



So, you want to raise money for the Abortion Fund of Maryland?

Do you want to raise money for local abortion access, get your friends talking about reproductive justice and abortion access, and have a great time? This guide will help you plan your event in alignment with AFM's messaging and values.

With the uncertainty surrounding abortion care across the country, many folks in your network are likely concerned, angry, and re-energized in the fight to secure safe abortion access for all. Hosting a fundraising party is a great way to get your friends together for a values-centered event that supports the good work AFM does for abortion access in Maryland.

Sometimes managing the logistics of fundraising can feel a little daunting. This guide will help kick-start your planning and provide you with the resources you need to throw the best party possible.

(Note: this guide focuses on in-person events, but here is a resource guide for [virtual event ideas](#).)

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Planning the Fundraiser

Let Us Know!

If you haven't already, please [fill out this form](#) to let us know you are interested in hosting a fundraising event to benefit AFM.

Values Alignment

AFM's values are at the center of all we do. Please read through our [organizational values](#) as you begin thinking about event details like the guest list, location, activities and more. By fundraising on behalf of AFM, you are agreeing to uphold our organization's values.

Guest list

Who should you invite? Everyone you can think of who would be in support of reproductive care! Consider asking a friend who you know is or will be supportive of AFM and asking them to co-host. Start with friends, acquaintances, and friends of friends; make a list of everyone you know who might want to come. Remember, an invitation doesn't obligate anyone to attend—someone can always just say no. You don't have to guess what their response will be ahead of time! When in doubt, add them to the list.

Date and location

There's never a perfect time to have a party. Someone will always have a conflict. Pick a day and time that works for you and your co-host and don't sweat it if everyone can't come.

You can't have a party without somewhere to host it! Pick a spot that's comfortable for your invitation list and the right size for your party. A house does not need to be fancy or even that big to host a successful fundraising house party, but if you're not able or don't feel comfortable having folks to your home consider a brewery, bar, or restaurant where you can reserve a back room or quiet spot. You may even find the business is willing to offer a drink special or make a donation! Be sure to include directions or information about parking and notes about accessibility information, masking requirements, etc. if folks are unfamiliar with the party location.

Drinks and snacks

Everything is easier with snacks! Food and drink gives folks something to do with their hands and something to focus on if they feel uncomfortable or shy. It's helpful to keep common dietary restrictions in mind: are there gluten-free and dairy-free options? Do you have snacks for vegetarians? Perhaps snacks should be individually wrapped to be germ-conscious? Again, this all depends on your crowd.

Whether you provide alcoholic beverages will depend on your budget and your friends. If you do serve alcohol, be sure to also provide non-alcoholic options for sober guests. Fancy sodas, seltzers, or sparkling juices are always good options.



Invitations

Writing the invitation can be one of the toughest parts of throwing a party. How do you communicate to your friends that you're inviting them to a party where you expect them to give money?

Even if it seems awkward, make it crystal clear in your invite that the goal of the party is to collect donations for Abortion Fund of Maryland. Letting people know this up front helps avoid surprises in the room!

You can briefly explain why you feel the Abortion Fund of Maryland is such a great organization to donate to, and maybe why your friends in particular might want to support as well. You can link to relevant articles about abortion funds, as well as to the [Abortion Fund of Maryland website](#) so people can learn more about the organization.

Here are a few templates that might help jumpstart your invitation:

Join us for drinks, snacks, and merriment as we raise money for the Abortion Fund of Maryland, which provides financial assistance to pregnant people who need help paying for abortions. You can read more about the Abortion Fund of Maryland on their [website](#). Bring yourself, any friends who want to support abortion access, and a donation (cash, check or credit card). We're looking forward to seeing everyone!

