



Toolkit: How to LIVE-a-thon with DCAF!

It's time for **Fund-a-thon**, an annual season (March–May) of in-person, virtual, and hybrid events where community members (like you!) come together to raise money for abortion funds.

Fund-a-thon 2024, aka **LIVE!-a-thon**, is all about—you guessed it—doing it **LIVE**. You've been cooped up in your one bedroom apartment, dreaming of longer days, cherry blossoms, and patio happy hours. **Now we're asking you to take that energy and use it to fund abortion!**

For the first time since the pandemic started, we have the resources and modern medicine to be able to care for each other, **LIVE**. To touch, to hug, to dance, to sing... all thanks to vaccinations, masking, testing, and COVID-safe community norms. Let's celebrate our ability to rejuvenate each other in a tough period for our movement, our country, and our world by celebrating abortion **LIVE**.

How can you LIVE-a-thon? Glad you asked!

- Truly anything IRL—turn your book club, dinner party, or monthly happy hour into an abortion fundraiser!
- Running the cherry blossom 10 miler? Use Instagram or Facebook to raise money from your people!
- In a kickball league? Ask your team to designate DCAF as your charity for the season!



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- Build a fundraising team and plan regular meet-ups at your favorite spot! (DCAF tip: we love Doubles on Georgia Ave for a daytime catch up.)
- Buy tickets for [My Body My Festival \(MBMF\)](#), DC's first abortion access music festival, hosted by DCAF and Burger Sounds!
 - **If you only do one thing this spring, attend this festival!**

Below is our toolkit, which lays out how you can **LIVE!-a-thon** with Canva editable graphics, a guide to selling merch to benefit DCAF, talking points, and tips and tricks from our Comms and Dev team. You can also check out our [events toolkit](#), the evergreen 101 for event planners.

Okay, let's get started!

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Getting Started

First things first: you have to decide how you want to do **LIVE-a-thon**.



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Here are four, solid options, but if you need more support or want a brainstorm buddy, please reach out to Alisha at alisha@dcabortionfund.org.

Start a fundraising team

- Register your team on our [Classy fund-a-thon page](#).
- Recruit your team: friends, family, your favorite abortion baddies—go far and wide in your network
- Set a fundraising goal, and make sure to strike a balance between realistic and ambitious. *For example, if you have 50 friends that can all give \$100 comfortably, \$5,000 is a great goal!*
- Plan IRL meet ups to catch up, energize the team, and maybe recruit new members?
- Fundraise, fundraise, fundraise!

Host an Event

- Decide what you want to do: Happy hour at your favorite bar? Block party on your street? Wine tasting with your BFF who's working on their som skills? Disco dance party? Whatever you decide, make it fun and unique to you!
- How are you raising funds? You could...
 - Have a cover charge!
 - Sell tickets for \$20 that include a drink or something else fun!
 - Display a QR code and encourage your guests to scan and donate!
 - Partner with your favorite bar (*DCAF tip: we love ANXO in Brightwood*) and asks if they can create a drink special that will benefit DCAF!
- Set a fundraising goal: make sure to communicate this to your guests and encourage them to give as much as they can!
- Set a date, secure your location, and send your invites.
- [Fill out this form](#) so we can add it to our events calendar and promote it on socials!
- And most importantly, have fun and fund abortion!



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Donate Proceeds

- Decide what you are selling: Baked goods? Yard sale? Proceeds from your vintage shop? A custom design that benefits DCAF?
- Decide how you want to raise funds: through social media (ex: Instagram)? Your etsy shop? Organize a market with other makers in your neighborhood? Create a merch design for us on Bonfire ([more on this here](#))?
- Set a date!
- Announce your fundraiser!
- Email Alisha at alisha@dcabortionfund.org and ask us to promote your fundraiser!
- Sell goods and fund abortions!

Attend a DCAF hosted event

- Each month, DCAF is partnering with a local business or supporter on one super special event.
- Too busy to plan something yourself? Wanting to connect with other pro-abortion pals in the DMV? Looking for another fun event to add to your calendar? We got you!
 - **March 6:** [Kick off LIVE-a-thon at ANXO Cidery in Brightwood with Team DCAF!](#)
 - \$1 from every pour of Nevertheless cider goes to DCAF!
 - P.S. March is also Women's History Month, and our friends at ANXO have so many fun things planned ([pro-abortion trivia anyone?](#)) to support DCAF. Maybe make ANXO your go-to spot for the month of March?
 - **April 20:** ["Taking it to the Max" fundraiser at ANXO/Brightwood Pizza!](#)
 - This event is an annual fundraiser for DCAF and tribute to Max Kamin-Cross, an amazing advocate for abortion access. Join us to celebrate Max, dance to local girl-powered pop rock band Massie, drink local cider, and bid in our silent auction sponsored by local businesses.
 - **May 16-18:** [My Body My Festival!](#)



