STAND WITH HEILTSUK NATION TO PROTECT THE COAST!

Together, we're fundraising for a legal challenge that will be a gamechanger for marine protection.

A STRATEGIC WAY TO WIN: We are using the same strategy that we used to successfully beat the enbridge pipeline and tankers project to fund access to justice for Heiltsuk Nation.

JUSTICE POWERED BY THE CROWD: By organizing communities to donate, fundraise online, and organize events, we're going to bring together many small actions to make big impact.

A COMPELLING STORY OF A HEROIC PEOPLE: Our documentary short, "Raven People Rising", tells a powerful story about how a movement of ordinary people defeated Big Oil to protect the BC coast. In the wake of the Nathan E. Stewart spill, the film is a call to action to stand with Indigenous coast protectors once again.



1

MAKE A DONATION RIGHT NOW

Your contributions support access to justice for Indigenous Peoples. Gifts pay for evidence collection, preparing arguments, gathering testimony: all of the work needed for Heiltsuk Nation to make as strong a case as possible when in court against government and industry.



- Donations are tax deductible in Canada and the U.S.
- Donate by credit card online at https://raventrust.com/heiltsuk
- Mail a cheque to RAVEN: #509-620 View St. Victoria BC V8W 1J6

WHY RAVEN?

Indigenous Peoples in Canada have some of the most powerful environmental rights in the world: but only if they can afford to uphold them in court.

We are committed. We stick with Nations through thick and thin so they can weather the challenge of lengthy court challenges.

We're lean, nimble, and adaptable. Like our namesake, the mythical northwest coast trickster bird Raven, we take on challenges that very few are willing to tackle. By doing so, we are reshaping the legal landscape and transforming the future. Join us.

2

SET UP A FUNDRAISING PAGE

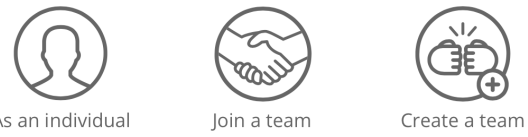
ONLINE FUNDRAISING is our secret weapon!

1. **Set up your online fundraiser** at https://raventrust.com/heiltsuk.
Start fundraising as an individual: set a goal, choose an end date for your campaign (we suggest December 2020).

2. Tell your story. Tell people why you are fundraising. Whether you want to save orca whales, stand up for the rights of Indigenous Peoples, or prevent oil spills on the Pacific Coast: share your passion! Let your family and friends know why this matters to you.

3. Spread the word. It's always best to start by emailing your close contacts because they are the most likely to donate.
Try sending some quick personal messages to your inner circle to build up some momentum. Then send a more general email to reach all of your other contacts.

4. Share on social media.
One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.



3

HOST A FILM SCREENING

Host a screening in your living room, workplace or classroom.
or, book a venue and host a community event.

RAVEN PEOPLE RISING is a 30 minute documentary film. Set in the Great Bear Rainforest, the film introduces you to Heiltsuk elders, youth, and tribal leaders with inspiring messages about the power we unleash when we join forces for justice.



SIGN UP TO SCREEN THE FILM: https://raventrust.com/heiltsuk

- Choose a date and venue.
- Set up your Facebook event page and invite everyone you know.
- Set up an online fundraiser and ask people to donate before, during, and after your screening. Even if they can't attend, your friends will be able to support you online.
- Collect donations at the door and pass the hat during the event. You can also sell popcorn, drinks, and desserts to raise funds.
- Invite audience members to join your online fundraising team. Then, they can start reaching out to their networks. Funds they raise will add to your overall team total.
- Take photos at your screening and share on social media along with the donation link.

4

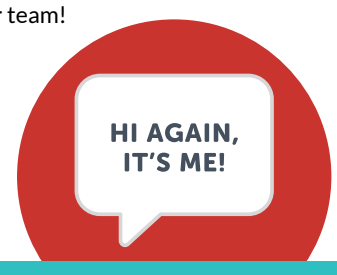
FOLLOW UP

SEND OUT A FOLLOW UP EMAIL.

- Let people know how your event went.
- Share the total you raised.
- Invite people to help you meet your goal by donating to your online fundraiser : be sure to include the link!

SHARE MOVIE TRAILER ONLINE.

- Like and share Raven People Rising page on Facebook.
- Share movie trailer with your comments on why this case is important.
- Include a link to your fundraising page: invite people to donate, and to join your team!



Did you meet your goal? You can raise it, or start a new fundraiser.

OUR STRATEGIC APPROACH IS WORKING.

By engaging passionate people (that's you) to tap into networks of friends and family, we amplify our message and offer people we are connected to a simple, real way to make a difference.

RAVEN is the only non-profit charitable organization in Canada that uses the power of the crowd to fund access to justice for Indigenous Peoples. We are unique, and we are having a direct impact through our strategic + focussed campaigns.

Defeating the odds and winning time and again in court, we've proven that the game-changing legal challenges that RAVEN funds can secure Indigenous rights and protect the environment.



GENEROSITY IS REWARDING



NETWORKED CHANGE WINS



ORGANIZING TOGETHER IS FUN

raventrust.com

RAVEN

PRESENTS

6 Steps to Being a Successful Fundraiser

1

MAKE A DONATION TO YOUR OWN PAGE. Other people are more likely to donate to your page when they see that someone has already contributed. Donating some of your own money also demonstrates to potential supporters that you are serious about helping the cause.

PERSONALIZE YOUR FUNDRAISING PAGE. Add your own text, pictures, or video. Remember, your potential donors will be interested in the cause, but they are primarily interested in you. Make sure you tell them why you are getting involved and what your connection to the cause is (it doesn't have to be long).

