To our Ward 3 Mutual Aid family: We need all hands on deck to sustain our fundraising effort! We wrote up some sample texts for you to incorporate into your own emails and posts. Let’s start with a quick reference list:

- **How should I reach people?** We recommend calling neighbors one-on-one, emailing neighborhood listservs, and posting to Facebook & the app NextDoor. If you have a robust local network on Twitter and Instagram, those are also great options! (Scroll down for links to join listservs and NextDoor)

- **What’s my story?** You should speak from your personal experience being involved with Ward 3 Mutual Aid or observing our organizing model -- what impact have you observed firsthand? What brought you into our group, and what keeps you involved? How do you think we are different and more effective than other organizations & city agencies doing similar work? Where are those orgs falling short, and how are we picking up the slack?

- **OK, I don’t need to read any further - I’ve already got my post ready! I just need to double-check the donation links and tags.** Awesome. Use this handy mini-link to share our GoFundMe page: bit.ly/FundWard3MutualAid. We also have PayPal (ward3.mutualaid@gmail.com), Venmo (Ward3-MutualAid), and CashApp ($MutualAidW3) -- on these platforms, the donations reach us directly without having to pay fees to GoFundMe or wait for their disbursements.

- **Do you have any sample tweets or images that I can use on Instagram?** Yes, in fact we do! Please see our social media kit here.

- **How do I join NextDoor or my neighborhood email list?** Follow this link to join NextDoor -- if you need an invite link to expedite the process, text Sara at 202-257-1101 and she can send you one. Join the following neighborhood lists by emailing: GloverPark+subscribe@groups.io, Tenleytown+subscribe@groups.io, ClevelandPark+subscribe@groups.io, Palisades+subscribe@groups.io, ChevyChaseCommunity+subscribe@groups.io. We’ve heard there are additional lists for AU Park, Spring Valley, and Foxhall-- please let us know if you have the info!
**Ward 3 Fundraising Toolkit!**

- **What about good old-fashioned leafleting?** We totally support you on that! We have a bunch of flyers linked in our orientation document, but you should also think about making your own half-sheets that directly address your block or local neighborhood: “Hi, this is your neighbor Julia from the 3900 block of Ingomar…”

- **I have my message ready, but I want to add some data -- how many deliveries have we actually made?** What are the most important numbers to reference?
  - From March 23 to July 3, we **received over 700 hotline calls, and made almost 600 grocery deliveries in our ward**; we also completed over 100 intakes for other kinds of support such as housing resources, applying for benefits, home goods donations, baby items, ride to the doctor, etc.
  - **We spend at least $2500/week just in Ward 3;** we also spend about $500 a week supporting Ward 5 (hot meal program) and Wards 7&8 (supply delivery).
  - **We have raised over $47,000 to date,** primarily through GoFundMe but also through direct donations via PayPal, CashApp, and Venmo.
  - **We have received $2000 in ANC funds so far, and have been awarded an additional $5000 that is awaiting disbursement within the next month:** in other words, our neighbors who represent us at our most local level of democratic governance have endorsed our work!
  - In addition to our regular reimbursed deliveries, our hotline intake has facilitated more than $5000 in direct “in-kind” grocery donations neighbor-to-neighbor.

- **I posted to a Facebook group and on NextDoor, but only a few people liked my post.** On public forums like Facebook and NextDoor, it can help to comment on existing threads that have already received a lot of comments and ‘likes’, because then more people will get notifications when you share our Ward 3 mutual aid info. For example, right now people are continually making announcements and posts about city budget issues and racial justice actions. **Our work is relevant to both of those conversations! Please keep reading for examples of how you can contextualize our work for our wider Ward 3 community.**
And one essential clarification: what kind of organization is Ward 3 Mutual Aid? Why are we using crowdfunding and constantly asking for donations -- can’t we get large direct grants from charitable foundations or the city? This question often comes up during outreach and fundraising efforts. Some community members mistakenly assume that we’re a DC program receiving funding from the city government. Others think we’re a traditional non-profit (501c3), or encourage us to become one.

In fact, we are neither -- we are just a decentralized network of neighbors who created a hotline through our shared Google Voice account, built a secure database on Airtable, and started a crowdfunding campaign.

The DC Mutual Aid Network and its ward teams came into existence because the status quo is not working: the city has chosen not to acknowledge or meet needs, and existing non-profit food programs can’t meet the current need either. A number of colleagues who work in these agencies and organizations have praised our nimble response and spoken directly to the necessity of our work.

For example, every week we receive grocery referrals directly from caseworkers at Iona Senior Services (DACL contractor in Ward 3). City social workers, DHS contractors, and disability organizations have contacted us and shared our info. From Bread for the City to DC 311, service providers across the city are providing our hotline number to callers constantly. That tells us our hotline resource team and grocery deliveries are the most accessible and readily available resources for a large number of DC residents in need right now.

For the longterm, we know that we need to transition to a different fundraising model and become some kind of entity with liability protections. As you fundraise, please invite your neighbors to get involved and help us dream for the future!

