



Sakhi Gen2: Fundraising for Change **Membership Guidelines**

Overview of Sakhi:

Sakhi for South Asian Women exists to end violence against women. We unite survivors, communities, and institutions to eradicate domestic violence as we work together to create strong and healthy communities. Sakhi uses an integrated approach that combines support and empowerment through service delivery, community engagement, media advocacy, and policy initiatives.

Founded in 1989 by a group of five South Asian women from diverse professional fields such as banking, film, law, and public health, **Sakhi, meaning “women friend,”** was created to fill a critical need—in spite of an abundance of religious and cultural centers, professional associations, and ethnic-specific groups within New York’s large South Asian immigrant population, there was no place for women to address the silenced subject of domestic violence.

After 20 years of working with and being an integral part of the South Asian community, Sakhi knows that in order for families to be healthy and happy, violence must be eliminated at the heart and root of our communities. Sakhi’s vision of a society without domestic violence lies within the community’s ability to take ownership in the fight to end violence against women. Therefore, Sakhi has an integrated approach in addressing domestic violence within the South Asian community:

- * We create a safe place with support, friendship, and a full range of culturally-sensitive, language-specific information, services, and advocacy to South Asian women facing abuse in their lives;
- * We work to inform, actively engage, and mobilize the South Asian community in the movement to end violence against women forever; and,
- * We mobilize policy change and institutional reform to serve the needs of survivors of violence with a special focus on enhancing language access in the courts and mental health services delivery.

Purpose of the Gen2 Committee:

Sakhi has a diverse, growing fundraising strategy that includes private foundation giving, corporate and government grants, special events, and individual support. We rely on community members to help us raise funds to facilitate our program work and expand our network. This committee will provide an opportunity to community members who have expressed interest in supporting Sakhi to make a concrete impact.

Gen2’s work will focus on increasing Sakhi’s network of support as well as its impact on the community by:

- * Organizing and hosting fundraising events;
- * Engaging support and involvement from community members including professional, student, religious, cultural, and social associations;
- * Developing and implementing creative and engaging fundraising strategies; and,
- * Working with Sakhi leadership, volunteers, and other supporters to enable the organization's growth.

Sakhi appreciates and values all donors. This committee is focused on engaging all levels of supporters in our work and establishing life-long relationships with Sakhi.

Eligibility:

Membership is open year round to both men and women who demonstrate a strong passion and commitment towards ending domestic violence in the South Asian community. Members must be able to attend monthly meetings held within the Tri-state area.

Membership Fees:

The annual membership fee for this committee is \$100 per calendar year regardless of the period of joining Gen2. Membership fees can be provided through up to 4 quarterly payments but the whole membership must be received by year end.

Membership Perks:

Gen2 members will enjoy the following benefits during their period of service:

1. **Creative leadership** in Sakhi's key fundraising events and strategies.
2. Unique opportunity to learn about and **gain experience in non-profit strategic growth and leadership.**
3. **Valuable networking opportunity** with Sakhi leadership, the South Asian New York community, and Sakhi's donor base.
4. Special invitation to assist and attend Sakhi's outreach events, with the goal of **learning how to conduct effective outreach and media messaging and engage community members** in meaningful ways.
5. **A rewarding opportunity to help end domestic violence and make a concrete difference in our community!**

Organization Structure:

Gen2 is comprised of the Executive Council and committee members, which report to the Advisory Council. The Executive Council will consist of at least two elected members who will hold Co-Chair leadership roles, each with a renewable two-year term. The Advisory Council will consist of two Sakhi staff members, mainly the Executive Director and the Development Associate of Individual Giving.

Role of Executive Council:

Gen2's Executive Council manages Sakhi's young professional committee and oversees their performance and growth. Major responsibilities include:

- * Acting as a liaison between Sakhi staff and the Gen2 Committee to ensure conformity between Gen2 activities and Sakhi's needs;
- * Developing a fundraising program at the start of the year which will include financial projections, event ideas, and a timetable to guide yearly activities;
- * Attending annual year-end meeting with Fundraising Committee to summarize revenue generated and discuss budget and projections for year ahead;
- * Recruiting and confirming candidates for Gen2 membership;
- * Scheduling and conducting monthly committee meetings to insure connection of group, update members on current activities, and share developing involvements for Gen2;
- * Finalizing business proposals for fundraising ideas with committee members to be presented to Sakhi's development staff;
- * Leading the planning and execution of fundraising events and strategies; including responsibility for assigning and delegating duties among committee members;
- * Ensuring that all members contribute to committee goals; and,
- * Reviewing mission and structure of Gen2, in collaboration with Sakhi's development staff, and implement changes if necessary.