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- Buy tickets for you (and a few friends?) to [My Body My Festival](#), our three-day, three-night, all-things local festival celebrating DC being a safe haven for bodily autonomy. Every dollar raised will benefit us and go toward our fund-a-thon goal!
 - Want to give more? Make an additional contribution at check out, or snag some [MBMF merch!](#)
 - *Sure, we're a little biased, but we think this is the PERFECT way to close out LIVE-a-thon.*
-

How to talk about abortion funds

For all our data buddies, check out our annual report, [What the F*ck Happened?](#)—we share more on how much we sent back into our community after *Dobbs* (over \$2.3 million), how we're doing (not great!), and what keeps us going (you!).

“How does it work?”

- *That's the question we hear most often when we are in the community and we bet you will too! Here is a basic overview of how it works:*
 - You need an abortion. It's expensive. You're not sure how you will pay your rent, make that student loan payment, buy groceries, AND pay for your abortion.
 - That's where we come in. As long as you are having your abortion in the DC region, DCAF is here to help—no other restrictions or requirements.
 - We will work directly with you to get you the funding you need so you don't have to delay care.
 - DCAF pays the clinic directly and this is not a loan system, so after you get the care you need, you can continue on with your life.

“Why do abortion funds exist?”

- Because we live in a broken system—*seriously!* Our health care and legal systems failed us, so abortion funds had to step in. Abortion funds were around



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long before *Roe v. Wade* was overturned (and before it was the law of the land!) for so many reasons, including:

- Most health insurance plans don't cover abortion care;
- Policies like the Hyde and Dornan Amendments prevent federal funds from going toward abortion care;
- Many states ban or restrict access based on gestational age (even "blue" states like California and New York restrict care, forcing people to travel for abortions later in pregnancy);
- Some states require anyone under 18 to get permission from a parent or legal guardian before having an abortion; and
- It's not only the cost of the procedure—if you have to travel for care, you may need to book flights, get a hotel room, take off work, find childcare, etc.

"What else should I know?"

- Abortion is expensive. First trimester care in DC starts at \$550, third trimester procedures START at \$9,000 and can be over \$20,000, and guess what—NO all-trimester clinic can accept health insurance.
- There are only four all-trimester abortion clinics in the United States—and three of them are in the DC region.
- DC has always been an abortion access haven because we have no restrictions, amazing providers and clinics, all-trimester care, and no parental consent laws. It's also easy to get here; we have two major airports and great train access on the east coast.
- The influx of abortion seekers in this region has only grown since the overturning of *Roe v. Wade*, putting a huge strain on abortion funds (including us!), clinics, providers, and practical support networks. There is simply not enough money, appointments, or time to support every person who needs to get their abortion in this region.
- Abortion is winning on the ballot—yay!—but abortion funds are running out of money. Funds are closing their lines earlier in the month, implementing stricter funding guidelines, seeing donations dry up, and facing an uncertain future.



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“How can I inspire my friends and family to give?”

- Remind them how lucky they are to live in the DC region—where you can say you’re pro-abortion without having to look over your shoulder; where over 300 people attend an abortion themed disco; and where your neighbors believe in the power of mutual aid and continue to show up for their local abortion fund whenever we ask!
- Abortion funds continue to make abortion access happen—no matter what. We know how to be scrappy, we know how to work together, and we get sh*t done—you can trust us with your money.
- Funding abortion care is radical, it’s joyful, and it truly makes a difference in someone’s life.
- Big philanthropy and major donors tend to focus on funding the legal and political strategy in our movement—while important, it’s leaving behind the people who need an abortion today, tomorrow, next week. Those people shouldn’t have to delay or forgo care because of a gap in funding. Support your local abortion fund so no one gets left behind.

A guide to Bonfire

DCAF is all about art as activism, whether it’s our May music festival, a community wheatpaste, or a banger piece of abortion merch. DCAF has been hard at work releasing a [variety of merchandise](#) since our June 2023 rebrand, all of which destigmatize abortion, spread the word about our services, and funnel dollars right back into our mission.

LIVE-a-thon is a great opportunity for our community to get creative and make their OWN DCAF merch—at a benefit to the Fund and to your LIVE-a-thon team!

“What could I make?”/“Where do I start?”



