



JCADA 5K &
Wellness Day
Fundraising Toolkit



Toolkit

Inside this Toolkit is everything you need to make your JCADA 5K & Wellness Day FUNraiser your most successful fundraiser yet. This toolkit will give you all the resources needed to get started - whether you're starting your own team or joining an existing one. Have any questions? We're here to help!

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Get to Know JCADA

WE EMPOWER VICTIMS & SURVIVORS EVERYDAY

Dear Friend,

I want to personally thank you for giving your time and efforts to raise funds for the Jewish Coalition Against Domestic Abuse (JCADA). You play a key role in supporting victims of power-based violence from our community as they become empowered and move past their trauma.

It is through your help and generosity that we are able to keep our doors open and services **free of charge**. You further our mission to support victims and survivors, educate the community, and prevent future generations from suffering the effects of abuse.

Thank you for becoming an agent of change in our community!

Cortney Fisher
Interim Executive Director

A HISTORY OF JCADA

For the past 16 years, JCADA has been providing free clinical support to victims of domestic and dating abuse in the Greater Washington area without regard to race, national origin, ability, background, faith, gender or sexual orientation.

1999: A Washington Jewish Week article wrote about the prevalence of domestic abuse in the Jewish community and the lack of resources available.

2000: After determining that a holistic approach focusing on comprehensive clinical needs and community education was necessary to lower barriers for victims, JCADA was founded.

2001: JCADA sees its first client.

2008 - 2009: JCADA launched its **AWARE®** dating abuse prevention initiative.

2013: JCADA hosted its first JCADA 5K.

2016: JCADA moved to its current space, more than tripling the amount of clinical rooms & clinical staff.

JCADA'S MISSION



SUPPORT victims of domestic abuse to become empowered and live safely



EDUCATE the community about domestic abuse and appropriate responses



PREVENT future generations from suffering domestic abuse

What We Do

OUR APPROACH

All of JCADA’s services are developed within a trauma-informed and culturally sensitive framework. We work hard to ensure that all services address the cultural and religious barriers that many of our clients face while minimizing the chance of re-victimization.

SUPPORTING OUR CLIENTS



- Confidential helpline
- Emergency cell phones
- Safety planning
- Crisis counseling
- Case management
- Education and therapeutic support groups
- Financial planning
- Individual counseling & therapy
- Legal Services Program: includes direct support & the *Legal Access Program*, which provides legal resources, education and referrals
- Alternative therapy programs (e.g. yoga, art, poetry)
- Assistance with basic necessities (e.g. grocery or gas gift cards)

EDUCATING THE COMMUNITY



Our outreach program focuses on providing community members, clergy, and other professionals with the resources, training, and tools that enable them to speak openly about domestic abuse and respond appropriately when a victim reaches out.

PREVENTING ABUSE FOR THE NEXT GENERATION



AWARE® is an interactive, hands-on program, based on CDC best practices for promoting healthy teen relationships, that opens the door for teens to start examining their friendships and relationships. This all happens with trained facilitators who spark important conversations that continue beyond the workshop. There are no films or books. No one can zone out or sit on the sidelines. Every student participates and every workshop is unique because the teens play out the stories and react as though it is a real life situation.

Know the Facts

You, as a fundraiser for JCADA, will be a catalyst for change in our community. You will not only help support JCADA, but will educate our community about domestic and dating abuse.

Power-based violence, which includes domestic violence, dating violence, intimate partner violence, sexual assault, sexual harassment, elder abuse, and stalking, occurs in all communities regardless of age, gender, sexual orientation, race, occupation, ethnicity or economic status. No one group of people is immune. According to the [National Coalition Against Domestic Abuse](#) (NCADV):

- On average, nearly 20 people per minute are physically abused by an intimate partner in the United States. During one year, this equates to more than 10 million women and men.
- 1 in 3 women and 1 in 4 men have been victims of (some form of) physical violence by an intimate partner within their lifetime.
- 1 in 7 women and 1 in 18 men have been stalked by an intimate partner during their lifetime to the point where they felt very fearful or believed that they or someone close to them would be harmed or killed.
- On a typical day, there are more than 20,000 phone calls placed to domestic violence hotlines nationwide.
- Intimate partner violence accounts for 15% of all violent crime.
- Victims of intimate partner violence lose a total of 8 million days of paid work each year.
- The cost of intimate partner violence exceeds \$8.3 billion per year.
- Only 34% of people who are injured by intimate partners receive medical care for their injuries.

WHY DON'T THEY JUST LEAVE?

Victims of domestic violence face many barriers when deciding to leave an abusive relationship. Many cannot leave or may be forced to return to an abusive partner because of lack of access to adequate finances or legal assistance.¹ In addition, a victim may worry about the well-being and safety of any children or pets involved in the relationship. They may also fear for their own safety and be concerned about how the perpetrator will react when they decide to leave the relationship.

