



Community Fundraisers

Hello, and THANK YOU for hosting a fundraiser in your community for the ACLU of New Mexico.

Whether you are hosting a house party or a concert, donating proceeds from your business, or reaching out to friends and neighbors, your support is vital to the work we are doing to preserve civil rights and civil liberties throughout New Mexico and across the nation. We are so thankful to have you in this work with us.

Below you will find sample language to welcome your guests, answers to frequently asked questions, and other ways that you and your community can get involved. If you have any questions, please contact Development at supportus@aclu-nm.org.

Sample Script

Welcome everyone and thank you for joining us this [morning/evening/afternoon]. My name is [name] and I am so excited to welcome you here today!

[Here you can explain a little bit about what the event is.]

Tonight, we will be raising funds for the American Civil Liberties Union of New Mexico. For those of you who are not familiar with the organization, the ACLU is a civil rights and civil liberties organization that fights in the courts, through advocacy, and in communities to expand and defend individual rights and freedoms for all.

For over 60 years, the ACLU of New Mexico have been at the center of major civil liberties battles here in New Mexico and continue to lead efforts to protect our rights.

Our gifts tonight will support efforts to respond to ongoing threats to individual rights and ensure that the ACLU of New Mexico has the resources needed to use every available tool to defend our freedoms. Defending Immigrants' Rights, protecting access to reproductive healthcare, defending first amendment protections, and criminal legal reform are just some of the many areas the ACLU of NM is focusing on right now.

The ACLU has the playbook to fight back, and we, the people, are ready to defend our fundamental freedoms.

Resources to Share

- Trump Memos: <https://www.aclu.org/campaigns-initiatives/project2025>
- Firewalls for Freedom (National): <https://www.aclu.org/campaigns-initiatives/firewall-for-freedom>
- Firewalls for Freedom

Frequently Asked Questions

How can I give?

You can make a tax-deductible gift to the ACLU of New Mexico in several ways:

- Send a check made out to the ACLU of New Mexico Foundation to:

ACLU of New Mexico
1410 Coal Ave SW
Albuquerque, NM 87104

- Give online at aclu-nm.org/donate
- Become a card-carrying ACLU member by signing up on our website ([membership dues and gifts to the Union are not tax-deductible](#))
- Visit our website for additional ways to give

Taxpayer Identification Number: 85-0275276

What is the difference between the ACLU Foundation of New Mexico (c3) and the ACLU of New Mexico (c4)?

The ACLU Foundation of New Mexico (c3) is our charitable arm. Gifts made to the Foundation are tax-deductible and support litigation and public education efforts.

The ACLU of New Mexico (c4) is our advocacy arm. Gifts made here are not tax-deductible and support membership growth, organizing, and advocacy efforts.

Is my gift made in New Mexico shared with the rest of the country? Should I give locally or nationally?

The ACLU and the ACLU of New Mexico operate using a sharing model that allows for the greatest impact across the country. When you make a gift in New Mexico, a portion supports work here and a portion supports efforts all across the country.

Your dollars in New Mexico are put to work immediately, supporting legal strategies, advocacy, and organizing efforts that can also serve as models for other states.

We rely on this shared approach to remain a strong, coordinated force for civil liberties nationwide.

My business is donating profits to the ACLU of New Mexico. How do I do that?

Thank you for your interest in donating a portion of proceeds to the ACLU. We are grateful that you want to share our mission with your customers.

If you are an individual or business running an independent promotion, please keep these guidelines in mind:

- Clearly disclose the exact amount or percentage that will be donated (for example, "\$5 per item sold" or "10% of gross sales")
- You may use the ACLU name, but include a disclaimer if your promotion could be mistaken as an official partnership
- The ACLU cannot promote or endorse your product
- Request written permission to use the ACLU logo by contacting permissions@aclu.org
- For partnership inquiries, contact info@aclu-nm.org

Please note that due to volume, we may not be able to respond to all requests.

Are there other ways I can get involved?

Yes. The ACLU of New Mexico depends on community members like you.

- Sign up to volunteer at aclu-nm.org/volunteer
- Participate in advocacy and community events
- Learn more about opportunities to engage in our work across New Mexico

Helpful Tips

We have heard from ACLU supporters across the state and country who have hosted events like yours. Here are some helpful steps:

Step 1: Decide whether to host alone or with a co-host. Co-hosting can expand your network and increase attendance.

Step 2: Secure a location. This could be your home, a local business, a community space, or a place of worship. Make sure it is accessible.

Step 3: Set a date and time at least 3–4 weeks in advance.

Step 4: Build your guest list. About 1/3 of invitees typically attend, so invite widely.

Step 5: Send invitations at least 2 weeks before the event.

Step 6: Create a simple program. This can include social time, a welcome, an overview of ACLU work, and time for questions. Share why this work matters to you.

Step 7: Follow up with guests who have not responded. Encourage them to attend or make a contribution if they cannot.

Step 8: Offer refreshments if you would like. This can be simple. You may also ask a local business to contribute items if appropriate.

Step 9: Set up your space with seating and a table for materials and donations. You can print the attached QR code page for easy event giving.

Step 10: Enjoy your event and connect with your community.

Step 11: Please remember that you do not officially represent the ACLU of NM

The ACLU can provide donation envelopes and printed materials. Please contact supportus@aclu-nm.org

IMPORTANT NOTE: *If an ACLU-NM staff member is able to attend, we encourage hosts to think of them as a guest speaker and community representative rather than event staff. Hosts are responsible for coordinating all event logistics, including refreshments, setup, cleanup, and any volunteer support needed during the event. This allows ACLU-NM staff to spend their time engaging with attendees, building relationships, and sharing more about the work. We are happy to suggest local caterers, simple event ideas, or connect hosts with vetted volunteers if requested in advance, though hosts are responsible for coordinating and managing those volunteers during the*

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