

**DO GOOD.
PERIOD.**

FUNDRAISING PLAN
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FYC 6424

Dr. Muthusami Kumaran

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SECTION ONE

Profile of Do Good. Period.



Location: Do Good. Period. is headquartered in the home of its founder, Anna Marie Mindicino, in Sharon, PA. Pre-pandemic, board members met at Anna Marie's home, currently they meet over zoom. Mail can be addressed to the organization at 1345 Highland Road, Sharon, PA 16146. The organization's website is <http://www.dogoodperiod.com>

Mission Statement: Do Good. Period. is a nonprofit which aims to uplift and promote dignity by providing menstrual products to those in need. Women, girls, trans, and non-binary people should never be excluded from public life because of an inability to afford menstrual products.

If you have a uterus and are in need of period support, DGP has you covered!

Vision Statement: Do Good. Period. envisions a world in which access to menstrual hygiene products is universal, and where no one with a uterus misses one day of education, one rung on a career ladder, or one meaningful moment because of period inequality.

Core Values: The core values of Do Good. Period. are equal access, respect, empowerment, and local action.

Tagline: Making A Difference. One Period At A Time.

History: Anna Marie Mindicino is a young business owner in Sharon, Pennsylvania, where every year her music school, Bottle Tree Creative Arts House, chooses a different charity to donate to over the holiday season. In 2017, Ms. Mindicino became aware of the problem of “period poverty,” and learned about how menstruating people in her own community missed out on personal, educational, and career opportunities due to being unable to afford adequate menstrual hygiene products. Newly aware of the issue, Ms. Mindicino decided to start an organization that would raise awareness of period poverty around the world, decrease the stigma attached to menstruation, and address lack of access to hygienic products in her own community year-round. In only three years, Do Good. Period. has directly donated products to over 5,000 individuals and collected over 100,000 tampons and pads. In May 2020, DGP became a 501(c)3 non-profit.

Organizational Structure: Anna Marie Mindicino is the founder and CEO of Do Good. Period. She is the chair of the Board of Directors, which is completed by the following additional board members:

- 1) Courtney Vernon – local inn owner and shopkeeper
- 2) Alicia Bateson-Lewis - consultant
- 3) Sarah Scott – program director at HopeCAT
- 4) Rosalind Davis - salesperson
- 5) Courtney Saylor – marketing specialist at Anderson Travel

6) Kage Jonas Coven - Salesperson

7) Sarabeth Abalos

Two positions at Do Good. Period. are paid a nominal amount, and besides Anna Marie (paid \$10,000 annually), there is one paid and two volunteers on the Executive Team in addition to Anna Marie

- 1) Marci Radcliffe – Director of Programs and Strategy (paid \$10,000 annually). Senior software test analyst at Black Knight Financial
- 2) Holly Smith – Director of Research and Analytics (volunteer) – PhD candidate
- 3) Sarabeth Abalos – Director of Education (volunteer) – program director of nursing at Thiel College and PhD candidate.

Current Programs and Services: Do Good. Period. distributes donated tampons, pads, and other menstrual products to the local domestic violence shelter AWARE, Inc., and through Prince of Peace, an outreach organization to underserved neighborhoods in Mercer County, PA. The organization accepts donations which are then directly given to partner organizations and schools. Their main donation programs are direct product donation via their Amazon wish list, the “+7 Project” in which a donor makes a recurring donation of \$7 per month to “sponsor” a teen’s period, and “Sponsor A Period,” in which a donor either pledges the \$60 annual cost or purchases a specified amount of tampons, pads, and chocolate kisses. Do Good Period primarily serves Mercer County, PA and the surrounding area, and it has invested in initiatives which underscore the intersectional nature of period poverty, including donating period products to refugee women from Guatemala who were affected by the Salem, Ohio ICE raid. Thus far, the role of DGP has been direct product donation and awareness raising, reaching an admirable goal of donating over 100,000 period products to over 5,000 menstruating people in the first two years. In the coming years, DGP will expand into research into the understudied social phenomenon of period poverty, while continuing its direct work with local beneficiaries. **Do Good. Period.’s Impact:** Do Good. Period. is the only organization dedicated to eradicating

period poverty in the region. By growing from an organic need and keeping its purview to a manageable and local task paired with a larger ideological message, DGP addresses a concrete need with an efficient model. In three years, DGP has already provided period products directly to over 5,000 individuals, and spearheaded an initiative which donates period products in discreet makeup bags to menstruators age 12-18 enrolled in public schools in Mercer County, PA. While doing the concrete and important work of directly donating tampons and pads to those in need (in domestic violence shelters, public schools, and through community aid organizations), DGP plans to initiate concrete qualitative and quantitative data collection including phenomenological studies, focus groups, surveys, interviews, and personal narratives to spearhead research in the field of Period Poverty. Since its founding in late 2017, DGP has received the Shenango Valley Chamber of Commerce Phoenix Award for Entrepreneur of the Year, and Ms. Mindicino was elected President of the Sharon, Pennsylvania Rotary Club. The organization and its founder were recognized as a “Hometown Hero” during the pandemic in 2020.

Financial Snapshot:

Total revenues for 2020: \$13,030

Goal revenue for 2021: \$67,640

Revenue for 2021 to date: \$22,000 **Remaining need:** \$45,640

2020 Operational Budget	2020	2021
Income		
Foundation Grants	0	15,000
Corporate Donations	7,530	6,000
Government Grants	0	
Gift and Donations	5,500	1,000
Total Program Income to date	13,030	22,000

Expenses		
Direct Program Personnel Costs		
Executive Director	-	10,000
Director of Programming & Strategy	-	10,000
Financial Counseling	-	1,500
Legal Counseling	2,500	2,000
Director of Housing Counseling	-	-
Research Quant Analyst	-	5,250
Research Quality Analyst	-	5,000
Product Purchases	-	600
Total Personnel	2,500	34,350
Payroll Taxes & Fringe Benefits	-	200
Total Personnel Costs	2,500	34,550
Other Than Personnel		
Direct Program Costs		
Mailing & Postage	46	100
Advertising & Marketing	-	500
Food & Refreshments for Clients	-	-
Technology	-	-
Copies & Printing	313	50
Research: Program Evaluation	-	9,000
Total Direct Costs	359	9,650
Indirect Costs		
Rent & Utilities	-	1,440
Phones	-	
Office Expense	-	
Conference & Seminars	-	
Outreach Expenses	-	
Business Travel	-	-
Consultants / Contractors	-	
Equipment Purchase & Maintenance	-	

Total Indirect Costs	-	1,440
Total Program Costs	15,889	67,640
Program Profit (Loss)	\$ (2,859)	\$0

History of Fundraising: In 2017, DGP began with exclusively in-kind donations. In 2018, the organization began accepting cash donations and expanding its vision for advocacy and research. In 2021 it was awarded its first grant. DGP has about 100 recurring monthly cash donors through its “Sponsor A Period” program.

SECTION TWO

Fundraising Case Statement



“If you told 15-year-old Anna Marie that she would be naked in a claw foot bathtub filled with feminine care projects, she would have never believed you. I have quietly donated 100,000 pads and tampons from Do Good. Period. to local women in need with barely any media attention because the world is mortified of periods. At any given moment 334 million women worldwide have their periods yet people speak about periods in hushed tones. Let’s keep shouting about periods from the rooftops and helping women in need because every one of those 334 million women deserves a clean and comfortable period.” -Anna Marie Mindicino, April 27, 2019

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Core Values: The core values of Do Good. Period. are equal access, respect, empowerment, and local action.

Tagline: Making a difference. One period at a time.

Summary of Services: Do Good. Period. distributes donated tampons, pads, and other menstrual products to the local domestic violence shelter AWARE, Inc., and through Prince of Peace, an outreach organization to underserved neighborhoods in Mercer County, PA. The organization accepts donations which are then directly given to partner organizations and schools.

History: Anna Marie Mindicino is a young business owner in Sharon, Pennsylvania, where every year her music school, Bottle Tree Creative Arts House, chooses a different charity to donate to over the holiday season. In 2017, Ms. Mindicino became aware of the problem of “period poverty,” and learned about how menstruating people in her own community missed out on personal, educational, and career opportunities due to being unable to afford adequate

menstrual hygiene products. Newly aware of the issue, Ms. Mindicino decided to start an organization that would raise awareness of period poverty around the world, decrease the stigma attached to menstruation, and address lack of access to hygienic products in her own community year-round. In only three years, Do Good. Period. has directly donated products to over 5,000 individuals and collected over 100,000 tampons and pads. In May 2020, DGP became a 501(c)3 non-profit.

Evidence of Need and Impacts: For those in poverty, purchasing period products competes with other priorities of paying for food, rent, prescriptions and other expenses. In practical terms, experiencing period poverty might mean risking infection by using a tampon for longer than is recommended, experiencing anxiety that someone will notice, or missing school or work. It is understood that when girls have the tools they need to get a great education, everyone benefits. According to data released by USAID, a girl can expect her future earnings to increase by 10-20% for each year that she attends secondary school. Students who skip or miss class due to period poverty experience tangible setbacks in their education, creating ripple effects that rob the whole community of their full potential.

