

REPRODUCTIVE
FREEDOM FOR ALL

Volunteer Events Toolkit



REPRODUCTIVE FREEDOM^{FOR} ALL

Thank you!

We are so appreciative that you have decided to throw an event for Reproductive Freedom for All.

Your support ensures that reproductive freedom is for everybody, everywhere—no matter where you live or how much money you make. Together, we can stop extremist attacks on abortion rights and continue to protect and expand our reproductive freedom.

We hope this guide serves as a resource to plan your event - it includes a suggested timeline, supplies list, resources at your disposal, and the type of support you can expect from our organization.

Whether you're throwing an activist or fundraising event - it makes an incredible impact and serves our larger goal of building people power and ensuring that there's Reproductive Freedom for All.



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Repro for All 101

First things first - what is Reproductive Freedom for All?

Formerly NARAL Pro-Choice America, we were founded in 1969 and use people power to fight for reproductive freedom.

We organize and mobilize our more than 4 million members across the country to elect reproductive freedom champions. Once elected, we work with them to protect and expand reproductive freedom through legislation and policy.



We have five Chapter States - **Arizona, California, Georgia, Michigan and Nevada** - where we have State Directors and organizers on the ground. We also have a robust cross-country presence with our national and digital team based in our HQ in Washington, DC.

Types of Volunteer Events

There are two popular event types (or a mixture of both) that you might volunteer to throw to benefit Reproductive Freedom for All:

1. **An Activist/Organizing Event** - the primary purpose of this event is to take action - ex: writing postcards, contacting your networks, phone banks or text banks, virtual training, etc.
2. **A Fundraising Event** - the primary purpose of this event is to raise money for Reproductive Freedom for All - ex: asking friends and family to donate what they're able

Regardless of which type of event you throw, creating and executing a successful organizing event should always begin with:

“YOUR WHY?”



How will this event help advance our goals?
What is the purpose and function of this event?
These are questions that should be answered before you get started

Types of Volunteer Events cont.

Suggested Themes/Ideas for your event

- **Birthday Party** - ask folks to support your cause of choice - reproductive freedom - in honor of your birthday. Social media platforms like Facebook or Instagram make this easy for you and allow you to direct donations to our organization or to create events and invite friends.
- **Postcard Party** - send a postcard to your local legislator either thanking them for their support of reproductive freedom or urging them to do so.
- **Sip and Paint** - Provide the beverages and templates to create signs to use in marches and other gatherings for reproductive freedom.
- **Ballot Party** - using our endorsed candidates as a guide - fill in your practice ballot or vote-by-mail together to elect reproductive freedom champions in your state and nationwide
- **Work Volunteer Hours** - many workplaces will allow their employees paid time to volunteer for causes they care about and some will even make matching donations! Contact your employer to see if this is an option.



Safety & Security

While throwing any event for reproductive freedom, it is important to be aware of anti-abortion extremists and trolls who may try to disrupt or infiltrate your event. Please take appropriate precautions. We suggest:

- When posting to your private social media - ensure that the targeted audience is folks that you know personally and/or can vouch for
- Collect RSVPs to your event so that you may vet anyone who you may not know
- Have a registration list the day-of the event, so that you ensure that you know who all is attending your event
- Know your rights! When holding an event in a private venue, you are able to remove anyone from the premises who should not be there. If your venue is in a public space, you are more limited to who may be in the surrounding area. Take this into consideration when planning your event.
- Do not engage or escalate any situations that could become potentially dangerous.
- Be aware of “gotcha” moments and infiltration - one tactic of the anti-abortion extremists is to secretly record folks in an attempt to distort what they may have said. Trust your instincts and be aware of anyone who may be acting suspiciously.



What to Know: Activist Events

All organizing events, once confirmed and approved, should have the following components:

Purpose

- Make sure attendees sign up for something with a direct call to action or reason for gathering that will advance our goals and mission.
- Most organizing events will help advance our organizing goals, whether it's training a record number of volunteers or talking to new voters, every attendee must understand the importance of their involvement.
- For either in-person or online, every event should take at least five minutes grounding the event in our mission for reproductive freedom.

Think about the “before, during, and after” of your event

- Your #1 priority before an event, besides locking details, is likely promoting it and gathering RSVPs.
- Your priority during an event can vary wildly depending on what type of event it is, whether it's check-in & volunteer intake, managing a raucous Zoom chat, talking to guests, managing speakers, or capturing photos and video.
- After an event, you want to thank folks for attending and confirm them for your next event or volunteer opportunity,



What to Know:

Activist Events cont.

