

# GivingTuesday 2022

## Friends & Family Fundraising Campaign



### OUR RESULTS SPEAK FOR THEMSELVES

*"RESULTS has given us the opportunity to become the people we want to be in the world; people making a difference in ending poverty."*

—Margaret Smith, Co-Founder of RESULTS Dallas Global Group

The Fall 2022 Peer-to-Peer online fundraiser to benefit RESULTS Educational Fund and help end poverty worldwide will take place on **GivingTuesday, November 29**. Following the midterm elections in early November, many people will be looking for a way to continue engaging in our democracy and seeking to improve the world we live in. RESULTS advocates have the opportunity to share their story and successes in our movement, while raising resources to fund our work in 2023.

**Just like advocating, fundraising is a powerful way to raise awareness and secure funding for the critical work ahead.** 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 as a volunteer and give to RESULTS on GivingTuesday.

Funds raised through this campaign go toward our "unrestricted budget"—this is the most flexible funding we have and allows us to respond quickly to changing priorities and needs. These gifts will support training and resources for grassroots advocacy, staff expertise, and expansion of our nationwide volunteer efforts.

This year, the RESULTS Fall Fundraiser is setting an ambitious goal to grow the number of donors to our organization! Every donation of any size counts. We're asking each participant to set their own goal for how many donations they can inspire on GivingTuesday. We have materials and staff ready to make the fundraising easy for you—including email and social media templates, and a customizable fundraising website.

Register to set up your fundraising page at [RESULTS Fundraising Campaign \(salsalabs.org\)](https://salsalabs.org). Your fundraising page makes it easy for your friends and family to donate online. Plus, you can customize your page and share why you support our work.

Questions? Please contact Melissa Strobel, Director of Development, at [mstrobel@results.org](mailto:mstrobel@results.org) or 202-783-4800 x221.

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

## **Giving Tuesday Fundraising Campaign — Communications Toolkit**

This fundraising toolkit includes helpful tips and sample communications to talk to your friends and family about your GivingTuesday fundraiser for RESULTS. (Note that we are raising funds this year for RESULTS Educational Fund, our tax-deductible 501(c)(3). For further details, see page 6.)

### **Fundraising Tips**

1. Personalize and update your site. Customize your fundraising page with photos and a personal statement about why you care about ending poverty. Studies show that peer-to-peer fundraisers who personalize and update their pages—even once—raise more money.
2. Tell Your Story! What do you hope to accomplish through your work with RESULTS? How can your friends and family help you to achieve this work? Why is this work meaningful to you? Why should your network give to RESULTS, and why now? Share your voice on your page and in your outreaches to family and friends.
3. Make a video. Videos are an incredibly effective way to communicate your message. Record a brief video (30 seconds) explaining what you're doing—"raising money for RESULTS"—and why—"to end poverty." Share this with a link to your fundraising page and with your family and friends via social media.
4. 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.
5. Start a few days early and use reminders. One post or email alone won't get you to your goal. Send reminders with updates on your progress and ask your network to help you hit the next milestone. 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.

### **Communication Tips**

We know that 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:

### *Announcing Your Fundraiser*

Subject: GivingTuesday Fundraising Campaign for 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 participating in the GivingTuesday Fundraising Campaign to support RESULTS and the work that I do as an advocate. My goal is to secure gifts from [XX] donors—and I hope you'll be one of them!

I know many friends and family who voted in the recent elections are feeling like there is still much more to be done. Making a donation to my GivingTuesday Campaign is a powerful way to make a difference.

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 and Thank You Emails*

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 number of donors] gifts to support RESULTS! I cannot thank you enough! Check out my fundraising page for an updated picture and to see how far my thermometer has climbed: [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] gifts 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. With gratitude, ...

## Sample Social Media Posts

*Remember to replace the copy within the brackets with your own information!*

### *Ask Tweets/posts*

- We voted, now what? I advocate for policies that create a more equitable tax code for everyone with @RESULTS\_Tweets. This GivingTuesday, I invite you to join our movement with a donation: [LINK TO FUNDRAISING PAGE].
- We voted, now what? I advocate for better access to health care, nutrition, and education worldwide with @RESULTS\_Tweets. This GivingTuesday, I invite you to 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 this GivingTuesday at [LINK TO FUNDRAISING PAGE]
- Looking for a good deed this GivingTuesday? Donate to my @RESULTS\_Tweets fundraiser to end poverty at [LINK TO FUNDRAISING PAGE]. I am hoping to secure [XX number of donors] gifts from friends and family who support this work!
- Looking for a good cause to support this GivingTuesday? @RESULTS\_Tweets's results speak for themselves! I'm hoping to bring in [XX number of doors] gifts from friends and family to help end poverty. Donte: [LINK TO FUNDRAISING PAGE]!

### *Ask Facebook Posts:*

- You voted, now what? For GivingTuesday this year, I'm fighting to end poverty by supporting @RESULTSEdFund. We are a movement of passionate, committed everyday people. Together we use our voices to influence political decisions that will 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! For GivingTuesday, I ask [XX number of donors] people to join me and support the work of RESULTS: [LINK TO FUNDRAISING PAGE]
- I advocate to end poverty because [YOUR REASON]. I'm fundraising this GivingTuesday for @RESULTSEdFund, an organization that advocates for this vital cause, and I need your help. Please help me reach my goal of securing [XX] gifts from friends and family. Donate what you can at [LINK TO FUNDRAISING PAGE].

- We voted, and now we need to continue to push for lasting change. You can help today by donating to @RESULTSEdFund at [LINK TO FUNDRAISING PAGE].

*Thank You Tweets:*

- 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 number of donors] 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 number of donors] goal for @RESULTS\_Tweets. You're all heroes. It's not too late to donate: [LINK TO FUNDRAISING PAGE]

*Thank You Facebook Posts:*

- Thanks to [@FRIEND-WHO-DONATED] for giving to my @RESULTSEdFund fundraiser! I've raised [XX] of my [XX number of donors] 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 number of donors] goal. You're getting us one step closer to ending poverty! It's not too late to donate: [LINK TO FUNDRAISING PAGE]

## **Our tax-deductible 501(c)(3) can make the best use of your gifts**

All of the gifts we receive are precious. Whether your donations have been directed to RESULTS Educational Fund, our tax-deductible 501(c)(3)\*, or to RESULTS, Inc., our 501(c)(4), they have powered our work to end poverty for more than four decades.

We always want support from our donors to be directed toward the areas of greatest impact. The IRS allows a small portion of 501(c)(3) funding to be used for lobbying. Over time, as our budget has grown—making that “portion” larger— we have had more scope to carry out the full range of our strategic priorities while remaining in compliance with IRS rules for 501(c)(3)s. We ensure that we follow IRS rules a number of ways, including by consulting Bolder Advocacy, one of the definitive sources of information on the topic, and our own attorneys. Their guidance reaffirms that our advocacy falls squarely within the criteria for 501(c)(3)s and that gifts to RESULTS Educational Fund are able to support the full range of our current work.

We are tremendously grateful for the support we receive and want supporters to be able to maximize any charitable deductions. For all of these reasons, we are emphasizing gifts to RESULTS Educational Fund going forward. If you have questions, please contact our development office at [development@results.org](mailto:development@results.org).

**\* What is the difference between 501(c)(3)s and 501(c)(4)s?** *Both are nonprofits. According to IRS rules, 501(c)(3)s are tax-exempt "charitable organizations" and donations to them are tax-deductible. 501(c)(4)s are "social welfare organizations" that are allowed to participate in politics, for example by endorsing candidates, and donations are not tax-deductible.*