Organizational Strengths and Unique Characteristics: Do Good. Period. is the only organization dedicated to eradicating period poverty in the region. While doing the concrete and important work of directly donating tampons and pads to those in need (in domestic violence shelters, public schools, and through community aid organizations), DGP plans to initiate concrete qualitative and quantitative data collection including phenomenological studies, focus groups, surveys, interviews, and personal narratives to spearhead research in the field of Period Poverty. Since its founding in late 2017, DGP has received the Shenango Valley Chamber of Commerce Phoenix Award for Entrepreneur of the Year, and Ms. Mindicino was elected President of the Sharon, Pennsylvania Rotary Club. The organization and its founder were recognized as a “Hometown Hero” during the pandemic in 2020.

Case for Support: Thus far, DGP has operated through mostly in-kind donations. This tangible, in-kind donation is an opportunity for donors to deeply understand the connection between their donation and the need – instead of writing a check into an abyss, donors can purchase products much the same way they may purchase the same products for themselves or family members.

Support for DGP does not end with an online shopping cart, however. Now, Ms. Mindicino has ambitions for spearheading research into the field of period poverty while continuing to engage in her direct and crucial work of product donation. In order to fulfill the research goals related to investigating period poverty, DGP must raise an additional \$45,640 in 2021. This amount will be sufficient to cover the cost of staff time and the fee for the statistician. DGP's first major fundraiser was a Toga Party, which built awareness around period poverty while serving as an exciting event on the Sharon social calendar. In 2021, (pandemic permitting) the Toga Party will be elevated to a gala where guests purchase tickets at different price tiers and socialize with influential philanthropists in the Sharon area.

Supporting DGP is a unique opportunity to engage with a non-profit which is not only solving an immediate problem in the immediate area but defining the work that will be done in the field of period poverty for years to come. By starting small, Anna Marie is thinking big – and supporting the backbone of her work through product donations while expanding the vision through financial support will impact the local community and communities around the world.

“Anna Marie Mindicino is a true gem. With a persistently positive outlook, she makes Sharon a happier place to be...Do Good. Period. helps countless women in our area with a need so many take for granted...[we are] lucky to have Anna Marie as a role model..” –
Courtney Anderson Saylor, Sharon City Councilwoman

SECTION THREE

Annual Fund Drive



Contributed

Donors help do some good

Anna Marie Mindicino, right, founder and chief executive officer of Do Good. Period., accepts donations from Melody Trani. Along with help from The Warrior in HER, the organization received monetary contributions and more than 100 makeup bags during the collection drive Sunday outside the eCenter at LindenPointe in Hermitage. The bags are filled with feminine products and donated to those in need.

Annual Operating Budget Rationale: The revenue need for DGP has increased significantly in 2021, a reflection of the increased breadth and depth of the organization's goals. In addition to the in-kind donations, DGP is expanding to be a force for raising awareness about period poverty and conducting unprecedented research into the economic and social cost of period poverty. The increase between 2020 and 2021 of personnel costs and research evaluation costs can be achieved through the cultivation of nationwide support through recurring donations. The expansion into research means DGP no longer needs to rely solely on donors interested in issues specific to the Sharon, PA region – DGP has become a nonprofit with nationwide relevance and a

role to play in advancing women’s health. The remaining need for 2021 is \$45,640, which will be achieved through a combination of a grant, individual donations, and an event held in Summer 2021.

Annual Fund Drive Plan

Overall Goal \$45,640

Strategy/Method	Goal & % of overall	Action Steps	Who	When	Cost
One-on-one	\$10,000 22%	Prospect research, prepare proposals, ask Sharon Country Club to allow lunch event in Avalon, invite prospects to lunch with Anna Marie and board.	Anna Marie, board members	Get permission and send invitations immediately for lunch in May (Mother’s Day)	\$600
Direct Mail	\$500 1%	Buy contact list, print and mail brochure	Marci	May (in advance of summer event)	\$400
E-mail	\$500 1%	Mail to current email list, design appeal, use Constant Contact	Marci	May (in advance of summer event)	\$160
Online	\$2,000 4%	Create prominent “donate” button on home screen, put more stories and images on website.	Marci	Updating the website monthly will be part of Marci’s responsibilities	\$0
Event	\$2,640 6%	Plan, Rent space, book caterer and band, advertise, recruit speaker.	Anna Marie and entire board	Begin planning immediately for early August Event	

Grant	\$30,000 66%	Write and submit grant proposal to CFWPEO and Ms. Foundation	Anna Marie	April	\$0
TOTALS	\$45,640				

One-on-One: This strategy involves inviting 6 female-identified, researched prospects to lunch with Anna Marie and the board at the Avalon at Sharon Country Club the Saturday before Mother’s Day. Ask attendees to become Anchor Supporters by donating \$3,500 each. **Direct**

Mail: Purchase list for approximately \$200 of potential, nationwide donors. Print and mail twice yearly appeals for donations that include education on the subject of Period Poverty.

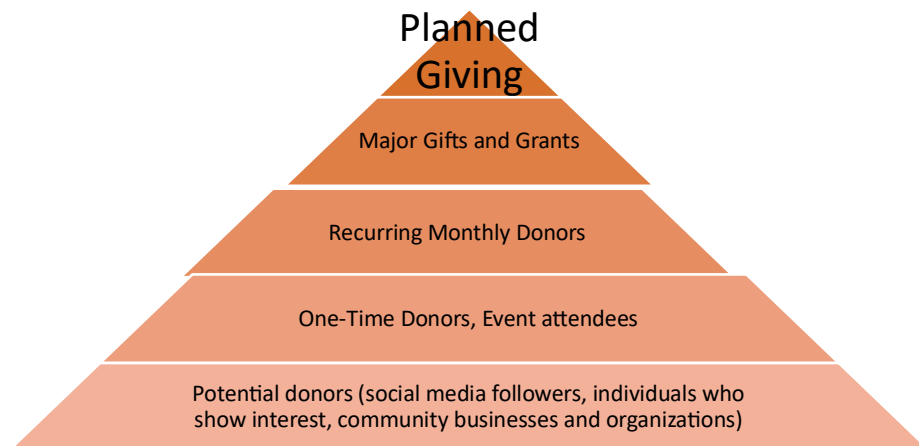
E-mail: Using the list of email addresses DGP has acquired through direct means (contact signups, previous donations), send once monthly emails with link to Amazon Wish List and cash donation pages. Constant Contact subscription will be maintained for \$20 monthly.

Online: The DGP website will be redesigned to prominently feature a “Donate Now” button for cash donations and a “Purchase Products” button for donations via the Amazon Wish List.

Special Event: The first weekend of August 2021, DGP will host an outdoor gala picnic at Smith Farms with a “Wear Your White” theme to emphasize the importance of access to period products. The outdoor nature of the event will be appropriate for the pandemic, and DGP will follow CDC guidelines at the time for masking and distancing. A live band, raffle, and catered picnic will make it a festive way to celebrate Summer while raising funds for DGP.

Grant: DGP is seeking a one-time grant of \$30,000 from the Community Foundation of Western Pennsylvania and Eastern Ohio. The emphasis of the grant proposal will be the impact DGP has already had on the local community, paired with the potential impact the planned research will have on the field of period poverty, bringing prestige to the increasingly vibrant community of Sharon, PA.

Fundraising Pyramid



Potential Donors: These include the many thousands of people who follow Anna Marie and DGP on Instagram and Facebook, as well as purchased mailing list, and those who sign up at DGP booths at events or otherwise request more information. These include valuable “influencers” thanks to Anna Marie’s strong relationships with many well-known indie and punk bands, who have combined followers numbering in the hundreds of thousands.

One-Time Donors, Event Attendees: The individuals who donate one-time cash gifts (primarily on the DGP website), purchase DGP branded merchandise at community events, or attend the “Wear Your White” party.

Recurring Monthly Donors: These are donors who commit to an automatic donation each month of any amount, most commonly the \$7 or \$60 “Sponsor A Period” levels.

Major Gifts and Grants: These are one-time gifts of over \$1,000, including those solicited at the Mother’s Day Weekend lunch hosted by Anna Marie and the board, as well as the potential \$30,000 grant from the Community Foundation of Western Pennsylvania and Eastern Ohio.

Planned Giving: A yet-unrealized fundraising goal of DGP’s revenue vision, planned giving will be a way to turn one-time large donors into lifelong investors and supporters of DGP, keeping a relationship with them that leads naturally into planned giving.

Gift Ratio Chart: This chart outlines the rough estimate of how many people will need to be solicited at each level in order to meet fundraising goals. The seemingly arbitrary levels of \$720

and \$85 reflect the annual donation of an individual who engages with the “Sponsor A Period”

option at either the \$7 or \$60 per month level. A large part of the budget (66%) is potentially met by a grant from a local community foundation, skewing the fundraising need away from smaller donors compared to other nonprofits of a similar operating size.

