



## Spring 2019 Peer-to-Peer Fundraising Campaign | Communications Kit

This kit includes a detailed communications schedule and samples of a video script, emails, Facebook posts, and Tweets to ask your friends and family to support your fundraising campaign. Questions? Contact Mea Geizhals at [mgeizhals@results.org](mailto:mgeizhals@results.org) or 202-783-4800 x131.

### Make a video:

Video is everywhere today and can be an incredibly effective way of sharing your message and ask. Rather than typing out your story, try turning on your camera and speaking from the heart.

Your video message should include all the elements of an [RESULTS EPIC Talk](#). Here's an example of how to use the EPIC model to make a fundraising ask for the Spring Fundraising Campaign:

#### 1. Engage Your Audience:

*I'm Mea – a RESULTS volunteer in Washington, D.C. Right now, I'm raising money to end poverty and ensure all children can reach their full potential.*

#### 2. State the Problem:

*Since I've become a mom, it's been especially difficult for me to sit with the fact that 10 children under five die every minute from a preventable illness. My daughter receives vaccinations as part of her routine care – not to mention has access to safe schools, nutritious food, and every opportunity she could hope for. I know every mom loves their child as much as I love mine – so why shouldn't every child have the same opportunities?*

#### 3. Inform about the Solutions:

*The obstacle to ending poverty is political. RESULTS volunteers across the country – just like me – are creating the political will to end poverty by letting our members of Congress know we care. We're holding meetings, writing letters to the editor, and engaging our communities to make sure our members of Congress support policies and fund programs that will help children in our communities and around the world. And we're making a difference. In fact, thanks to the incredible power of advocacy, every \$1 invested in RESULTS turns into at least \$100 to fight poverty. And those investments are paying off: Since we started this work in 1980, the child mortality rate has dropped in half, but we still have work to do.*

#### 4. Call to Action:

*That's why I'm raising critical funds so RESULTS volunteers like me can continue to have the training, resources, and expert staff supporting us as we do this work. You can help by making a gift to my Spring Fundraising Campaign page today. The link is right below. You can be part of ending poverty. Thank you!*

### Communications schedule:

Chose a schedule that works best for you and spread out the emails to fit within that time frame. Below is an example for a 30-day campaign.

#### Hot Tips:

- ❖ Use video messages throughout your campaign to share updates and reminders.
- ❖ Post your video on social media platforms with a link to your Spring Fundraising Campaign page.

You'll notice there is lots of repetition on updates and reminders. The key is to keep reminding people about your campaign. 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.*

Remember to fill in the *italicized* parts and XX's with information specific to your RESULTS story and *Spring Fundraising Campaign.*

And, most importantly, remember to make your message personal!

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.

Sample schedule:

- Day 1: Announce your fundraiser with a compelling personal story
- Day 5: Reminder with an update on your progress and thank you
- Day 10: Share a story about your advocacy and reminder to give
- Day 15: Reminder with an update on your progress and thank you
- Day 20: Re-tell your compelling personal story and reminder to give
- Day 25: Last week to give!: Reminder with urgency
- Day 30: Final day to give!: Reminder with *extra* urgency
- Day 32: Thank you and share your success

**Wondering what to say?** Below are some quick tips for your communications and in the next section you'll find sample tweets, posts, and emails.

- ❖ 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. *That's amazing.*
- ❖ Let your donors know that because of the power of advocacy, every \$1 invested in RESULTS becomes \$100 to fight poverty.
- ❖ Steal RESULTS' materials. Share posts from @RESULTSEdFund, re-Tweet @RESULTS\_Tweets, and forward emails from RESULTS – just remember to add a personal message about your campaign.
- ❖ Always include the link to your fundraising page.

## Sample Facebook Posts, Tweets, and Emails

Below are ready to use tweets, posts, and emails to promote your campaign.

