



Peer-to-Peer Resource Organizing Toolkit

Welcome.

Thank you for committing to support the work of the Ella Baker Center for Human Rights!

For 25 years, the Ella Baker Center (EBC) has helped build the power of Black, Brown, and poor people to break the cycles of incarceration and poverty, and to make our communities safe, healthy, and strong. We appreciate your dedication to being part of the solution with us.

Some of our biggest wins from the past 25 years include . . .

- Built California's first statewide network for **1,400+ families of incarcerated youth**
- **Won a campaign** through Bay Area Police Watch to have San Francisco police officer Marc Andaya fired because of his history of violence against people of color
- Helped secure **millions more dollars for reentry programs** through Alameda County Jobs Not Jails Campaign
- Led a campaign resulting in **70% of voters** saying "no" to Prop 6: a "dumb on crime tough on the budget" ballot measure
- Campaigned to help **close all 5 California youth prisons**
- Secured passage of the **Racial Justice Act**, which prohibits any practice shown to have a racially disproportionate impact in a criminal proceeding.

Table of Contents

What is Resource Organizing? pg. 1

Frequently Asked Questions pg. 3

Resource Organizing Checklist pg. 4

Getting Started pg. 5

Creating a Timeline pg. 8

Communication Strategies pg. 10

Setting Up Your Online Page pg. 11

Helpful Tips pg. 13

Additional Information pg. 15



Section 1. What is Resource Organizing?

How We Define Resource Organizing

Peer-to-Peer (P2P) resource organizing is a strategy we use to mobilize people—and their unique talents, time, skills, donations, ideas, and networks—to contribute to the Ella Baker Center’s work, campaigns, events, and movement. Members activate networks of friends, families, colleagues, employers, favorite organizations, and local businesses to mobilize resources to support our programs.

This toolkit provides information to help our members engage their peers in resource organizing.

Resource Organizing with the Ella Baker Center

Resource organizing is a grassroots practice and intentional effort by the Ella Baker Center to:

- Move away from the practice of transactional fundraising towards an approach that acknowledges donors' support and invites them to consider multiple ways of contributing to movement building;
- Focus on base-building, leadership development, and challenging oppression;
- Redistribute wealth, question disempowering ideas about ownership, and invest in communities to maximize connectivity and impact; and
- Bridge any distance between our donors, resource organizers, and the work they support.

Resource Organizing Aligns With Our Vision

Our Members: The Ella Baker Center’s membership is a way for anyone, anywhere—especially those who have been harmed by the justice system—to join the movement to shift resources away from prisons and punishment, and invest in our community. Like our namesake Ella Baker, we believe in the power of ordinary people to create change and community-driven solutions.

Our Commitment: Resource organizing is an invitation and starting place, rather than an endpoint. We want your contributions to cultivate meaningful connections to the Ella Baker Center and the movement we’re building. We hope to foster both personal and community transformation.

Here are some questions to help guide your participation.

- What does community safety and well-being mean to you?
- What skills, talents, ideas can you bring to our community building campaigns?
- How do you want to grow and learn from your contributions to the Ella Baker Center?



Principles of Resource Organizing*

*These principles are based on the visionary work of resource organizers Crystal Middlestadt, Iris Brilliant, Helen Stillman and Kofo Anifalaje.

Reciprocity: We ensure that donors and members are connected and in the “right relationship” to each other and our work.

Giving Within Community: We work to shift resources towards the communities we support, and to keep those resources in the community.

Trust & Accountability: We are accountable to movements, our members, and our commitment to steward relationships and resources with transparency.

Transformational Relationship: We are committed to restore full humanity to the donors and members who make our work possible.

Focus on People: We believe that movements can exist without money, but not without people.

Section 2. Frequently Asked Questions

Why the Ella Baker Center for Human Rights?

Reform of the criminal legal system is one of the urgent issues of our time, and we cannot accomplish work without broad support from our members and volunteers. Plus, we've got some incredibly exciting things in store.

Do I need fundraising experience?

No fundraising experience is required. We've included many helpful tips to make your fundraiser successful, and we are more than happy to help you throughout the process!