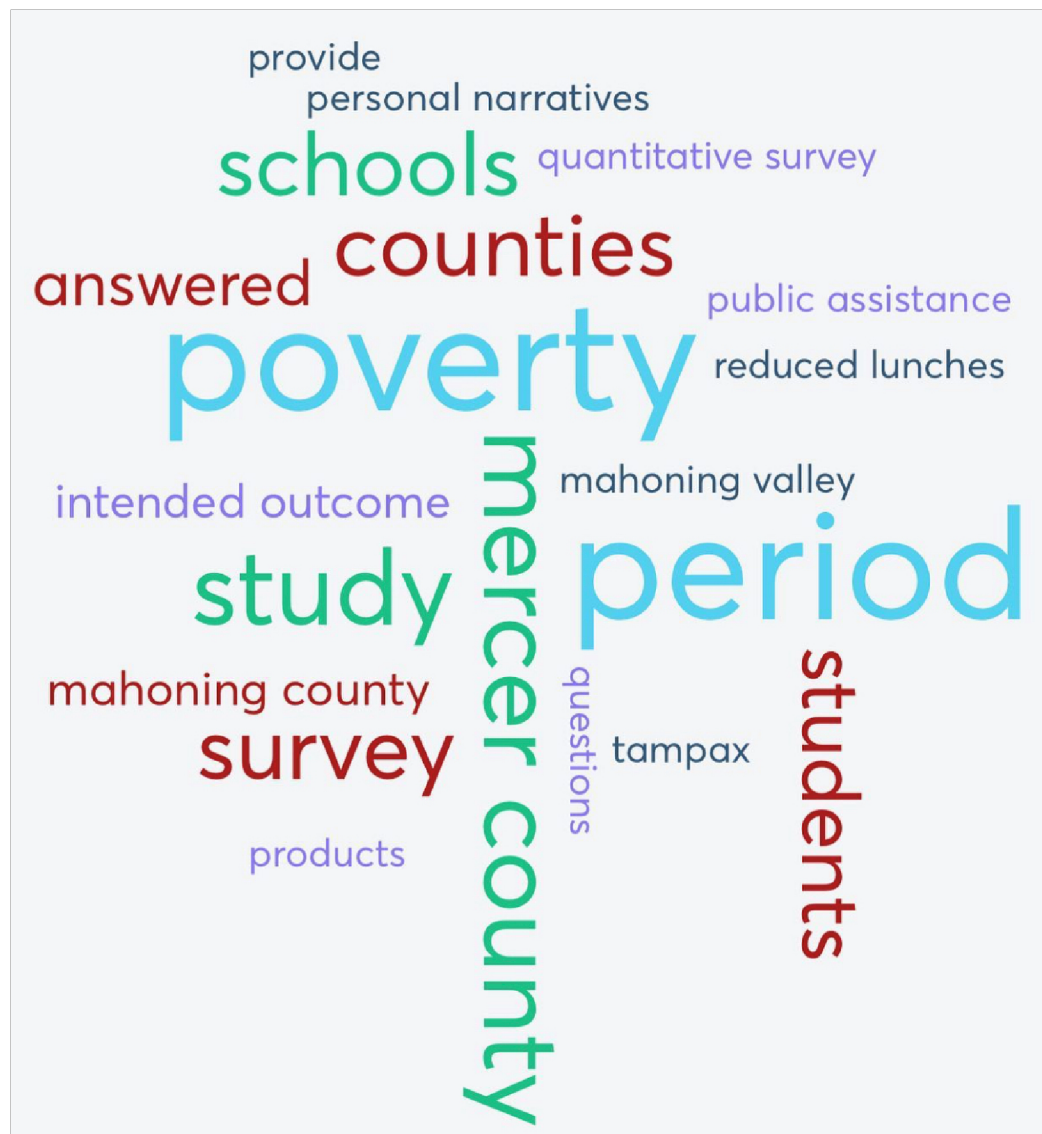
Annual Fund Drive Plan – Gift Ratio Chart

Goal: \$45,640

Gift Size	# Gifts Required	# Prospects Required	Ratio	Total \$	% of Goal
\$30,000	1	2	2:1	\$30,000	66%
\$3,000	3	9	3:1	\$9,000	20%
\$720	3	9	3:1	\$2,160	5%
\$500	3	9	3:1	\$1,500	3%
\$100	7	21	3:1	\$700	1.5%
\$85	10	20	2:1	\$850	1.9%
\$50	20	40	2:1	\$1,000	2.2%
\$25	20	40	2:1	\$500	1%
TOTALS	67	150	X	\$45,710	100.6%

SECTION FOUR

Marketing Strategies For Fundraising



Do Good Period's current marketing strategies are small in scale and have enormous room for growth, especially given the large social media following held by Anna Marie and several of her close friends, particularly those who are well known musicians. With the increase in DGP's financial need that accompanies its expansion into research as well as product donations, the nonprofit has the opportunity to leverage the positive perception it has gained in

Current fundraising strategies include:

Website www.dogoodperiod.com

An Instagram page @dogoodperiod

Occasional mailings directly to high-net worth local citizens

A Facebook page

An underutilized Twitter account

Booths at health and community fairs

An online store featuring T-shirts, hats, and buttons

The logo for Do Good Period is clear and pretty, and appeals nicely for those who wish to share it on social media with a square shape perfect for Instagram. The choice of bright pink over red



gives the aesthetic of DGP a friendly, upbeat energy.

The tagline for DGP is “Making A Difference.

One Period At A Time.” This is their established and recognized tagline and should be maintained, but it has the potential to be joined by another creative tagline that communicates the upbeat, cheeky attitude of the organization with the intensity of its purpose. Ideas

include “Protecting Participation During

Menstruation” and “Periods and Poverty Don’t Mix.”

Traditional media has been unusually good for Do Good. Period. in the Sharon area, thanks largely to Anna Marie’s tireless efforts to reach out to local traditional media outlets. Anna Marie has gone on local radio stations to discuss the nonprofit and its goals and been featured many times in local newspapers and community publications. DGP has not been particularly aggressive about soliciting donations, which is an area with room for growth. Anna

Marie should continue to take advantage of all appropriate opportunities for free press that present themselves, while engaging in a direct mail campaign using a purchased list of potential donors. This should focus on the research and nationwide ambitions of DGP, meaning the campaign need not limit itself to the Sharon, PA area.

The DGP fundraising strategy should be conceptualized as having two prongs: The Classic Strategy will be local – it includes print media, one-on-one solicitations with high value potential donors, appearances in local newspapers, news broadcasts, and radio shows, and a booth presence at community fairs and neighborhood events as well as a gala outdoor picnic hosted in the summer. The New Wave Strategy will be national, and significantly more focused on bringing in large numbers of relatively small cash donations, and will take advantage of the viral power of social media, particularly Instagram and Twitter.

Social media marketing has enormous potential for DGP, especially given the youth of its founder and the millennial appetite for participating in causes that emphasize equality of opportunity and correcting injustices. Anna Marie has spent two decades forming relationships with indie and punk rock bands as an engaged and dynamic fan and counts as her close friends many well-known artists. Anna Marie should ask her community to share the organization's logo on Instagram on a specific day, which will carry striking visual and emotional impact to those who may be overlapping followers of several of these individuals. The caption "1 in 5 people who menstruate miss out on school, work, and life because they can't afford hygiene products. Do Good. Period. wants to talk about period poverty" should go underneath the shared Instagram image, with a link to the DGP website.

A tweet presents the best opportunity for a social media share to reach a widespread audience outside of the sharer's immediate followers, because of the ease with which a tweet can be retweeted. For this reason, Anna Marie should tweet "1 in 5 people who menstruate miss out on school, work, or life because they can't afford hygiene products. DGP wants to change that.

<http://dogoodperiod.com>.” She should ask her friends with the most followers directly to retweet this, and potentially get new eyes on her cause and donors to her website.

A screenshot of this tweet with a link to DGP’s “Facts” page (<https://www.dogoodperiod.com/the-facts>) should be shared on Facebook through both the DGP page and Anna Marie’s and other board members’ personal pages to the level with which each is comfortable. Facebook virality has less strategic appeal to the younger donors Ms. Mindicino seeks, but will help spread the message to an older demographic who may be more affluent and potentially engaged with the organization for the long term.

Anna Marie and her board members should compile a video for YouTube in which each talks about a time they missed or almost missed an event because of their period. The video should then share statistics about how many women regularly miss out on important events and involvement in daily life because of the cost of period products, and a short and effective description of the work DGP is currently doing and aims to do in the future. A Pinterest presence with boards dedicated to period-positive art, funny period-related memes, and general women’s empowerment can complete the organization’s social media presence.

SECTION FIVE

Donor Research File



Prospect #1 **Name:** Eva Wilson McCann **Profession:** Senior Project Manager for IT, Audit & Compliance, Starbucks **Residence:** Youngstown-Warren area, Ohio

Background: Ms. McCann is a prime example of a young woman who built a thriving professional career in an area better known for ambitious young people leaving. Ms. McCann has worked for Starbucks Corporation for over twenty years. She is a board member of AWARE, Inc. Of Mercer County, a domestic violence shelter with close ties to Do Good. Period.

Linkage: She is already aware of DGP through its work with AWARE, where Ms. McCann

serves on the board. As a career-long corporate employee of Starbucks, Ms. McCann is active in the Starbucks Women's Development Network, further demonstrating both her investment in women's issues and her security in her corporate career.

