



Upwardly Global **FUNDRAISER'S TOOLKIT**

UPWARDLY GLOBAL FUNDRAISER'S TOOLKIT

GET STARTED

Thank you for fundraising with Upwardly Global this holiday season! We're grateful for your support and are here to set you up for success. Follow the steps below to get your fundraiser started:

Create Your Fundraiser: Set up your fundraising page. Watch the video below for step-by-step instructions.

 [Upwardly Global Fundraising Page Tutorial](#)

- Feel free to customize the language to share what Upwardly Global means to you!

Set a Goal: Choose a fundraising goal that reflects the impact you hope to make:

\$25,000

Funds an industry-specific cohort, or Community of Practice, that shares knowledge and best practices to support job seekers.

\$10,000

Supports industry-specific coaching for 10 immigrant or refugee professionals.

\$5,000

Funds paid mid-career internships, or "returnships," for healthcare workers and other critical professionals.

\$1,000

Funds the development of one new online course, helping job seekers accelerate their learning of critical soft skills.

Any amount will make a difference — every dollar raised will support immigrant, refugee, and asylee professionals rebuilding their lives and restarting their careers in the U.S.

Spread the Word: Use your social media, email, and personal networks to share your fundraiser. Get family, friends, and colleagues involved with Upwardly Global and encourage them to support your campaign. Make sure to call out these special dates:

**#GivingTuesday on
November 28**

For 24 hours only, all gifts will be tripled-matched up to \$25,000.

**Upwardly Global
Virtual Community
Celebration
on December 7**

[Tune in for a virtual celebration](#) featuring job seeker and partner success stories. You can make it an event by hosting a Watch Party!

**December
29, 20, 31**

These are the final three days to have your gift to Upwardly Global automatically matched up to \$100,000 before the end of 2023.

Celebrate Success: Track your progress and celebrate each donation and milestone you achieve. Be sure to say thank you and express gratitude to your network for supporting your fundraiser.

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FUNDRAISING RESOURCES AND TEMPLATES

Now that you're all set up with your fundraising page, look through the resources below for sample language and useful links to make the most of your fundraiser.

Sample Email Language | Initial outreach

Hi <NAME>,

This holiday season, I'm asking you to support a cause that is deeply important to me: helping immigrants, refugees, and asylees succeed in the U.S.

I've started a personal campaign <LINK TO YOUR FUNDRAISING PAGE> to raise money for Upwardly Global, an organization that eliminates employment barriers for newcomers. Upwardly Global supports job seekers and the organizations that serve them with industry-specific coaching and digital training, engages employers in inclusive hiring practices and opening opportunities, and advances policies and narratives that create prosperity for all.

Upwardly Global's work is meaningful to me because <1-2 SENTENCES EXPLAINING WHY UPWARDLY GLOBAL IS IMPORTANT TO YOU PERSONALLY>.

Please consider making a gift here <LINK TO YOUR FUNDRAISING PAGE> towards my <\$AMOUNT> fundraising goal to help immigrants secure quality, thriving-wage jobs. Thanks to the Upwardly Global Match Challenge Fund, any gift you make will be matched dollar for dollar up to \$100,000 through December 31, 2023!

Thank you,
<YOUR NAME>

PS. If your company has a matching gifts program, please see if they will match your gift!

Sample Text Language | Initial outreach

My fundraiser for Upwardly Global is still ongoing! Please consider giving a special holiday gift to help unleash the potential of immigrants, refugees, and asylees so they can secure quality, thriving-wage jobs as they rebuild their lives in the U.S. <LINK TO YOUR FUNDRAISING PAGE>

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Sample Email Language | Follow up

Hi <NAME>,

I wanted to update you on my campaign progress supporting Upwardly Global — I've raised <\$AMOUNT> of my total <\$AMOUNT> fundraising goal! I'm so excited to be supporting Upwardly Global this holiday season. I am inspired by their work to eliminate employment barriers for immigrant, refugee, and asylee professionals while advancing the inclusion of their skills into the U.S. economy.

<NAME>, I hope you will help me reach my goal by <DATE> to help more newcomers like Vanessa find quality jobs in the U.S. Please consider donating here <LINK TO YOUR FUNDRAISING PAGE> and sharing my page with your network.

Any amount will make a difference — thank you for your support!

<YOUR NAME>

Sample Text Language | Follow up

My fundraiser for Upwardly Global is still ongoing! Please consider giving a special holiday gift to help unleash the potential of immigrants, refugees, and asylees so they can secure quality, thriving-wage jobs as they rebuild their lives in the U.S. <LINK TO YOUR FUNDRAISING PAGE>

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Sample Email Language | Thank you

Hi <NAME>,

We did it! You helped me raise <\$AMOUNT> for Upwardly Global's important work to support immigrants, refugees, and asylees rebuilding their lives and restarting their careers in the U.S.

I'm so grateful for your generosity and hope you know that every dollar will help eliminate employment barriers for newcomers and promote the inclusion of their skills in the U.S. workforce.

To date, with Upwardly Global's support, 10,000 immigrants are in thriving-wage jobs that contribute more than \$74 million annually to the U.S. economy. Your support helps create a more equitable, welcoming country where everyone — including immigrants, refugees, and asylees — can fully contribute and thrive.

Thank you so much,

<YOUR NAME>

Sample Text Language | Thank you

My fundraiser for Upwardly Global is still ongoing! Please consider giving a special holiday gift to help unleash the potential of immigrants, refugees, and asylees so they can secure quality, thriving-wage jobs as they rebuild their lives in the U.S. <LINK TO YOUR FUNDRAISING PAGE>

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Sample Social Media Posts

- #GivingTuesday
- Job seeker story
- Match Challenge Fund

Publications

- [Annual Report](#)
- [AI For Impact: How to Thoughtfully Leverage Technology to Deliver on Mission](#)
- [Impact Report: Building an Inclusive Healthcare Workforce](#)
- [Impact Report: Crisis Response and Serving Afghan Refugees](#)
- [Unlocking Potential: Enhancing Community College Services for Immigrant and Refugee Students](#)
- [Month In Review Newsletter](#)
- [Other news and publications](#)

Job Seeker Stories to Share

- Vanessa — [story](#) and [video](#)
- Shahpur — [story](#) and [video](#)
- Lyubava — [story](#) and [video](#)
- Saiful — [video](#)
- Sofiiia — [story](#) and [video](#)
- Ihor — [story](#)
- [Additional job seeker stories](#)
- [Additional job seeker videos](#)

Check Out and Re-share Content From Upwardly Global

