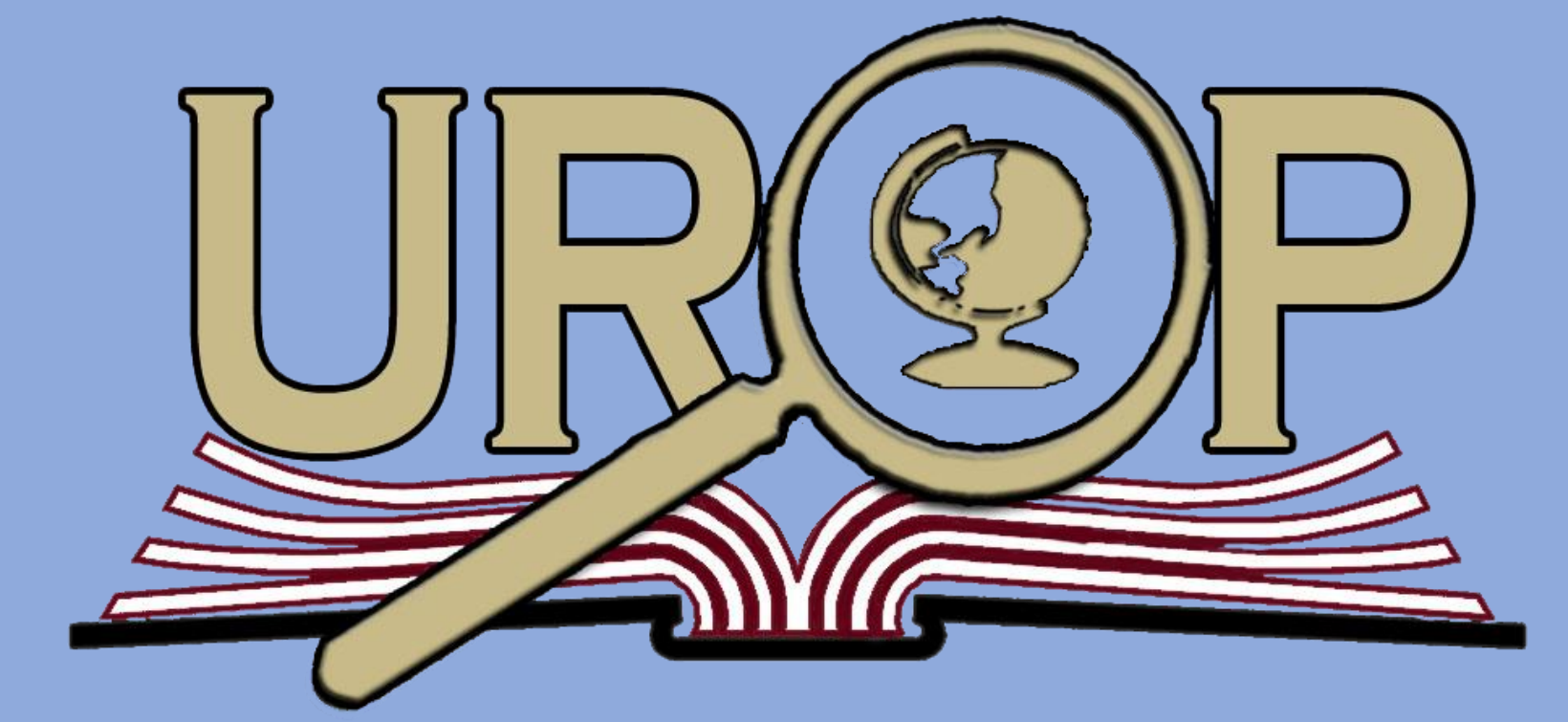




The Rosenstrasse Foundation: Nonprofit Fundraising

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Introduction

The Foundation was given its name in remembrance of the 1943 Rosenstrasse Protest, taking place on “Rose Street” in central Berlin. It is rooted around amplifying the intermarriage relationships and specific voices of civil courage during World War II. Non-Jewish women married to Jewish men defied Hitler’s regime to protest the capture of their husbands, leading to the men’s ultimate release. Overall, our foundation is dedicated to the development of knowledge about this and other acts of women-led defiance in addition to acts of civil courage more generally. As stated on the foundation’s website, social media pages, and by our researchers alike, the mission of the Rosenstrasse Foundation is “to commemorate, encourage, and educate about civil courage-- concrete acts in opposition to injustice and human rights violations that defend the values of a pluralistic society.”