Wealth Indicators: According to Glassdoor, Ms. McCann's position at Starbucks earns between \$94,000 and \$102,000 yearly. Youngstown has the lowest median income in the U.S. for a town with a population over 65,000, putting this potential donor in the wealthiest strata of local individuals.

Giving History: Ms. McCann is not a known major donor to any candidates or organizations, though she gives of her time to AWARE and the Starbucks Women's Initiative.

Ask: DGP has the opportunity to capitalize on the relationship it has with AWARE in order to engage Ms. McCann with DGP. Similar to its extant "Sponsor A Period" program, DGP should engage Ms. McCann with the opportunity to "Sponsor 2 Dozen Periods," by setting up a recurring donation of \$120/month instead of the \$60/year usually sought. Through her community involvement, Ms. McCann also has a great deal of influence and social reach, and her advocacy for DGP has the potential to be as impactful as her potential monetary donation.

Prospect #2 **Name:** Jen Krezeczowski **Profession:** Small Business Entrepreneur/Philanthropist
Residence: Sharon, PA

Background: Jen Krezeczowski owns the popular Lulu Beans Café in Sharon, PA and is married to Jim Landino, well known for selling his business and investing millions in his hometown. Mr. Landino is quoted by the local NBC affiliate as seeing Sharon as "a high quality of life opportunity, low cost of operation" area in which to invest.

Linkage: Ms. Krezeczowski and her husband have a demonstrated commitment to the Mercer County area which is served by DGP. Her Instagram shows an interest in issues affecting women, including mentorship of young girls and a "Rise of the Sacred Feminine" retreat. Ms.

Krezeczowski and her husband are likely the best known and most admired philanthropists in Mercer County, attracting significant local media coverage.

Wealth Indicators: Ms. Krezeczowski and her husband are among the wealthiest people in their area. They own over 55 properties in downtown Sharon, and Mr. Landino is known to have sold his company in 2014 for \$90 million. Estimates of the couple's current investment into bringing businesses to Sharon is around \$5 million.

Giving History: Though Ms. Krezeczowski has no known major donation history, her husband is a known donor to local and national Democratic candidates according to OpenSecrets. **Ask:** Ms. Krezeczowski presents a unique opportunity for DGP to enlist a major donor with a demonstrated wealth and investment in the local community. Ms. Krezeczowski should be offered the opportunity to finance DGP's planned research project into Period Poverty, through a one-time donation of \$15,000. Since she is interested in increasing quality of life in Sharon, PA, Ms. Krezeczowski should be engagingly educated on the impact of period poverty and asked to provide input in future endeavors as a treasured donor and community leader.

Prospect #3 **Name:** Dr. Rebecca Hanigosky **Profession:** Gynecologist

Residence: Sharon, PA

Background: Dr. Hanigosky has owned a private Ob-GYN practice in Hermitage, PA for over 25 years. She is the chair of the Mercer Lawrence Heart Ball, which is the most prestigious annual charity gala in the area served by DGP. In 2020, she participated in a medical mission trip to the Amazon rainforest with the International Medical Relief Organization. She serves on the board of directors of the Buhl Regional Health Foundation.

Linkage: As a gynecologist, Dr. Hanigosky is a natural choice for the mission of DGP and has the potential to offer both monetary donation and her medical expertise to the non-profit. As chair of the Heart Ball, she is connected to the philanthropic life of Mercer County and demonstrates an interest in the community.

Wealth Indicators: A job posting for an Ob-GYN position in the area on Glassdoor estimates the job as earning about \$322,000 per year, putting Dr. Hanigosky in the upper strata of individuals in a city where the median household income is \$21,850 annually. Dr. Hanigosky owns her practice and is far enough along in her career that one can be confident she no longer bears debt from her education.

Giving History: Dr. Hanigosky gave \$500 to the National Republican Congressional Committee in 2004 but is not known to have made any political donations since. She gives of her time and money to the Mercer Heart Ball and the Buhl Regional Health Foundation.

Ask: Dr. Hanigosky demonstrates interest in women's health equity. DGP should approach her to donate her time as a speaker at its planned Toga Party Gala, and ask her to make an annual donation of \$5,000 to the organization's local period product outreach initiatives. Her expertise in women's health could also make her a valuable board member.

SECTION SIX

Information Sheet for One-on-One Solicitor



Hello [Jen], my name is [Erica] and I am a volunteer with Do Good. Period.

Introduction: Do Good. Period. is first and foremost dedicated to making sure that no one ever misses work, school, or life events because they can't afford period products. It's not something most people think about, but surveys show one in five women in the United States has missed an important part of life because of how much period products cost.

Do Good. Period. started when Anna Marie Mindicino, who owns Bottle Tree Creative Arts House in Downtown Sharon, wanted to do a holiday fundraiser through her business, like she did every year. In 2017, instead of collecting money, she asked people to drop off pads and tampons to be donated at AWARE, the domestic violence resource center in town. She and everyone involved were blown away by the need right here in our local area.

Seeing this huge need, Anna Marie didn't stop when the holidays were over. She founded Do Good. Period., which is now registered with the IRS as a 501(c)3 nonprofit. In two years, we have donated over a hundred thousand period products to women, girls, and non-binary people in need. Anyone who has a period is on our radar, because we believe strongly that we are all worse off when people with periods can't participate fully in community life.

We're a new nonprofit, but we've already received a lot of press. Anna Marie was named Sharon's Hometown Hero in 2020 for her services during the pandemic. We've donated thousands of "period packs" to underprivileged students in Mercer County, and now we're excited to share that we're expanding into the field of research.

Possible Questions:

What is period Poverty? If it's a thing, why haven't I heard of it?

There is a reason most people haven't heard of period poverty – it's appallingly understudied. Simply put, period poverty is the inability to afford period products (like pads and tampons) and missing out on life because of that hardship. Because we don't talk about periods, it's easy to overlook that this is the cause of folks missing school, work, or life events. A girl in middle school who doesn't have pads or tampons probably won't tell her school that she's missing because of her period. She'll say she has a stomachache or can't come for other reasons. This cycle of awkwardness and shame keeps us in the dark about the true impact of period poverty.

That's why we're so excited to share that Do Good. Period is expanding into researching Period Poverty. Anna Marie, along with the board, has developed a plan to research the

prevalence and effect of period poverty on people who menstruate, contributing real data to a field that has seldom been studied but which is so important to understand.

What qualifies DGP to do research?

Anna Marie and her board are always ready to know what they don't know. Anna Marie enrolled in a Master's in Public Health program in January specifically to make sure she does this right and because she's so passionate about making sure everyone has an equal opportunity to have a healthy, hygienic life. DGP has retained the services of a statistician to ensure the quality of its study, which is part of the reason we need to raise more money – doing a study accurately and in a way that holds up to our high standards costs money. Luckily, we're a scrappy, small nonprofit, and your contribution will go a lot further than it would in a larger organization.

Can I just donate pads and tampons?

We are always accepting pad and tampon donations, either at one of our drop off sites, or by using our Amazon Wish List. I'd be happy to text or email you a direct link to our wish list, or you can go to dogoodperiod.com and click on the "Wish List" button in the upper right hand corner. We always appreciate donations of products, and they're a good way to give something that will directly go to someone in need. I'd love to encourage you, though, to consider giving a cash gift. Money helps us in ways product donations don't. We're still keeping our costs low – we don't even rent office space! – but we need money to conduct the groundbreaking research project we have planned. We have to retain a statistician, get legal advice, and make sure we're doing absolutely everything on the up and up so our research meets the gold standard necessary to bring Period Poverty to the front and center of public discourse.

What other ways can I support you?

I'm so glad you asked! We are unbelievably excited to be planning our second big gala event – 2020's got canceled of course. You may have heard about our Toga Party in 2019. It was an amazing success and really helped put Do Good. Period. on the map in our area. In August of this year, we are holding our first Wear Your White Picnic Gala at Smith Farms. We wanted to

bring the glamor of a gala outdoors and practice all the CDC guidelines for being safe this summer. You or your company can become a sponsor for this event, and I'd be delighted to send you the option levels for donating in that way.

Are you still doing Period Packs?

We are still donating Period Packs to students in need in the Mercer County Public School systems. If you have any cosmetics cases (like the ones that come with monthly subscription boxes such as Ipsy), we are always accepting those as well as donations of tampons and pads. We put tampons and pads in the cases, and girls and other people who menstruate have a discreet way to carry donated products at school.

Why should I care about Period Poverty?

Period poverty is an invisible barrier to full participation in public life. When a girl misses school because of her period, that costs us all the benefits of her full potential. When an adult misses work because of a lack of access to period products, that impacts the potential of all women in the workplace. Every day, low income people are deciding between buying food, medicine, and period products. We want to raise awareness of the issue, have period products be covered by SNAP benefits (also known as food stamps) and WIC (assistance for Women, Infants, and Children) and eliminate the tax on period products. Our research will help highlight the prevalence of this issue, and bring awareness to the topic so nationwide change can happen.