The most dangerous time for a victim of abuse is when they try to leave the relationship.² Because of the pattern of abuse in the relationship, a victim may feel scared, intimidated, ashamed, and isolated. Therefore, in order to leave an abusive relationship, a victim needs a support network and a detailed safety plan.³ Regardless of a victim's decision to stay in or leave a relationship, our job is to support victims where they are and connect them to the resources they need to stay safe.

¹ [NCADV](#)

² [DomesticViolence.org](#)

³ [DCCADV](#)

Fundraising Tools



- 1 Be the first to donate!**
 Leading by example gets the ball rolling and shows people that you're personally supporting JCADA.
- 2 Register for the race!**
 If you're available and plan on attending the JCADA 5K & Wellness Day on Sunday, April 14th, be sure to [register](#) for the event! Part of every registration fee goes back to JCADA and helps keep our life-saving services 100% free.
- 3 Don't be afraid to ask!**
 Many people are nervous when reaching out to friends and family for support – don't be! Most people are more than willing to donate, but wouldn't think to unless asked directly. Remember, when you ask someone to donate to your fundraising team, you are giving them an opportunity to make a difference in the life of someone suffering from the effects of domestic abuse. So ask, and ask again!
- 4 Widen your reach!**
 Ask people to join your team as fundraisers! The more people you have on your team, the more possibilities and connections your team has. People from near and far can support JCADA, so don't forget to ask them!
- 5 Share Regularly!**
 Share your page with people via email and social media. Many people must see something multiple times in order to act upon it. Keeping everyone updated on your progress is another way to activate people and get them to donate to JCADA! (Sample posts can be found on starting on page 10).
- 6 Say Thank You!**
 Thanking those who have generously donated to your team is the best way to show someone that their donation is appreciated and ensure they support JCADA again in the future.

Sample Language

In the following section, we provide examples of what you can send to your friends and family via email or social media. Please also use the links below. It is important that you type them exactly as written.



Don't forget to customize! The more unique and personalized the message, the more likely you are to get a response. And don't forget to include any interesting information you found in this guide!

IMPORTANT LINKS

JCADA 5K Website: jcada.org/5k

Registration Page: jcada.org/register

Crowdrise Fundraising Page: jcada.org/5Kfundraise

Sample Emails

ASKING SOMEONE TO JOIN YOUR TEAM AS A FUNDRAISER

Dear _____,

As you know, I am participating in the JCADA 5K & Wellness Day on April 14th and I need your help! Every dollar raised makes a difference in the life of someone affected by power-based violence. You have the power to make an even bigger difference to those most vulnerable in our community by helping me fundraise for the JCADA 5K & Wellness Day!

Check out my team's fundraising page at ***INSERT LINK HERE*** to join the team and get started fundraising. Step-by-step instructions and how to utilize your page to the best of its abilities can be found on the [JCADA 5K](http://jcada.org/5k) website. Need some inspiration on how to get started? Check out the JCADA 5K & Wellness Day Fundraising Toolkit for fundraising tools and tips!

Your commitment and dedication to raising money will help keep JCADA's life-saving services 100% free of charge. Thank you for partnering with me as we break the cycle of abuse together.

Best,

P.S. Gonna be in town? Don't forget to [register](http://jcada.org/register) to participate in the JCADA 5K & Wellness Day! We look forward to seeing you there!

Sample Emails Cont.

ASKING SOMEONE TO DONATE TO YOUR PAGE

Dear _____,

As you may know, I am participating in the JCADA 5K & Wellness Day on April 14th and I need your help! Every dollar raised makes a difference in the life of someone impacted by power-based violence. You have the power to make an even bigger difference to those most vulnerable in our community by donating today!

Check out my team's fundraising page at [*INSERT LINK HERE*](#) to donate online. Want to mail in a check? No problem! Your donation, even when sent through the mail, still counts and gets Team [*INSERT NAME HERE*](#) closer and closer to our goal!

Your commitment and dedication to raising money will help keep JCADA's life-saving services 100% free of charge. Thank you for partnering with me as we break the cycle of abuse together.

Best,

P.S. Gonna be in town? Don't forget to [register](#) to participate in the JCADA 5K! We look forward to seeing you there!

ASKING SOMEONE TO REGISTER FOR THE 5K

Dear _____,

As you may know, I am participating in the JCADA 5K & Wellness Day. I'm reaching out to you to see if you will [join me](#) in support of JCADA's work in our community on Sunday April 14th!

JCADA provides its services 100% free of charge to victims & survivors of power-based violence in the Greater Washington DC community. These include trauma-informed and culturally sensitive individual counseling, legal information and referrals, financial counseling, safety planning, and case management, among many others. They empower victims & survivors to live safe, healthy, and vibrant lives each and every day.