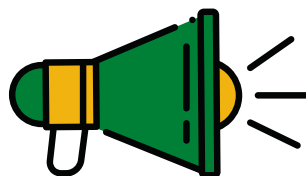
How can I succeed if I don't know any rich people?

We know from past fundraisers that your network will support you if you ask. Peer-to-peer resource organizing is a unique way for us to raise resources while boosting awareness of our campaigns, supporting our work, and expanding the number of Ella Baker Center members. Whether folks in your network give \$5 or \$500, what's most important is that people give an amount that is meaningful and significant to them.

What do I need to get started?

- Resource Organizing Idea - a hook for why you're resource organizing right now
- A Picture/Brief Story for Your Page - a visual hook for your resource organizing idea
- Resource Organizing Goal - the amount of money, volunteers hours, or donations
- Start and End Dates - a realistic amount of time to accomplish your goal
- Contact Information - email addresses and phone numbers of people in your network

We'll explain everything step-by-step, so let's go!



Section 3. Resource Organizing Checklist

- Resource organizing idea
- Resource organizing goal
- Resource organizing start and end date
- List of names, email addresses, phone numbers to contact
- Communication plan
- Email template
- Social media post template
- Photo of yourself, or relevant theme
- Resource organizing online page

Section 4. Getting Started

Step 1: Pick a resource organizing idea

Pick something fun that you're excited about doing, and that will allow your friends to celebrate your generous spirit, and a great cause. For example, you could:

- . . . host a house party
- . . . host a huge cook-off, or a potluck contest
- . . . walk between two important places in your life and share a story about them
- . . . make a special occasion out of a hobby you have (hiking, knitting a meaningful pattern?)
- . . . paint a series of political watercolors?
- . . . incorporate an upcoming birthday or anniversary?
- Dance? Sing? Jam? These can be done virtually!

The possibilities are endless!

Here are some examples of what EBC members have done in the past:

- 25-mile backpacking trip
- Swimming to Alcatraz
- Birthday party



Sample Resource Organizing Ideas

1. **Birthday Peer-to-Peer Campaign**, see [full example here](#)

Birthday Campaign Tips:

- Start early, at least three months before your birthday, to communicate your goal to your network.
- Use a creative theme that motivates others to contribute to your campaign: help me celebrate my favorite day of the year,” or “I’m raising \$2,600 and 260 volunteer hours to celebrate turning 26.”
- Create an easy-to-navigate page for people to make donations by using the template provided.
- Make your campaign festive with birthday images, graphics, and themed visuals.
- Share a story about your connection to EBC, the movement, and how donations will be used
- Include a specific ask: invite those in your network to donate pre-selected amounts of money, time, or in-kind contributions, and provide an “other” option for them to contribute a specified amount.

2. **Ella Baker Center Event Peer-to-Peer Campaign**, see [full example here](#)

EBC Event Campaign Tips:

- Visit the Ella Baker Center website to learn more about our current work, and to select a campaign to align your resource organizing with.
- Connect with an EBC organizer or member to learn more about current priorities and engagements.
- Promote your resource organizing campaign and an EBC event simultaneously to boost awareness.
- Include photographs on your campaign page and communications to raise interest in your network.
- Give progress updates to your network.
- Send a thank you note to contributors including campaign highlights and more ways to get involved.

3. **Local Business Peer-to-Peer Campaign**, see [full examples here](#)

Local Business Campaign Tips:

- Make a short list of the businesses located in your community, including those that you support.
- Identify the services, products, and other in-kind donations that are provided by businesses on your list that align with the goals of your campaign.
- Consider ways to invite business owners and employees to volunteer their time and connect with Ella Baker Center events and campaigns.
- Include in your communications information about the Ella Baker Center’s history, campaigns, and commitment to community building and investment.
- Send supporters a follow-up email with examples of how their donations and contributions helped you make progress towards your campaign goals.
- Invite your business contributors to participate in upcoming Ella Baker Center membership events.

Step 2: Choose a picture for your fundraising page

For your resource organizing page, you will need to add a picture so that your friends and community can recognize your page easily. The best picture is a quality photo that's a headshot, or where your face can be easily recognized; but also feel free to use any photo you think will work for you.

