

Two points about fundraising:

- Fundraising is not just about asking people for money - it is about organising, about building support for fundamental acts of union solidarity, and about bringing members together around a common cause.
- People do not give money without being asked. They will respond, but they need to know why, and they need to be convinced about why it is so important to support the Safety Fund.

Setting Targets

The IFJ Safety Fund first set a target of raising €1 million – that was our starting point achieved finally after ten years. With this basic reserve the Fund can develop further. We spend only the interest of the Fund, but that can only be increased by expanding the Fund's capital base. As this happens each year we will be able to improve the scope and range of solidarity with journalists in need everywhere in the world – more aid can be given, more colleagues can be supported.

The Work is Not Done – We Need to Set New Targets to Strengthen the Fund

National unions should set their own targets. Use the focal points of union work – conferences, industrial action, campaigns as opportunities to broaden the message of unity and solidarity by raising money for the Safety Fund.

It's obvious, but nevertheless worth saying that every little bit counts – make a collection one year or at one event and then repeat the process. That automatically sets a new target for next time. The point is to make solidarity with the IFJ Safety Fund a regular part of the union's organising routine.

give direct @www.ifj.org

How to Fundraise

Remember that the International Safety Fund is built upon contributions by journalists. We are not looking for sponsors – either from government agencies or corporations. The Fund is built on the principle of support from ordinary members. Therefore, fundraising strategies must be based upon activities and events involving members either in their workplace or when they are in contact with the union. Every union has opportunities to raise money for the Safety Fund. The problem is only a minority are using these opportunities.

Every union, regardless of size, has an agenda of activities, from annual meetings to social gatherings such as awards dinners.

The point is to insert into this agenda some space to talk about the Safety Fund and to raise money for the Safety Fund.

Organising specific fundraising events such as a dinner or a concert is one way. This could be an individual event or, and this would be easier, it could be incorporated into other activities.

Why not, therefore, set up a fundraising dinner or party to end a union meeting? It's easy enough to calculate the organising costs, so just add 30 per cent to the price of a ticket and it becomes a special event for the IFJ Safety Fund. Get a speaker along to talk about the Fund. We

will supply some literature for you. Don't forget that all proceeds go to the Fund and don't forget to tell everyone how much you raise, both from ticket sales and a collection on the spot.

Make the IFJ Safety Fund a regular feature of your union events. Distribute collection plates or boxes around during dinners and breaks and ask for cash donations. People will be always ready to support the IFJ Safety Fund. They only need to be asked.

Set a time for giving: Many unions have an annual meeting or congress - let your members know to bring their donations along to the meeting. The Danish Union of Journalists, for years the IFJ's most successful national donor to the Safety Fund, asks members to make a minimum donation pledged at their annual meeting. They regularly collect a stupendous 40 or 50,000 €. The Safety Fund collection has become a regular feature at the Danish Congress, providing a focus for solidarity actions in which all the members play a part.

But it does not just have to be about giving cash directly. Unions can also hold raffles or auctions – raising money by selling off photographs, artwork and cartoons that can be sold off at union events. The Australian union, the Media Entertainment and Arts Alliance did this on World Press Freedom Day a couple of years ago and raised A\$1400!

Painless ways to raise money:

- Payroll Giving: Ask members to donate a small amount from their monthly pay on a regular basis. The bank or employer can organise to have the donation taken directly from salaries if the journalist agrees and it can be directed straight to the IFJ Safety Fund account.
- Employer matching: Other media professionals in journalism can also support the Fund. Why not approach employers about matching their employees' donations to the Safety Fund - this can be incorporated into payroll giving (see above) and instantly doubles every donation to the Safety Fund.
- Pay rise donation: When negotiating collective agreements and pay rises for your members, unions could discuss with members – at the end of the process—whether they might like to donate their first monthly pay increase to the IFJ Safety Fund. This can inspire genuine feelings of solidarity and goodwill and appreciation of the union's effort. This is the key method of fundraising used by the Australian Union, the Media, Entertainment and Arts Alliance.

The success of the IFJ Safety Fund depends most of all on recognition of the cause. That is why the IFJ has developed a great deal of Safety Fund merchandise including IFJ T-shirts, mugs and mouse pads that are available for sale. Incorporate the selling of the merchandise at your events and in workplaces - you can set up a stall at events, bring the merchandise with you to workplace visits and sell from your union offices.

All proceeds go to the IFJ Safety Fund and it's a great way of advertising the IFJ and the Fund. Contact the IFJ secretariat to order stock for your event.

Don't forget that accurate, reliable and useful information, the currency of good journalism, is a vital part of any fund-raising strategy.

Get to know about the IFJ Safety Fund. Find out how the money is used and spread the word when raising Funds.

The more people who know about the Fund and it work the better it will be for all of us, and the more likely members will be generous in their efforts to support it. Contact: Safety@ifj.org

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Take the IFJ Safety Fund to Work

Raising money for the IFJ Safety Fund in the workplace can be great fun and can provide added value to the union or the company. Because the IFJ Fund is such a demonstrably good cause it motivates people and is a useful team building tool.

The Fund can also do something that is often difficult at the best of times – bringing workers and management together for a common cause. Finally, remember that every donation to the Safety Fund is recognition of the role of the union, it raises awareness about the IFJ, and it is a practical demonstration of the value of international solidarity.

There are hundreds of things that can be done. Here are just a few:

Sports competition

Start a tennis/baseball/cricket/basketball/netball/football tournament with your workmates - charge an entrance fee and donate the proceeds to the safety fund.

Fund Running

Every country has a marathon of sorts. Get the IFJ Safety Fund sponsored and run in an IFJ "Danger: Journalists at Work" t-shirt. Just ask. We will supply the gear.

Trivia night

Who Wants to Be a Millionaire? We do. Why not host a trivia quiz night after work - with everyone who attends paying an entrance fee. The winner can be invited to divide the spoils with the IFJ Safety Fund.

Party Time

Religious festivals around the world provide many opportunities for celebration. Use these events to raise awareness of the IFJ Safety Fund. Whether it's Christmas or the end of Ramadan add to the party atmosphere by selling tickets and donate the proceeds to the Safety Fund.

The International Federation of Journalists Safety Fund is the only solidarity fund of its kind in world journalism. It is the journalists' global assistance fund, established by journalists for journalists and their families.

By supporting the International Safety Fund we help colleagues, often victims of violence and oppression. Sometimes they need help to escape when their lives are threatened. Sometimes they need help to fight for their rights in the courts. Sometimes it is families who need help when journalists are killed or injured.

By giving to the IFJ Safety Fund we not only give direct support to people who desperately need it, we also do ourselves some good. We build our unions by raising awareness of the global safety crisis facing so many journalists today, and we demonstrate to union members that practical action is possible to confront the corruption, poverty and fear that haunts journalism in many regions.

Fundraising is an integral part of building solidarity amongst the international community of journalists and journalists' trade unions. As well as raising money for the Safety Fund, fundraising increases the profile of the fund among journalists and will allow the IFJ to assist more journalists in crisis situations.

This leaflet should be used as a brief guide for your unions fundraising activities. Use it with the IFJ Safety Fund brochure **Danger! Journalist At Work!** to raise awareness of the Fund. It is available online and the IFJ welcomes your suggestions and additions to the fundraising strategies that appear here.

