



Upwardly Global **FUNDRAISER'S TOOLKIT**

Thank you for fundraising with Upwardly Global! We're grateful for your support and are here to help you every step along the way.

FOLLOW THE STEPS BELOW AND START FUNDRAISING

1. 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. See below for different giving levels.

\$25,000	Supports an industry specific cohort that shares knowledge and best practices to support job seekers
\$10,000	Supports industry-specific coaching for 75 immigrant or refugee professionals annually
\$5,000	Supports mid-career paid internships or “returnships” for healthcare workers and other critical professionals
\$1,000	Supports job seekers with access to competitive certifications. Online reskilling and upskilling training builds in-demand technical skills needed for a changing job market

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.

2. 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. If you want, organize your fundraising around a personally meaningful date for you, or choose a day like Giving Tuesday (annually on the Tuesday after Thanksgiving), or gather friends to provide support during the winter end of year and holiday season.

3. 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.

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>,

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 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.

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 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. and help create thriving communities across the U.S. <LINK TO YOUR FUNDRAISING PAGE>

Sample Email Language | Follow up

Hi <NAME>,

I wanted to update you on my campaign supporting Upwardly Global! I've raised <\$AMOUNT> of my total <\$AMOUNT> fundraising goal! I'm so excited to be supporting Upwardly Global! I am inspired by their work to advance inclusion of immigrant, refugee, and asylee professionals as they seek to restart their careers in the U.S.

<NAME>, I hope you will help me reach my goal by <DATE> to help more newcomers like <INSERT JOB SEEKER STORY> 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 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>

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, restarting their careers in the U.S., and contributing to thriving communities.

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, more than 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 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>](#)

ADDITIONAL RESOURCES AND LINKS

Feel free to link these reports and job seeker stories to your messages!

Job Seeker Stories and Video

Vanessa — [story](#) and [video](#)

Saiful — [video](#)

Sofiia — [story](#) and [video](#)

Ihor — [story](#)

[Additional job seeker stories](#) [Additional job seeker videos](#)

Publications

- [Annual Report](#)
- [Building Community and Fueling Growth 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](#)

If you are on social media, please remember to follow Upwardly Global, like and re-share!

[Linkedin](#)

[X](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[Upwardly Global website](#)

Any questions or concerns, reach out to us at devteam@upwardlyglobal.org

Thank you for your support!