Before The Event: Recruiting Attendees

- For your event to be a success, you'll want to spread the word and invite people to attend!
- First, you'll use our online registration platform called [ControlShift](#) to create an online event page and track registration and attendance.
- Then you can invite your family, friends, and colleagues, or advertise in a more wholesale way on social media or in local community newsletters. You can also reach out to a Reproductive Freedom For All Organizer who can provide you with a list of members who live in your community that you can reach out to and invite.

During The Event: Create an Agenda or Run of Show

- Plan every moment of the event down to the minute to ensure the event runs on time and smoothly. Writing down time stamps will ensure you have enough time and that there's no information overload.
- If this is an in-person event, you want to carve enough time for volunteers to mingle amongst each other, and make sure you have time when the audience is at its peak for the main speaking program.
- If you have volunteers or staffers who are helping with the event, make sure their roles for the event are defined and they know when to show up, what they need to do, and when they need to do it.
- If this is a virtual event, open the Zoom room at least ten minutes before to let volunteers mingle and allow you to speak with them before the event starts.

What to Know:

Activist Events cont.

During The Event: Create an Agenda or Run of Show cont.

- To ensure the event is interactive through Zoom, we recommend asking questions for the group to answer in the chat, as well as breakout sessions for participants to practice and discuss with each other.
- Plan out your speakers, making sure you or any headliner has the most important section of the program.
- In your speaking program, you might want to highlight a superstar volunteer or staffer.

After the Event: Follow Up!

- After any event, big or small, send a follow-up email or correspondence thanking those who attended and send over additional information about future events.
- If applicable, please mark your attendance in [ControlShift](#) and share attendees' contact information with our organizing team so that they become a part of our community - KRevaux@ReproForAll.org



What to Know: Fundraising Events

Before you get started asking for donations, make sure to familiarize yourself with the different ways one may contribute to Reproductive Freedom for All.

- **Online** - use our donation page: ReproForAll.org/DonateNow or for fundraisers raising \$10K+ we are happy to create a custom donation page for you.
- **By Check or Cash** - please make sure to include contact information for anyone who would like a tax receipt and is giving via cash. Consider getting a tracking number and insurance when sending the money through the mail. You may send any checks or cash** through the mail to:

Repro for All Events Office
1725 Eye St NW, Ste. 900
Washington, DC 20006

**please note, if sending cash - please track and/or insure the package and please enclose a note that provides the amount of cash that you are sending

- **By Wire or Stock** - please email Events@ReproForAll.org so that we may send you our wire and stock instructions.
- **Donor Advised Fund (DAF)** - the best way to find us is through our tax ID number: c3 Tax ID: 52-1100361 - please note that during this period of transition, some DAFs may have our former name NARAL Pro-Choice America Foundation still listed. This is okay as it will still go to us while they work to update our name.

What to Know:

Fundraising Events cont.

- **Matching gifts** - many companies support their employees philanthropic efforts and will match donations up to a certain amount. Please check with your company to see if this is something they offer.
- **Crypto** - please visit bit.ly/ReproForAllcrypto (please note that this link is case-sensitive)



Examples of how your donation will make an impact:

\$10,000: Run digital ads in key states to highlight reproductive freedom

\$5,000: Mobilize over 7,000 reproductive freedom activists with a mailing alert on anti-choice proposals in their state

\$1,000: Fund 25 Reproductive Freedom for All members for a full day in their State Capitol at a Reproductive Freedom Lobby Day

\$500: Sponsor a session at Reproductive Freedom for All Activist Summit

\$250: Conduct phone banking tutorials for 60 volunteers

\$100: Support our organizers in texting 2,000 members (one text costs \$0.05)

Steps to Planning an Event

- 1. Determine the type of event you'd like to throw**
 - a. Activist/Organizing** - Contact our organizing team at KRevaux@ReproForAll.org to make sure that you're coordinating with existing plans and are able to plug into our system in a way that's helpful.
 - b. Fundraising** - Contact our fundraising events team at Events@ReproForAll.org to make sure we're aware of your event and able to provide support as needed as well as consult on the best method of sending in donations (ex: online or by mail).
- 2. Set your goal** - it is a best practice to have a clear and realistically ambitious goal that you are aiming for - whether it's the amount you'd like to raise or the number of actions you'd like to complete. Think through your contacts and what you think you may be able to do.
- 3. Set a date and time** - consider holidays and other events happening in your area. Think through what time of day would work best for you and your network.
- 4. Pick a venue** - think through whether this will be an in-person event or online. Are you able to host this at your home for no cost or will you need to rent out or ask a venue to host you?
- 5. Set an event timeline** - suggestions are on the next page
- 6. Promote your event** - whether it's texting your friends, posting on social media, sending an email out, making phone calls or all of the above - make sure that your folks know how they can support you and why reproductive freedom is meaningful to you.
- 7. Find your helpers** - make sure to have a friend or two on hand to provide support on the day of your event.
- 8. Send your thank yous** - a note of appreciation to those who supported your event is always well received and sharing how their contribution made an impact helps make it tangible.