Step 3: Choose a goal and an end date

Before you create your page, decide the following details:

1. Fundraising Goal: How much do you think you can raise? *(Aim high, it's ok to come short!)*
2. End Date: When do you want the fundraiser to end? *(Having a specific end date will help build momentum and a sense of urgency among your network to help reach your goal.)*

Step 4: Use these tips to strategize

1. Briefly describe the Ella Baker Center campaign and specific peer-to-peer resource organizing goal. This toolkit includes brief descriptions of some EBC campaigns and the EBC website includes even more information for you to use.
2. Self-select a focus that aligns with your interests and be sure to articulate a goal in terms of what can be done with money, volunteer time, equipment, or service donations. For example, "Each hour of your donated time allows us to share resources and self-care information with five incarcerated adults and their loved ones."
3. Write a brief (less than 200 words) testimonial that tells the story of your "why" that reflects your reasons for getting involved with specific EBC campaigns. Your story might include the personal and/or professional growth opportunities created through your work with EBC.
4. Use branding guidelines that include key messages, EBC logos, images from EBC campaigns, preferred color palettes and font styles, and language that reflects the values and vision of the Ella Baker Center.
5. Ask EBC staff about any available resources that you can share with your supporters to motivate their contributions towards achieving your resource organizing goals.

Section 5. Creating a Timeline

Pick a month with a holiday or event to which you can attach your fundraiser. Think about dates with social change meaning, such as International Women's Day. Or you can select a month during which you'll be free and have the time to reach out to your network.



Before the fundraiser:

- Spend a few days editing the page and familiarizing yourself with the features
- Come up with a list of 20 people you'll share your page with and estimate what amount each person can afford to give in order to set your overall goal
- Craft the perfect email for close friends and your general email list

Week 1: Follow these steps to start your fundraiser with success!

- **Get The Ball Rolling:** Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution yourself. This will make others more likely to get involved.
- **Start With Email Outreach:** We've put together an email template you can use right from your fundraising page. The most important thing you can add to this message is why you are fundraising, conveyed in your own words. Let your family and friends know why this matters to you - that's what they will be motivated by most!
- **Connect With Your Closest Contacts First:** 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, use the email template you customized to reach all of your other contacts.
- **Move To 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.

Weeks 2-4: Follow these steps to keep up the momentum!

- **Re-engage With Email:** Don't hesitate to send a few follow-up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.
- **Continue Thanking And Updating Via Social Media:** As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.
- **Continue Identifying People To Share Your Fundraiser With:** Make a list of 10 more people you can ask, and go ahead and shoot them a message!
- **Follow Up With Friends/ Family:**
 - Follow up with people who said they would give but haven't yet
 - Ask people who have donated if there are two people they could share your page with



Section 6. Communication Strategies

Communications Strategy

1. Develop a communications calendar to help keep track of emails/social media posts, progress towards resource organization goals, and campaign milestones.
2. Determine the appropriate amount of communication (e.g. number of emails, social media posts, texts, etc.) based on the needs and preferences of your network, as well as your campaign's length.
3. Identify "communication points" and key messages to share with your network. You can use the sample emails and social media posts in this toolkit for ideas. Be sure to use multiple channels to communicate with your network in a way that motivates and is not disruptive.
4. Include personal touches and visual stories throughout your campaign, such as addressing each contributor by name, sending handwritten thank you notes, or sharing photos of your work with EBC.

Outreach List

It's helpful to think about who you'll be contacting in order to tailor your message. For example:

- Family: Think of a way to ask for their support.
- School: Whether this is your child's school, a college, or a high school you volunteer for, there are people who share your passion, and a few "asks" could bring in a few donations.
- Work: Do you have coworkers who would be willing to chip in \$25 for you? Ask them 1-on-1 in a friendly, no-pressure way, and share the page with them through email, text, or social media.
- Groups: Are you part of a book club, a church group, or another volunteer group? Send a message around to spread the word that you're really excited about this and could use some support.