AND FINALLY... PLEASE KEEP READING TO SEE OUR EMAIL TEMPLATES!
Dear neighbors,

I am a fellow Cleveland Park resident who has been organizing with Ward 3 Mutual Aid to provide free grocery deliveries, hygiene supplies, and other immediate care to our neighbors who have been impacted by coronavirus. We are a group of volunteers acting locally to meet the needs of our community, and we need help funding our work.

There are a lot of people who have been counting on us to provide their groceries every 1-2 weeks since March or April, and we know that consistency is a huge comfort in these times of extreme uncertainty. However, our funding is dependent on folks like you contributing to our GoFundMe. We are spending over $2,500 per week in-ward to cover our expanding community of neighbors in need.

We are relying on you all to help us. Our volunteers already spend long hours staffing the hotline, delivering groceries, and running the administrative side of our database and community correspondence. We understand that Ward 3 has plenty of wealth to go around, and there have been many calls to donate throughout the recent months. What is unique about giving to Ward 3 Mutual Aid is that the funding you provide will be used directly to support your ward and your city, plus maintain the momentum of our increasingly hyper-local system of community care.

Wondering how can you help once you’ve donated? You can share our GoFundMe on your neighborhood list or NextDoor app. When reaching out to friends, please also share our PayPal or Venmo (ward3.mutualaid@gmail.com) -- because that way the donations come directly to us and we don't pay a fee to GoFundMe. You can also sign up to get on our email list and join us in organizing.

With care,

Your neighbor
Dear neighbors,

I am once again reaching out to request your support for Ward 3 Mutual Aid. As the pandemic continues into its fourth month and beyond, we know that many neighbors are still facing ongoing economic hardship. SNAP allocations (food stamps) are simply not enough. Many service providers have yet to reopen, and traveling around the city to access free meal programs and food banks is risky and burdensome for our low-income elderly neighbors.

How can you help? For $200, you can help us provide groceries to an individual for all of July. $500 will support a family of four. As organizers with the Ward 3 team, we know this need exists -- every day we get referrals from Iona Senior Services, Bread for the City, DC 311, and DHS contractors. As hotline operators and grocery shoppers, we have heard people’s stories. These are our neighbors, and we are building a longterm community of care and mutual accountability.

Most of our active volunteers who have sustained income and own homes in Ward 3 have donated between $500 and $1500 to the Ward 3 Mutual Aid effort. We are challenging our neighbors with similar means to match our donations -- can you help us reach our goal?

Your support doesn’t just help us buy groceries over the two months. More importantly, it helps us sustain our community of care while we plan our next steps. Our longterm vision involves transitioning into a buyer’s cooperative or another collective model of procuring affordable wholesale food for our community. We also dream of creating a Ward 3 “free store” and advocating for policy changes that ensure justice and dignity for all. In short, we are building a movement -- please join us!

Your neighbor,
Dear neighbors,

Today I am making an urgent appeal to everyone on this list to support Ward 3 Mutual Aid. Over the past month, many of our members invested long hours in applying for ANC grants made possible by the state of emergency. Despite our successful applications, bureaucratic hurdles have delayed two grants totalling more than $5000 from reaching us yet. In order to get through the next month, we need everyone to help us reach our goal on our crowdfunding campaign.

To give you an idea of our budget, we are spending at least $2500 a week in-ward to cover our expanding community of neighbors in need, while striving to do more and more to support the backlog of requests in other wards. As the wealthiest ward in the District, we know there are plenty of resources to share in Ward 3.

Most of our active volunteers who have sustained income and own homes in Ward 3 have donated between $500 and $1500 to the Ward 3 Mutual Aid effort. We are challenging our neighbors with similar means to match our donations -- can you help us reach our goal? Any amount helps! If you prefer to donate directly (GoFundMe charges fees), you can send us funds via Venmo or PayPal by searching our account by email: ward3.mutualaid@gmail.com.

How else can you help from home? You can share our GoFundMe on your neighborhood list or NextDoor app. If you have a lot of followers on Twitter, please take to the interwebs and share our story. We have a beautiful social media kit here.

We also look forward to meeting you! We have weekly calls every Tuesday, and try to join the citywide updates calls every other Sunday. Please join us!
Ward 3 Mutual Aid emerged from the citywide DC Mutual Aid Network: a vast community initiative to deliver essential groceries & hygiene products to those most impacted by the COVID-19 crisis. While Ward 3 is far from the hardest hit, nevertheless we have hundreds of elderly, disabled, and other low-income residents who urgently need our support right now. Since launching our hotline on Monday March 23, we have made an average of 50 grocery deliveries per week to neighbors who have been hit hardest by this crisis. Due to the increase in demand, we are asking for your support to help us fund vital aid to people in need, and join our volunteer network as the government continues to not fulfill the needs of the people during this crisis. Please donate and join our team to learn more about the DC Mutual Aid Network, our impact in Ward 3, and how you can build this movement with us!
Dear Glover Park neighbors,

I've been organizing with **Ward 3 Mutual Aid** to provide free grocery deliveries, hygiene supplies and other immediate care to our neighbors impacted by the coronavirus pandemic. We are a group of volunteers acting locally to meet the needs of our community and to share resources across the city, and we need your help **funding** our work. We’re spending $2500 or more each week, just for our work within Ward 3. **Today, our bank balance will barely cover one more week of grocery deliveries.**

**As things get harder, we show up!** Mutual Aid is neighbors helping neighbors, coming together as part of a city-wide effort to help each other through a crisis that is pushing many Washingtonians past their limit. In 14 weeks we've done so much with the support of our community.

