

## Spring 2020 Peer-to-Peer Fundraising Campaign: Celebrating 40 Years of Advocacy

Welcome to the 2020 Spring Peer-to-Peer Fundraising Campaign, an online fundraiser during the month of May to benefit RESULTS Educational Fund in honor of our 40<sup>th</sup> anniversary!

This year we have a special chance to celebrate the work of advocacy over the last 40 years and help fund the next chapter.

Over the last 40 years we have seen:

- Child deaths down by nearly two-thirds
- The number of children in primary school doubled
- TB deaths fallen by almost half
- More than 1 billion people move out of extreme poverty
- Basic assistance programs cut the U.S. poverty rate nearly in half every year

Over 40 years, RESULTS advocates have:

- Held 5,500+ face-to-face meetings with members of Congress
- Published 14,000+ pieces of media
- Had 160,000+ meetings and phone conversations with congressional staff

This peer-to-peer fundraiser is an opportunity to support the next chapter of our work by raising needed funds to train and equip volunteer advocates and support the staff who provide 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!*

We recognize that this is a very challenging time as we face a global pandemic and economic crisis. Many of our friends, neighbors, and family members are facing financial or medical crisis, or both, right now. We want to be sensitive to that in all our communication and asks. But we also know there are many people longing for a way to make a difference in this moment – feeling isolated, cut off, and longing to contribute. And just like advocating, donating is a powerful way to do that from home.

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.

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## **Ready to get started? Register with the campaign.**

The first step is to visit <https://results.salsalabs.org/40years>, the Celebrating 40 Years of Advocacy Fundraiser website, and click on the red “Register” button.

Alternatively, you can set up your on Facebook at <https://www.facebook.com/fundraisers/>.

## **New in 2020: a match!**

*New and increased donations will be matched 1:1 up to \$165,000* – A group of generous RESULTS donors have created a pool to match dollar-for-dollar all gifts from first-time donors and increased giving from returning donors.

## **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 this 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?**

Below are a few examples of how to link our current advocacy campaigns with fundraising asks *and are ready to cut and paste into your emails and social media posts.*

## **Responding to the coronavirus with science and solidarity**

With coronavirus or any pandemic, we know it's the communities facing poverty and already pushed to the margins that face the greatest risks. *Viruses don't discriminate, but people and policies too often do.*

That is why RESULTS advocates like me are continuing to push for policies that will help people meet their basic needs in this crisis and beyond. This includes a congressional response that prioritizes people in poverty, in the U.S. and globally.

RESULTS advocates are calling on decision makers to prioritize (1) funding and protections for the lowest-income Americans, particularly people struggling with housing and homelessness, and (2) an aggressive global response to COVID-19 in lower-income countries, and protect access to health services and education through the crisis.

## **Every child deserves a 5<sup>th</sup> birthday.**

It is outrageous that where a child is born determines whether she will survive to her 5<sup>th</sup> 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.

## Affordable Housing

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 and today Americans in unstable housing situations are at great risk.

RESULTS advocates 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.

### \$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.

## Fundraising Communications: The Mini-Guide

Use the [RESULTS EPIC model](#) to share your fundraising campaign in a video or email

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

**Communications schedule:** Here is a sample 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 thank them personally.

Use social media 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.
- Always link to your fundraising page

Looking for more? A detailed communication schedule and sample video script, emails, posts, and tweets are in the [Celebrating 40 Years of Advocacy Fundraiser Communications Kit](#).

## Top 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. Be the first.

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

### 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.

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

### 5. Use 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.

### 6. Promote the 1:1 Match.

Let donors know their gifts will be matched: 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.

**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](mailto:mgeizhals@results.org) or 202-783-4800 x131.