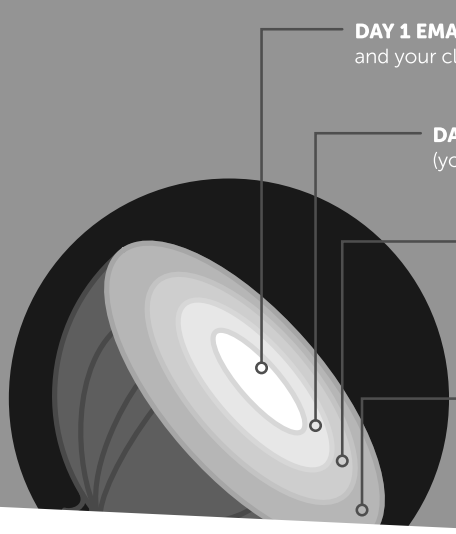
INDIVIDUALLY EMAIL 5-10 CLOSEST PEOPLE. Ask them for donations first. Getting your "inner circle" to donate to your page will help you build up some momentum. It's also good to start with the people you are most comfortable with (see next section!).



2

Think about your fundraising strategy like peeling an onion from the inside out. The best fundraisers start by asking their closest contacts first (the core) and progressively working outward to more distant contacts (the outer skin).

USE THE ONION METHOD



DAY 1 EMAIL #1: Send to 5-10 very close contacts (family and your closest friend or two).

DAY 2 EMAIL #2: Send to 10-15 close contacts (your entire circle of good friends).

DAY 3 EMAIL #3: Send to as many other contacts you feel comfortable sending a message to (co-workers, friends of friends, distant relatives, your entire address book, etc.).

DAY 4 SOCIAL MEDIA: Promote via Social Media to anyone who will listen.

WHY ONIONS?

- Your closest contacts are the ones most likely to donate, and you're more likely to build up a good foundation of donations.
- Studies show the closer to your goal you are, the more likely people are to donate.
- So when your outer circles see your page with some progress, they'll likely want to be part of the "movement" too!

3

THINK ABOUT YOUR EMAIL AUDIENCE

There is no perfect formula for writing an email asking family and friends for donations, but here are some best practices to guide you:

WRITING A GENERAL EMAIL

- Start by explaining your connection to the cause and why it's important to you. Describing how the cause has touched your life is probably the most important element of your message.
- In a sentence or two explain the good work the organization is doing to advance the cause. This helps potential supporters understand where their money would be going and what it would be used to accomplish.
- Be clear to potential supporters about what you are looking for; make a direct ask for financial support.
- Include a link to your fundraising page.
- Thank your contacts for their time and support.

WRITING TO YOUR CLOSEST CONTACTS

- You know your closest contacts better than anyone does. Don't feel like you have to stick to a predefined formula.
- If a one line message is going to work, go ahead and do that. If a longer personal message will work best, do that.
- Just make sure you include a direct request for support and a link to your fundraising page at the end of your message.



ALWAYS REMEMBER: When you're writing to your contacts, just be yourself. If something feels forced or inauthentic, scrap it.

4

MAKE THE MOST OF SOCIAL MEDIA

Start fundraising through Facebook and Twitter after you've sent out your initial batch of emails.



EMBEDDED SHARE. If you're using our fundraising page, share buttons are right on your page!

GET YOUR TAG ON. Start on Facebook by tagging those that have already donated and thanking them for their donations. When you tag someone your post gets shared in your activity feed and the other person's activity feed too. This also sets the frame that people are already donating to your page (remember success breeds success!).

SET INTERNAL GOALS. $200 by one week, $400 by two weeks, etc. Use your social media accounts to update followers on your progress towards each goal and ask for people to help you get over the next hurdle.

DON'T MAKE EVERY POST AN "ASK". Share inspiring news stories or other positive anecdotes about the cause too!

CONSIDER GIFTS. Offer your own gifts to friends and family who helped you reach your goal. Or provide a raffle or prizes for certain giving levels. It doesn't have to be anything extravagant, just a token of your appreciation.

5

FOLLOW UP

By setting internal goals you accomplish two things. First, you create more urgency when you ask friends and family for support. And second, you give yourself a built-in reason to follow up.

USE GOALS AS A FOLLOW UP TOOL

- Reach back out to non-responders when you're approaching one of your internal goals. If you set a few internal goals, you can plan on sending a couple follow up emails. Remember people can easily miss or skip over your initial outreach!
- And of course, include progress updates in your follow up messages.

GIVE 'EM GOOD CONTENT

- Consider including any inspiring stories or personal anecdotes you have about the cause.
- Or share related current events or blog articles



CONTINUE TO USE SOCIAL MEDIA. Social media is a softer medium for communicating with your contacts and it's more acceptable to frequently post updates in those channels.

6

CONSIDER STARTING A TEAM FUNDRAISER

Fundraising teams range in formality. If you're running a race or doing a walk together, there will probably be a bit more involved than if you are just fundraising online as a group. Either way, here are some starting tips for creating a successful team:



RECRUIT. After you create your team fundraising page, you need to recruit your team members. You can start by emailing or calling the people you think might be interested in joining you. Follow that up by making a few requests through Facebook and Twitter.

COME UP WITH A GOAL. When you've got most of your team members signed up come up with a reasonable team fundraising goal. You can do this on your own or after getting feedback from team members (either way, just use your best judgment of what is achievable).

KEEP COMMUNICATING. Send an email out to the group thanking them again and communicating the team goal. Then send periodic updates about the team's progress (this prevents slacking and keeps everyone committed) and encourage people to share ideas about what's working best.

BELIEVE IN THE CAUSE

COMMIT TO FOLLOW THROUGH

GET CREATIVE AND HAVE FUN

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