



FUNDRAISER TOOLKIT

This toolkit will get you started in bringing your community together in solidarity to support Chippewas of the Thames First Nation's legal challenge to Line 9. Chippewas of the Thames is taking their case for the right to consultation to Canada's highest court. We can help them get there and make sure their message is heard. Together, we can build a movement in support of Indigenous rights and settler responsibility. And getting started is as easy as inviting a few friends over to share a meal!

Below you'll find fundraiser ideas, tips on planning your event to make it run smoothly and have a big impact, and some conversation points to spread the word and get people thinking about this issue.

Step 1: Choose your event!

There's no limit to what kind of event you can hold, but the best ones will be easy for you to organise and will be free or minimal cost to put on. Here are some ideas to inspire you:

- **Games night!** Most people love getting together for a game, even if they don't do it all the time. Board games are excellent to get a group of friends around the same table—or two tables if you have the space. From Scrabble to Space Alert, Carcassonne to Citadels, there are tons of games to choose from these days! If you want to have a bigger group and don't have that much table space, games you can play as you mingle, like Werewolf, are a great choice. A games night won't cost you anything to host. Just have a few games in mind that you can invite your friends to play.
- **Movie night!** Pick out a film or two and invite people over to watch them together. Offer up popcorn to make it a theatre experience. If you have access to a projector or a large screen, that's great, but even on a small screen it will still be a hit. Any movie is great for this, from comedies to obscure art films. If you want a topical film, there are some suggestions posted on www.chippewassolidarity.org/films. Let your friends know why you're doing this and what their money is going towards, and then press play!
- **House concert!** There are probably lots of great musicians in your midst. A house concert can be anything from a featured performer who agrees to donate their performance or a portion of the proceeds, or an open mic night where a whole host of people can share a song. Make sure your neighbours are okay with the idea—better yet, invite them to come as well! The admission cost, or a stated percentage of it arranged with the performer, can go to the fund. When you introduce the performer, say a few words about the case and why these donations are important.

- **Brunch!** Do you love to bake? If so, why not put on a brunch for your friends where you can get together and catch up over coffee and muffins? Sharing food is also a great opportunity to share knowledge—you can spark a discussion about the Chippewas of the Thames case and let your friends know about this issue, and hear their thoughts.

Any event will involve an “ask” for donations from participants. This should be clear in the invitation, so people aren't taken off-guard when they arrive. Express why this is an important cause, and share your passion for the issue with your guests—this way people will be moved to donate without feeling pressured. Let people know in the invitation what their money will be going to and why you're motivated to put on the event. At the event itself, remind them of the issue and why you're asking for donations. Sliding scale is a good way to make the event more accessible to a range of people. Set a requested donation range that you think would be reasonable for your friends—this might be \$5-15 or \$20-50 (or more!) depending on people's circumstances. If people want a tax receipt (available for donations over \$10), ask them to write a cheque directly to Chippewas of the Thames or help them make an online payment.

Don't want to host? Here are some other suggestions:

- Have a garage sale and donate the proceeds! Clear out the clutter in your house and come away with a contribution for Chippewas of the Thames. Let people know it's a solidarity sale—people will probably be happy to pay a little bit more if they know it's going to a good cause.
- If there are already local events with friendly crowds, such as concerts and poetry readings, you can approach the event organisers to ask if you can make a pitch for donations and/or have a table with information. Don't be upset if they say no; they may get lots of requests as it is. But nothing's lost by asking!
- If you have a friendly pub in the neighbourhood, ask if they'll donate a percentage of one night's take to the fund. 10% is a reasonable amount to ask for a charitable contribution. Promote the night to draw more people in—the pub will love to have new customers, too!

And these are just a few ideas to get started. Be creative, have fun, and raise funds!

Education and Outreach Events

Do you want to get the word out in your community about Indigenous rights and the Enbridge Line 9 pipeline project? Invite a speaker from Chippewas of the Thames or Chippewas Solidarity to come speak in your community! You can host a speaking event in a public space (check your local library or community centre for rooms), or make it part of a regular service at your place of worship. Try to find a space that's physically accessible, ask folks to go scent-free, and describe the access and any barriers as best you can in the event description (steps, wheelchair ramps, elevators, physically accessible and gender-neutral washrooms, fluorescent lights, etc.). For a public event, promotion is the most important part. Posters, flyers, social media, and e-mails are all important in getting the word out. See

below for tips on promotion. If you need some more pointers, or want a template poster, [get in touch with us](#).

