

RESULTS 2023

Friends and Family Fundraising Guide

“Not everyone wants to be a volunteer, but there is a way for everyone to be involved and part of the solution. Fundraising for RESULTS gives my family and friends the opportunity to help with this noble work.”

—Nancy Gardiner, Coastal Connecticut RESULTS Volunteer

The RESULTS logo consists of the word "results" in a white, lowercase, sans-serif font, centered within a red speech bubble shape that points downwards and to the left.

results



Dallas RESULTS group members and fundraisers

Your fundraising matters — and we're here to help!

All RESULTS advocates have something in common: we're committed to ending poverty! And that's a cause that our friends, family, and community can get behind. Like advocating, fundraising is a powerful way to raise awareness while securing funds for our work.

For almost as long as RESULTS has existed, our volunteers have supported our unique and powerful movement through Friends and Family Fundraisers. We rely on this generosity to support the education, training, research, and legislative strategy that make our work so impactful — both for ending poverty and for a strong democracy!

Funds raised through Friends and Family Fundraisers go toward our unrestricted budget — this is the most flexible funding we have. It ensures that we have a solid foundation of support *and* allows us to respond quickly to changing priorities and needs. Gifts support training and resources for grassroots advocacy, staff expertise, and expansion of our nationwide volunteer efforts.

Fundraising is another way to give everybody an opportunity to be part of the solution to poverty. Not everyone has the time or inclination to join a RESULTS group, but you can inspire friends and family to take action against poverty by asking them to support you and our mission by giving to RESULTS.

Set up a fundraiser in honor of a special event or person, or combine it with a fun activity event (we have a few ideas below). You can also create a team fundraiser with your RESULTS group—working together toward a fundraising goal (and supporting each other to get there) is usually easier.

Online fundraisers are easy to create. You can register to set up a fundraising page at results.org/donate/fundraise. Your fundraising page makes it easy for your friends and family to make a tax-deductible donation. You can customize your page and share why you support our work. You will be notified immediately of donations to your page so you can thank your friends and family who participate, and RESULTS will provide donors with receipts for tax purposes.

Questions? Please contact Melissa Strobel, Director of Development, at mstrobel@results.org or 202-783-4800 x221.

Thank you for helping to end poverty through the many ways you partner and support RESULTS. You are amazing, and together, our impact is enormous!

Friends and Family Fundraising Kit

This fundraising toolkit includes information about how to create an online fundraising page, fundraising tips, and sample communications to talk to your friends and family about your RESULTS fundraiser.

Setting up your online fundraiser

Step 1: Create your page at results.org/donate/fundraise. Your personal fundraising page is your best fundraising tool! This is where people go to donate. Your page also displays your fundraising progress. You'll need to name your page and set a fundraising goal. The site will then ask you to "checkout." No payment is needed, just hit submit. (You can also make a donation to show your own commitment to your fundraiser.) You will then be directed to your fundraising page dashboard. From there you can edit the content on your page, post updates, and see a list of people who have made donations.

Step 2: Customize your page. The "Edit Page" tab allows you to personalize your page with photos of yourself and a statement about why you're asking for support (under "My story"). Remember, your supporters are here for you, which is why we encourage you to share *your* story and upload a personal photo. You can also change the banner image. We've prepopulated the page with a photo and sample copy, but peer-to-peer fundraisers who personalize and update their pages — even once — raise significantly more money. To see how your page looks to the public, click "View page."

Step 3: Share the page. Return to the dashboard where you'll find a series of options (under "Promote your fundraiser") for sharing your page via email or social media and an option to download the link to share as needed (look for the link icon: ). Don't forget to personalize your messages! Then reach out to everyone you know.

Step 4: Use our fundraising tips!

Fundraising tips

Tell your story! Every motivation is individual and personal. Sharing your "Why" is the most important part of fundraising. Your motivation is authentic and inspiring. Donors want to know, and they want to help you succeed!

Here are some key questions to think about when you craft your story: Why is RESULTS' mission meaningful to you? What do you hope to accomplish through your work with

RESULTS? How can your friends and family help you achieve your goal(s)? Why should your network give to RESULTS, and why now? Share your voice on your page and in your outreach to family and friends.

Make a video. Videos are an incredibly powerful way to communicate your message. Record a brief video explaining what you're doing (i.e., raising money for RESULTS) and why. Share your video with your family and friends via email and/or social media and include a link to your fundraising page.

Ask past donors to give again. The people most likely to support you are the ones who already have. Reach out to people who gave to a previous fundraiser (even if not for RESULTS) and ask them to renew.

Start a few days early and use reminders. People are busy, but that doesn't mean they don't want to support RESULTS and you! Often, friends and family miss or forget emails, and they don't mind being reminded again. So ask — up to three times. Send reminders with updates on your progress toward your goal and ask your network to help you hit the next milestone. Remind people that every donation matters. Keep the content interesting by posting photos from advocacy meetings, a link to your published letter to the editor, or a quick fact about our work. Remember, people can't say yes unless you ask them!

Get creative. Try challenges to give donors a "bonus perk." Do you know someone who could offer to match up to a certain amount donated? Or does your company offer employee matches? Or can you offer to do an unusual or special activity if people donate a certain amount of money?

Lean into your hobbies. Could you run or walk a mile for every \$10 donated? Could your group do a dance marathon (\$5 for every hour danced and \$5 to request a favorite song be played). Gamers, hold a Twitch video game fundraiser. Love to cook? Prepare a delicious meal for friends and family and give your laser fundraising pitch in person.

Honor special occasions (ask for birthday and anniversary gifts to support RESULTS in lieu of presents) and people (create a tribute in memory of a loved one).

