



## Your guide to hosting a fundraiser to support the ACLU of Maryland

**ACLU**

AMERICAN CIVIL LIBERTIES UNION  
FOUNDATION

Maryland

FUNDRAISER TOOLKIT

2023

^ Photo by Megan Outten

## Thank you for your interest in raising money for the ACLU of Maryland.

We developed the following toolkit to make this experience easy and rewarding.

Anyone can hold a successful event. To support you, we provide some information on our work, but the most powerful way you can raise money is by sharing why *you* give to the ACLU.

### THIS TOOLKIT INCLUDES:

- 1. Frequently Asked Questions** – for your reference as you plan the event.
  - About the ACLU and ACLU of Maryland.
  - Planning the event.
  - Making the donation.
  - Getting more involved with the ACLU of Maryland.
- 2. Post-Event Message** – thank-you message template to send to your guests after the event.
- 3. Printable Handout** – handout (two pages) to print and give to your guests at the event.

Please fill out the **[Volunteer Fundraiser Interest Form](https://action.aclu.org/webform/md-volunteer-fundraiser-interest-form)** (<https://action.aclu.org/webform/md-volunteer-fundraiser-interest-form>) so we can learn about your fundraiser.

Your support helps us empower Marylanders to exercise their rights so that the law values and uplifts their humanity.

**Thank you so much for contributing!**

## FREQUENTLY ASKED QUESTIONS

### ABOUT THE ACLU AND ACLU OF MARYLAND

#### Mission Statement

ACLU of Maryland (ACU-MD) exists to empower Marylanders to exercise their rights so the law values and uplifts their humanity.

#### Vision Statement

Maryland's people are united in affirming and exercising their rights in order to address inequities and fulfill the country's unrealized promise of justice and freedom for all.

#### 1. What is the relationship between ACLU-MD and the national ACLU?

The ACLU of Maryland (ACLU-MD) is the Maryland state affiliate of the American Civil Liberties Union (ACLU). Donations made by residents of Maryland to the ACLU-MD are shared between ACLU-MD and the ACLU and vice versa.

#### 2. What is the difference between making a tax-deductible donation to the ACLU-MD Foundation and becoming a member of the ACLU-MD?

Gifts to the ACLU-MD Foundation, our 501(c)(3) entity, support our litigation, communications, advocacy, and public education efforts. These donations are tax-deductible.

Contributions to our 501(c)(4) entity, ACLU-MD Union, allow us the greatest flexibility in our work. While not tax-deductible, they enable us to advocate and lobby in legislatures to advance civil liberties. They also support our litigation, communications, advocacy, and public education efforts. Contributions to the Union make you an ACLU member.

## OUR CORE VALUES

### TRANSPARENCY

We are committed to open communication and honesty about our intentions, actions, and decisions.

### EQUITY

We value people's humanity, and are informed by historic and ongoing wrongs, so that we create processes and outcomes that balance the scales of justice.

### COLLABORATION

We partner with those who share our values to protect civil rights and civil liberties.

### ACCOUNTABILITY

We listen and align our actions to serve the people of Maryland and are answerable to the promises we make.

### INTEGRITY

We can be counted on to honor our mission and values.

### PLANNING THE EVENT

#### 1. Do I need permission from the ACLU of Maryland to hold a fundraiser?

If you are an established legal entity, in order to ensure alignment with [Better Business Bureau](https://www.bbb.org/standards-for-trust) (<https://www.bbb.org/standards-for-trust>) standards, before your event, [please fill out this form](https://action.aclu.org/webform/md-volunteer-fundraiser-interest-form) (<https://action.aclu.org/webform/md-volunteer-fundraiser-interest-form>) as a written record of how you intend to use the proceeds from your event.

If you are raising money for ACLU-MD as an individual, you do not need permission from us, nor do you need to notify us before the event.

If you plan to promote your event as a benefit for ACLU-MD, you may not use our logo in any promotional content. Its use is reserved for events produced and/or formally endorsed by the ACLU-MD.

We ask that events adhere to ACLU-MD's Core Values (see list on previous page).

#### 2. Can a representative from ACLU-MD attend and/or speak at my event?

While we cannot promise to fulfill every request, we will consider requests for ACLU-MD representation at third-party events. Participation depends on staff availability as well as the event being aligned with our mission and advocacy objectives. If you'd like to request an ACLU-MD representative at your event, please fill out this form at least three weeks prior to your event. We will do our best to accommodate your request.