Your registration fee will in part go to support JCADA's life-saving work. I really hope to see you in support of these amazing women & men at this wonderful event on April 14th.

Thank you for partnering with me as we break the cycle of abuse together.

Best,

P.S. Would you or someone you know be interested in sponsoring our 5K? Contact Shana Brouder at event@jcada.org for more information!

Facebook

ASKING SOMEONE TO JOIN YOUR TEAM AS A FUNDRAISER

Post 1: I've just created my very own JCADA 5K & Wellness Day Fundraising Team ([Insert fundraising link](#)) and need your help to reach my \$*** goal! Please join my team as we work hard to raise money for an organization that does so much for those most vulnerable in our community. Your commitment and dedication to raising money will help keep JCADA's life-saving services 100% free of charge. Need help getting set up? Check out their guides on how to join my team at jcada.org/5k. #JCADA5K

Post 2: On April 14th, I'm going the extra mile at the JCADA 5K & Wellness Day and raising money for the Jewish Coalition Against Domestic Abuse! Please help support this awesome cause & join me as a member of my fundraising team - ([Insert fundraising link](#))! Together we can help ensure that JCADA's life-saving services remain 100% free to all those who access them. Need help getting set up? Check out the guides on how to join a team at jcada.org/5k. #JCADA5K

ASKING SOMEONE TO DONATE TO YOUR PAGE

Post 1: I'm participating in the JCADA 5K & Wellness Day and have committed to raise \$*** for the Jewish Coalition Against Domestic Abuse (JCADA). Please help me reach my goal and support those impacted by power-based violence in our community today. Whether it's \$10 or \$100, every single dollar counts. Thank you for your support! #JCADA5K ([Insert fundraising link](#))

Post 2: This year, I've decided to go above and beyond for the JCADA 5K & Wellness Day and become a fundraiser. I need your help to ensure Team **INSERT NAME HERE** reaches its goal of \$***. Please help me support JCADA as they empower victims & survivors of power-based violence. And did I mention they do it for free? Help keep these amazing services available to those who need them the most! #JCADA5K ([Insert fundraising link](#))

ASKING SOMEONE TO REGISTER FOR THE 5K

Post 1: On Sunday, April 14th, I will be joining JCADA at their annual 5K. Together we will walk and run to help promote healthy relationships and stop the cycle of violence within our community. Will you join me to help keep JCADA's life-saving services 100% free of charge? #JCADA5K jcada.org/register

Post 2: Looking for a way to give back? Join me on Sunday, April 14th at the JCADA 5K & Wellness Day as we run (or walk!) with JCADA to promote healthy relationships and stop the cycle of abuse in our community! Your registration fee will in part help keep JCADA's life changing services 100% free of charge. #JCADA5K jcada.org/register



Don't forget to use the #JCADA5K hashtag and tag @Jewish Coalition Against Domestic Abuse when posting to Facebook!

Twitter

DONATING

1 in 4 women will become victims of #DV. Help empower those in our community & donate to @JCADA_ORG jcada.org/5Kfundraise #JCADA5K

Nearly every 20 min. someone is abused by an intimate partner in the US. Help break that cycle and donate today! jcada.org/5Kfundraise

Did you know that @JCADA_ORG sees over 300 people a year! Help keep their services 100% free - jcada.org/5Kfundraise #JCADA5K

@JCADA_ORG's culturally sensitive services help clients of all faiths feel comfortable and safe. Donate @ jcada.org/5Kfundraise #JCADA5K

Did you know that #DV accounts for 15% of all violent crime? Help lower that # in our community. Donate @ jcada.org/5Kfundraise

In the last 5 years @JCADA_ORG has engaged w/ 70% of congregations in our area! Support their work @ jcada.org/5Kfundraise #JCADA5K

@AWAREnow's prevention work educated over 2,500 people last year! Keep their efforts going - jcada.org/5Kfundraise #JCADA5K

> 50 clients in the past 3 yrs said they came to @JCADA_ORG after they or a friend was at an @AWAREnow workshop jcada.org/5Kfundraise

@JCADA_ORG sees all kinds of clients, including teens & young adults. Help keep their services free @ jcada.org/5Kfundraise #JCADA5K

Homicide by an intimate partner is the 5th leading cause of death for women 18–44. Help end the violence @ jcada.org/5Kfundraise #JCADA5K

@JCADA_ORG's mission has three parts: support, educate, prevent. Help me ensure their services continue to grow jcada.org/5Kfundraise



Don't forget to tag @JCADA_ORG so we can promote your tweets on our page!