Suggested Event Timeline & Checklist

4-6 weeks before the event:

- Connect with our team to notify us about your event (contact info on prior page)
- Finalize your event details
 - Secure location (in-person or online)
 - Time and date of event
- Set attendance and/or fundraising goal
- Send your network a notice to Save the Date for your event and begin promotion.
- Consider any expenses you may incur.
- Order any supplies or materials as needed. Think through whether you will be providing food or beverages.

2-3 weeks before the event:

- Send an invitation or evite through [ControlShift](#) with finalized details. Providing your personal reason for supporting Reproductive Freedom for All is effective and a best practice.
- Create any materials you will need (attendee resources, script, talking points); if throwing a virtual event, think through if you will want to prepare any slides or instructions to attendees (ex: how to handle muting)

1-2 days before the event:

- Send a reminder about your event to the attendees with any information they may need to know.
- Brief your volunteers on their roles by hosting a planning call or sending a briefing memo/email to outline goals, expectations, roles, and timeline

Suggested Event Timeline & Checklist

Day-of event:

- Text any attendees that you never got a hold of via phone
- As folks arrive, have music playing, snacks out
- Take tons of photos
- Post on social media in real time if you can - be careful to make sure you are posting to a trusted network and to not disclose location details widely/publicly
- Give information on the next volunteer opportunity, re-shift vols
- Print/save the final attendee list
- Print/save the script/talking points
- Take screenshots if throwing a virtual event

Post event:

- Thank those who supported your event!
 - If throwing a fundraising event: send any contributions by check or cash** to our Events Office, 1725 Eye St. NW, Washington, DC 20006
 - **please note, if sending cash - please track and/or insure the package and please enclose a note that provides the amount of cash that you are sending
 - Please note that if it's by cash, we will need the individual's name and mailing address to send an acknowledgment letter.
- Post photos and stories on social media
- Send thank you messages to your volunteers for the event
- Send follow-up message with an action and photos from the event to all attendees
- If throwing an organizing event - mark attendance in [ControlShift](#) and share contact information with our Organizing Team and note any top volunteer leaders who want to get involved

Suggested Supplies

Please note that these are suggestions only and you should customize your supply list based on your event:

- Envelope to collect donations (do not lose sight of this!)
- Printed QR codes directing to ReproForAll.org/DonateNow
- Printed info sheets on Reproductive Freedom for All
- Pens
- Tablecloths
- Printed registration list
- Stick-on Name Tags (ex: Avery Labels 8395)
- Name Tag Holders
- Sharpies
- Blue Tape
- Scissors/Box cutters
- Directional Signs if needed (ex: Event this way →)
- Printed remarks, as needed
- Extra paper or notepad
- Rubber bands, paper clips, stapler



What we can help with

- For any event, we are happy to help answer questions not answered within the guide and to troubleshoot any donation issues.
- For events that plan to raise \$10K+ we are able to create a custom donation page for you and to send you stickers, pens, posters, and pins.
- For events that plan to raise \$25K+ we are able to provide a speaker from Reproductive Freedom for All along with an events staff member to assist with planning, logistics, and day-of support.



What we cannot help with

- Covering or reimbursing event expenses incurred for your event
- Creating graphic materials, including social media posts
- Pulling permits or providing event insurance coverage
- Providing contact information for donors in your area due to privacy laws and security best practices

Resources for you

Looking for content for your event? Use our tools below to put together whatever information you need:

- Our website - ReproForAll.org has a plethora of resources and information for you, including our Elections site: ReproForAll.org/Elections
- Our social media channels - Look for @ReproForAll on Twitter and @ReproFreedomForAll on TikTok, Instagram, and Facebook



Events Office

Reproductive Freedom for All

1725 Eye St NW, Ste. 900
Washington, DC 20006

Any questions? Please contact Events@ReproForAll.org