



# **TOGETHER WE GIVE:** **YOUR MERCY CORPS** **FUNDRAISING TOOLKIT**

*A toolkit for employees looking to make an  
impact for communities around the world*



June, 2024, Kanchanpur, Nepal, women from various villages participate in "Reflect" program to educate and uplift women.



**The holiday season is a major fundraising moment for Mercy Corps, and your support can make a big difference. By creating and sharing a fundraising campaign at your workplace, you can inspire colleagues to give to a cause they care about—and increase our organization’s reach and impact.**

*June 2025, Addis Ababa, Ethiopia.  
Embet Gizzy takes care of children  
at a daycare center supported by  
Mercy Corps’ Livelihoods Improvement  
for Women and Youth (LIWAY) program*



# WHY FUNDRAISE FOR **MERCY CORPS** IN THE WORKPLACE?

## **DOUBLE YOUR IMPACT**

Most companies will match workplace donations 1:1 or even 2:1 – making your impact go even further!

## **INSPIRE YOUR TEAM**

Working together on a campaign builds camaraderie and strengthens relationships

## **EMPOWERMENT**

Fundraising lets your colleagues directly contribute to positive change in their communities and the world

## **WE MAKE IT EASY**

Let this toolkit, our Giving Season webpage, and the Mercy Corps' employee engagement team guide

**BECAUSE **TOGETHER**, WE HAVE THE POWER TO RESHAPE WHAT'S NEXT.**



# BEFORE YOU BEGIN

## Connect with your company's Corporate Social Responsibility (CSR), Social Impact, or HR team

- They can confirm if you're authorized to host a fundraiser, guide you through approvals (if relevant), and make sure you know how to set up a fundraiser using your company's workplace giving platform.
- The team can also let you know if there are any company wide giving campaigns to help you reach your fundraising goal.

## Visit our Giving Season webpage

- Download Mercy Corps photos and copy for all your fundraising needs.



July, 2025, Qalaat al-Madiq, Syria, Kareem\* and his two sons on the same land his grandfather farmed on after being displaced for 6 years. Mercy Corps is working to provide Kareem and other farmers in the area with electronic vouchers for seeds, fertilizer and equipment to help them restart their farms and restore their livelihoods.  
\*Name has been changed.

# CREATING YOUR FUNDRAISER

## Set up your campaign

- Using your company's workplace giving platform, create the fundraiser yourself or ask the CSR/Social Impact team for support.
- Give your fundraiser a clear, motivating name, for example:
  - "[Company] + Mercy Corps: Together We Can Shape What's Next"
  - "Fundraiser for Mercy Corps this Giving Tuesday"

## Set a fundraising goal

- Pick a goal that feels ambitious, yet achievable. Make it tangible by connecting the dollar amount to real-world impact, for example:
  - \$1,000 can help provide around 500 primary school children with meals for a full year
  - \$2,500 can help train around 1,000 farmers to grow stronger, more nutritious crops, improving food security for entire communities
  - \$5,000 can provide food, water and hygiene items to over 60 refugee families in one year





# NEXT STEPS

## Kick it off

- Make the first donation yourself – this shows dedication to your campaign
- Share your campaign with a personal message on why you're fundraising for Mercy Corps (this can be via email or any internal workplace channels).
- Need inspiration? Download our Fundraising Asset Kit [here](#).

## Find Support

- Ask your closest colleagues (or leadership) if they want to help promote your fundraiser.



November 2024, Colombia, Isaac, pictured with his favorite chicken, is a 66-year-old cacao farmer who received help from Mercy Corps in 2019 to obtain his official land title—a process typically too expensive for farmers that blocks access to government assistance. He also received help to combat cacao disease affecting his crops.

# CELEBRATE & SAY THANKS

## Share updates as your campaign grows

- Thank your colleagues for their support, whether they donated or promoted it.
- After the campaign ends, share the results and celebrate your collective impact – we'd love to hear about it too!



July 2025, Noor\* 35-year-old Syrian widow struggled for years after fleeing her home due to conflict. Through Mercy Corps' internship program, she now works at a nursery earning \$150/month, allowing her to better provide for her children and gain skills she hopes to use for her own future business. \*Name has been changed



# GET CREATIVE!

## Ideas to help engage your team members

- Leadership pledge, unlock an extra gift when your team reaches a milestone
- Ask if leadership is willing to “match” what you and your team raises
- Start a holiday giving challenge between teams
- Casual day donations (Ugly sweater challenge, red jeans day, etc.)
- Raffle or auction off unique workplace perks like a reserved parking spot, a free lunch, or company swag.



April 2024, Jenny, a 37-year-old engineer in Timor-Leste, turned her childhood skill of making flowers into a business by creating decorative pieces from plastic waste, but was limited by lack of funds for materials and equipment. After receiving a grant from Mercy Corps' plastic recycling program, she was able to purchase proper tools and materials, increasing profits and helping support her family's food and education expenses.



# HAVE QUESTIONS? GET IN TOUCH!

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**WHAT'S NEXT  
IS UP TO ALL OF US,  
AND IT STARTS  
WITH **YOU****