SECTION SEVEN

Direct Mail Fundraising Appeal



Anna Marie Mindicino

Founder, Bottle Tree Creative Arts
 Founder, Do Good Period.
 annamarie.mindicino@gmail.com | c:724-301-2178

**DO GOOD.
 PERIOD.**

Dear <name>,

It has been an absolutely exhilarating year for Do Good. Period. I am proud to announce that we secured our 501(c)3 Non-Profit status in May, 2020. We had our first national recognition by the National Urban League in October. To date, we have donated over 150,000 period products to people and organizations in need, including the Sharon City School District, Someplace Safe located in Warren, Ohio, Discovery House of Farrell Comprehensive Treatment Center, and the Shenango Valley Urban League. We are working on new collaborations and spearheading important research in the field of period poverty and period equity. All of this during a global pandemic!

Do Good. Period. is continuing on and excited to announce that our Fourth Annual Holiday Drive recipient will be the Rescue Mission of Mahoning Valley. They are a fantastic organization that promotes accountability and provides food and emergency shelter to men, women and children experiencing homelessness. Any given night, there are 50 women at their shelter. Women in need of period products. Period poverty has escalated during COVID-19 and there are more women than ever needing access to a clean and comfortable period.

Unfortunately, due to this global pandemic, we were unable to throw our annual Toga

Party. The great news is that we're following CDC guidelines with our **Wear Your White Picnic Gala** in August. We know there is a lot of pent up demand for celebrating, and we want to do it safely. We would be so thankful for your support for this event, and we can't wait to dance to bluegrass, eat classic picnic food, and celebrate together while raising money for DGP's expansion into Period Poverty research.

We are still looking to your commitment of doing good and your charitable donation, because there is much work to do. Do Good. Period. is always committed to doing the best, and we need monetary support to do so. You will find a stamped envelope included for ease of your donation. We thank you for your unending support and generosity!

As always,

Anna Marie Mindicino
Founder & CEO

**DO GOOD.
PERIOD.**

Do Good Period. Event Sponsorship Form

Business | Organization

Contact person _____

Address _____

E-mail _____

Phone |

Please select from the following levels and write donation value below:

Event Sponsor

\$5,000+ receives 10 free tickets, logo and "The Wear Your White Party as
Presented by ..." on event signage and program

Platinum Sponsor

\$1,000+ receives 8 free tickets, logo on event signage & program as Platinum
Sponsor

Gold Sponsor

\$500 - \$999 receives 4 free tickets, logo on event signage and
program as Gold Sponsor Silver Sponsor

\$200 - \$499 receives 2 free tickets, name on event program as Silver Sponsor

TOTAL Amount

Please make checks payable to Do Good. Period. with The White Gala in the memo line and send this form and your check to Do Good. Period.,
1345 Highland Road, Sharon, PA 16146.

If you are an Event, Platinum or Gold Sponsor, please e-mail a high-resolution copy of your logo to annamarie.mindicino@gmail.com.

Do. Good. Period. is a 501(c)3 organization and all donations are tax deductible.

SECTION EIGHT

Email Solicitation Appeal



Subject Line: Together we can do good. Period.

Body: Dear [name],

Thank you for signing up for more information about Do Good. Period at [insert event name or other descriptor]. We know that Period Poverty is an issue a lot of people never knew existed – and we want to change that!

You may know us as the Sharon, PA nonprofit that donates pads and tampons. We definitely do that, but I want to make sure to share the other exciting ways DGP is making an impact in Mercer County and beyond.

We are developing and executing first-of-its kind social science research into the existence and impact of Period Poverty. This is major, and I hope you'll help us on this exciting step for our little nonprofit. We used to just have our little Amazon Wish List where you could buy pads and tampons to be delivered straight to us (and you can still do that!). But now we're in the big leagues and we need to pay a statistician, a tech person, and even a lawyer. We're keeping the cost low, but we are committed to doing this right. Our research has the potential to bring the issues of Period Poverty front and center, where it belongs.

Please head to our website at www.dogoodperiod.com and send some dollars our way. There, you'll also find links to our Amazon Wish List, and information on our dazzling upcoming summer (and CDC-guideline abiding!) Wear Your White outdoor gala.

We're changing the way people understand Period Poverty and with your donation, we can do good. Period.

Sincerely,

[name]

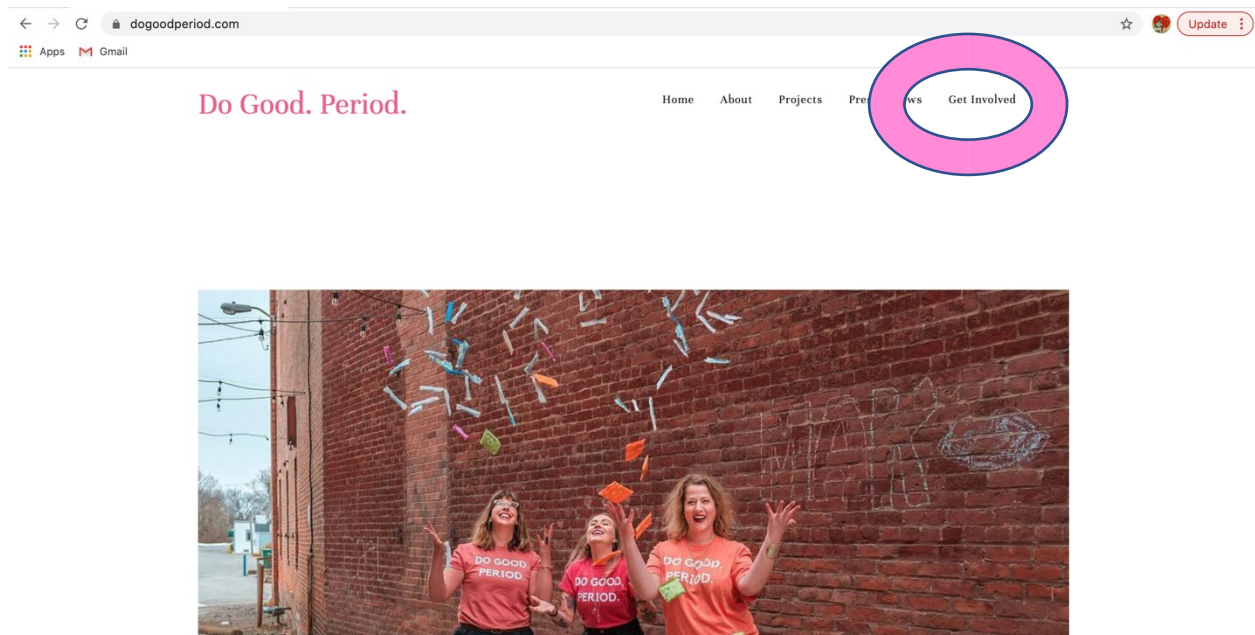
With your help, no one will miss out on life because of the cost of period products.