#### 3. Can ACLU-MD partner with, co-sponsor, or promote my event?

We will do our best to support your event but may not have the capacity to accommodate all requests. [Please fill out this form](https://action.aclu.org/webform/md-volunteer-fundraiser-interest-form) (<https://action.aclu.org/webform/md-volunteer-fundraiser-interest-form>) at least *three weeks prior to your event* with your event details. We will review and respond to your request.

#### 4. Can ACLU-MD supply a copy of its tax-exempt letter so my event can avoid paying sales taxes on event expenses?

No. While your event is for charitable purposes, the expenses of third-party events are not considered tax-exempt expenses.

#### 5. Can ACLU-MD provide me with “swag” – promotional items and giveaways – for my event, i.e. buttons, stickers, posters, magnets, etc.?

The ACLU has a distribution company that handles all promotional items. There are a variety of items that can be purchased at the [ACLU shop](https://shop.aclu.org) (<https://shop.aclu.org>). We may be able to provide limited materials. Please [fill out this form](https://action.aclu.org/webform/md-volunteer-fundraiser-interest-form) (<https://action.aclu.org/webform/md-volunteer-fundraiser-interest-form>) at least *three weeks prior to the event*.

### MAKING THE DONATION

#### 1. What's the best way to donate the proceeds from my event?

You may direct people to our online donation page or collect donations at the event and then make a single, lump sum donation of the proceeds. You can make the single donation to us via our [online donation form \(https://action.aclu.org/give/support-aclu-maryland\)](https://action.aclu.org/give/support-aclu-maryland) or by mailing a check to us at 3600 Clipper Mill Rd., Ste. 350, Baltimore, MD 21211. Please make checks payable to “ACLU” for (c)(4) contributions and to “ACLU Foundation” for (c)(3) tax-deductible contributions.

All donations are subject to ACLU-MD's Gift Acceptance Policy.

#### 2. Can the ACLU-MD provide donation receipts to individuals who donate money at my event?

ACLU-MD is only permitted to provide donation receipts for donations that are made directly to our organization. If your event attendees write checks out to ACLU-MD, and all attendee checks are mailed to ACLU-MD, they each will receive a tax acknowledgement letter.

If your event attendees donate cash and you keep a record of each donor's name, address, and amount of the donation that you submit with the total donations raised, they each will receive a tax acknowledgement letter. However, if you accept cash donations from many people and donate all at once via a single check or donation to our website, we cannot issue tax acknowledgement letters, but we will send the organizer(s) a thank you/acknowledgment letter.

#### 3. Can ACLU-MD track my event donations made through ACLU-MD's online donation page?

Donors can contribute “in honor of” you or your organization using the [tribute gift page \(https://action.aclu.org/give/tribute-aclu-md\)](https://action.aclu.org/give/tribute-aclu-md). If done this way, you will receive a letter for each donation made in your honor. Otherwise, we are currently unable to track online donations that we receive on behalf of your event.

#### 4. What is the contact information for ACLU-MD's Development team?

For more information, please contact us at [development@aclu-md.org](mailto:development@aclu-md.org) or (410) 889-8555.



## GETTING MORE INVOLVED WITH THE ACLU OF MARYLAND

1. Join our [email list](#) to find out about our work in Maryland.  
(<https://action.aclu.org/webform/md-get-updates-fight-freedom-maryland>)
2. Take [online action](#) with the ACLU-MD.  
(<https://www.aclu-md.org/en/act>)
3. Follow us on social media. ([Facebook](#), [Instagram](#), [Twitter](#), [TikTok](#), [YouTube](#))  
(<https://www.facebook.com/ACLUMD>; <https://www.instagram.com/aclumd>; [https://twitter.com/ACLU\\_MD](https://twitter.com/ACLU_MD);  
<https://www.tiktok.com/@aclumd>; <https://www.youtube.com/user/ACLUMaryland>)
4. Become a [member](#) of the ACLU-MD and the national ACLU.  
(<https://action.aclu.org/give/maryland-join-renew-today>)
5. Make a [donation](#) to ACLU-MD or the national ACLU.  
(<https://action.aclu.org/give/support-aclu-maryland>)
6. Learn about [other ways to give](#) to the ACLU.  
(<https://www.aclu-md.org/en/ways-give>)

## Post-Event Thank You

*Ready to thank your guests? You can use the sample message below. This is a good way to keep people engaged in the work we do and an opportunity for staff at the ACLU of Maryland to meet new advocates and supporters.*

Hi Friends **[or Attendee Name]**,

Thank you for attending **[event name]** on **[event date]**, to benefit the important work of the ACLU of Maryland.