### Sample Tweets

- TB is the world's biggest infectious killer – even though it is treatable, curable, and preventable. I'm working with @RESULTS\_Tweets to scale up international funding to treat and prevent this disease. You can help: donate today at <https://results.salsalabs.org/spring2019>
- Everyone deserves a safe, secure place to call home. @RESULTS\_Tweets advocates for increased access to affordable rental housing, support homeownership, and tackle the racial wealth divide in the U.S. Donate today to support this work: <https://results.salsalabs.org/spring2019>
- I'm a Poverty Fighting Hero. You can be a hero, too: <https://results.salsalabs.org/spring2019>
- Need a pick-me-up? Science has proven donating makes you feel good. Help end poverty and feel good doing it – a win/win! <https://results.salsalabs.org/spring2019>
- Woohoo! I just unlocked my Halfway There badge for getting to 50% of my fundraising goal! Can you help me unlock the next one? <https://results.salsalabs.org/spring2019>



### Thank You Tweets:

- Thanks to **[@FRIEND-WHO-DONATED]** who responded to my RESULTS fundraiser! I care deeply about fighting poverty, and your support means a lot. <https://results.salsalabs.org/spring2019>
- You guys are awesome! I'm **[XX%]** to **[\$XXXX]** with just a few more days to go. Be a Poverty Fighting Hero today! <https://results.salsalabs.org/spring2019>
- Thank you so much to all my supporters! I raised **[XX%]** of my **[\$XXXX]** goal for @RESULTS\_Tweets You're all heroes. <https://results.salsalabs.org/spring2019>

### Sample Facebook Posts



- As an advocate, I raise my voice to end poverty with @RESULTSEdFund. My fundraiser will support RESULTS and the work of volunteers like me across the country. Give today! <https://results.salsalabs.org/spring2019>

My goal is to raise **[\$XXXX]** by November 30. Help me reach my goal: <https://results.salsalabs.org/spring2019>. Thank you!

- Did you know that because of the power of advocacy, every \$1 invested in RESULTS drives at least \$100 to fight poverty? That means that the **[\$XXXX]** I want to raise can be leveraged into **[\$XXXX \* 100]**. Give today at <https://results.salsalabs.org/spring2019>!
- Recently, I **[share a recent advocacy activity]**. Working together, we can end poverty! Because of you, I've raised **[XX%]** of my goal of **[\$XXXX]**. Thanks so much, and let's keep it going at <https://results.salsalabs.org/spring2019>!
- Do you want to raise your voice, but aren't sure what to say? I challenge you to [take an action](#), [join the RESULTS email list](#), or [donate to my Spring Fundraising Campaign](#) today to end poverty.
- Check it out! I just unlocked my Halfway There badge for getting to 50% of my fundraising goal in the RESULTS Spring Fundraiser. Can you help me unlock the next one? <https://results.salsalabs.org/spring2019>

### Thank You Posts:

- Thanks to **[@FRIEND-WHO-DONATED]** for giving to my RESULTS Spring Fundraising Campaign! I've raised **[XX%]** of my **[\$XXXX]** goal to end poverty with **[X]** days to go!

I'm proud to be a part of this movement of everyday people who write Letters to the Editor and inform their members of Congress. Donate on my page at <https://results.salsalabs.org/spring2019>. THANK YOU!

- Thank you, thank you, thank you to all my supporters for the @RESULTSEdFund Spring Fundraising Campaign! I reached **[XX%]** of my **[\$XXXX]** goal. You're getting us one step closer to ending poverty!

### Sample Emails

Below are six sample emails of each of the type of email you'll send during your campaign based on the Communication Schedule above. Use these as a guide for communicating with your supporters throughout your campaign.



#### 1. Announcing your fundraiser

**Email Subject: Launching my Spring Fundraising Campaign**

Dear **[Friends and Family]**,

As you may know, I am a grassroots advocate with RESULTS – a movement of passionate, committed everyday people. Together, we use our voices to influence political decisions that will bring an end to poverty.

*[Share your RESULTS Story:*

- *Why is this work important to you?*
- *What does being an advocate mean to you?*
- *How have you made an impact as a RESULTS advocate?*

Right now, I am participating in the Spring Fundraising Campaign to support RESULTS and the work that I do as an advocate. My goal is to raise *[\$XXXX]* by the end of May.

Did you know that because of the power of advocacy, every \$1 invested in RESULTS turns into at least \$100 to fight poverty? That means that the *[\$XXXX]* I want to raise can be leveraged into *[\$XXXX \* 100]*. I challenge you to find a better return on investment!

This campaign is important to me because...