SECTION NINE

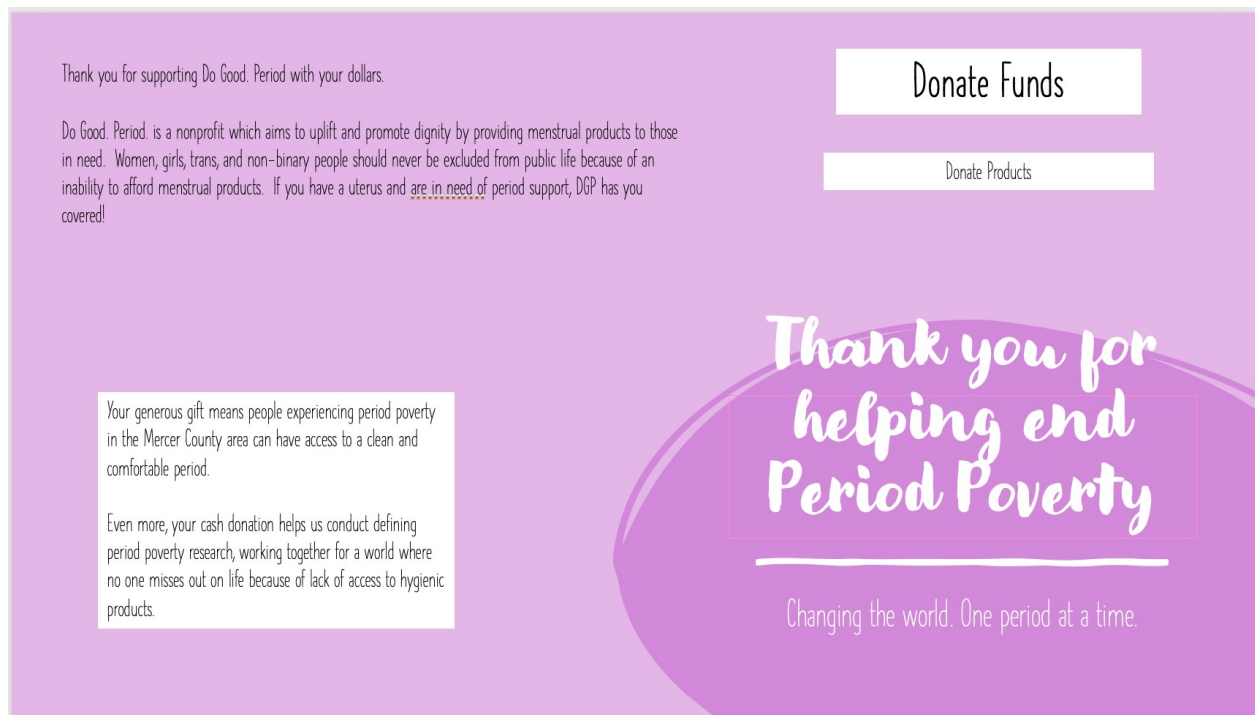
Online Giving Web Pages



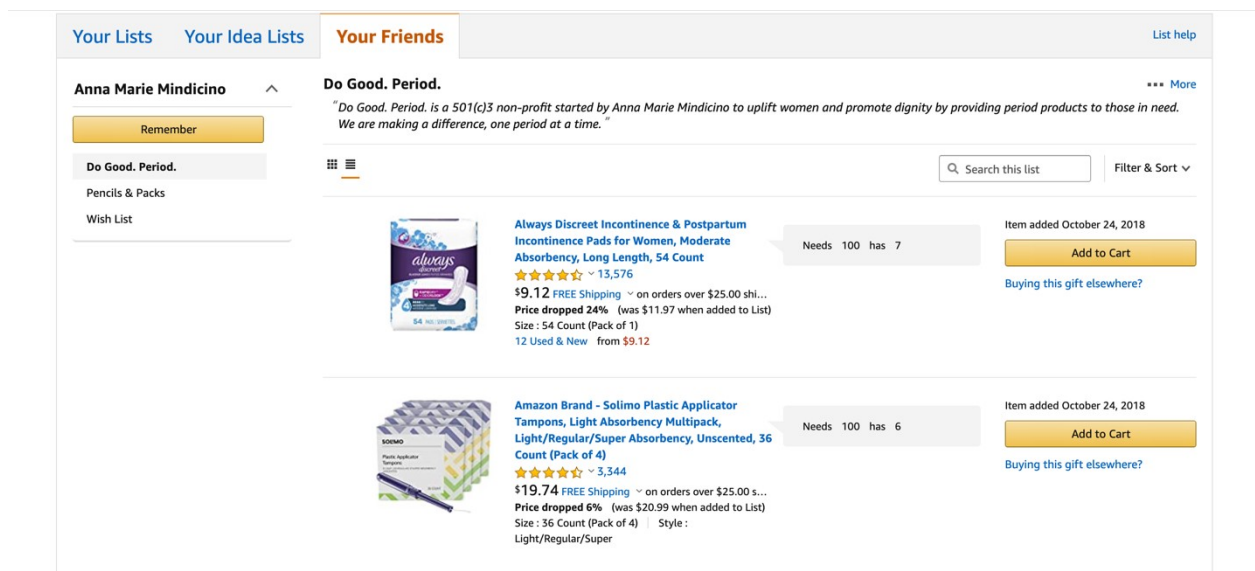
Do Good. Period. has a beautiful website, but it is a little confusing when it comes to donations.



Here, the homepage should have a “donate now” tab directly in pink on the menu bar, instead of hidden under the “get involved” tab. The tab will lead to this donation page:



Clicking on “Donate Products” leads to this Amazon Wish List



The link to the Amazon Wishlist takes the user to the Amazon-designed page, which allows them to purchase products that go directly to DGP.

“Donate Funds” takes the user to this page, which allows them to set up a recurring monthly credit card payment.

Do Good. Period.: The +7 Project

1. Your Email

Edit

ericalindseyw@gmail.com

2. Your Contribution

Add your name to the list to help a woman have a safe clean period!
This is a re-occurring monthly payment.


☒ \$7.00 (One Period Covered!)

☐ \$14.00 (2 Months of Comfort!)

☐ \$84.00 (One Year Sponsored)

☐ Other Amount

Continue



SECTION TEN

Fund Raising Event Plan



In light of COVID-19 restrictions, DGP will host an outdoor, socially distanced semi-formal picnic in August, 2021.

The event, called the Wear Your White Picnic Gala, will have bluegrass music by popular local band Well Strung Bluegrass, and will take place at Smith Farms, a popular and lovely outdoor wedding venue in the area. The venue will provide the tables and chairs, and catering will be provided by Lulu's Beans Café, focusing on grilling hamburgers, hotdogs, a vegetarian alternative, and picnic sides such as coleslaw, watermelon, and corn on the cob.

For individuals, tickets are \$50 for lawn seating, for which an attendee brings their own picnic blanket.

Tickets are \$100 for table seating.

Individuals and organizations that are interested in being sponsors for the event can do so at the following levels:

Event Sponsor

\$5,000+ receives 10 free tickets, logo and “The Wear Your White Party as Presented by ...” on event signage and program

Platinum Sponsor

\$1,000+ receives 8 free tickets, logo on event signage & program as Platinum Sponsor

Gold Sponsor

\$500 - \$999 receives 4 free tickets, logo on event signage and program as Gold Sponsor

Silver Sponsor

\$200 - \$499 receives 2 free tickets, name on event program as Silver Sponsor

Item	Cost
Venue rental (Sunday rate)	\$3,200
Band	\$500
Catering	2,000 (estimated at \$20/per person for 100 people)
Alcohol service (wine and beer only)	\$1,100 (estimated at \$11/per person for 100 people)
Total	\$6,800 total. At \$100/per person, this turns a profit of \$3,200, significantly above the event fundraising goal of \$2,640

Marketing of the Event: DGP has had a lot of success with traditional local media. Anna Marie should go on local radio to promote the event and put up beautifully designed signs in local businesses.

Roles: All board members should participate in planning, advertising, and executing the event.

Anna Marie can delegate specific tasks as she sees fit, making sure that the venue, band, and catering are booked by mid-May.

Potential Sponsors: An important potential sponsor will be Jen K., who is already on our potential donors list and who owns Lulu's Beans Café which will cater the event. She may be enticed to include catering as a part of her donation, saving significant overhead. The event is also strong publicity for her business. She and her husband should be invited to become Event Sponsors, with a cash donation making up the difference between the catering value and the \$5,000 gift required of an Event Sponsor. Their various businesses should be featured prominently in the program and on event signage.

Potential donors for the silent auction should be approached as soon as possible, and DGP should utilize the connections it has through its various board members, for instance Courtney Saylor is the marketing specialist for Anderson Travel. Other businesses to approach could be those who are a part of the Sharon downtown revitalization, which is largely a reflection of the investment made by Jen K. and her husband. Such businesses include Daffin's Candies, Never Enough Yarn, Reyers Shoe Store, and Thyme In Your Kitchen. It goes without saying that Anna Marie's music school, Bottle Tree Creative Arts House, will make a donation to the auction, potentially a free semester enrollment in her celebrated Kindermusik program.

SECTION ELEVEN

Endowment & Planned Giving Appeal Brochure





[Type a caption for your photo]

Why should I include Do Good. Period. in my planned giving?

Women are always moving forward. Period Poverty is the next frontier in equal access to opportunities for all genders.

- Do Good. Period. is a scrappy little nonprofit with a clear and impactful mission. Your gift will go far toward helping us raise awareness and understanding of Period Poverty.
- We are in this for the long haul. We know that our donors believe that no one should miss out on life because of a period. Your planned gift helps us carry this commitment forward.

Who We Are

About Us

Do Good. Period. believes in a world without Period Poverty – where no one misses a day of work, an hour of school, or a cherished moment because of the cost of a clean and comfortable period.

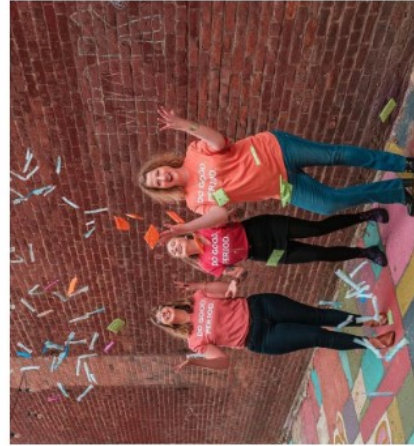
Contact Us

Phone: [(724) 301-2178]

Email: [info.dogoodperiod@gmail.com]

Web: [www.dogoodperiod.com]

Planned Giving Opportunities



Do Good. Period
[Sharon, PA]

DO GOOD.
PERIOD.



Some ways to consider DGP in your estate

- Bequests
- Life insurance
- Gifts of Stock
- Real estate
- Charitable gift annuities
- IRAs, Tax-Deferred, Retirement accounts
- Charitable remainder trusts

Please consult your financial advisor and ask about which options may be best for you.

You may already be familiar with Do Good. Period. as the nonprofit that donates tampons and pads to people in need at local women's shelters, schools, and community centers.

But we are so much more than that. In 2021, we are undertaking an ambitious research project that will change the landscape of understanding of Period Poverty and bring the issue to the national attention it deserves.

One in five women has missed school, work, or life events because she couldn't afford period products. When women miss out, we all pay the price of their lost potential.

Please consider including Do Good. Period. in. your estate planning.

