

Celebrating 40 Years of Advocacy 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.

In celebration of RESULTS' 40th anniversary, this year we encourage you to highlight your RESULTS story in your fundraising messages. Why do you advocate? What makes RESULTS important to you? Maybe you've been part of the RESULTS community for all (or most of) our 40-year history. Maybe you joined recently. Each advocates' story is unique, and we hope you'll use your fundraiser as a chance to tell your story.

This year, gifts go even further – thanks to a group of generous RESULTS donors, all gifts from first-time donors and increased gifts from returning donors will be matched 1:1 up to \$165,000 in celebration of RESULTS' 40th anniversary.

Questions? Contact Mea Geizhals at mgeizhals@results.org or 202-783-4800 x131.

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.

You'll notice there is lots of repetition on updates and reminders. This is intentional: fundraisers who send more emails, raise more money. 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.

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. This includes recognizing that many people are facing crisis right now. We want to be sensitive to that while also inviting people – many who are longing to make a difference in this moment – to donate.

- Share your RESULTS story: How did you first learn about RESULTS? Why is advocacy important to you? What drives you to work for the end of poverty?
- 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. *And all NEW donors and INCREASED giving will be matched 1:1 up to \$165,000.*
- 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 on Facebook or Salsalabs.

Sample Facebook Posts, Tweets, and Emails

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

IMPORTANT: Remember to fill in the *italicized* parts and XX's with information specific to YOUR RESULTS story and the Celebrating 40 Years of Advocacy fundraising campaign.

Sample Tweets

- It is outrageous that where a child is born determines whether she will survive to her 5th birthday. I advocate with @RESULTS_Tweets for policies that help children survive and thrive. You can help: donate today at <https://results.salsalabs.org/40years>
- There is an affordable housing crisis in America. I advocate with @RESULTS_Tweets to build bipartisan support for policies to increase access to affordable housing. You can help: donate today at <https://results.salsalabs.org/40years>
- I advocate with @RESULTS_Tweets because *[tell your RESULTS story]*. This month, I am fundraising to help the cause. Join me: <https://results.salsalabs.org/40years>
- 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/40years>
- RESULTS is 40! Celebrate our history of creating the political will to end poverty with an anniversary gift: <https://results.salsalabs.org/40years>

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/40years>
- 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/40years>
- 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/40years>

Sample Facebook Posts

- It is outrageous that where a child is born determines whether she will survive to her 5th birthday. I advocate with @RESULTSEdFund for policies that help children survive and thrive. You can help: I am fundraising to support the work of volunteers – like me – across the country. Will you donate today? <https://results.salsalabs.org/40years>

- Families in the U.S. looking for affordable housing are in crisis. Since 1960, the median earnings of renters' has gone up 5%, while rents have risen by 61%. This issue is only exacerbated in the COVID-19 outbreak. I advocate with @RESULTSEdFund to build bipartisan support for policies to increase access to affordable rental housing, support homeownership, and tackle the racial wealth divide in the U.S. You can help: I am fundraising to support to work of volunteers – like me – across the country. Will you donate today? <https://results.salsalabs.org/40years>
- I am a @RESULTSEdFund advocate because *[tell why you advocate]*. This month I am fundraising for RESULTS to help bring about the end of poverty, a cause I care about. Please contribute what you can at <https://results.salsalabs.org/40years>
- Do you want to raise your voice, but aren't sure what to say? I challenge you to [take an action](#), [become a volunteer](#), or [donate to my fundraising campaign](#) today to end poverty.

Thank You Posts:

- Thanks to *[@FRIEND-WHO-DONATED]* for giving to my RESULTS fundraiser! 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/40years>. THANK YOU!
- Thank you, thank you, thank you to all my supporters for my @RESULTSEdFund fundraiser! 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 poverty-fighting fundraiser

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.

I advocate because *[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?]*

This month I am participating in the Celebrating 40 Years of Advocacy Fundraising Campaign to celebrate RESULTS' 40th anniversary milestone and support the next chapter of advocacy. 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!

Even better – thanks to a group of generous RESULTS donors, all gifts from first-time donors and increased gifts from returning donors will be matched 1:1 up to \$165,000.

RESULTS is important to me because...

- *[Tell your RESULTS story. Why do you do this work?]*
- **I believe that all families in the U.S. should have access to safe and affordable housing.** *Since 1960, the median earnings of renters' has gone up 5%, while rents have risen by 61%. This issue is only exacerbated in the COVID-19 outbreak and today Americans in unstable housing situations are at great risk. RESULTS advocates, like me, are building bipartisan support for policies to increase access to affordable rental housing, support homeownership, and tackle the racial wealth divide in the U.S. We're starting with advocating for a refundable renters' tax credit so that more families can afford a safe place to live.*
- **I believe 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 RESULTS' founding the number of children dying from preventable diseases down nearly two-thirds, from 41,000/day in 1980 to 14,520/day in 2018. Advocates like me are continuing to push for policies that help children survive – and thrive.*

Note: Given the nature of our work, some of these figures and advocacy priorities may be evolving.

Refer to RESULTS Action Sheets for the latest language.

At RESULTS we work to mobilize resources and to improve policies that help end poverty. Giving to my fundraiser 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.

I know so many friends and family are facing crisis right now – my heart is with you, and if there's anything I can do to support you, please reach out. If you do have the resources and want to help make a difference, you can donate on my fundraising page at <https://results.salsalabs.org/40years> 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/40years>.

For first-time donors and those who can give a bit more than last year, new and increased donations will be matched 1:1!

I am an advocate for the end of poverty because... *[Share what this work means to you:*

- *Have you ever meet with your member of Congress or someone from their staff? What was it like?*

- *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 fundraiser. 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/40years>.

Thank you!

From,

[Your Name]

P.S. Learn more about RESULTS' work to end poverty at 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/40years>.

[Your Name]

4. Last week to give!

Email Subject: One more week in my RESULTS fundraiser

Dear *[Friends and Family]*,

Joining the 40 Years of Advocacy 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 fundraiser and I have *[\$XX]* to go to reach my goal. Can you help?

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]*.

And, for first-time donors and those who can give a bit more than last year, new and increased donations will be matched 1:1! *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 RESULTS fundraiser. 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 advocacy story]*.

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/40years>.

Thank you!

[Your Name]

6. Thank you and Wrap Up

Email Subject: Thank you!

Dear *[Friends and Family]*,

My fundraising campaign wrapped up on Sunday 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]

Make a video:

Video is everywhere today and can be an effective way of sharing your message and ask. Rather than writing 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 an ask for the **Celebrating 40 Years of Advocacy Fundraising Campaign**:

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.

State the Problem:

Since becoming 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?

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. 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.

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 fundraising page today. This year, all gifts from first-time donors and increased gifts from returning donors will be matched 1:1. The link is right below. You can be part of ending poverty. Thank you!