- More than 600 grocery deliveries.
- More than 700 calls taken by our hotline.
- Regular supply runs to neighbors in Wards 7 and 8, as well as support for a hot meal program in Ward 5.

**We need your help to continue!**

The injustices exacerbating this crisis didn't start with the pandemic, and won't end here, either. The pandemic added profound losses of income and support that will take people a long time to recover from. Mutual aid fills a growing gap between needs and already-inadequate city services.

Please carefully consider your resources, and **donate** as much as you possibly can, as often as you can! By no means are we all wealthy, but Ward 3 does have the **highest median income** in the city (more than 3 times that of Wards 7 and 8!). Do you own a home? Do you still have an income? Are you spending money to order take-out or shopping online for non-essential items?
Please dig deep to help your neighbors. I found this [checklist](#) very helpful in assessing my own resources relative to so many in our city.

**And last but not least, please join us!** We are all unpaid community volunteers. Our goal is for everyone to become an active organizer and political participant in our mutual aid movement. Everyone who participates is a member, and everyone is a potential organizer - those who call the hotline for groceries and those who take the calls and deliver the groceries, those who search for funding and those who do the back-end admin work to keep it all going. Mutual aid means solidarity and accountability. [Join us](#) to continue to build the relationships that build a movement, to demand that the city take care of all of its residents, and that all of us have access to our basic human rights to quality food, housing, and healthcare.

Please share our [GoFundMe](#), and share this request to your other lists, NextDoor, etc. And please share our hotline number: 202-556-1315. Hotline numbers for other wards are in the attachment.

Thank you!

Your Glover Park neighbor
Template #7

(A personal email to friends and family)

Dear ……

Yes, this is a fundraising email. Please help support the amazing Ward 3 Mutual Aid Network! I hope you can donate, and will also help our effort by sending this appeal on to everyone you know in Ward 3.

I've been organizing with this group to provide free grocery deliveries, hygiene supplies and other immediate care to our neighbors affected by the coronavirus pandemic. We're all volunteers, acting locally to meet the needs of our community and to share resources across the city, and we need your help funding our work. We're spending $2500 or more each week, just for our work within ward 3. Raise that number to $3200 week if we include funding for work in other wards, primarily 7 and 8. Today, our bank balance will barely cover one more week of grocery deliveries.

As things get harder, we show up! Mutual Aid is neighbors helping neighbors, coming together as part of a city-wide effort to help each other through a crisis that is pushing many Washingtonians past their limit. In 3 months we've done so much with the support of our community.

- More than 700 calls taken by our hotline.
- Almost 600 grocery deliveries.
- Regular supply runs to neighbors in Wards 7 and 8, to whose work and vision our mobilization is deeply indebted, and who funded Ward 3’s first emergency grocery deliveries in March.

We need your help to continue!
Mutual aid fills a growing gap between needs and already-inadequate city services. The injustices exacerbating this crisis didn't start with the pandemic, and won't end here, either. The pandemic added profound losses of income and support that will take people a long time to recover from.

Please carefully consider your resources, and **donate** as much as you possibly can, as often as you can! By no means are we all wealthy, but Ward 3 does have the **highest median income** in the city (more than 3 times that of Wards 7 and 8!). Do you own a home? Do you still have an income? Please dig deep to help your neighbors. I found this [checklist](#) very helpful in assessing my own resources relative to so many in our city.

**Join us!** Volunteer with us (we're all volunteers - no one is paid!). Our goal is for everyone to become an active organizer and political participant in our mutual aid movement. Everyone who participates is a member, and everyone is a potential organizer - those who call the hotline for groceries and those who take the calls and deliver the groceries, those who search for funding and those who do the back-end admin work to keep it all going. Mutual aid means solidarity and accountability. **Join us** to continue to build the relationships that build a movement, to demand that the city take care of all of its residents, and that all of us have access to our basic human rights to quality food, housing, and healthcare.

If you have Paypal or Venmo and can donate that way, the funds get to us faster, with no fee - use our email address, Ward3.MutualAid@gmail.com. We also use CashApp - $MutualAidW3

I hope you'll be able to donate generously (and regularly!), and can help spread the word. Feel free to re-write this email in your own words and send it out, including posting on neighborhood list-servs. Or invite me to join your local list-serv, and I'll send it!

Finally, please share our hotline number with anyone who might need help! 202-556-1315. Hotline numbers for other wards are in the attachment.

With gratitude and love.