- With your gift, we can ensure that future generations do not miss out on a single moment due to period poverty. You can help us expand our advocacy to
- Research into the prevalence and impact of period poverty
- Advocating for period products to be untaxed
- Advocating for access to period products in schools, workplaces, and public buildings.



Do Good. Period. is just getting started changing the way we view access to a clean and comfortable period.

With your gift, we can ensure that the issue of Period Poverty is better understood and eventually eradicated.

Equal access to community and public life is a fundamental right, and that includes the ability to engage confidently when a person is on their period, whether they're 14 or 44.

Do Good. Period. is thankful to all the donors who make our current work possible, and who are bringing our long-term vision into reality.

SECTION TWELVE

Foundation Research File and Grant Proposal



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Foundation #1 The Ms. Foundation for Women

Information About the Foundation: The Ms. Foundation (EIN 23-7252609) was founded in 1973. Its stated values are “equality, trust and respect, interconnectedness, and social justice.”

The Ms. Foundation is an excellent grant-making prospect for DGP because of the foundation’s almost exclusive focus on granting funds to regional initiatives and its stated preference for local non-profits focused on underserved communities. With a grant from the Ms. Foundation, not only would DGP acquire needed funds, but would have the potential to raise nationwide awareness of the issue of period poverty by connecting with an established leader on women’s issues that has strong name recognition.

Foundation Grant Making History: TMF’s stated areas of interest are building democracy, ending violence, special projects, women’s health, economic justice, discretionary funds, and donor-advised funds. In 2019, according to its 990-tax filing, TMF distributed \$2,799,000 in grants and similar funding. Most recipients are local/regional non-profits, such as Families and Friends of Louisiana’s Incarcerated Children and Alabama Women’s Resource Network.

Grant Application Process: The Ms. Foundation does not have an established grant-making calendar, but releases “open calls” for grant requests in differing areas (for instance, currently there is an open call for applications for the grant Ms. South, which supports Women of Color in the American South.) Anna Marie, on behalf of DGP, should sign up for their email notification of new open calls, and submit when an appropriate grant for women’s health and/or economic justice is made available. The application process is entirely online.

Source: <https://forwomen.org>

Foundation #2 The Community Foundation of Western Pennsylvania and Eastern Ohio

Information About the Foundation: The Community Foundation of Western Pennsylvania and Eastern Ohio (CFWPEO) (EIN 25-1407396) exists to maximize the impact of donor's funds in the region where DGP is based. It is located in Sharon, PA (the same hometown as DGP) and pools together donations from many individuals, businesses, and other foundations to fund grants in a variety of areas. It is a good fit for DGP because of the local nature of their focus, and a category of grants dedicated to health and family services.

Foundation Grant Making History: According to its 990, in 2018 CFWPEO distributed about \$7.5 million in grants and other funding. The foundation supports grants in a variety of fields, particularly of interest to DGP is their category of "Health and Family Services." Through this field of interest, CFWPEO has supported local chapters of the Salvation Army, as well as a shelter for victims of domestic violence and outreach for disadvantaged and/or disabled veterans in the area. The foundation meets to approve and distribute grants quarterly.

Grant Application Process: A non-profit seeking funding should submit a letter of intent at any time throughout the year, and if approved by the reviewer, the non-profit will be asked to submit a full grant application, which will include the amount requested. CFWPEO will review the application at the next quarterly meeting. Quarterly meetings occur in February, May, August, and November. The foundation appreciates concision and presentation of a direct relationship between a demonstrated need and the effect of their grant. DGP should request \$25,000 to close a major gap in their revenue for 2021 and establish DGP as a strong local nonprofit worthy of attention and investment..

Source: <https://comm-foundation.org>

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Foundation #3 The Foundation for Women's Wellness

Information About the Foundation: The Foundation for Women's Wellness is based in registered in New Jersey and focuses exclusively on grants toward research into women's health. The foundation is particularly interested in small-scale, short-term research projects, which makes them a perfect fit for funding the research DGP plans to conduct surrounding period poverty. The foundation exclusively funds health research, not social projects, so it will be important to specify that DGP seeks funds for the research study it plans, not distribution of period supplies in general. The EIN for FWW is 13-3944997.

Foundation Grant Making History: In 2018, FWW distributed \$65,000 in grants according to its 990. Recent previous grants have included funding for a scientific study about outcomes for women receiving different treatments for irritable bowel syndrome, the role of steroids in premenstrual dysphoric disorder. The foundation values research rooted in the scientific method, with strong standards and ethics. It awards one-time grants of \$25,000.

Grant Application Process: The deadline for 2021 funding applications is fast approaching – Anna Marie would need to have her application submitted online by April 26, 2021. The application should emphasize the strong scientific foundation of DGP's research proposal, and the enormous impact that a grant of \$25,000 would have not only on the individual organization, but the entire nascent field of research into period poverty. Once applications are submitted online, they are reviewed and approved or denied, and funds are distributed to awardees by the fourth quarter of the current year, meaning DGP could potentially fully fund a grand research vision that coincides hopefully with a return to normal social life (and the standard impacts of period poverty, from which current pandemic social realities would be a deviation).

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Source: <https://thefww.org>

The Community Foundaiton of Western Pennsylvania and Eastern Ohio Grant**Application – Health and Family Services Grant**

Request Submitted By; Do Good. Period.

Agency Contact: Anna Marie Mindicino, EMAL, PHONE

Grant Request Amount: \$30,000

Program Grant Supports: Do Good. Period.'s expansion into research into Period Poverty.

Purpose of the Program: The field of Period Poverty is estimated to affect one in five Americans who menstruates, yet it is largely unstudied in the social sciences and public health fields. After three successful years donating over 150,000 period products to those in need in the Western PA/Eastern OH region, Do Good. Period. is ready to expand into research into the prevalence and impact of Period Poverty, bringing the issue front and center in the field of public and women's health.

Program Principles: Do Good. Period. bases its advocacy and research goals on the belief that participation in public life is a crucial part of social and economic equality for people of all genders. When a child misses school because she cannot afford period products, her right to an adequate education is violated. When a woman misses work because she cannot afford period products, her participation in economic life is infringed upon. Do Good. Period. believes that learning about an issue is the first step toward solving a problem. With little extant data available about the prevalence and impact of Period Poverty, Do Good. Period. sees an opportunity to name, define, and understand the issue.

Program Plan: Do Good. Period. has retained the services of a statistician and the help of the faculty in Anna Marie's Master's in Public Health department to ensure that the research design meets the gold standard of social science and public health research. DGP plans to initiate

concrete qualitative and quantitative data collection including phenomenological studies, focus groups, surveys, interviews, and personal narratives to spearhead research in the field of Period Poverty.

Expected Outcome: Through its collection of data from focus groups, surveys, interviews, and personal narratives, DGP expects to contribute to the body of research on the prevalence and impact of Period Poverty on Americans. The research will be of a level to be peer-reviewed and DGP will produce press releases and promote the issue through social media, national outlets, and other media resources, citing information found from the study.

Program Evaluation: The program will be successful if it gathers actionable data about the prevalence of Period Poverty in the area studied (Mercer County). The data will be easily translated to the public and able to garner large scale media attention.

Leveraging Additional Resources: Anna Marie's considerable prestige in her community, as well as the documented work she has already done, lends creditability to the actions she is undertaking as a researcher. Her enrollment in a Master's in Public Health Program at Penn State gives her the resources to design her study perfectly, and faculty to help her along the way.

Program Timeline: Since the research project depends partially on gathering data from children in public school, DGP tentatively plans to begin data collection in September, 2021 barring any school cancellations due to COVID-19. Data collection will be complete by December 2021, quantified in January, 2022, and ready for publication in April, 2022.

Program Budget Outline:

2021 Operational Budget Income	Foundation Grants	Government Grants	
	Corporate Donations	Gift and Donations	1,000
		Event Profit	2,640

Total Program Income to date	Director of Housing Counseling	Direct Program Costs	
Expenses	Research Quant Analyst	Mailing & Postage	100
Direct Program Personnel Costs	Research Quality Analyst	Advertising & Marketing	500
Executive Director	Product Purchases	Food & Refreshments for Clients	-
Director of Programmin & Strategy	Total Personnel	Technology	-
Financial Counseling	Payroll Taxes & Fringe Benefits	Copies & Printing	50
Legal Counseling	Total Personnel Costs	Research: Program Evaluation	9,000
		Total Direct Costs	9,650

Indirect Costs	Other Than Personnel	Total Indirect Costs	1,440
Rent & Utilities	Outreach Expenses		
Phones	Business Travel		
Office Expense	Consultants / Contractors		45
Conference & Seminars	Equipment Purchase & Maintenance	Total Costs	,640

SECTION THIRTEEN

A Brief Evaluation Plan



Evaluation of the effectiveness of various strategies employed will be crucial to adapting nimbly to the real world realities for fundraising for a program as unique as Do Good. Period. The process of careful evaluation can help save money in the future by taking investment of time and money away from strategies which yield less reward and toward those that yield more.

Each volunteer should keep careful records of who they ask, what the level of interest is, and how much is donated. This will improve the understanding of the ratio of asks to donations for Do Good. Period. in particular.

