



Migrant Rights Centre Ireland Fundraising Toolkit



Migrant Rights Centre Ireland | 55 Parnell Square West Dublin 1 | Ireland
Tel: 01 889 7570 | Email: hilary@mrci.ie | www.mrci.ie
Registered Charity No. CHY17071

Welcome to Team Migrant Rights!

Dear MRCI Supporter,

Thank you for supporting our work and welcome to your fundraising toolkit! Without dedicated supporters such as you, we would not be able to raise vital funds to continue to support the empowerment and inclusion of migrant workers and their families at risk of poverty, discrimination, and social exclusion.

If you have never raised money for a charity before, you might be a bit nervous by the prospect of doing so but don't be! We're here to help you achieve your fundraising goals.

This toolkit is aimed to answer all your questions on fundraising and provides all the tools you need to get you started with your fundraising, with tried-and-tested ideas that really do work.

Additionally, our fundraising team is always at hand to help you in every way possible. If you have any queries or should you require any assistance please contact us:

01-889-7570

Hilary@mrci.ie

fundraising@mrci.ie

We can provide you with advice, information about our work, support materials including sponsorship cards, posters, t-shirts, collections buckets, etc.

About Us

Migrant Rights Centre Ireland (MRCI) is a national organization working to promote justice, empowerment and equality for migrant workers and their families. For ten years, MRCI has taken a stand with migrants to tackle the root causes of inequality. We use a community work approach with a focus on participation, leadership and empowerment, and have a strong track record in securing policy changes e.g. Bridging Visa for undocumented migrants; reversal of work permit changes; protections for domestic + agriculture workers; reversing the minimum wage cut. MRCI operates a Resource Centre and has a national remit.

Our Achievements:

You might be interested to know that since inception, some of our achievements include:

- **Undocumented Workers Scheme** - Successfully campaigned for the introduction of an official government scheme, or 'Bridging Visa' to regularize migrant workers who become undocumented through no fault of their own.
- **Work Permit Reform**- Successfully campaigned for the government's reversal of changes in employment permit policy in 2009 that would have forced hundreds of migrant workers and their families who had settled and made Ireland home to leave, Ireland or to become undocumented.
- **Migrant Worker Activism** - Developed a strong, grassroots base of thousands of migrant worker activists across Ireland that continues to mobilize and campaign on issues of concern.
- **Information, referrals and trainings** - Provide quality information and referrals to over 5,000 migrant workers and their families annually, and trainings to community, State, An Garda Síochána, Citizens Information Centres, trade unions and others across Ireland on critical issues facing migrant workers and their families.
- **€2 million in legal judgments and awards** - Assisted hundreds of exploited workers to achieve settlements and judgments for back pay and for other violations of their employment rights.

Getting Started

Fundraising can seem like a marathon task that's why we've put together some tips on how you can easily raise funds.

1. Set a fundraising target for yourself. It's always better to have something to aim for. You don't have to stop at the minimum required!
2. Visit the MRCI website at www.mrci.ie so you can tell others what we're all about. You can learn about our campaigns, see latest news and upcoming events, read our reports and publications, and become a friend on facebook.
3. Consider setting up an online sponsorship page with www.idonate.ie (see Online Fundraising).
4. Tell everyone that you are fundraising for MRCI. Get your company or local newsletter to publish an article about your participation – always stressing the time and effort you put into the challenge.
5. Make sure the first person to sign your sponsorship form gives you a reasonably large amount of money. Others often follow their example, so select your first donors carefully!
6. Keep your sponsorship form with you at all times. It is a good idea to have several forms on the go at once – one at home, one at work, one in the car etc. Contact us for more forms.
7. Use social media to let everyone know what you're doing. Ask for sponsorship through facebook and twitter.
8. Make it personal: when you feel strongly about the charity you're supporting it will make it easier to talk about it in casual conversations and make your request for sponsorship more real.
9. You can also add a line to your email signature prompting people to contact you if they're interested in sponsoring.
10. Let supporters know how the sponsorship money will be used. Whether you fundraise online or in the good-old fashioned way, take a glance at the sponsorship form, under the section "What your money can do". Giving supporters information on how their money will make a difference can be valuable.
11. Use your contacts – ask family and friends to sponsor you and if their company/organisation or sports and social group might also support you.

12. Fundraising at work – ask for a donation from your company charity budget. Ask colleagues to sponsor you – sending an email can be a great way to reach all your colleagues.
13. Many companies sponsor their employees for fundraising events and some will even match the amount you raise. This can result in great PR for the company, so make sure you take photos of any events you have at work which they may want to use in company publications or send to local newspapers.
14. Approach other companies and ask who you should write to about sponsorship, then send them a letter using the fundraising request letter template in this pack. If you have not heard anything back within one week, phone them. Always be polite and enthusiastic– enthusiasm is contagious!
15. Give people regular updates on how your training is going and how much money you are raising.
16. Be sure to thank everyone involved for their assistance and support of MRCl.

Online Fundraising:

It's so easy! Online fundraising is a simple and secure way to raise funds, especially from friends and family members that live outside your local area. MRCI has teamed up with idonate.ie to help you create a personal online fundraising page.

