

Stepping Up

May 2018

50 volunteers needed Please *Step Up!*

The International Focusing Institute is launching a special fundraising campaign called *Stepping Up*. In this first phase, we need to raise \$75,000 by August 31. *To accomplish that goal, we need 50 of you to create a Facebook fundraising campaigns – in your language. Would you be willing to be one of those 50?*

The *Stepping Up* campaign will allow us to fully fund:

- *support for all of our Trainers as they teach Focusing in their languages and contexts
- *support for Focusing in areas of the world where the need is especially great
- *support for academic research in Focusing and its underlying philosophy
- *support for nurturing practitioners, teachers and innovators in Focusing

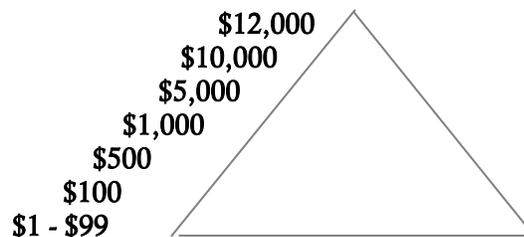
To read more about the work of this campaign, check out www.focusing.org/steppingup.

We are thrilled that this first phase of *Stepping Up* has been kick-started with a generous \$12,000 donation from the Sparks Fund at Rudolf Steiner Foundation. The next step needed to put us on solid ground will be donations you raise with us through your own campaign through Facebook.

PYRAMID OF GIFTS FOR PHASE 1

We have a wonderfully diverse group of members and friends. Each person will give at the level that is right for their particular circumstances. To reach \$75,000, we will need:

1 gift of
1 gift of
3 gifts of
15 gifts of
30 gifts of
50 gifts of
Many gifts of



Sense which level is right for you. Larger gifts are needed, and so are smaller ones: every pyramid needs a base as well as a pinnacle! As you are deciding, please remember that your *Stepping Up* gift will be *in addition to* whatever generosity you might already show to the Institute each year.

7 EASY STEPS TO CREATING A STEPPING UP FUNDRAISER:

Step 1: DECIDE ON YOUR OWN GIFT

We ask that you give to *Stepping Up* above and beyond what you would normally give to the Institute in a year. For instance, if you are so generous as to normally give \$100 or \$1,000 a year, please *continue* to give that annual gift, *and also* give a one-time special gift to this *Stepping Up* campaign. *Donations of any amount are very welcome, needed and appreciated.*

Step 2: SET A GOAL FOR YOUR FUNDRAISER

The ideal goal is large enough to be a challenge, but not unrealistic. Include the amount you yourself can contribute, then consider what your friends might be able to give if they catch your excitement. If you pick a goal that you really want to achieve, your friends will enjoy helping you succeed.

Step 3: CREATE A FACEBOOK POST IN YOUR LANGUAGE (or e-mail as an alternative)

Most people will want to support your cause because they like you, even if they don't know the organization. It is easy to create a Facebook fundraiser (depending on what country you're in). *Note: If you don't want to use Facebook, you can just create an e-mail to send to friends. Or do both!* We made a [video](#) showing you how to create your Facebook fundraiser. Or, you can read our document "[Creating a Fundraiser -- Detail Sheet](#)" which has details such as suggested wording. (Both can be found at focusing.org/steppingup/steppingup-volunteers.asp.)

Step 4: DONATE TO YOUR OWN CAMPAIGN

In a Facebook fundraiser, Facebook gives you the option of using your personal donation as a "matching" gift. (Not an option in all countries.) If you have this option, it's a great way to leverage your donation. One way or the other, add your donation to your campaign!

Step 5: RE-POST AT LEAST ONCE A WEEK UNTIL AUGUST 31

Please re-post the campaign at least once a week until August 31. If you are sending emails, send them out once a week for four weeks. If you wish, let them know, "I've been asked to send this at least once a week." The idea is to *make sure* that everyone is very aware of the campaign, so that if they want to give and can give, we've made it super easy for them.

Step 6: LET US KNOW YOU'VE CREATED A CAMPAIGN

Since we need 50 people, we need to know when we've met that goal. Please email us at steppingup@focusing.org as soon as you can to let us know you've stepped up!

Step 7: ATTEND OUR ZOOM PARTY!

We will have a "party" on Zoom for everyone who created a Facebook (or e-mail) campaign. So please write us at steppingup@focusing.org to let us know that you have participated. Anyone who makes any effort at all is very appreciated, no matter what the outcome! We will send the date and time.

If you have any questions or comments, please contact us: steppingup@focusing.org

Thank you! Thank you! Thank you! Thank you! Thank you!