Why donate to the Abortion Fund of Maryland? The overturning of Roe v. Wade has amplified attacks on abortion access, but they all are part of a larger trend that AFM has been resisting for years. If planned abortion restrictions are enacted in nearby states, Maryland will become an even more important destination for care. We

are one of the most southern states with the strongest legal protections for abortion access. Our region is also home to two of only four clinics nationwide that perform specialized, later abortion procedures. The number of calls from people traveling to Maryland for care has already increased from 42% of all requests in 2020 to 50% in 2022. And we expect that number will continue to grow.

Join us for a potluck to raise money for Abortion Fund of Maryland which provides financial assistance to pregnant people who need help paying for abortions.

Why donate to the Abortion Fund of Maryland? Abortions are time-sensitive health care that cannot be delayed. When you make a gift to Abortion Fund of Maryland, you are helping individuals exercise their reproductive autonomy and professing your belief that health care is a human right. Your donation helps ensure that no one is forced to carry a pregnancy to term from lack of insurance, money for childcare, or transportation to the clinic.

Bring a friend or family members, a snack or side dish and a donation (cash or check or credit card) for the Abortion Fund of Maryland.

It's helpful to send electronic invitations with an app that lets you track responses, so that you know who's coming (always helpful for planning drinks and snacks). Consider sending a Facebook invite or using [Paperless Post](#) or [Evite](#). Be sure to explicitly ask people to RSVP in the invitation—it increases the chances they actually will.

Preparing for the party

Once you've got the guest list made, the invitations sent, and the snacks planned, what else is there to do?



What to talk about

You get to set the tone of your party: maybe it's a push-back-the-couch-dance-all-night-affair, maybe it's hot chocolate and working on a craft project with a small group, maybe it's a dinner party with a guest chef.

Regardless of the type of event, guests generally want to learn more about abortion funds: what they are, how they work, who they serve, why we need them. They also want to learn more about the Abortion Fund of Maryland specifically—both where their donated money goes and how they can get more involved. A party like this is also a great time to talk about why you and others support abortion and abortion access, how abortion access relates to racial justice and economic justice.

You can also use the [Heart-to-Heart Abortion Conversation Cards](#) published by the National Network of Abortion Funds to help jumpstart conversation.

Here's an example of what a house party agenda could look like:

1. Welcome, introduction, icebreakers.
2. Share literature about the AFM mission, work AFM has done, and AFM's necessity.
3. Have a discussion around why you and others in attendance support abortion access. This can be a time to share personal stories/anecdotes, discuss the various ways pregnant people of all identities will be impacted.

4. Have another activity. This can be a documentary screening, a dance party, or a card game.
5. Wrap up the night with an ask. Solicit pledges or on-the-spot donations. (If you're getting pledges, make sure to follow up in writing in the next day or two).

Collecting donations

Asking for money can feel awkward to some, but the whole point of the party is to raise money to help fund abortions! Telling your guests about the Abortion Fund of Maryland and the work we do is often a great segue to asking for donations.

Options for Collecting Donations:

- Create a personalized fundraising page for your fundraising on [Givebutter](#)! Then have your friends donate through your fundraising page – you'll be able to easily keep track of the total amount. **(We highly recommend this option, especially for events that require a donation for entrance).**
- Collect donations in cash or via a mobile payment app, then make a lump donation to AFM [online](#).
- Collect check donations made out to Abortion Fund of Maryland and mail them to:

Abortion Fund of Maryland
822 Guilford Avenue #1864
Baltimore, MD 21202

Email development@abortionfundmd.org so we can be sure to look out for donations from your event.

Questions? Comments?

Is there something we should add to this document? Have some tips about how to host a kick-ass fundraising party? Want to share your awesome invitation template with others? Have questions that didn't get answered here? Send us an email at development@abortionfundmd.org.

Funding abortion is an act of community resistance and love!

Further reading

[Long overstretched, abortion funds in D.C., Maryland and Virginia mobilize for an uncertain future \(Washington Post\)](#)

[Roe v. Wade has never been enough to ensure abortion access | GUEST COMMENTARY \(Baltimore Sun\)](#)

[The Racist History of Abortion and Midwifery Bans \(ACLU\)](#)