Ways to Outreach

There are multiple ways to share your peer-to-peer fundraiser with your networks. For example:

- Email: A tried and true method to communicate about your event
- Text Message: One of the most effective ways to ensure your network knows about your event
- Social Media: Post regularly to social media and be sure to include the event link you created earlier
- Phone Calls: Use conversations with your network to remind them of your goal and ways to support

Section 7. Setting Up Your Online Page

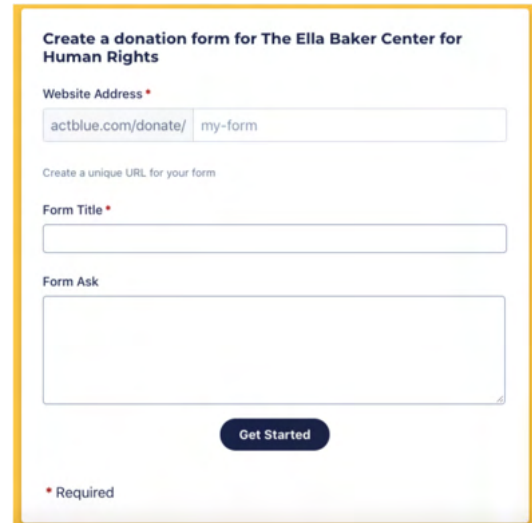
A. Head to <https://secure.actblue.com/brandings/83880/lists/new> to create an account.

B. Click on the “Create an account button.”

C. Create an account and confirm your account.

D. Set up the basics of your fundraising page:

Here, you’ll set up the basics of your page. Don’t worry, you can change these later if you want.

A screenshot of a web form titled "Create a donation form for The Ella Baker Center for Human Rights". The form includes a "Website Address" field with the text "actblue.com/donate/ my-form", a "Form Title" field, and a "Form Ask" text area. A "Get Started" button is at the bottom right. A red asterisk indicates required fields. The form is framed by a yellow border.

- **Website Address:** Enter in a URL for your fundraiser. For example, “josie_EBCFundraiser”
- **Form Title:** Name your fundraiser. For example, “Josie’s 2021 Ella Baker Center Fundraiser” or “Help me raise resources for Ella Baker Center for Human Rights”
- **Form Ask:** Add a description in the box about your fundraiser. From the experience of other fundraisers, we’ve found that adding a personal touch will get the best results. But also try to keep it short and to the point. If you feel stuck on what to say, see our examples below in the appendix! Some overall helpful points to mention:
 - i. Why you care about these issues
 - ii. Why you’re launching the fundraiser
 - iii. Why you really want and appreciate your community’s support

Sample Fundraiser Description Text

For 25 years, the Ella Baker Center (EBC) has helped build the power of Black, Brown, and poor people to break the cycles of incarceration and poverty, and to make our communities safe, healthy, and strong. EBC helped close all California youth prisons, pass statewide legislation to advance racial justice in criminal proceedings, and support thousands of impacted community members through letter writing and relationship building.

Please join me in supporting EBC by donating any amount that is meaningful to you, whether it’s \$5 or \$500. Your contribution grows our movement to mobilize resources for transformational change. Together we can build a national movement calling for a shift away from a culture of policing and punishment and towards schools, housing, employment, and healthcare for communities hit hardest by mass incarceration!

E. Customize your Fundraising Page!

The screenshot displays the ActBlue Charities fundraising page editor. On the left, a sidebar titled 'Edit Form' lists various customization options: Title, ask, and URL; Preset donation amounts; Form customization; Goal thermometer; Branding; Recurring settings; Post-donation upsells; Thanks and receipt; Social share; Recipients; and A/B testing. The main preview area shows a fundraising page for 'Josie's 2021 Ella Baker Center Fundraiser'. The page includes a progress bar showing 'DOLLARS TO DATE' with a goal of £1,000 and a current amount of £3,500. The text describes the fundraiser's purpose: 'For nearly 25 years, the Ella Baker Center has been working to advance people-powered campaigns for racial and economic justice – and they are winning. They've fired racist cops. They've shut down youth prisons. They've moved resources back into low-income communities of color to break cycles of incarceration and poverty.' The page also features a 'PAYMENT METHOD' section with a VISA card ending in 5309 exp. 06/2022, and a 'Make it monthly!' section with options 'Yes, count me in!' and 'No, donate once'. At the bottom, there are 'Donate immediately:' buttons for 'Donate \$5 →' and 'Donate \$15 →'.

Click through each option on the left hand side to set up your fundraiser! Here, you can personalize the text, view donations, thank donors, get email templates, and edit the details of your page.

