**2019 Virtual Thanksgiving Feast Peer-to-Peer Fundraising Campaign**

Welcome to the 2019 Virtual Thanksgiving Peer-to-Peer Fundraising Campaign, an online fundraiser during the month of November to benefit RESULTS Educational Fund.

The ***2019 Virtual Thanksgiving Feast Peer-to-Peer Fundraising Campaign*** is an opportunity to raise needed funds to train and equip volunteer advocates and support the staff who provide you with research and expertise on our issues. The fundraising campaign is also a chance spread the word about the work you do to end poverty and to grow your network of advocates and supporters. Your participation in grassroots fundraising is an important part of making RESULTS’ work possible. *Thank you!*

As a fundraiser you will have access to a personalized fundraising website, one-on-one support from development staff, and all the materials you need to be successful: talking points, email and social media templates, and tips for success.

Thank you for joining the campaign and for all you do to end poverty.

Mea Geizhals
Acting Director of Individual Giving
mgeizhals@results.org | 202-783-4800 x131

Ready to get started? Register with the campaign.
The first step is to visit <https://results.salsalabs.org/vtf2019>, the Virtual Thanksgiving Feast Fundraising Campaign website, and click on the red “Register” button.

## MedalNew in 2019

* Prize for Top Fundraiser
* Unlock *new* digital badges at fundraising milestones and for lifetime achievements
* Email Signature with link to your page

## Why Fundraise for RESULTS?

Grassroots Fundraising efforts go towards our “unrestricted budget” – this is the most flexible funding we have and allows us to respond quickly to changing priorities and needs. Grassroots Fundraising efforts like the Virtual Thanksgiving Feast are no small part of making this funding possible – you all help raise about 20% of these funds!

What are some examples of these costs?

* Training and resources for grassroots advocacy
* Expanding our volunteer efforts to all 50 states
* Lobbying and staff expertise from Grassroots Advocacy staff

**How can I translate these costs into fundraising asks?**

* **Congress should prioritize tax policies that create economic mobility for Americans.**

RESULTS advocates have fought for years to make the tax code serve as a tool for moving people out of poverty. We know that policies like the Earned Income Tax Credit (EITC) and Child Tax Credit (CTC) lift more low-income children above the poverty line than any other policy. RESULTS advocates, like me, are urging members of Congress to prioritize tax policies that create economic mobility by expanding the EITC and CTC.

*Psst: These fundraising asks are ready to be copied and pasted into your Virtual Thanksgiving Feast emails and social media posts!*

* **Every child deserves a 5th birthday.**
It is outrageous that where a child is born determines whether she will survive to her 5th birthday. Life-saving vaccines, treatments, and nutrition can help end preventable child deaths and the permanent consequences of early childhood malnutrition. Since our founding RESULTS advocates, like me, have been pushing for policies that help children survive – and thrive.
* **$1 🡪 $100**The incredible power of advocacy means that every $1 invested in RESULTS can drive at least $100 in U.S. investments to fight global poverty. My fellow advocates and I use the training, resources, and support your donation makes possible to press for billions of dollars in investments to vaccinate babies, give children a quality education, and create tax policies that help to move families out of poverty. Together we are breaking down the key drivers of poverty, and building a world where everyone can thrive.

## VTF Fundraising Communications: The Mini-Guide**Use the** [RESULTS EPIC model](https://results.org/resources/empower-yourself-activist-milestone-2/) **to share your fundraising campaign in a video or email**

1. Engage Your Audience
2. State the Problem *– make it personal – why do you care about ending poverty?*
3. Inform about the Solutions
4. Call to Action *– “Make a gift to support this work today!”*

Communications schedule: Here is an example of communications schedule for a 30-day campaign:

* Day 1: Announce your fundraiser
* Day 5: Reminder and personal story about this work
* Day 10: Update on your progress and thank you
* Day 15: Reminder and personal story about this work
* Day 20: Update on your progress and thank you
* Day 25: Last week to give!
* Day 30: Final day to give!
* Day 32: Thank you and re-cap

Keep reminding people about your campaign – studies show that fundraisers who send more emails, raise more money. You can drop off those who have already given from your emails – but remember to add them back in for the big “Thank You” email after your campaign ends.

Use social media (Facebook, Twitter, Instagram, etc.) to echo your email messages – and vice versa. It will help for your friends and family to see your updates and messages on multiple platforms.

Tips for Effective Fundraising Messages:

* Be genuine and personal.
* Tell stories about advocacy. What was it like to meet with your member of Congress? How did it feel to publish an LTE?
* Make your donors the heroes. Remind them that they are investing to end poverty – *and that’s amazing.*
* Share the amplifying power of advocacy: $1 invested in RESULTS drives $100 to fight poverty.
* Steal RESULTS’ materials. Share posts from @RESULTSEdFund, re-Tweet @RESULTS\_Tweets, and forward emails from RESULTS with a personal message about your campaign.
* Don’t forget the link to your fundraising page

Looking for more? A detailed communication schedule and sample video script, emails, posts, and tweets are in the [**VTF Fundraising Campaign Communications Kit**](https://results.org/donate/fundraise/)**.**

# Top Five Fundraising Tips

*Studies show that peer-to-peer fundraisers who personalize and update their pages – even only once – raise more money.*

1. **Personalize and update your site.**

Customize your fundraising page with photos and a personal statement about why you care about ending poverty.

1. **Be the first.**

Lead by example by making the first gift to your campaign to encourage others to join you.

1. **Make a video.**

You know from using social media that videos are an incredibly effective way to communicate your message. Record a brief video explaining what you’re doing – “raising money for RESULTS” – and why – “to end poverty.” Share this with a link to your fundraising page.

1. **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. Not sure who gave last year? Contact Mea for a list of your past donors.

1. **Remember to give reminders.**
One email alone won’t get you to your goal. Send reminders with updates on your progress and ask them to help you hit the next milestone. Keep the content interesting by posting photos from advocacy meetings, a link to your published LTE, or a quick fact about our work.

**Need help? Be in touch!** We are ready to help with technology, brainstorming strategies, and any questions you may have. Contact Mea at mgeizhals@results.org or 202-783-4800 x131.