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At the drawing board—literally. Use your pen, your iPencil, Canva, Illustrator... whatever works for you when you're making art, and think about something you would actually like to wear. Is it a play on words? A strong message in support of reproductive justice and mutual aid? A very detailed drawing of mife and miso? A cartoon armadillo with a cowboy hat who you've named Abortion Armadillo? We love it all!



But to help you get some inspiration, here are a few of our favorite abortion fund merchandise pieces—featuring a few of our awesome sibling funds!



- [*Buckle Bunnies Fund: Real Cowpokes Ride For Abortion Access*](#)
- [*Richmond Reproductive Freedom Project: Love to Love Abortion*](#)
- [*Jane Fund of Central MA: Solidarity Transcends Borders*](#)
- [*Missouri Abortion Fund: Funding Abortion is Magical*](#)



"I made my design—what next?"

Here's the easy part: Head to [DCAF's Bonfire profile page](#), and scroll down a tiny bit to see "Design your own fundraiser." Click the button that says 'Start Fundraising!'

Create your design

You'll be led to a new page where you can create your own design. Start by selecting which type of product you'd like to design on: You can design a tee, a hoodie, a long sleeve, a mug, a tote, or a hat! Make sure the background colors and each type of product you like is selected before adding your art on top.

Next, upload your art, add text, and more using the tools provided. Make sure your design is inside the printing area, and if you're using more than five colors, be sure to select the "full color" option! We want to be able to see all the beautiful work you've done once your designs are printed. Once finished, click "Next" then "Start selling."

Profits



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Now it's time to decide on profits, batch length, and more! We recommend selling in batches over selling on-demand, as batches yield more profits (and more funds to be credited to you or your LIVE-a-thon team)!

Decide on a realistic goal for how many of this design you'll sell, but know Bonfire (and DCAF!) won't hold you to it. Then decide on your selling prices for each piece of merch: Keep in mind, ensuring DCAF gets a solid profit and ensuring the item isn't too expensive for the average customer is a gentle balance! **Hot tips:** (1) Round your prices up to the nearest dollar: all those .99s deter customers (seriously)! (2) Check out our [past merch campaigns](#) to get a sense of how much we usually charge.

Settings

Here's where you ensure that all the profits you raise go to DCAF. Click "Fundraise" >> "Yes," then give DCAF's EIN number: 20-4713150. Now make sure your fundraising goal looks right, and make sure that accepting donations at checkout is activated—we rely on those! Also feel free to turn on the verified nonprofit badge.

Now select your batch length: Keep in mind that a shorter batch gets your merch to buyers faster, but a longer batch means more sales. Pick what works best for you and your community!

You can describe your campaign in whatever way you see fit, but we like to select: "Advocacy"/"Nonprofit"/"Fundraiser"/"Social Movement." This is so people far and wide can find DCAF's mission and merch! Other tags we like include "Abortion rights"/"Roe v Wade"/"Community Organizations"/"LGBTQ+ Rights"/"Trans Rights"/"Women's Rights"/"Human Rights"/"Social Justice". Take your pick!

Edit & preview



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Now it's time to make it cute! Give your campaign a catchy name, whether it relates to your design, your LIVE-a-thon team, or DCAF. We'd recommend also adding a subtitle and a little more about the campaign at the bottom: The more personal and fun you make it, the better!

When ready, hit LAUNCH! Now your amazing new piece of merch is out in the world, and will fund abortion with DCAF—we're so proud of you! Take this opportunity to promote your design to your community: This can look as simple as sending the link to a few friends, or as complicated as asking a few friends with high follower counts to promote your design on their page! The most important thing is explaining to folks that this design funds abortion, and that you put your time and talent into making it because funding abortion is important to YOU. *At the end of the day, that's all that matters!*

Want DCAF's help with promotion? Send us an Instagram DM or email DCAF's Communications Manager at jade@dcabortionfund.org: She'll make sure to promote your gorgeous work far and wide on DCAF's channels!