Calling all teachers!

When classes start in September, it's a great time to get the word out to students about important issues. Invite a speaker from Chippewas of the Thames or Chippewas Solidarity to speak to your class! Whether you teach in elementary or secondary school, or at a post-secondary institution, we're happy to come talk with your students and spark discussion about the issues at play in this case. If you can incorporate a fundraiser, such as a bake sale, or ask for a small donation (without your students feeling pressured), that's great. [Get in touch with us](#) to bring solidarity into the classroom!

Step 2: Spread the word!

If you're just inviting some good friends over, you probably already know how best to reach them. But if your event is targeted at a broader group of people, you'll need to get the word out to them! People are more likely to remember your event if they hear about it in multiple ways, so promote your event over the internet and in hard-copy materials. Start promo at least 2 weeks before your event so people have the time to plan for it. Here are some pointers for getting the word out:

- **Make a facebook event.** Share it around and ask your friends to do the same. Even if you're not on facebook, keep in mind that a lot of people use it to get their information, and see if a friend will make the event for you. A day or two before the event, post a reminder. If you are on facebook, remember that not everyone else is, so use other means of promotion as well!
- **Tweet it.** If you're on twitter, announce your event and link to a page with more info. Tweet it at groups in the community who are likely to retweet it to help promotion.
- **E-mail blast it.** Send an e-mail about the event to lists that you are part of, and any other contacts you wish to invite. Ask local groups (such as environmental groups and neighbourhood associations) to share your message over their listserv. This will help you reach a wider audience. Send a reminder e-mail a day or two before the event.
- **Use existing platforms.** If there's a local events listing in your paper or on the local cable station, see if they'll run a message for your event. Include the details and point people towards more information so they can learn about the issue and feel motivated and inspired to attend. If there is a fee for listings, ask if it can be waived for a charitable event.
- **Poster.** Get the word out on the street with posters in your community. Ask at local cafes,

neighbourhood stores, and community centres to put up a poster on their bulletin board.

- **Flyer.** Quarter-page flyers are a great way to reach out to a large number of people. Ask a friend or two to join you in flyering for an hour at a busy location. You'll be amazed at how many people you reach! Within an hour, you'll probably have handed out a couple hundred flyers. Outside farmers' markets and busy events are great places to reach a crowd.

Step 3: Follow up!

After an event, follow up with participants! Send a follow-up message to thank them for attending, and let them know the grand total that was raised. Provide a link to chippewassolidarity.org so they can get more information and stay up to date. Let them know you'll be in touch, and follow up if you hold another event, or before the Supreme Court hearing starts in November.

This kind of organising has the great benefit of working to make connections in your community that can last well beyond this campaign. These relationships are important in building resilient communities and developing a culture of solidarity and resistance.

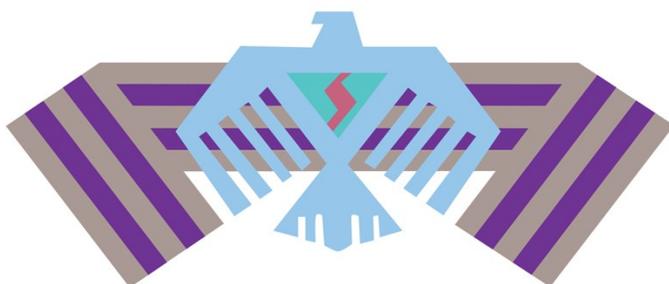
And let us know how it went! Send us a quick note saying what you did and how much money you raised. If you have photos from your event, post them to facebook or twitter, and share them with us (@ChippewasSolidarity) along with a short description of your event. Be sure to get the okay from anyone included in photos to have their image posted. It's best to ask at the start of the event if anyone is uncomfortable being photographed or having their image shared publicly, and be sure to keep them out of the frame or delete any pictures they accidentally end up in.

To get the funds to Chippewas of the Thames, you can donate online by following the link on the "Donate" page: www.chippewassolidarity.org/donate or mail a cheque to:

Chippewas of the Thames First Nation
320 Chippewa Road
Muncey, Ontario
Canada
N0L 1Y0

with "Line 9 Appeal" in the memo.

Happy fundraising!



**CHIPPEWAS
SOLIDARITY**