Because of your support, we were able to raise a total of **[\$[dollar amount]]**!

**[Include some highlights from the event].**

Today, more than ever, I am dedicated to supporting the ACLU and working for civil rights and liberties for all. **[Insert your personal story here, if you'd like.]**

If you want to join me, here are some ways to stay informed and involved in the work of the ACLU of Maryland:

- Join ACLU-MD's email list to find out about upcoming actions.
- Follow ACLU-MD on Facebook, Instagram, Twitter, TikTok, and YouTube.
- Become a member of the ACLU-MD and the national ACLU.
- Donate to the ACLU of Maryland.
- Explore ways to give to the ACLU of Maryland.

Thank you again!

Sincerely,

**[Your Name]**

# ABOUT THE NATIONAL ACLU & THE ACLU OF MARYLAND



AMERICAN CIVIL LIBERTIES UNION  
FOUNDATION

Maryland

## MISSION STATEMENT

ACLU of Maryland exists to empower Marylanders to exercise their rights so the law values and uplifts their humanity.

## VISION STATEMENT

Maryland's people are united in affirming and exercising their rights in order to address inequities and fulfill the country's unrealized promise of justice and freedom for all.

[aclu-md.org](http://aclu-md.org)

## Nationally, the ACLU works on the following issues:

- Capital punishment
- Criminal law reform
- Disability Rights
- Free Speech
- HIV
- Civil Rights
- Immigrants' Rights
- Children's Rights
- Racial Justice
- LGBTQ+ Rights
- National Security
- Rights for People in Prisons and Jails
- Privacy and Technology
- Religious Liberty
- Reproductive Freedom
- Smart Justice
- Voting Rights
- Women's Rights

ACLU of Maryland (ACLU-MD) is the Maryland affiliate of the American Civil Liberties Union (ACLU).

ACLU-MD serves all Marylanders whose civil rights and civil liberties have been violated. We focus on supporting Black and Brown people and people from other communities systemically threatened by white supremacy, with the goal of addressing systemic oppression and rights violations. We are accountable to directly impacted communities and individuals, and we follow their lead in setting goals and designing our work. We are a statewide organization with litigation, public policy advocacy, and organizing efforts that span Maryland.



*Our victories are made possible by the courageous and generous contributions of our clients, plaintiffs, volunteers, member-donors, staff, and board of directors. The ACLU of Maryland does not endorse or approve third-party fundraisers.*  
**Thank you for contributing so that we can keep up the good work.**

# WAYS TO GIVE

**What will you give to ensure “WE THE PEOPLE” means all of us?**

## ONLINE

Give securely at [www.aclu-md.org](http://www.aclu-md.org). Click ‘Donate’.

## MAIL

Mail your contribution to **ACLU of Maryland, Attn: Development, 3600 Clipper Mill Rd., Ste. 350, Baltimore, MD 21211**. Checks can be made out to **ACLU Foundation of Maryland** (tax-deductible donations) or the **ACLU of Maryland** (membership contributions).

## STOCK/ SECURITIES

Ask your broker to transfer the securities you wish to donate to the ACLU-MD’s account (#30A121398) at T. Rowe Price (DTC# 0443). Email us at [development@aclu-md.org](mailto:development@aclu-md.org) or call (410) 889-8550 ext. 153 to let us know so we can record and properly acknowledge your gift.

## IRA-QUALIFIED CHARITABLE DISTRIBUTION

Make a donation to the ACLU Foundation of Maryland from your Individual Retirement Account (IRA) and count it toward your Required Minimum Distribution. Contact your IRA custodian to request a “Qualified Charitable Distribution” (QCD) to be made payable to the **ACLU Foundation of Maryland – 3600 Clipper Mill Rd., Ste. 350, Baltimore, MD 21211**. Our Tax ID # is 23-7209538.

## DONOR- ADVISED FUND / MORE INFO

Recommend a gift or recurring gifts from your donor advised fund to the ACLU Foundation of Maryland. **For more information about additional giving opportunities,** email [development@aclu-md.org](mailto:development@aclu-md.org) or call (410) 889-8550 ext. 153.

**MORE INFO ON OUR WEBSITE:** [aclu-md.org/waystogive](http://aclu-md.org/waystogive)

**How to Use a QR Code:** Use the camera on your phone to hover over the QR code on the left. You will see a prompt to click to open a website. The QR code links to an ACLU of Maryland donation page.

