Foundation)
- Select a cover photo

To get started, click [here](#)



Fundraising on Instagram

Instagram fundraising is becoming increasingly popular. You can fundraise in three ways on Instagram:

Liberty Hill's most successful fundraisers:

1. [Create an online fundraiser](#) with Liberty Hill and link it in your Instagram bio
2. Link to [Liberty Hill's donation page](#) on your Instagram bio
3. Add a donate button to your Instagram story

To get started, click [here](#)

Fundraising Page Checklist

We recommend the following checklist to get your page ready to fundraise:

- Did you create a custom URL?
- Did you add images or language to your page that personalizes or shares information about your fundraiser?
- Did you add to the Story section of your fundraising page?
 - We recommend telling your network why you chose Liberty Hill Foundation — personal stories are a great fundraising tool!
 - If you're hosting an event: Make sure all your event information is in the Story section!
- Are you contributing to your campaign?
 - We recommend you make your first donation to your campaign — even \$1 can show your network that it's easy to give online. Encourage your friends to match your first gift!

Once you've completed the checklist, your page is ready to go! Share it far and wide — your impact is already making a difference for young people's lives.



How to Talk About Liberty Hill

We understand that fundraising is no easy task — that's why we're especially grateful for fundraisers like you. We want to make sure you're equipped with everything you need to succeed.

So when it comes to talking about Liberty Hill Foundation, here are some easy ways to talk about our work that will help your fundraising efforts.

How to Talk About Liberty Hill

What is Liberty Hill?

Liberty Hill is a laboratory for social change philanthropy. We leverage the power of community organizers, donor activists, and allies to advance social justice through strategic investment in grants, leadership training, and campaigns.

Why is this important?

We envision an equitable society for all, including those shut out from democracy or cut off from opportunity because of their skin color, gender, sexual orientation or zip code. We seek to change the narrative, change the rules and change the game to create a more just Los Angeles. We will not rest until society provides justice and equality for all.

Why Liberty Hill?

We fuel grassroots organizing, we support activists fighting for change, we prioritize building power in communities impacted by systemic oppression and we provide a community where donor activists can engage beyond their gift.

Maggie Mireles
Senior Program Manager
Liberty Hill Foundation
She
Her

How to Talk About Liberty Hill

What does Liberty Hill do?

Liberty Hill is a laboratory for social change philanthropy. We leverage the power of community organizers, donor activists, and allies to advance social justice through strategic investment in grants, leadership training, and campaigns. Here's how we do that...

Keeping a roof over every head

has never been more urgent than it is now. The COVID-19 pandemic has cost people their jobs and livelihoods. This has put an estimated one-third of households in a position where they cannot make rent and are facing losing their homes. We are making sure people know their rights, have the tools they need and are advocating for progressive policy for people to stay housed.

Ending youth incarceration as we know it

and keeping children out of the school-to-prison pipeline, while creating a youth development department in its place. Every child deserves a fair chance and the resources to thrive.

Eliminating the hazards of urban oil drilling,

which endangers the health of hundreds of thousands of Angelenos daily, now more than ever in the face of a respiratory pandemic where higher rates of COVID-19 fatalities are disproportionately tied to higher levels of pollution.

STOP Fossil Fuel

How to Talk About Liberty Hill

What does Liberty Hill do? (continued)

Liberty Vote!

is the foundation's program to support electoral organizing. It is intended for 501(c)4 organizations that engage in electoral campaigns, advocacy, and other civic engagement strategies in Los Angeles County, driven by a base of low-income communities and communities of color who are directly impacted by injustice.

Fund for Change

is Liberty Hill's primary competitive grantmaking program for 501(c)(3) organizations and provides general operating support grants up to \$50,000 for community organizing in Los Angeles County. The Fund for Change aims to build power in communities most impacted by systemic oppression in order to achieve justice and equity.

Wally Marks Leadership Institute

provides classroom meetings, individual coaching and consulting with seasoned veterans, as well as peer learning, and other opportunities for Liberty Hill grantees to enhance their individual skills and build alliances. Through a combination of customized training, one-on-one coaching and multi-group peer strategy sessions, the Leadership Institute moves beyond "incubating" organizations to accelerating their growth through an "organizational immersion" approach.

Tips for Online Fundraising

Fundraising online is the most popular way people collect funds on behalf of Liberty Hill Foundation. It's easy to set up a fundraising page online but the outreach to potential donors to your page can be the hard part.

For our online fundraisers, we curated some ideas that can help boost your fundraising. See the next few slides for some steps you can take to bring your fundraising efforts to the next level!



Fundraising Tips

1. Donate to your campaign/fundraiser

- Providing the initial seed money to your page can incentivize potential donors to help your cause, even \$1 can do the trick!

2. Reach out to your friends, colleagues, and family on email

- Sharing why this cause is important to you will increase your fundraising.
- See our [templates](#) for some ideas on emails

3. Share on social media

- Make sure you share your personal fundraising link on your social media accounts. You can use the [talking points](#) from above to help elevate your fundraising messaging, or create your own story for why the cause is important to you.
- Tag your friends and Liberty Hill Foundation if you'd like!