With www.idonate.ie, you don't need to keep lists of sponsors, collect, check and bank sponsorship money – this site does it all for you, enables you to email all your contacts to encourage them to sponsor you and delivers the money directly to MRCI. If you raise additional funds offline, update your page with the total to keep everyone aware of your progress. If you need help getting your page set up, give us a shout.

Instructions:

Go to www.idonate.ie/charity/mrci

Step one: **go to** www.idonate.ie

Step two: **click on** *start fundraising*

Step three: **click on** organised event

Step four: **fill in** event name: (Ex: Flora Women's Mini Marathon)

Step five: when search brings up list, **tick** Migrant Rights Centre Ireland

Step six: **click on** select charity, **click search** and select Migrant Rights Centre Ireland, click next

Step seven: you need to **register** yourself

Step eight; **fill in** your details

Step nine: **choose** your idonate web address

Step ten: **create** your fundraising page (you can be creative and fun as you like)

Step eleven: **email** all your friends and family with details of your idonate fundraising page

Sponsorship Form

Below you'll find our sponsorship form. While using the form, please remember:

- Fill in all the information required under "Runners Information".
- Return your completed sponsorship form and money to MRCI in a timely fashion.
- Remind supporters how their money will help others (see form).
- Don't be afraid to let people know that donating €10 only means missing one takeaway dinner or two pints of beer on a Saturday night.
- Make sure the first person to sign your sponsorship form gives you a reasonably large amount of money.
- Secure the amount sponsored as soon as possible.
- Get supporters to fill out their contact details so we can thank them for their support.

Letter Templates

We've made writing appeals as easy as possible. Below you'll find a letter template that you can use for all your fundraising efforts. Of course, you'll need to replace information where necessary. If you need us to alter the letter in any way, let us know.

Your Name
Your Address
Today's Date

Dear **Contact's Name**,

This year, I am raising funds to support the Migrant Rights Centre Ireland (MRCI). I am writing to you in the hope that you will be in a position to help me raise my sponsorship target of €0,000. The funds raised will go directly to the MRCI. The MRCI is a national organization working to promote justice, empowerment and equality for migrant workers and their families. For over 10 years, MRCI has supported thousands of migrants and their families; many who have experienced discrimination and exploitation

To give you an idea of how they have helped, let me tell you a little bit about Thoya. MRCI first met Thoya a few years ago; she was a teenager when she was trafficked into Ireland for forced labour. For 3 years, Thoya worked as a domestic worker in a private home under slave like conditions. Her began work at 5:30 a.m. and finished around midnight. Some days she worked until 2:00 am. During this work she was forbidden to leave her employers home. Her employer controlled her actions and movements and even her communication with her family. She received no payment during this time. Eventually, a visitor to the house noticed she was in distress and they contacted MRCI. MRCI took action to rescue her and liaised with the Gardaí to ensure Thoya was placed in safe accommodation.

Today, Thoya is studying community development. She joined MRCI's Domestic Workers Action Group which advocates for the rights, dignity, and recognition of workers employed in private homes. Through her participation in this group she gained control over her life and began to build confidence. Through training provided by MRCI she became a spokesperson for the campaign to introduce legislation to outlaw Slavery in Ireland.

Unfortunately, Thoya's story is one of many. There are hundreds of exploited domestic workers. MRCI is dealing with 169 cases of forced labour. This work involves providing emergency rescue kits, access to safe accommodation, participation in action groups along with advocacy and legal representation.

Contact's name, will you help MRCI support this important work? If you're interested and would like to help others like Thoya, please complete the enclosed donation form.

If you have any questions please do not hesitate to call me on **Your Phone Number**.

Thank you for your time and I hope to hear from you soon.

Yours sincerely,

Your Name

Donation Form: You can include this form with your letter. Of course, you'll need to replace information where necessary.

DONATION FORM

Yes, I would like to help the Migrant Rights Centre Ireland (MRCI) by supporting **Your Name** at **List Event**

I would like to make a donation of:

€1,000 €500 €250 €50 Other € _____ *(change amounts as preferred)*

Please send me an acknowledgement for this donation.

Contact Details:

Name: _____

Company Name: _____

Address: _____

Telephone: _____

Email: _____

Donation Details:

You can send money directly to our bank account:

Allied Irish Bank, 37 Upper O'Connell St., Dublin 1

Sort code: 93-11-36

Account No. 17766133

IBAN No: IE58 AIBK 9311 361 7766 133

BIC No: AIBKIE2D

OR

You can post a cheque, bank draft or postal order, made payable to 'Migrant Rights Centre Ireland'

These can be posted to: MRCI, 55 Parnell Square West, Dublin 1

Thank you for your support.

Please return this donation form to:

Your Name

Migrant Rights Centre Ireland (MRCI)

55 Parnell Square West, Dublin 1

Tel: (01)-889-7570

CHY 17071

Need more information?

- While we hope this toolkit has provided you with a few ways to get your fundraising started, our fundraising team can also provide you with more information on:
 - Letter writing
 - Raffles
 - Street/Shopping Centre Collections
 - Event planning and management
 - Fundraising at work

Good luck with your fundraising! Let us know how you're doing. Thank you for your support. It is people like you that make our work possible.

MRCI