- **Title, ask, and URL:** This is the information you already filled out! You can make edits if you'd like.
- **Preset donation amounts:** These will be the donation amount buttons.
 - We recommend: \$5, \$15, \$25, \$50, \$100, \$250, but you can choose whatever you'd like.
- **Form customization:** Here you can change the language of the page. The default is English.
- **Goal thermometer:** Pick a campaign goal that is ambitious, but doable given your network of friends, family, and coworkers.
 - For example, if you're reaching out to 20 people, each of whom can give \$10-25, consider a goal of \$350-400.
 - Pick an end date that gives enough time to ask your network for contributions (4-8 weeks is usually best)
- **Branding:** Keep the EBC Branding option :)
- **Recurring setting:** Keep as is
- **Post-donations upsells:** Keep as is
- **Thanks and receipts:** Here you will add in a thank you note for your donors.
- **Social share:** Here you can add info to make sharing your fundraiser on Facebook and Twitter easy!
- **Recipients:** Keep as is
- **A/B testing:** Keep as is
- **Tracking:** Keep as is

Section 8. Helpful Tips and Reminders

Here are some general tips we've received from other fundraisers

- Be authentic. You can't mess this up.
- Giving is a pleasure for those who give and most people will give if you ask.
- You are facilitating someone's chance to positively change the world.
- Try a text - Some people are more easily reached via text message.
- Call to Action - Make it clear and direct - for example, "Give \$10 today!"
- Video & Images - Record yourself! Make a meme. Get creative!
- Consider adding an incentive. Possible ideas:
 - Challenge Gifts - Pony up. Matching donations = urgency & value.
 - Recognition - Thanks, @EllaBakerCenter, for your donation today!
 - Prizes - Largest gift gets a happy hour tab on me (you)!
- Communicate your fundraiser's end date to incentivize people to help you meet your goal on time.



Tips to Strategize

- Describe your goal in terms of what can be done with the donated money, time, product, or services.
 - For example, "Each hour of your donated time allows us to share resources and self-care information with ten incarcerated adults and their loved ones."
- Use a brief personal story that describes why you are mobilizing resources for the Ella Baker Center.
- Use consistent branding that adheres to guidelines and key messages.
 - This includes images, the preferred color palette, and font styles used by the Ella Baker Center.
- Create and share a resource organizing "thermometer" with your network.
 - This helps your supporters track progress towards your goal and the impact of their contribution.

Tips to Lead

- Provide clear, reasonable, actionable steps for supports to take
- Create opportunities for your campaign supporters to tell their story
 - For example, a "story of the week" or "photo contest" that captures their unique contribution
- Share resource organizing progress updates and campaign highlights to encourage contributions
- Send reminders and provide encouragement

Tips to Communicate

- Modify and use the sample emails included in this toolkit
- Be sure to use language and branding that is consistent with EBC communications
- Use examples from the EBC website to create a social media video, post, and hashtag
- Create a communications calendar and “goals sheet” to communicate progress
- Be sure to follow-up and thank those who contributed to your campaign



You're done!

You've made a great contribution to Ella Baker Center's work, and you should feel proud that you made change happen and brought attention to the role each of us can play in ensuring that we can all live in a healthy and strong community that we have the opportunity to help shape. Bravo, and thank you!

Have Questions or Need Help?

Feel free to contact:

Ash Lynette, Senior Resource Organizer
973-809-0322 (cell)
ash@ellabakercenter.org

Looking for More Ways to Contribute?

Join us at the Resource Organizing Committee Meetings

Meeting Date: Last Tuesday of Each Month (4th or 5th Tuesdays)

Time: 6 - 7:30 PM PST

Where: virtual (via Zoom) or in-person at the Ella Baker Center Office located at 1419 34th Avenue, Suite 202, Oakland 94601

We use our meeting time to update one another on progress with P2P fundraising, learn about new information relevant for fundraising purposes, and carry out cultivation and stewardship activities (e.g., thanking donors, reminder calls, etc.).