4. Tell a story

- Storytelling is a fundamental part of fundraising — if it feels safe to you, we encourage you to share a story about why you are choosing to fundraise for Liberty Hill. This will show your community how much social justice means to you and the impact of Liberty Hill's work on peoples' lives in Los Angeles.

5. Thank your donors

- When someone donates to your campaign, do your best to thank them. You can thank them in the activity feed on your fundraising page or you can thank them more publicly with a post on social media by tagging them as a donor.
- Don't worry, every donor who gives to Liberty Hill Foundation will also receive a thank you email and a tax receipt from us.

Fundraising Tips

1. Pick up the phone

- **Call** or **text** potential donors in your network if you feel comfortable.

2. Update on your progress

- Check in frequently on the progress to your fundraising goal and share your progress with friends and family (or potential donors). Encourage your community to help reach your goal.
- To help guide your updates, here are some examples you could use:

*My birthday fundraiser is **50%** of the way towards my **\$100** goal. Will you help me reach this goal by making a gift and being a change agent for racial justice?*

*Thank you so much to everyone who donated to my fundraiser to support racial justice! I'm so close to my **\$500** goal and my fundraiser is closing on **Friday**! Will you donate today to help me reach my goal?*

*We've already raised over **\$1,250** for Liberty Hill Foundation to end systemic racism! I'm just **\$250** away from my goal — please donate to my fundraising page to help me reach my goal and show your support for racial justice and a just future for all Angelenos.*

- Make sure to update anything highlighted to be custom to your fundraising effort!

3. Increase your goal

- If you hit your goal — CONGRATULATIONS, and thank you! If you'd like to keep fundraising, you can always increase your goal and continue at any time. Everyone loves making a donation to a winning team!

Email Template

If you need language for your outreach, look no further! We've put together some scripts and templates for you to use on and offline. Feel free to copy-and-paste or say anything to support your fundraising efforts. Please add your own touch if possible to things highlighted in **yellow**.

Hi there,

*I am hosting a fundraiser for **my birthday** this year, and I hope you might consider joining me. I'm raising funds for Liberty Hill Foundation — Home for Progressive Los Angeles. Our donations will fund grassroots organizers on the frontlines, fighting for racial and economic justice.*

*Would you consider donating to my fundraiser to help reach my goal of **[amount]** by **[date]**?
Click below to see my fundraising page and make a donation today:*

[Insert personal fundraising URL]

I'm raising money for Liberty Hill Foundation to ensure that the most vulnerable are protected and have access to the resources they need to survive, organize, and thrive!

I hope you'll join me in the fight for racial justice, by making a donation.

Thank you for considering this,

[Insert your name]

Social Media Template

Feel free to copy-and-paste or say anything to support your fundraising efforts. Please add your own touch if possible to things highlighted in yellow.

Facebook Example

I'm raising money for Liberty Hill Foundation to advance racial justice and equity in Los Angeles! I've raised [amount] so far, but I still need [amount] to completely reach my goal! Would you consider supporting me by making a donation (even small gifts help)?

Please feel free to share this post and encourage your own friends to give and support racial justice and equity in L.A.

Thank you in advance for your generosity!

[insert personal fundraising URL]

Instagram Example

I'm raising money for Liberty Hill Foundation to advance racial justice and equity in Los Angeles, and I need your help! Even a small donation would assist me in reaching my goal of [amount]. Your gift will ensure that the most vulnerable are protected and have access to the resources they need to survive, organize, and thrive! Read more about my campaign and make a donation by clicking the link in my profile!

[insert personal fundraising URL in bio]

Twitter Example

Help me raise money for Liberty Hill Foundation to advance racial justice and equity in Los Angeles! I only need [amount] to reach my goal. Make a difference!

[insert personal fundraising URL]

Phone Script

Feel free to copy-and-paste or say anything to support your fundraising efforts.
Please add your own touch if possible to things highlighted in yellow.

Hi! How are you?

*I'm calling because I want to tell you about my fundraiser for Liberty Hill
— Los Angeles's leading social justice foundation. [Insert name here],
will you join me and support my campaign with a donation? I would love
to text or email you the link to my donation page if you'd like to support
Liberty Hill's work with me!*

Thank you for your time!

Text Script

Feel free to copy-and-paste or say anything to support your fundraising efforts.
Please add your own touch if possible to things highlighted in yellow.

*Hey there. I'm raising money for Liberty Hill Foundation to advance racial justice and equity in Los Angeles — will you join me?
[Insert your personal fundraising URL here]*

Liberty Hill Foundation is the leading foundation for social justice in Los Angeles. I'm raising money to make sure that the most vulnerable are protected and have access to the resources they need to survive, organize, and thrive! This is very important to me and I hope you'll consider supporting my campaign by making a donation!

Thank you!

By becoming a fundraiser for Liberty Hill Foundation you join thousands of Donor Activists around Los Angeles fueling power building and sustaining grassroots organizing for racial justice and equity.

If you have any questions about fundraising or see any errors on this document/on our site, please reach out to us at advancement@libertyhill.org

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