Elections will be held at the beginning of each year and should take place no later than February 16th. Executive Council leadership will be elected by the majority vote of Gen2 members who are eligible at the time of the election, i.e., those who have been active for at least the last 3 months. Any member who would like to run for a position must meet the qualifications: he or she must maintain active participation for 6 months; have completed Sakhi training; interviewed with both Sakhi's Executive Director and the Development Associate; and, must be willing to commit 5-10 hours a week for the duration of their leadership position.

Role of the Committee:

The members of Gen2 play the paramount role of reaching out to and engaging community members in Sakhi's mission to end domestic violence through creative, innovative, and thought-provoking fundraising initiatives.

Members of Gen2 will have the unique opportunity to gain experience in non-profit leadership, strategy, and development and will be looked upon as future leaders of Sakhi. As part of this effort to further Sakhi's strategic growth, the Executive Council will work closely with committee members to document and share findings from the group's activities with Sakhi's leadership, namely the Advisory Council and Fundraising Committee of Sakhi's Board of Directors. The Executive Council will be encouraged to meet with the Board's Fundraising Committee to share fundraising strategies and ideas during annual meetings.

Responsibilities of the Committee:

1. Gen2's primary focus will be to raise funds to support Sakhi's sustained growth. Members will be committed to accomplishing the monetary goals established during the first meeting of the annual membership cycle. Members will be responsible for planning giving campaigns and events, determining outreach strategies, and increasing New York City's emerging business leadership's involvement in Sakhi's work. All members are required to attend and be part of at least one Gen2-planned event. The committee's activities will be approved by the Advisory Council to ensure alignment with Sakhi's philosophy and public image.

The suggested event formats that have proven successful in the past are listed below. Members are encouraged to form new ideas, strategies, and structures, keeping in mind the overall mission and vision of Sakhi.

*** *Host a Gathering Series:*** Members throw their own fundraising parties for Sakhi - cocktail hours, dinners, and company fundraising drives - to introduce friends, colleagues and family to Sakhi's work with the hopes of attracting new support to the organization and new members to the committee. More about *Host a Gathering* can be found on Sakhi's website under the *Create Change* section.

*** *Sakhi-Sponsored Fundraisers:*** Small events meant to attract new supporters and raise additional funds from community members and are planned in conjunction with Sakhi's staff members. In the past, these events have included celebrity readings of plays, cocktail parties, art auctions, and musical performances. The financial goal for small events would be a minimum of \$2,500. Creativity in furthering Sakhi's mission is encouraged!

*** *Celebration Gifts:*** Celebration gifts are an exciting and easy way for you, your family, and your friends to support Sakhi's work. Everyone has several special occasions during a given year whether it is a wedding, birthday, anniversary, new job or house, the options are endless. Simply ask your friends and loved ones to donate to Sakhi to mark the occasion or have them pay a small cover to get into your party. You feel good and do good at the same time!

2. Each member is encouraged to set-up one meeting with a professional or student association that may be supportive of Sakhi's work and open to joining forces with the committee to support this cause. This may include affinity groups, professional associations, and cultural groups. After confirming their interest, members would work with the group on a cooperative fundraising/outreach to benefit Sakhi's growth. The committee may request Sakhi staff members to conduct presentations and/or meetings with potential partners.
3. Gen2 members will be responsible for recruiting new members to this committee to further expand our network and resources. The goal is to have 20 active members by 2009 year-end.
4. All members will be required to attend 75% of monthly meetings to brainstorm the strategy for planning upcoming events and partnership opportunities. In addition to this, the meetings will serve as forums to guide the overall direction of this committee. The meetings will provide members with the opportunity to build skills by sharing successes and lessons learnt from past events and build a network of like-minded individuals.