

*A guide for how to support
and sustain your favorite
radical bookstore through
these trying ass times!*

BSTOX FUNDRAISING TOOLKIT

SET A FUNDRAISING GOAL

Start by setting a goal that is specific, measurable, achievable, realistic, and time-bound. For example: "I want to raise \$1,000 in two weeks!" Creating a timeline (and a deadline) lends some urgency and helps folks see that your fundraiser will have a beginning and an end.

ASK YOUR COMMUNITY TO GIVE!

Meet your community where they are -- send an email, send text messages, share photos and videos and links on social media. The most important things to remember about making an ask is that it needs to be personal. Tell your friends why it's important to you to sustain Bluestockings, and if you can, make your asks one-on-one.

MAKE IT FUN

Put the fun in fundraising with a gimmick or virtual fundraising event. For example, maybe everyone who contributes can get access to a book-themed online Jeopardy game that you host, or perhaps each of your donors can receive a goofy Christmas card from you and your cats. Get creative!

FOLLOW UP!

If you're reaching out personally via text or email, keep track of who you have reached out to, and who has made a gift. You can then follow up with folks a week or two afterwards, to report back on your progress and encourage those who haven't yet given to join in the fun.

SAY THANK YOU!

When your fundraiser is over, remember to thank your amazing community for their support! Send personal thank you messages to each person who contributed to your campaign and let them know their gift made an impact! Other great ways to show your appreciation can be incentives like personal Bluestockings book recommendations (you can even pick something from the Bstox store), playlists, or digital zines.

Join our membership program by signing up with a monthly or annual gift at <https://withfriends.co/bluestockings/join>! There are six tiers of membership, with benefits at each tier ranging from Bstox swag, discounts, and free monthly books!