



in her shoes
FOUNDATION™

EDUCATE

FUNDRAISING TOOLKIT

WWW.INHERSHOESFOUNDATION.ORG

Empower Girls

*The
Future is
Female*

*Create Community
Impacts*

Girl Power

INSPIRE

LEAD



About In Her Shoes Foundation

Our Vision

Empower and inspire every woman and girl to be her personal best.

Our Mission

Embrace the potential of all women and girls by providing:

Positive Influences
Learning Opportunities
Community Partnerships
Leadership Development

Our Core Values

These are the qualities we value and encourage in our members and volunteers. We are:

Accountable
Authentic
Empathetic
Inclusive
Intentional



Core Programs

Ready Set Girls Academy (RSGA)

Through our flagship program, we've created a curriculum to teach young women essential life skills and coping techniques by improving their self-esteem and encouraging them to reach for higher achievement. Offered to middle school and high school girls, our curriculum includes extra lessons for college and career exploration, which can include field trips, guest speakers, and hands-on volunteer projects.

Ready Set Women Academy (RSWA)

We bring together and empower women from all walks of life to promote positive professional growth. Workshop topics include leadership, work-life balance, negotiation, management, and more.

Giving Back Program

This program connects IHSF with a broad array of community projects offered through partnering organizations allowing us to provide hands on opportunities to impact our neighborhoods and those in need throughout Chicagoland.

About Your Event

Step-by-step instructions on how to plan your fundraiser:

1) Choose your fundraising challenge:

Look for inspiration all around you, reach out to friends, people who share your passion and create an event.

Examples:

- Bake Sale
- Use your social media to commemorate a birthday, anniversary, or any special day by hosting an In Her Shoes Foundation fundraiser
- Sell your homemade jewelry, arts or crafts
- Partner with a business to share a percentage of sales for a specific time frame



“Through a bake sale, the seven of us teamed up to raise over \$250 for In Her Shoes Foundation!”
—In Her Shoes Foundation's High School Committee



About Your Event

2) Set a Fundraising Goal!

Create a timeline with a Fundraising Goal. Timelines and goals help you stay on track and strive for a target.

3) Complete this form before your event:

www.inhershoesfoundation.org/host-an-event-1

4) Identify Your Support Network:

If you're working with other people, have a kickoff call or meeting and let your ideas flow! Identify roles and responsibilities. Work together and let everyone have an opportunity to contribute their unique talents.

5) Follow up with Supporters:

Start your outreach on social media, emails, bulletin boards and phone calls.

6) Have an Amazing Fundraiser!

Have fun and stay engaged! Stay in close touch with your team and revisit roles and responsibilities if needed. Reach out to us with concerns!

Fundraising Guidelines

Donor Obligations

In Her Shoes Foundation reaches out to donors and volunteers through multiple social media platforms. To share our organization beyond your event please share our social media handles and tag us:

Instagram: @inhershoesfoundation_ihsf

Twitter: @inhershoesfound

Facebook: @inhershoesfoundation

LinkedIn: In Her Shoes Foundation

Please contact In Her Shoes Foundation before attempting to solicit in-kind donations (such as items for an auction or raffle, or food/drinks for an event) to prevent any conflicts of interest.

By signing the Event Form, you confirm that no one associated with your event will be compensated by In Her Shoes Foundation for these fundraising efforts, nor will you be benefiting financially by hosting and organizing this event.

Promotion and Logo Usage

All promotional materials for your event **MUST** clearly state that the event is sponsored and executed by you or your group and that the funds raised are to support In Her Shoes Foundation.

Please do not use In Her Shoes Foundation materials in a way that may imply In Her Shoes Foundation is sponsoring the fundraiser. Your audience should understand that In Her Shoes Foundation is not endorsing any product, organization, or service.

You can download our logos, guidelines for logo use, and other promotional materials to spread the mission about our organization down below:

Use the Link:

tinyurl.com/IHSFfundraising



Financial Notes

Costs

In Her Shoes Foundation is extremely grateful for your support and creativity in planning this event to help us continue supporting girls in need; however, we cannot provide financial support to cover any costs of your event.

Donor Information

Fundraising event organizers are responsible for collecting contact information from volunteers, attendees, sponsors, and donors. Please send this information to info@inhereshoesfoundation.org if possible.

Monetary Donations

Please visit: inhereshoesfoundation.org/donate

Checks:

In Her Shoes Foundation, 155 N. Michigan Ave
#9012. Chicago, IL 60601

Tax Receipts

All third-party event hosts receive a tax receipt 2-3 weeks after we have received your donation.

Sharing In Her Shoes Foundation

How your event represents In Her Shoes Foundation is crucial to our image as an organization. Please refrain from depicting our name, logo, and programs in a way that could be misconstrued.

It is essential to use “In Her Shoes Foundation,” and our flagship program’s name, “Ready Set Girls Academy,” in its entirety in order to not be confused with other organizations and their programs.

In Her Shoes Foundation reaches out to donors and volunteers through multiple social media platforms. To share our organization beyond your event please share our social media handles:

[Instagram: @inhershoesfoundation_ihsf](#)

[Twitter: @inhershoesfound](#)

[Facebook: @inhershoesfoundation](#)

[LinkedIn: In Her Shoes Foundation](#)

Frequently Asked Questions

Questions About Promoting Us

- **How do I talk about In Her Shoes Foundation?**
 - Please see refer to this guide, our website, and our brochure linked below for guidance!
- **Will In Her Shoes Foundation help promote third-party events?**
 - We love to share updates about successful fundraisers but cannot commit to helping promote third-party events.
- **Do you have flyers and brochures to hand out?**
 - Yes, you can find our brochure and other materials about In Her Shoes Foundation linked here:
 - tinyurl.com/IHSFfundraising

Please send questions about promoting us and your fundraiser to info@inher shoesfoundation.org

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