



Montana Abortion Access Program

Hosting a Montana Abortion Access Program (MAAP) Fundraiser

Your support helps keep abortion on the MAAP in Montana.



Since Roe was overturned, applications for support have drastically increased - from both Montanans and those seeking abortion care in our state. We are grateful to be able to meet this moment, thanks to your support.

Host Your Own Fundraiser

Hosting fundraisers is a great way to raise money for MAAP. It also helps us reach more people who need our services (our main goal is to ensure abortion access), expand awareness about our work, and grow our network. These fundraisers are also a powerful way to [combat abortion stigma](#), center the importance of community care, and inform folks about the role that abortion funds play in the [reproductive justice](#) movement.

Begin the process by filling out [this form](#).

Hosting a fundraiser

1 Identify your audience

Think about who you want to attend the event. Friends passionate about abortion access or outraged by the current political landscape? Acquaintances interested in getting involved in mutual aid? A family reunion just to make Thanksgiving extra spicy next year? The options are unlimited! Look at your networks and create a guest list that fits your event. *We recommend inviting more people than the ideal number since not everyone will show up and this helps spread awareness of our work even if folks can't attend.*

2 Decide on your fundraising event

There are plenty of great ways to raise funds. Or, maybe your business would like to host a fundraiser night where you donate 10% of your proceeds to MAAP or have a pop-up highlighting our work. You could host a house party, happy hour, pickleball tournament, silent auction, benefit concert, trivia night, etc. We can't wait to hear your idea!

3 Pick a date and time

You may want to pick a day with significance, like the anniversary of Roe being overturned (hello rage funding), after a major new event, International Women's Day, or Independence Day (supporting bodily autonomy is a great way to celebrate actual independence). Or, just pick any day that works because every day is a good day to fund abortion access!

4 Set a goal

Decide how much you want to raise - this can be a great motivator for guests/patrons to try to exceed that goal. And don't worry if you don't reach the goal; any funding supports our work and increases awareness of our services.



5 Indicate if you want MAAP to speak at and/or attend the event

If so, please check the corresponding boxes on the signup form. We are a small (but mighty) team so we will try our best to attend the event. If we're not able to, we'll make sure you have all the resources you need to speak about our work.

6 Spread the word

Publicize your fundraiser on social media and via email, or on your website if you're affiliated with a business or organization. Have clear messaging about why you're hosting the event and what people can expect once they arrive. We've provided some draft messaging to support you. We recommend sending/posting reminders to those who RSVP a few days in advance of the event.

7 Tag MAAP so we can amplify the fundraiser

We are @MTabortion on Instagram and Facebook. Tag us in your social media posts!

8 Be conscious about security

In some cases where events related to MAAP are public, it's possible protestors may show up. See these resource for more information:

- [Activist Do's and Don'ts Guide](#)
- [Know Your Rights | Protesters' Rights | ACLU](#)





Sharing information about MAAP

You don't need to be an expert on abortion access or currently involved with MAAP to host a fundraiser.

Here are some resources to help you share information about our work:

- [Donate to MAAP](#)
- [Access abortion care through MAAP](#)
- [MAAP's mission, vision, and impact](#)
- [FAQs about MAAP services and abortion access in Montana](#)

Help us combat abortion stigma

The people who reach out to MAAP are from all walks of life—they are our friends, coworkers, neighbors, and family. Abortion is a common experience that has touched all of our lives: someone you care for has had an abortion. **One in four** people who can get pregnant will have an abortion by age 45. Our current culture of silence and shame surrounding abortion care prevents many of us from sharing these stories or asking for help. But it doesn't have to be like this. Sharing our stories builds community, fosters empathy, and has the power to transform our culture. The stigma around abortion is one of the very real barriers to accessing abortion care.

One prompt we encourage you to employ during your fundraiser is to ask: "why does abortion access matter to you?" This offers a chance for people to break the silence on abortion and discover together that abortion access is an important issue for us all, for many valid reasons.

If you're interested in sharing responses with MAAP, we'd love to amplify why abortion access matters with our community. Please email us at info@mtabortion.org.



Getting the money to MAAP

MAAP is a 501(c)3 and gifts are tax deductible. Our EIN is: 27-0670177

If you are an individual or organization hosting a fundraiser:

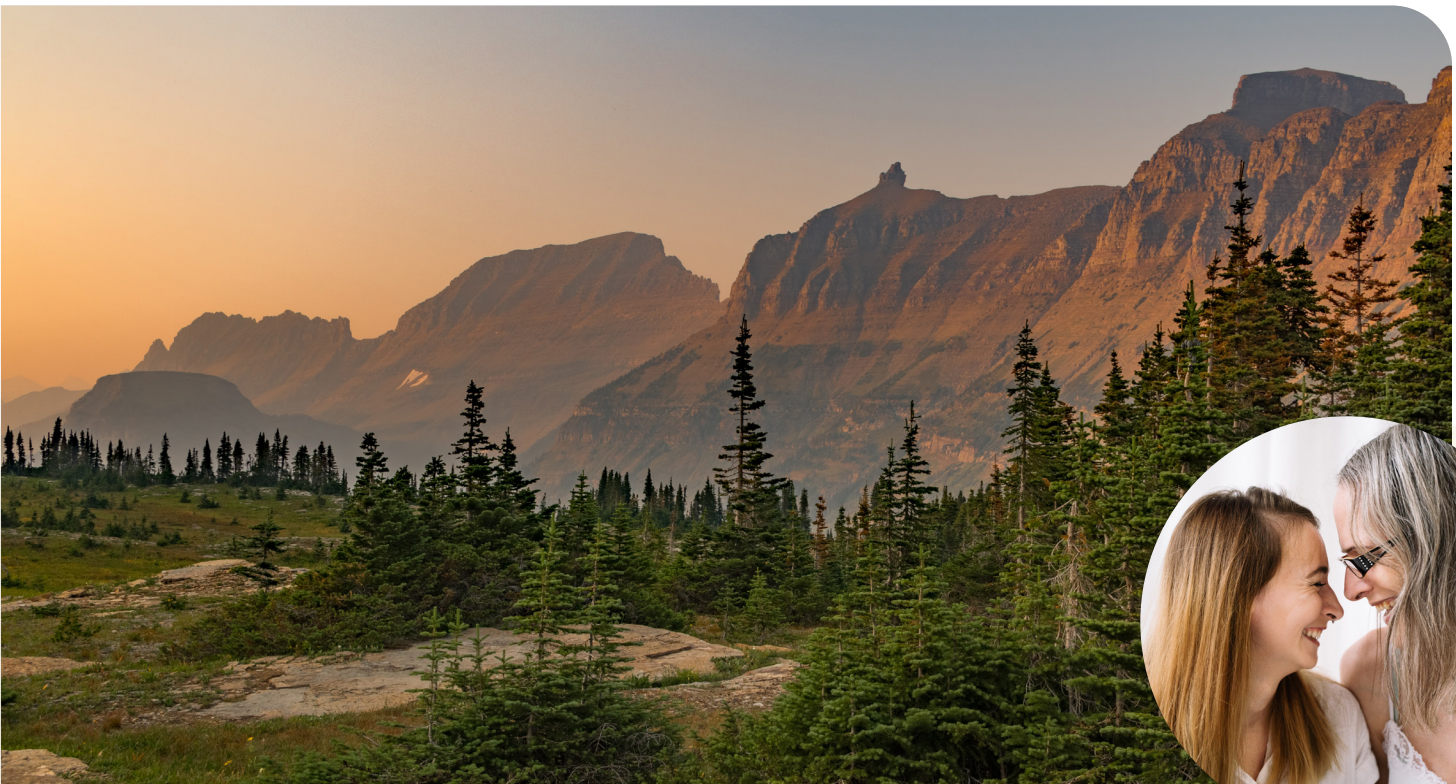
1. We'll provide you with a unique link and QR code to share with your guests. We recommend printing out the link and/or QR code and having it highly visible at your event.
2. We'll provide remittance envelopes for your guests to make contributions with check or cash.



If you are a business hosting a fundraiser:

1. Let us know if you would like a QR code or remittance envelopes to give to your patrons.
2. You are also welcome to donate the total amount raised through our website or to mail us a check with the total.

If you have any other questions about donations, please email mailto: info@mtabortion.org.



Language we encourage you to incorporate



Use inclusive language to talk about who needs abortion care. LGBTQIA+ people make up at least **16 percent** of those seeking abortion care, including individuals who do not identify as women. Transgender men, two-spirit people, non-binary and gender non-conforming folks, and cisgender women all need abortion care. These groups have historically faced and are currently facing discrimination, violence, and other significant barriers to accessing this fundamental healthcare right. Due to intersecting forms of oppression and disproportionate impacts on marginalized communities, transgender, nonbinary, and bisexual individuals are **more likely** than their heterosexual counterparts to require abortion care.



Avoid accidental fear mongering: We discourage the use of **coat hanger imagery**, as this perpetuates the false idea that self-managed abortion (SMA) is scary and harmful. There are many safe and effective models for **SMA** and marginalized folks have valid reasons for distrusting the medical system and may opt for SMA to increase their privacy and autonomy. Also, we now have abortion pills, which are accessible, effective, and safe. Abortion is legal and protected in Montana, but misinformation remains high. We want folks to know they can access safe, legal, compassionate abortion care in Montana and appreciate you spreading the word!



Apply an empowerment lens: Each person is capable of making the best choices for themselves and we can best serve our communities by honoring people's choices. Abortions happen at all points in pregnancy for many valid reasons, including legal, political, and social barriers to care. People feel all sorts of ways about their abortion and we support their ability to choose what's best for their unique needs and circumstances. By holding an empowerment lens, we also combat the pervasive stigma surrounding abortion.

After your fundraiser

Thank everyone who came and remind them their attendance means a lot—not just to you, but to the whole MAAP community. Share how much was raised, and remember to tag @mtabortion in your posts!

Share the MAAP donation link for anyone who wants to donate again. Share our **Get Involved page** with anyone who wants to work with us more regularly.



Contact Us

Press Inquiries

press@mtabortion.org

General Inquiries

info@mtabortion.org

MAAP Fundraising Materials

You can reach out to MAAP at info@mtabortion.org if you have any questions or need additional support.

[MAAP Mailing List](#)

[MAAP Resources](#)

[Donate to MAAP](#)