Brainstorm with your RESULTS group and get inspired. We know fundraising is intimidating—making it a group activity helps. Making it fun helps even more!

Thank your supporters! Every time a donation is made to your fundraising page, you will receive an email notification. As soon as possible, reach out and thank your generous donors. After your fundraiser wraps up, follow up with everyone you reached out to thank those who've donated and let those who haven't know that they can still give.

Collecting donations. The best way for your donors to give is online, using your personal or team fundraising page. Donations made online appear immediately, boosting your fundraising progress in real time. You can access and copy the link to your fundraising page on your dashboard under “Promote your fundraiser” (look for the link icon: ).

If your donor would like to write a check, please ask them to make it out to RESULTS Educational Fund, write your name and “fundraiser” on the memo line, and mail to:

RESULTS
1101 15th St. NW, Suite 1200
Washington, DC 20005

There are a number of other ways that donors can give, from transferring stocks to putting RESULTS in their will. Visit results.org/donate#ways-to-give to learn more.

Communication tips

Fundraisers who send more messages raise more money. You can remove people who have already given from your emails and add them back in for your “Thank You” email after your campaign ends. Use social media to echo your email messages — and vice versa — so that your friends and family see your messages on multiple platforms.

Sample emails

(Remember to replace the text in the brackets with your own information!)

Announcing Your Fundraiser

Subject: Support my fundraiser to help end poverty through RESULTS

Dear [Friends and Family], As you may know, I’m a volunteer advocate with RESULTS—a movement of passionate, committed everyday people who use our voices to influence political decisions that will bring an end to poverty. Right now, I’m fundraising to support RESULTS and the work that I do as an advocate. My goal is to raise [\$XX]—and I hope you’ll be able to help!

RESULTS’ work is important to me because [SHARE YOUR PERSONAL STORY]. RESULTS supports me to make a tangible impact by meeting with members of Congress, writing letters to the editor, and mobilizing my community. And I’m not alone. Hundreds of other volunteers across all 50 states are doing deep and strategic advocacy as well. Together, in the last few years we helped inspire policies that drove the steepest ever one-year decline

in child poverty in the United States *and* the largest funding commitment ever to the Global Fund to Fight AIDS, Tuberculosis and Malaria.

You can be part of the movement by making a gift to support our efforts. If you are able, donate on my fundraising page at [LINK TO FUNDRAISING PAGE].

Thank you!

Update on Progress

Subject: Quick update and thank you!

Dear [Friends and Family], Wow, you are so generous. Because of you, I'm already at [XX%] of my goal to secure [\$XX] to support RESULTS! I cannot thank you enough! Check out my fundraising page for an updated picture and to see my progress: [LINK TO FUNDRAISING PAGE].

Thank You and Wrap Up

Subject: Thank you!

Dear [Friends and Family], My fundraising campaign has ended and I wanted you to know that you helped me secure [\$XX] for a total of [\$XXXX] to help end poverty! This will help provide resources to support the work of advocates like me. I'm thrilled and so thankful to all of you.

Sample social media posts

(Remember to replace the text within the brackets with your own information!)

- I advocate for policies that create a more equitable tax code for everyone with @RESULTS_Tweets. Today, I invite you to join our movement with a donation to support my work: [LINK TO FUNDRAISING PAGE].
- I advocate for better access to health care, nutrition, and education worldwide with @RESULTS_Tweets. Please join our movement with a donation: [LINK TO FUNDRAISING PAGE].
- Poverty is a human rights issue. I support @RESULTS_Tweets and their constant fight to end poverty and you can too! Donate today at [LINK TO FUNDRAISING PAGE]
- Looking for a good deed today? Donate to my @RESULTS_Tweets fundraiser to end poverty at [LINK TO FUNDRAISING PAGE]. I am hoping to secure [\$XX] from friends and family who support this work!

- I'm working to end poverty by supporting @RESULTSEdFund. We are a movement of passionate, committed everyday people. Together we use our voices to help bring an end to poverty. You can make a difference by donating to [LINK TO FUNDRAISING PAGE]!
- How can you help in the fight against poverty? I challenge you to volunteer, set up a meeting with your Congress member, or donate to our movement today! Please join me and support the work of RESULTS: [LINK TO FUNDRAISING PAGE]
- I advocate to end poverty because [YOUR REASON]. I'm fundraising for @RESULTSEdFund, an organization that advocates for this vital cause, and I need your help. Please help me reach my goal of raising [\$XX] from friends and family. Donate what you can at [LINK TO FUNDRAISING PAGE].
- We need to continue to push for lasting change. You can help today by donating to @RESULTSEdFund at [LINK TO FUNDRAISING PAGE].
- Thanks to [@FRIEND-WHO-DONATED] who responded to my @RESULTS_Tweets fundraiser! I care deeply about fighting poverty, and your support means a lot.
- You all are awesome! I'm [XX%] to [\$XX] with just a few more days to go. Be a Poverty Fighting Hero today! Donate at LINK TO FUNDRAISING PAGE
- Thank you so much to all my supporters! I raised [XX] of my [\$XX] goal for @RESULTS_Tweets. You're all heroes. It's not too late to donate: [LINK TO FUNDRAISING PAGE]
- Thanks to [@FRIEND-WHO-DONATED] for giving to my @RESULTSEdFund fundraiser! I've raised [XX] of my [\$XX] goal to end poverty! I'm proud to be a part of this movement of everyday people urging our members of Congress to make the world a better place. Donate on my page at [LINK TO FUNDRAISING PAGE]. THANK YOU!
- Thank you, thank you, thank you to all my supporters for my @RESULTSEdFund fundraiser! I reached [XX%] of my [\$XX] goal. You're getting us one step closer to ending poverty! It's not too late to donate: [LINK TO FUNDRAISING PAGE]