

Spring 2019 Peer-to-Peer Fundraising Campaign



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

The **Spring 2019 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. Your participation in grassroots fundraising is an important part of making RESULTS' work possible. 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.

As we hope you'll see from the materials in this guide, by joining the Spring Fundraising Campaign you are not on your own. During the campaign 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. And you will see the new features rolled out this fall, including a redesigned webpage and personal fundraising page, digital badges and a special prize for the top fundraiser.

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

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Ready to get started? Register with the campaign.

Go to <https://results.salsalabs.org/spring2019>, the Spring Fundraising Campaign website, and click on the red "Register" button on the left.

New in 2019



- Prize for Top Fundraiser
- Unlock digital badges at fundraising milestones – such as 1st Donation and Halfway There!
- Redesigned fundraising pages and new special announcements.

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 Spring Fundraising Campaign 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?

- **All Americans deserve a safe and secure place to call home.**

RESULTS recently 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. My fellow advocates and I use the training, resources, and support your donation makes possible to press for investments like this in housing assistance.

- **We are at a tipping point with TB.**

Tuberculosis (TB) is the world's biggest infectious killer – even though it's treatable, curable, and preventable. My fellow advocates and I are working to hold world leaders accountable to the bold pledges they made to reach 40 million people with treatment for TB by 2022 and double investments in prevention and treatment. *These declarations are just words on a page unless RESULTS advocates hold them accountable.*

Psst: These fundraising asks are ready to be copied and pasted into your Spring Fundraising Campaign emails and social media posts!

- **\$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 provide economic opportunities so that everyone can thrive.

Quick Guide to Spring Fundraising Campaign Communications

Use the [RESULTS Epic model](#) 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



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.

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. *That's amazing.*
- ❖ Remind your donors that \$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 – just remember to add a personal message about your campaign.
- ❖ Always include the link to your fundraising page

Looking for more? A detailed communication schedule and sample video script, emails, posts, and tweets are in the [Spring Fundraising Campaign Communications Kit](#).

Top Five Fundraising Tips

1. Make your campaign HQ feel like home.

After registering on the [Spring Fundraising Campaign website](#), customize your site with photos and a personal statement. Keep the page fresh with updates throughout the campaign. *Make it personal! Remember, your friends and family are giving to support YOU.*

2. Be the first.

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

3. Make a video.



You know from using social media that videos are an incredibly effective way to communicate your message. Turn on your computer camera or switch your phone to selfie-mode and 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.

4. Ask past donors to give again.

Did you know 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.

5. 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? We're here for you!

The Development Team is ready to help with technology, brainstorming strategies, and any questions you may have. Contact Mea at mgeizhals@results.org or 202-783-4800 x131.