Dinner is always provided. RSVP with dietary restrictions to ash@ellabakercenter.org

Appendix A. Ella Baker Center Key Programs

Ella Baker Center's Key Programs

Some of our current work includes:

- **Reimagining Youth Justice:** Reimagining Youth Justice: A Blueprint for Alameda County examines the youth incarceration system in Alameda County and lays out an alternative roadmap centered in racial equity, healing and empowerment. Its vision of an alternative future is grounded in the network of community support for our young people we have already initiated.
- **Decarcerate Alameda County:** Formerly known as the Audit Ahern Coalition, Decarcerate Alameda County is a growing coalition of grassroots community and social justice organizations joining together to demand that Alameda County free people from Santa Rita Jail, divest from incarceration and policing, and reinvest in community, not cops.
- **Restore Oakland:** A joint initiative between the Ella Baker Center and Restaurant Opportunities Centers United (ROC United), Restore Oakland is an advocacy and training center established to empower communities by building new economic and justice institutions that support safe and secure futures for ourselves and our families.
- **Prison Mail Night:** A monthly virtual mail night hosted by the Ella Baker Center to respond to mail we have received from currently incarcerated people across the country. With COVID-19, we are seeing a big influx of mail from our comrades inside. We are sending them information about the pandemic and the California Department of Corrections and Rehabilitation response, and about recently passed legislation, reentry, and legal support.
- **#HonorLivesLost:** This online weekly candle-lighting ritual every Sunday at sunset in both English and Spanish to uplift incarcerated people in California we have lost to COVID-19 and #DeathbyIncarceration. Organizers and advocates across the state have created this space for us to join together in mourning the lives we have lost and send light and love to families grieving the unnatural deaths of loved ones.
- **Monthly Member Meeting:** Anyone, anywhere can join our movement to create a safe and just nation. General member meetings are usually held every first Wednesday of the month. They are held virtually until it is safe to hold in-person gatherings.

Appendix B. Full Organizing Idea Examples

Sample Resource Organizing Idea Examples

1. **Birthday Peer-to-Peer Campaign** (example from 2017)

Goal: To celebrate my 26th birthday and raise \$2,600 for Ella Baker Center's movement building work.

Sample Birthday Email:

No one needs me to remind them of how much the world is falling apart right now with the repeal of DACA and the ACA, mass shootings, and the war against black, brown, native, trans/queer, immigrant, disabled, and female bodies. All these things feel even more ominous by the toxic ash that's filled the sky across the Bay Area over the past week.

With this bleak backdrop, there are a few things that have given me hope over the past year: dancing, my comrades in SURJ (Showing Up for Racial Justice), and caring for my little succulent garden. And another thing that's kept me going is the Ella Baker Center for Human Rights, which I've been lucky to be involved with as a part of their fundraising committee since the beginning of 2017.

For nearly two decades, the Ella Baker Center has been working to advance people-powered campaigns for racial and economic justice – and they are winning. They've fired racist cops. They've shut down youth prisons. They've moved resources back into low-income communities of color to break cycles of incarceration and poverty.

One of their projects I'm most excited about is Restore Oakland: a renovated building in Fruitvale that will be a new hub for restorative justice and restorative economics in Oakland. The building will house worker training programs, restorative justice programs, and a cooperative food-enterprise incubator and restaurant. It will also be the new home for Ella Baker Center and Causa Justa :: Just Cause.

And so as I prepare to celebrate my 26th birthday soon, I've decided to ask my friends and family to donate to the Ella Baker Center. [*In honor of my 26th birthday, will you join me in donating \\$26?*](#)

I'm asking you to join me in supporting the Ella Baker Center to turn the tide of criminalization, state violence, and mass incarceration. Please donate any amount that is meaningful to you, whether it's \$5 or \$150.

Together we can resource a national movement calling for a shift away from a culture of policing and punishment and towards schools, housing, employment, and healthcare for communities hit hardest by mass incarceration!

Sample Birthday Facebook Post:

Help me celebrate my 26th birthday today by donating to the [Ella Baker Center for Human Rights!](#) Please donate any amount that is meaningful to you, whether it's \$5 or \$150. Together we can resource a national movement calling for a shift away from a culture of policing and punishment and towards schools, housing, employment, and healthcare for communities hit hardest by mass incarceration! Read more and donate below.