Abstract

Our fundraising team worked together to create a GoFundMe to help further the research of the Rosenstrasse Foundation. This GoFundMe page was specifically catered to gaining full access to an Ancestry.com account. Since Ancestry was offering a discounted holiday special, it seemed like the best opportunity to start fundraising. This account was dedicated to our genealogy team, and they use the account to gain access to valuable documents and information about the families the foundation is currently researching. Then the documents and information is sent to our biography team, where they write up biographies on these families. After the biographies are edited and finalized, they are sent to our website and social media team where it is directly published to our website. We are currently working on publishing a second GoFundMe fundraising campaign to gain access to a premium Wix account. Which will then be used to help our Foundation’s website have a more professional appeal. The premium account will also help us produce advertisements to gain more followers for our foundation.

Conclusion

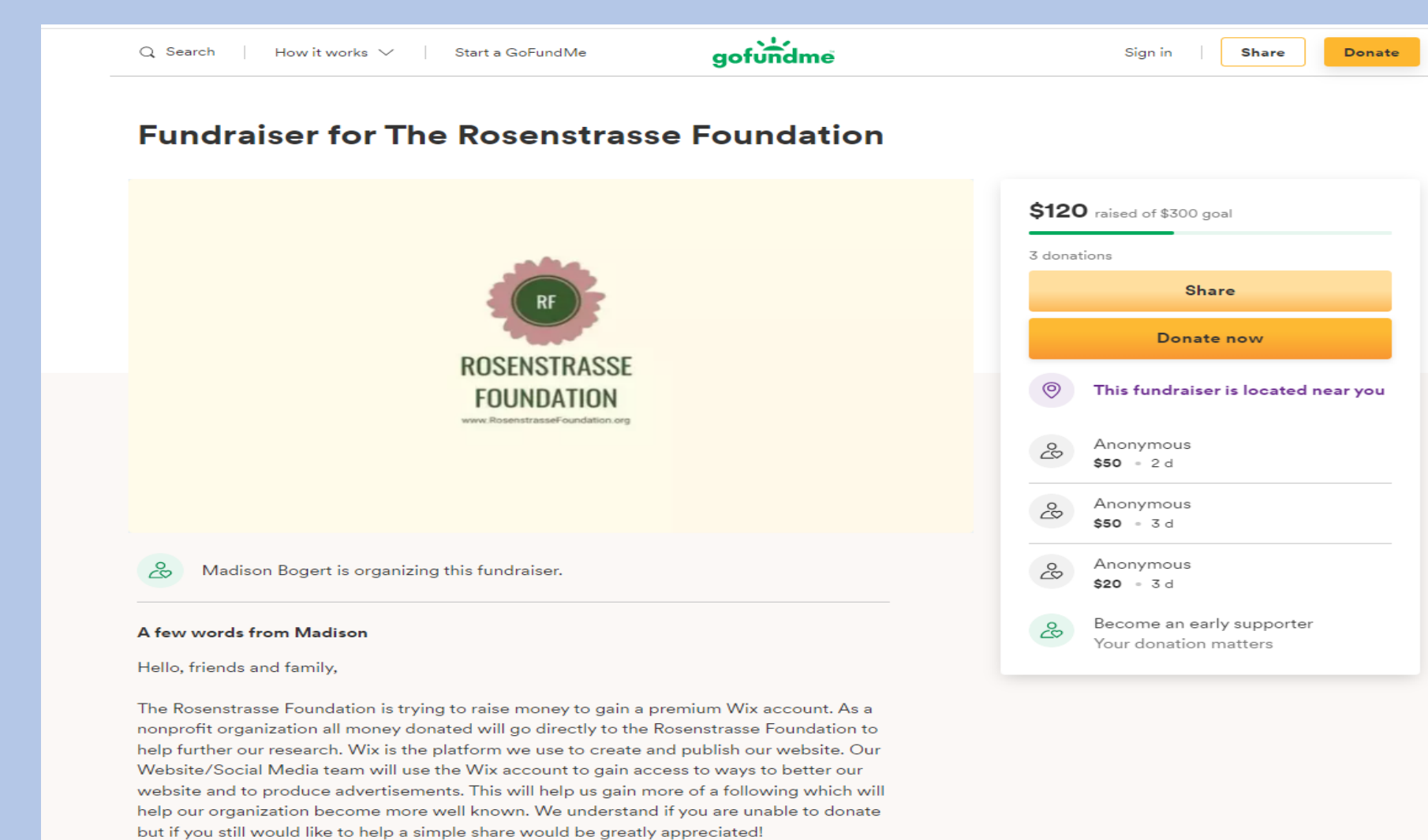
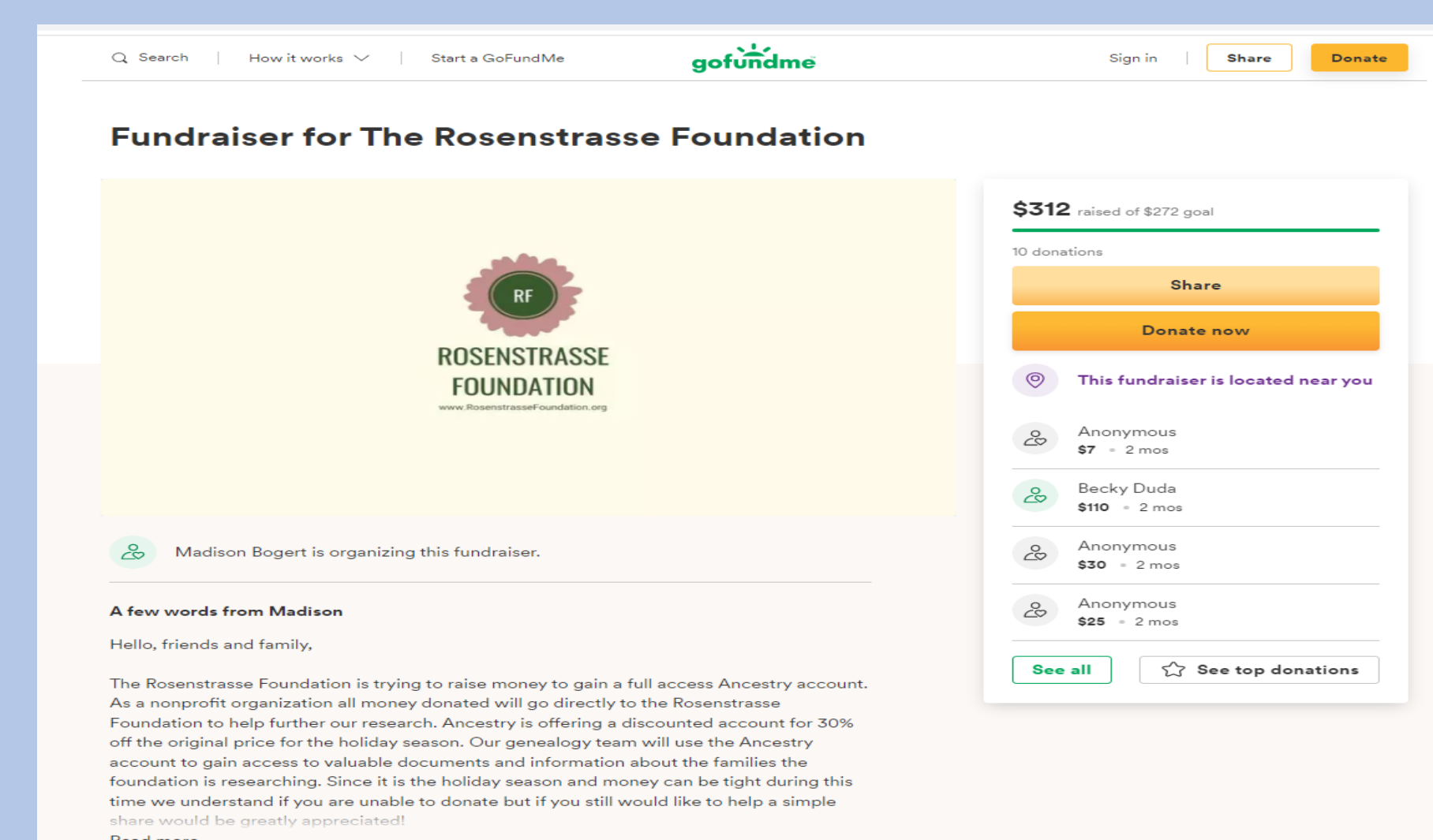
The fundraiser was successful and showed us that we have the resources to produce more fundraisers in the future. This allowed the research assistants of the Rosenstrasse foundation to have the tools they needed to complete their research. We are currently working with Florida State University to get our nonprofit organization to be a registered student organization. This will help our organization become more well known and will give us more options when it comes to spreading awareness and raising money. This will be a huge advancement for the foundation, as it can help ensure that we can keep our annual premium Wix and ancestry account, while also ensuring more followers. The Rosenstrasse Foundation is excited for the future as we watch the foundation grow.

