



Give Meaning to your Mahj

Turning your regular Mahjong game into a fundraiser for the Red Tent Fund is a simple, joyful way to turn time with friends into meaningful impact. With just an added donation or entry fee, or by providing information about Red Tent Fund, your gathering can help people access essential reproductive healthcare and abortion support when they need it most. It's an easy, community-driven way to play with purpose and make a real difference—one tile at a time.

Table of Contents

1. Why should I host an event?
2. Format
3. Goal Setting
4. The Pitch
5. Timeline
6. What Red Tent Fund Provides



Mahjong Group Fundraiser Playbook

1. Why Should I host an event?

We are **not** asking you to run a big event.

We are **not** asking you to create a large event from scratch. We **ARE** inviting you to turn something you love or are curious about – Mahjong – into a meaningful giving opportunity to support abortion access.

This is a great, interactive way to introduce your network to the Red Tent Fund and build meaning into your Mahj games.

2. Choose the Fundraiser Format

Option A: “Play for a Cause” Day (Easiest)

Turn one regular Mahjong meet-up into a fundraiser.

Players:

- Pay a special entry fee for the day which is a donation to Red Tent Fund

Or

- Hear a short mission talk, give out Red Tent Fund information, and ask them to spread the word

Option B: Mini “Competition” Addition to Option A

If the group likes friendly competition, you can add one or all of these options:

- Add scoring sheets
- Offer prizes for winners
- Invite friends outside the group, compete between multiple tables/games at the same location, or compete between others’ Mahjong games during a specific time period
- Compete for who has to contribute the most to Red Tent Fund

Option C: Large Tournament (12–150 people)

If you want to build a new event, for example at your synagogue, JCC, or other community location, instead of leveraging an existing home Mahjong game, here is a complete playbook and planning guide. This is geared towards large-scale events where 50 – 150 participate, and works best as an event in partnership with another institution. Check [here](#) for a full list of our congregational partners.

The first step in this option is to request cooperation from your synagogue, temple, or JCC.

3. Set a Fundraising Goal

Keep it realistic and motivating.

Example goals:

- Small group (12–20 players): \$1,000–\$4,999

- Mid-size group (25–40 players): \$5,000–\$8,000

Give the group a clear target to rally around.

4. The Pitch

You only need **5–7 minutes** during the event, short and meaningful.

The Red Tent Fund provides direct funding for abortion care at clinics nationwide. Led by Jewish values and the laws and teachings that affirm the right to abortion, Red Tent Fund serves all who seek care—regardless of religion, politics, background, or income.

Since the 2022 Dobbs decision overturned Roe v. Wade, the barriers that prevent access to abortion care have become even more impossible to navigate for U.S. abortion seekers. About half the U.S. states have banned or severely restricted abortion care, forcing over 171,000 patients to travel long distances for procedures each year.

The financial burden is devastating. First-trimester abortions now cost an average of \$550, while procedures later in pregnancy can exceed \$10,000. For patients traveling across state lines, costs multiply with hotels, gas, childcare, and lost wages. The human impact is immediate and measurable: Without financial assistance women denied wanted abortions experience increased poverty, reduced educational attainment, and diminished economic opportunities that reverberate through generations. The Institute for Women's Policy Research estimates that reproductive health restrictions prevent nearly 286,000 women from entering the workforce annually, resulting in \$6.4 billion in lost earnings.

Last year, Red Tent Fund supported over 1,400 patients with over \$500,000 in funding. We know there are even more patients who need us this year. Your investment goes directly to patient care – help us reach our goal of funding over \$750,000 this year.

5. Event Planning Timeline

6–8 weeks before

- Establish a host committee
- Set a date with the group leader
- Set fundraising goal
- Create registration link/collect RSVPs
 - Can collect the donation fee in advance via Red Tent Fund website

2–4 weeks before

- Organize food, beverage, and other catering details (tables covers, napkins, cutlery, etc.)
- Promote within group listserv/text chain
- Share impact stories

Week of event

- Confirm headcount
- Prepare donation link + QR code
- Print table signs
- Print Red Tent Fund fliers

Event day

- Collect donations

- Share mission moment
- Celebrate total raised

After the Event

Follow up with your guests with the following information:

- Total raised
- Thank-you message to players
- Photos
- Invitation to do it again next year

6. What Red Tent Fund Provides (all, some or none)

- Registration page
- Marketing materials, save the date, email templates and invites
- Donation tracking
- Signage & table cards
- Swag and Info Cards
- Short speaking script
- Tax receipts
- Thank-you follow up