- *I believe all Americans should have a safe and secure place to call home. Yet, too many Americans struggle to access affordable rental housing and to build wealth through home ownership. This is why RESULTS launched an exciting new initiative to tackle housing in the U.S., fighting for \$5 billion in additional funding to ensure millions more people can access this basic human right. And that is just the beginning of a campaign to change policy and makes sure the right investments are there for the long term.*
- *I believe no one should die from preventable illnesses. Yet, tuberculosis (TB) is the world's biggest infectious killer – even though it's treatable, curable, and preventable. And it's both a cause and consequence of poverty. Thanks to our work for the last two decades to raise political awareness, change policy, and dramatically scale up international funding to treat and prevent the disease, we are at a tipping point with TB. Last year, world leaders gathered at a historic UN high-level meeting and made bold pledges to reach 40 million people with treatment for tuberculosis by 2022 and double investments in prevention and treatment. But these declarations are just words on a page unless RESULTS advocates hold them accountable.*

*Note:* These are examples of how you can talk about the issues we work on in your fundraising asks. Given the nature of our work, some of these figures and campaign priorities may soon be outdated. Refer to the latest RESULTS Action Sheets for updated language to share.

At RESULTS we work to mobilize resources and to improve policies that help end poverty. Giving to my Spring Fundraising Campaign supports my work, and the work of volunteer advocates across the country, to influence political decisions through meeting with members of Congress, writing op-eds, and mobilizing our communities.

You can donate on my fundraising page at <https://results.salsalabs.org/spring2019> today.

Thank you!

From,  
*[Your Name]*

## 2. Reminder and personal advocacy story

Email Subject: Did I tell you about the time I met with *Representative Brown?*

Dear *[Friends and Family]*,

Just a reminder in case you missed my earlier email – this month I'm fundraising to end poverty with RESULTS. You can support my campaign at <https://results.salsalabs.org/spring2019>.

I am an advocate for ending poverty because... *[Share what this work means to you:]*

- *Have you ever meet with your member of Congress or someone from their staff? What happened?*
- *What was your favorite moment at the RESULTS International Conference? Share something you learned at the Conference.*
- *What is it like getting a Letter to the Editor published?*
- *How has being an advocate impacted you? What motivates you to do this work?]*

You can support my work as a RESULTS volunteer advocate by donating to my Spring Fundraising Campaign. Your donation will help provide resources that support the work of advocates like me across the country.

You can donate right now on my fundraising page at <https://results.salsalabs.org/spring2019>.

Thank you!

From,

*[Your Name]*

P.S. Learn more about RESULTS' work to end poverty at [www.RESULTS.org](http://www.RESULTS.org).

### 3. Update on progress and thank you

**Email Subject: Quick update and thank you!**

Dear *[Friends and Family]*,

Wow, you guys are so wonderful. Because of you, I'm already at *[XX%]* of my goal to raise *[\$XXXX]* to support RESULTS!

Thank you, thank you, thank you!

Check out my fundraising page for an updated picture and to see how far my thermometer has climbed: <https://results.salsalabs.org/spring2019>.

*[Your Name]*

### 4. Last week to give!

**Email Subject: One more week in the Spring Fundraising Campaign**

Dear *[Friends and Family]*,

Joining the Spring Fundraising Campaign and sharing my [RESULTS](#) work with my friends and family has reminded me why I advocate: we all have the power to raise our voices to end poverty.

There's one more week in my campaign and I have *[\$XX]* to go to reach my goal. Can you help me?

Remember: because of the power of advocacy, every \$1 invested in RESULTS turns into at least \$100 to fight poverty. That means that the *[\$XXXX]* I want to raise can be leveraged into *[\$XXXX \* 100]*. Amazing.

Best,

*[Your Name]*

## 5. Final day to give

**Email Subject: Last day to give!**

Dear *[Friends and Family]*,

Today is the last day of my Spring Fundraising Campaign. Because of my incredible community, I'm *[XX%]* to my goal of raising *[\$XXXX]*. I really want to reach my goal! Can you make a gift today to help to get there?

I'm participating in this campaign to support RESULTS because... *[restate your personal connection to RESULTS or a personal story about why advocacy matters to you]*.

Thank you for considering a gift to my fundraiser to support RESULTS and our mission to end poverty.

You can donate at <https://results.salsalabs.org/spring2019>.

Thank you!

*[Your Name]*

## 6. Thank you and Wrap Up

**Email Subject: Thank you!**

Dear *[Friends and Family]*,

My fundraising campaign wrapped up on Friday and I wanted you to know that you helped me raise *[\$XXXX]* to end poverty!

This will help provide resources to support the work of advocates like me to end poverty. I'm thrilled and so thankful to all of you.

With gratitude,

*[Your Name]*