Specific strategies can be evaluated as follows:

One-on-One solicitation: Since this is going to be done through a small group luncheon hosted and paid for by DGP, evaluation can be based on how many of the invitees accept, how many donate, how much they donate, and whether they remain involved in the organization or recruit new donors.

Direct Mail: A curated mailing list should be purchased from a reputable source. Since direct mail is relatively costly, care should be given to make sure the ROI is significant enough to justify the cost. Since many donors will donate online after seeing the direct mailing, rather than sending a donation through the mail, a mechanism should be in place online to ask the donor how they heard about DGP.

E-mail: The DGP email list consists exclusively of those who have expressed an interest in the organization and provided their email address, whether at in-person events or through online or social media channels. Using Constant Contact, DGP should evaluate how many emails are received, opened, and result in donations.

Online: Most donations, even those prompted by direct mailings or word of mouth, will be received online. Google analytics will be helpful in understanding how people find the Do

Good. Period. website, and seeing which SEO strategies improve donations.

Special Event: Survey how attendees heard of the event. Carefully analyze the money raised at the event in comparison to money spent. Follow up with event sponsors on quality of event and their experience associating with DGP.

Endowment: Since this is a brand-new area of funds seeking for DGP, the initial investment will be low (inclusion of a pamphlet in direct mailing to those who have already donated significantly). DGP should carefully gauge response and be prepared to respond with warm gratitude to those who include DGP in their estate planning.

Strategy or Method	Goal	Goal for asks	Actual asks	Cost	Actual \$ raised	ROI
One on One	10,000	12		600		
Direct Mail	500	1,000		400		
Email	500	1,000		160		
Online Giving	2,000	Direct all interest to website				
Event	2,640	200				
Grant	30,000	2				
Endowment	x	Direct all previous donors to consider				

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[JV_IC1153479_KO0,16_KE17,21.htm?jl=3697735793&pos=102&ao=970787&s=153&guid=0000177e4fad284a75431ab14ae00bb&src=GD_JOB_AD&t=FJ&vt=w&cs=1_42f22e31&cb=1614454379358&jobListingId=3697735793&ctt=1614454385754](https://www.dogoodperiod.com/jobs/14454379358?jobListingId=3697735793&pos=102&ao=970787&s=153&guid=0000177e4fad284a75431ab14ae00bb&src=GD_JOB_AD&t=FJ&vt=w&cs=1_42f22e31&cb=1614454379358&jobListingId=3697735793&ctt=1614454385754) (Hanigosky)

Instagram @dogoodperiod. Retrieved from <https://www.instagram.com/dogoodperiod/>

Instagram @Jen_Krez. Retrieved from https://www.instagram.com/jen_krez/.

LinkedIn. Retrieved from <https://www.linkedin.com/in/rebecca-hanigosky-6945b844/> (Hanigosky)
<https://www.linkedin.com/in/jen-krezeczowski-821572b0/> (Krezeczowski)
<https://www.linkedin.com/in/evawilson/> (McCann)

OpenSecret. Retrieved from <https://www.opensecrets.org/search?q=rebecca+hanigosky&type=donors> (Hanigosky)
<https://www.opensecrets.org/search?q=james+landino&type=donors> (Krezeczowski)

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Channel 21. Retrieved from <https://www.wfmj.com/story/41757311/local-man-invests->

APPENDICES



**DO GOOD.
PERIOD.**

Do Good. Period. 990

Form 990-N		Electronic Notice (e-Postcard)		OMB No. 1545-2085
Department of the Treasury Internal Revenue Service		for Tax-Exempt Organization not Required to File Form 990 or 990-EZ		2019
				Open to Public Inspection
A For the 2019 Calendar year, or tax year beginning 2019-01-01 and ending 2019-12-31				
B Check if available <input type="checkbox"/> Terminated for Business <input checked="" type="checkbox"/> Gross receipts are normally \$50,000 or less		C Name of Organization: DO GOOD PERIOD 1345 HIGHLAND RD. SHARON, PA, US, 16146		D Employee Identification Number 84-3592369
E Website:		F Name of Principal Officer: Anna Marie Mindicino 1345 HIGHLAND RD. SHARON, PA, US, 16146		
<p>Privacy Act and Paperwork Reduction Act Notice: We ask for the information on this form to carry out the Internal Revenue laws of the United States. You are required to give us the information. We need it to ensure that you are complying with these laws.</p> <p>The organization is not required to provide information requested on a form that is subject to the Paperwork Reduction Act unless the form displays a valid OMB control number. Books or records relating to a form or its instructions must be retained as long as their contents may become material in the administration of any Internal Revenue law. The rules governing the confidentiality of the Form 990-N is covered in code section 6104.</p> <p>The time needed to complete and file this form and related schedules will vary depending on the individual circumstances. The estimated average times is 15 minutes.</p> <p>Note: This image is provided for your records only. Do Not mail this page to the IRS. The IRS will not accept this filing via paper. You must file your Form 990-N (e-Postcard) electronically.</p>				

Do Good. Period. Period Ambassador Program Brochure

Do Good. Period. Ambassador Packet

STEP ONE:

Choose an organization in your area that is in need of period products Look for non-profits (preferably) that serve domestic abuse victims, homeless shelters, women's organizations, addiction treatment facilities, etc.

To help you choose, you can view the organizations that DGP has donated and partnered with in the past. www.merceraware.org

<https://rescuemissionmv.org> <https://www.svurbanleague.org>

<https://www.acadiahealthcare.com/locations/discovery-house-of-farrell-comprehensive-treatment-center>

It will be easiest to connect with an organization that you already have a relationship with or serves a population you are passionate about. These are just examples so if you have a different route to take, we can't wait to see what you come up with.

STEP TWO:

Choose which type of Period Drive to hold

There are many different ways to hold a Period Drive. Choose which is best for your area, time, and experience.

Option include:

In-person Period Drive

Pick a date/time/location for drop-off of donations for period products or monetary donations. You will need some volunteers to help with photographing the event, collecting donations, and counting products.

Amazon Wish List Period Drive

Set up an Amazon Wish List (similar to a bridal or wedding registry) with period products and have them sent to your house/business for collection. You will need to set a start and end date to the drive.

Information how to create the Amazon Wish List

<https://www.amazon.com/gp/help/customer/display.html?nodeId=201936670> The main

DGP Amazon Wish List

https://www.amazon.com/registry/wishlist/2G9G7KPDTKK5Q/ref=cm_sw_r_cp_ep_ws_okE0Bb76536MV

Items to include on Wish List

Pads of various sizes and quantities

Tampons of various sizes and quantities

Items to NOT include on Wish List

Menstrual cups/discs

Reusable pads

Vaginal wipes

Other sanitary products

Hybrid Drive

Include elements of the In-person Period Drive and Amazon Wish List Drive for the most effective period product collection Our main DGP drives are a Hybrid Drive.

Let Anna Marie know about the organization you chose and once approved, on to step three!

STEP THREE:

Contact your chosen organization

Familiarize yourself with DGP, our mission and values, Period Poverty, and Menstrual Equity.

Introduce yourself as an ambassador of DGP and explain what a Period Drive is and how you want to implement it. Anna Marie can provide an example of the first contact letter and talking points.

Once the organization approves the drive, decide date/time/location of an In-Person

Period Drive or the start and end of the Amazon Wish List or Hybrid Period Drive.

STEP FOUR:

Set up and kick off your drive

Use tools provided by DGP to set this up for success

Amazon Wish List set up

Photos and Branded Info in a shared Google Drive

Templates to edit with specific info in Canva

DGP approved hashtags, wording and colors

Create Facebook Event and invite your friends. Share about the event daily and tag Do Good. Period. and we will share to our page.

Send info to DGP about the drive including pictures before the event.

Write Press Release in advance and send to local media.

Anna Marie can help you writing this or provide a template.

STEP FIVE:

Hold the drive

Choose volunteers that are responsible, have transportation to and from event, and most importantly will be at the event to help.

Check to see if location for the In-Person/Hybrid Period Drive has chairs and tables to use. If not, provide them on your own. Have bags or baskets to collect the donations.

Be creative about your display for Period Drive. DGP will send flyers and business cards for your event.

Photograph, document, and go Live on Facebook or Instagram during the event.

Have fun!

STEP SIX:

After Period Event work Count

number of boxes donated.

Count number of tampons donated.

Count number of pads donated

Count total amount of Period Products donated.

Write Press Release to sum up event to local media

Anna Marie can help you writing this or provide a template.

Contact your organization to coordinate a period product drop off. Depends on the organization, they might have a van and volunteers to come pick up the donation.

STEP SEVEN:

Connect with Anna Marie with feedback and input

Set time with Anna Marie to discuss the event – think of things that were successful, that need work, that was easy, that was difficult.

Decide if you want to set up a Period Chapter with other people who are excited, passionate and smart to do events through the year, or head the events as the sole Ambassador.

REMEMBER:

This is your event! DGP and Anna Marie are here to support you, but we are excited to see what you come up with. Each community is different so what works well in our community might not work best in yours.

This is a new program. DGP loves feedback and input so you are literally shaping the future of the Ambassador Program for years to come.

We are so thankful for your help!