2. Ella Baker Center Event Peer-to-Peer Campaign

Goal: To mobilize 100 volunteer hours, 500 personal care in-kind donations, and raise \$1,000.00 by January 31st to support the Ella Baker Center's Heal Not Harm campaign to organize for stable and healthy homes, neighborhoods and communities in Oakland.

Sample EBC Event Email:

Safety begins with stable and healthy homes, neighborhoods and communities. Racial inequality, poverty and housing segregation are on the rise in Oakland, coinciding with a surge in encampments of unsheltered people across the city, the majority of whom are African American.

This is why we are advocating for change and community-led solutions for unsheltered Oaklanders. [Heal Not Harm](#) is a campaign that began with the [Ella Baker Center for Human Rights](#) Member Congress in 2017 to end the criminalization of homelessness. We see the ultimate solution to homelessness as a Housing First model providing wraparound services and adequate shelter for Oaklanders in need. Our campaign advocated alongside directly impacted people to end 10 anti-poverty ordinances historically used to harm and further displace unsheltered Oaklanders.

Here's What We Demanded

The end of encampment evictions, and towing and impounding cars used as primary residences
The repeal of all 10 anti-poverty ordinances
Access to port-o-potties, hand wash stations, and trash pick up at all encampments

Here's What We Won

A Moratorium on Sweeps (Encampment Evictions)
A Moratorium on Towing and Impounding vehicles used as primary residences
Additional Port-a-Potties and Hand Washing Station
As well as expanded Trash Pick Up
A suspension of enforcement of anti homeless ordinances for the duration of the pandemic

(continued on next page)

As a direct result of the COVID-19 pandemic, and its impact in our community, unsheltered Oaklanders are in need of even more support. Will you help us organize resources to support our unsheltered community members? Thank you for helping us raise money, collect personal care items, and coordinate volunteer hours to help move the Heal Not Harm campaign forward.

Donate \$5, \$20, \$50 or another amount

Donate 1-hour, 1 hour per week, 2 hours this month

Donate masks, hand sanitizers, deodorant, non-perishable food items

Together we can resource a local movement to house, protect, and support members of our community harmed by racial inequality, housing unaffordability, and COVID-19!

Sample EBC Event Facebook Post:

In 2017, the Ella Baker Center for Human Rights Member Congress began the Heal Not Harm campaign to advocate for community-centered solutions to racial inequity, housing unaffordability and the criminalization of unsheltered Oaklanders. Will you help us organize resources for this campaign? Please donate any amount that is meaningful to you, whether it's \$5 or \$150. Together we can resource a local movement to house, protect, and support members of our community harmed by racial inequality, housing unaffordability, and COVID-19!

3. Local Business Peer-to-Peer Campaign

Goal: To increase business and support for [Company Name], receive 25 in-kind donations, and raise \$1,000.00 by December 31st to support the Ella Baker Center's community building and investment work.

Sample Local Business Email:

On Friday, December 13th the Ella Baker Center for Human Rights will honor the legacy of its namesake, Ella Josephine Baker, by celebrating together in community. Ella Baker was a fierce advocate for justice who believed in the power of people to create mass change.

As we prepare for our community celebration—to honor Ella Baker, the Ella Baker Center's accomplishments, and our members, volunteers, and community partners who make it all happen—we would truly appreciate your generosity and support.

Are you able to donate products from your business for our celebration?

If so, thank you for sharing with me information about the donation process, including when and where I can pick up the donated items.

(continued on next page)

We also welcome you to join us for the celebration. Our team will share an update on our 2019 wins and a sneak preview of what we can expect in the year ahead. Whether you're able to donate at this time or another, we invite you to come share in cake and community as we kick back for a fun celebration!

Location: Restore Oakland, 1419 34th Ave, 94601 Oakland, CA

With gratitude for your time, consideration, and work,
EBC Volunteer

Sample Local Business Social Media Post:

Join the Ella Baker Center for Human Rights as we honor the legacy of Ella Josephine Baker and our community building and investment work in Oakland. In addition to your presence, we appreciate any donation that you can make towards our celebration and ongoing community-building work. Together we can rebuild our local community by moving away from a culture of policing and punishment towards investments in schools, housing, employment, and healthcare! Read more and donate below.