Tips and Tricks

- **Make it personal:** Whether it's your own abortion story, your experience volunteering with DCAF, realizing your job's health insurance doesn't cover abortion care, or the day Roe was overturned, share why funding abortion matters to YOU!
- **Try to do something IRL:** A walk in Rock Creek Park with your fundraising team, after work drinks with a rival team, a little vintage pop up on a sidewalk in Mt. Pleasant, a benefit concert on your porch—getting people together in person to fund abortion is the most radical thing you can do!
- **Don't be shy:** ask your favorite local business if they would support you hosting a fundraiser for DCAF—we regularly find businesses will offer us space



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for free, donate a portion of the proceeds that evening, or run a drink special that benefits DCAF. Some faves of ours who would love to hear from you:

- ANXO
 - *as you are.*
 - *Sankofa Cafe*
 - *Doubles/Sonny's/No Kisses*
 - *Electric Cool Aid*
 - *Museum of the Palestinian People*
 - *Scooby Doo Mansion*
 - *Showtime*
 - *Lost City Books*
 - *East City Bookshop*
 - *Common Good City Farm*
 - *N-Flux*
 - *Epic Yoga*
 - *Yoga Heights*
 - *Maketto*
 - *The Pocket*
 - *Slash Run*
 - *Dance Place*
- **Don't lose hope in April:** It's true what they say: April is the cruelest month. Fundraising slows down, people lose steam, things are blooming—take a breath, enjoy the (hopefully) warmer weather, and get ready for our BIG match in May (*more on that later*).
 - Another way to break up the April slog? [Join us at ANXO/Brightwood Pizza on April 20th!](#) All fund-a-thon teams can get a discount—email Alisha at alisha@dcaabortionfund.org for the details.

Graphics and sample social

While LIVE-a-thon is all about making memories IRL, we know you're going to need social media and digital connection in order to bring folks together. This section is all about using your personal (or professional, we don't know your deal) social media to fundraise for DCAF, promote your LIVE-a-thon team or fundraising goal, and share LIVE-a-thon events with your community...with a little help from [your friend at DCAF](#).



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This also serves as a fantastic corner for our introverts and homebodies! If the idea of LIVE-a-thon makes you itch: no biggie. Try a few of the below tricks to participate in LIVE-a-thon from the comfort of your home!

Digital fundraising 101

Fundraising online can take the edge off of those “Money, please!” conversations—plus, with the power of copy-paste, you can reach more people more easily. Here are a few creative ways our community members have used their social media and email channels to fundraise:

- **Have regular IG story bingo games!** Create a bingo board, put a \$ amount in each square (e.g. \$5, \$3), and ask your friends to help you get BINGO (or better yet—blackout) for DCAF! Accompany these posts with lots of thank yous to friends, and feel free to tag @dcabortionfund!
- **Post about why you’re fundraising for DCAF—and solicit donations!** Never underestimate the power of telling your community why you care about something...and asking them to do the same! Draw up a little X thread, Threads thread, or even film a TikTok telling your community why you’re using this spring to fundraise for one of the largest abortion funds in the country.
- **Use the power of the algorithm to your advantage!** Do you get stuck on Reels and TikTok for hours? That’s how it’s designed! Take advantage of folks’ attention and redirect it for good: Encouraging them to get into their community and fund some abortions this spring. Whether you’re a face-to-camera queen or a high-production-value Adobe Premiere pro, use video apps to reach a wider audience than just your circle!
- **When in doubt, shitpost.** RSVPs to your event not streaming in like you hoped? Not even close to your fundraising goal? Take to your Instagram story, blast to your full Gmail Contacts list, start a Facebook livestream, and tag whoever you think needs some DCAF in their life. Remember, the attention of the internet is temporary—funding someone’s abortion is forever!

Promoting LIVE-a-thon (+ your LIVE-a-thon event!)



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LIVE-a-thon has its own, awesome visual identity. Keep the LIVE-a-thon vibes going while making online event promotion easy as pie: Use our graphic templates and LIVE-a-thon assets!

- **Promoting a LIVE-a-thon event?** Plug all necessary information into one of these **[eight graphic templates](#)**, using Canva! Please MAKE A COPY of the template you'd like to use—**do not edit directly, please!**—and plug in the relevant information for your event. Download (we'd recommend at a high px level) and it's ready for you, your LIVE-a-thon team, or whoever to promote!
 - *Never used Canva before? Check out this [beginner guide!](#)*
 - *Working with a local business? Be sure to get their logo and add it to the graphic!*
- **Don't want to host an event, but want to rep LIVE-a-thon?** Consider changing your cover photo on Facebook, X, or Threads to our LIVE-a-thon banner image! [Download here!](#)
- **Want to make your own Insta graphic in your own style, but using DCAF's assets and LIVE-a-thon theme?** Have at it! Find all our LIVE-a-thon assets for download, as well as a mini brand guide, [in this folder!](#) We can't wait to see what you create: Be sure to tag us!
- **Ready to post the art, but no clue what to say?** Head to [How to talk about abortion funds](#) and dcabortionfund.org for some inspiration! If still in doubt, head to DCAF's Instagram, and mimic us 'til you make it!



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