Methods

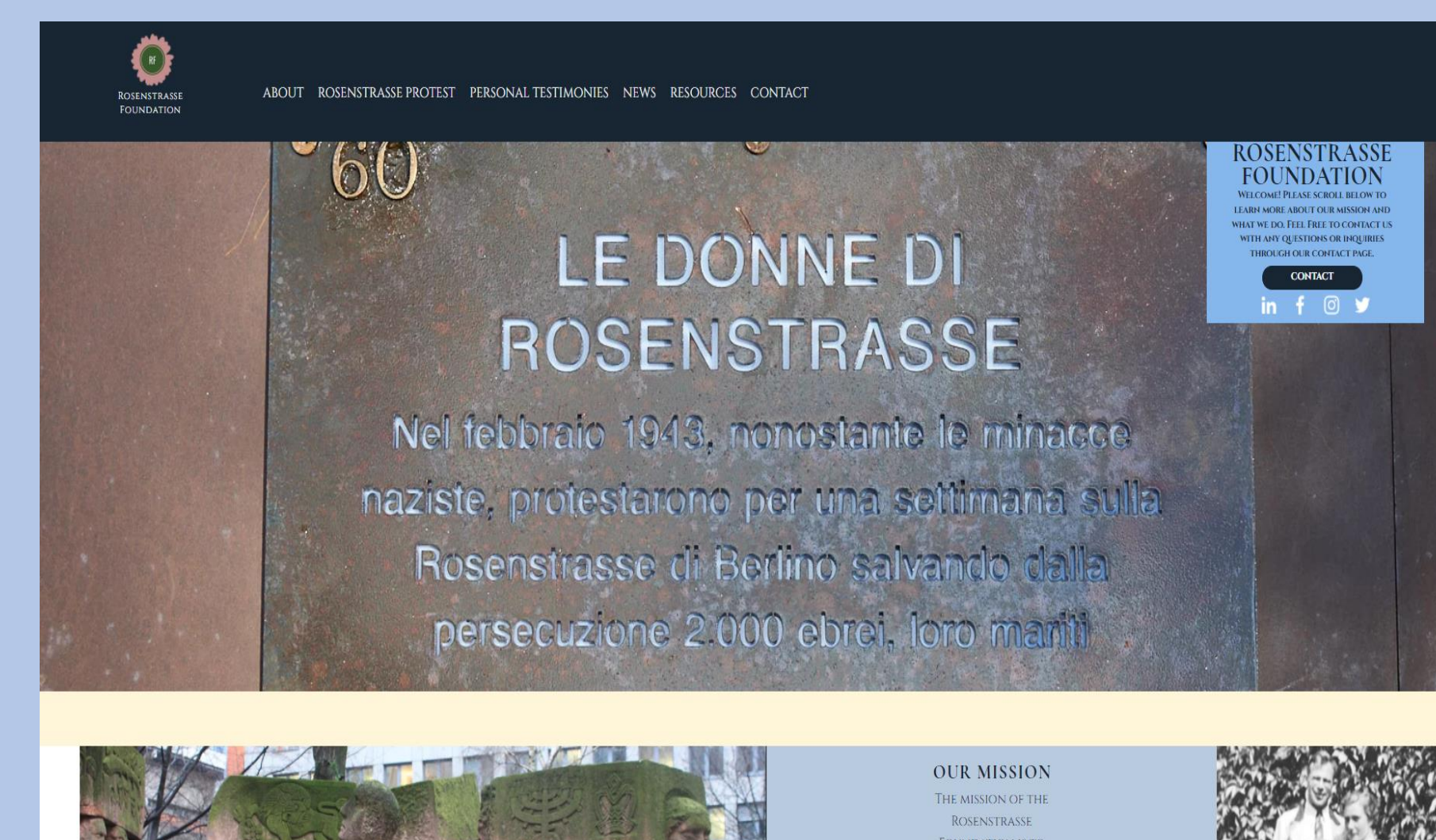
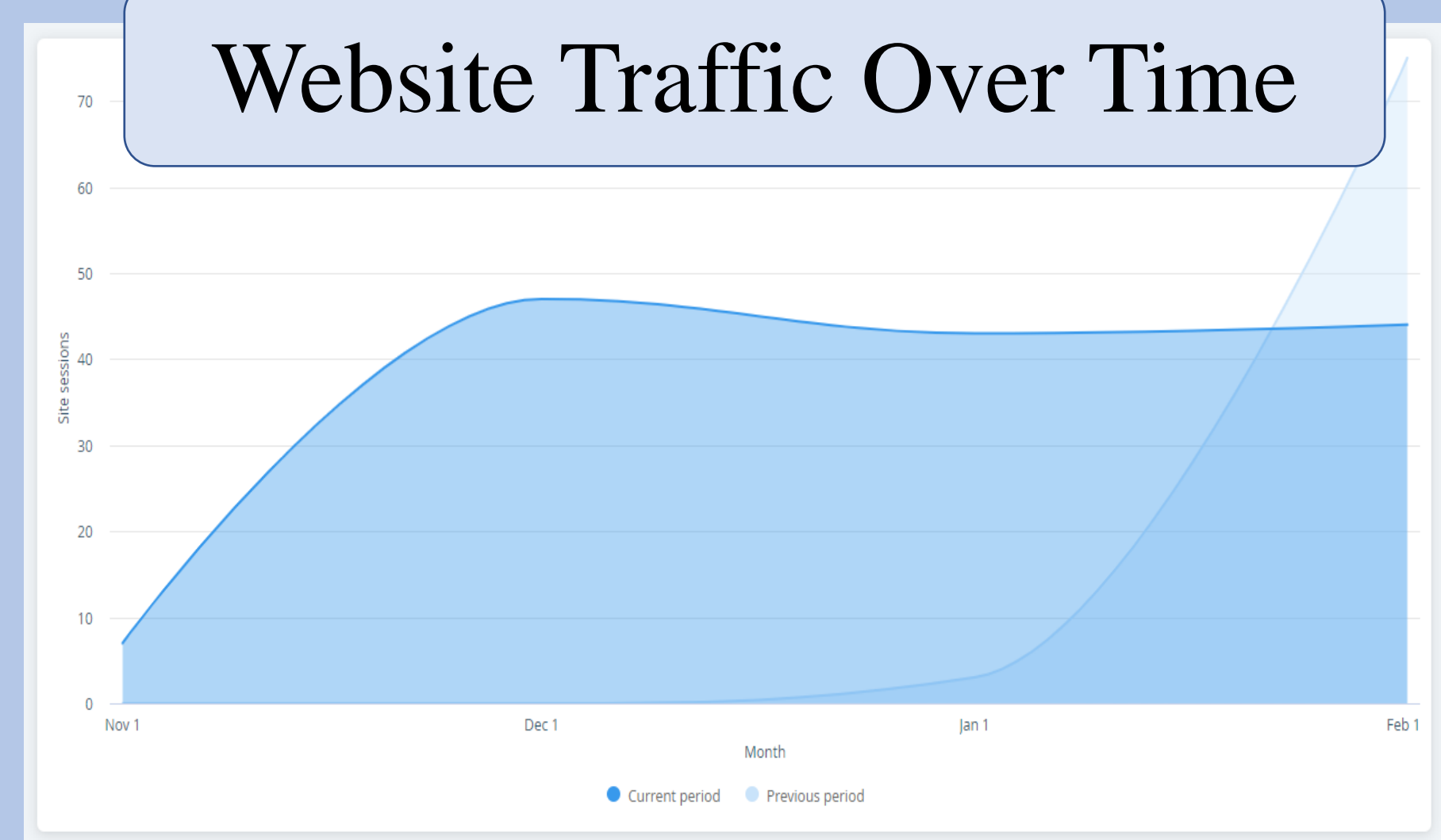
1. We met with our project manager ,Liam Wirsansky, to discuss the possibility of starting a fundraiser.
2. After getting approval, we worked together to produce a description to put under our fundraiser. Once getting approval on the description of the GoFundMe, we published the fundraiser, it was then live to the public
3. We shared the link to the fundraiser with the other research assistants and started to share the GoFundMe with our families and friends
4. After about a week of pushing the GoFundMe, through multiple posts on Facebook and Instagram, we raised enough money to purchase the full access ancestry account

Acknowledgements

Nathan Stoltzfus (Ph.D. Harvard 1993) is the Dorothy and Jonathan Rintels Professor of Holocaust Studies at Florida State University and is the author and editor of multiple books analyzing zivilcourage in World War 2.



Website Traffic Over Time



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