FUNDRAISING

Become a fundraiser for the #JCADA5K and be a champion for victims of abuse in our community jcada.org/5Kfundraise

Go the extra mile & become a fundraiser w/ me for the #JCADA5K! Together we'll help ensure services stay FREE! jcada.org/5Kfundraise

Are you running/walking on 4/14?! Great! Help me make an even bigger difference & fundraise for the #JCADA5K jcada.org/5Kfundraise

@JCADA_ORG offers clinical, legal & financial services for free! Help me keep it that way & fundraise today jcada.org/5Kfundraise #JCADA5K

Help victims of domestic abuse become empowered & live safely by fundraising for the #JCADA5K today! jcada.org/5Kfundraise

Prevent future generations from suffering the effects of abuse by helping me fundraise for the #JCADA5K! jcada.org/5Kfundraise

REGISTERING

I just registered for the #JCADA5K to help @JCADA_ORG stop domestic abuse in my community. Join me! jcada.org/register

Don't miss the #JCADA5K on Sun. 4/14! Join @JCADA_ORG as we walk/run to stop the cycle of abuse jcada.org/register

Did you know that the #JCADA5K is USATF certified?! Don't miss out! jcada.org/register

I'm walking in honor of the 1 in 4 women who will become victims of #DV. Join me on 4/14 @ the #JCADA5K jcada.org/register

Downloadables

Logos & Invitations

When posting about the JCADA 5K & Wellness Day, please feel free to use any of the following images to customize your posts & emails. You may either take a screenshot of the image directly from this guide or find them for download at our website jcada.org/5k.

JCADA LOGO



JCADA 5K LOGO



USATF



Save the Date



SAVE THE DATE 04.14.2019

WHAT

RUN OR WALK WITH JCADA TO
PROMOTE HEALTHY RELATIONSHIPS
AND END DOMESTIC VIOLENCE IN
OUR COMMUNITY

WHERE

OHR KODESH CONGRAGATION
8300 MEADOWBROOKE LN.
CHEVY CHASE, MD 20815

WHEN

SUNDAY, APRIL 14TH, 2019
8:00 AM CHECK-IN
9:00 AM 5K START TIME

FOR MORE INFORMATION CALL 301.315.8040 OR EMAIL EVENTS@JCADA.ORG

FOR REGISTRATION AND SPONSORSHIP DETAILS VISIT WWW.JCADA.ORG/5K

DOWNLOADABLES

Your Checklist



FUNDRAISING CHECKLIST

- Set up your fundraising page or join a fundraising team
- Set your fundraising goal
- Make your personal donation
- Share your personalized message with friends and family via email & social media
- Register for the JCADA 5K if you're planning to attend
- Keep your friends and family updated on your progress
- Thank those who donated to your team



Need help? Call us at 301-315-8040 or email us at event@jcada.org and we'd be happy to help!

Frequently Asked Questions

When and where is the JCADA 5K?

The JCADA 5K & Wellness Day is on Sunday, April 14th, at the Ohr Kodesh Congregation located at 8300 Meadowbrooke Lane, Chevy Chase, MD 20815. Registration and check-in will be from 8:00-8:50am. The race begins at 9:00am.

Can I register for the race after online registration closes?

Yes! Same day registration is available the morning of the 5K on Sunday, April 14th. You can also register during Packet Pickup.

Is the JCADA 5K timed?

Yes! We will be using a professional timing service. You do, however, have the option to run or walk the event without being timed.

I donated to my friend's team fundraising page. Does that count as my registration?

Unfortunately no. While we do encourage people to donate, all individuals wishing to participate in the JCADA 5K must [register](#) either in advance or that day.

I'm having trouble setting up my Crowdrise page. Where can I get help?

Guides are available for download on the JCADA 5K website (jcada.org/5K). You can also call Shana Brouder at 301-315-8040 or email her at event@jcada.org for more personalized assistance.

I or someone I know is interested in sponsoring the JCADA 5K & Wellness Day. Who do I get in touch with?

All questions related to sponsorship can be directed to Shana Brouder at 301-315-8040 or event@jcada.org. Please also check out our Sponsorship Levels & Benefits at jcada.org/5k.

My friend just donated at jcada.org/donate and not to my Crowdrise Team Fundraising Page. Does this still count towards my team's goal?

Yes! Any donations made at jcada.org/donate or via mail can be added to your team's page. If you know of a donation that should be added to your page, please contact Shana Brouder at 301-315-8040 or email her at event@jcada.org for assistance.

I feel more comfortable sending in a check for my donation. Is that possible?

Yes! All donations received can be added to a team's page. Please denote which team you would like to make your donation towards on the check. If you know someone has mailed in a check for your team and would like help adding that gift to your page, please contact Shana Brouder at 301-315-8040 or email her event@jcada.org for assistance.



Still have questions? Please contact us at event@jcada.org!