

## Spring 2021 Peer-to-Peer Fundraising Campaign – Communications Kit

This kit includes a sample communications schedule, emails, Tweets, Facebook posts, and a video script to talk to your friends and family about your fundraiser.

### Talking Points

*Campaign work changes quickly. Please check [results.org/blog](https://results.org/blog) or the Weekly Updates for the latest on policy priorities.*

- **I want to cut child poverty in half – for good!**

The historic COVID relief bill signed by the President in March has tax provisions that will *cut child poverty by half in the United States this year*, and support millions of adults to move above the poverty line, particularly from Black and Latinx families. This is thanks to key expansions of the Earned Tax Credit and the Child Tax Credit, designed to benefit low-income households and households of color. However, these changes to the tax code are temporary and will expire after one year unless they are made permanent by Congress. We know that poverty was a crisis before the pandemic – we can't let child poverty skyrocket when these revisions expire.

- **I believe the United States should be a leader in the response to this global pandemic.**

In the latest COVID relief bill, \$11 billion was allocated in response to the global pandemic; including \$3.5 billion for the Global Fund to Fight AIDS, Tuberculosis and Malaria – the largest commitment ever by the United States. Because of the COVID-19 pandemic, progress on global health could be set back 10-20 years, and millions of children and adults could die from lack of healthcare, malnutrition, and disease without these additional resources. I want to make sure Congress understands how vital programs like the Global Fund are in helping the fight against the global pandemic.

- **100 days, 100 Senate offices**

My fellow advocates and I didn't wait around to see what policymakers decided to do in 2021 – we got in right away to help set a bold agenda against poverty. Together, we secured meetings with *all 100 Senate offices* and held more than 270 Congressional meetings. These meetings helped lead to once-in-a-generation policy achievements in the latest COVID relief bill for affordable housing and tax credits to support low-income households, and over \$11 billion for the U.S. global pandemic response. *[Tell YOUR First 100 Days story here: What happened during your meetings? How did you feel talking about issues that matter to you?]* I'm fundraising for RESULTS because I know this work is not finished and I'm excited to continue the relationship with my members of Congress.

### Communications Schedule

Below is a sample schedule for the Spring Peer-to-Peer campaign running from May 10-21. 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 schedule:**

- Monday, May 10 (day 1): Announce your fundraiser with a compelling personal story
- Wednesday, May 12 (day 3): Reminder with an update on your progress and thank you
- Friday, May 14 (day 5): Share a story about your advocacy and reminder to give
- Monday, May 17 (day 7): Re-tell your compelling personal story and reminder to give
- Wednesday, May 19 (day 11): Only three more days to give!
- Friday, May 21 (day 14): Final day to give!
- Saturday, May 22 (day 15): Thank you and share your success

### **Sample Tweets and Facebook Posts**

Remember to replace the "XXXX"s with a link to your fundraising page!

#### **Ask Tweets:**

- The latest COVID relief bill is poised to cut child poverty in half this year! With @RESULTS\_Tweets, I advocate for policies that create a more equitable tax code for everyone. You can help: donate today at XXXX. The first \$5k will be matched!
- An estimated 80% of the world's school-age children have experienced disruptions in their education due to COVID-19. I advocate with @RESULTS\_Tweets for funds to support children around the global. Donate at XXXX
- Poverty is a human rights issue. I support @RESULTS\_Tweets and their constant fight to end poverty and you can too! Donate at XXXX
- **Great for Fridays:** Looking for a good deed to end the week? Donate to my @RESULTS\_Tweets fundraiser to end poverty at XXXX

#### **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 [\$XXXX] with just a few more days to go. Be a Poverty Fighting Hero today! Donate at XXXX
- Thank you so much to all my supporters! I raised [XX%] of my [\$XXXX] goal for @RESULTS\_Tweets. You're all heroes.

#### **Ask Facebook Posts:**

- I am 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 XXXX. Your gift will go even farther thanks to a generous donor who is matching the first \$5,000 raised!
- How can you help in the fight against poverty? I challenge you to volunteer, set up a meeting with your congress member, or donate today! XXXX
- I advocate to end poverty because XXXX. I am fundraising for the next two weeks for @RESULTSEdFund, an organization that fights for this vital cause, and I need your help. Please donate what you can at XXXX. The first \$5,000 will be matched 1:1!
- The latest COVID relief bill will cut child poverty in half in the U.S. this year, but many of the emergency actions in the bill are only temporary. We need to continue to push for lasting change. You can help today by donating to @RESULTSEdFund at XXXX.

### **Thank You Facebook Posts:**

- Thanks to [@FRIEND-WHO-DONATED] for giving to my @RESULTSEdFund 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 XXXX. 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:**

#### **Announcing Your Fundraiser**

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 who use our voices to influence political decisions that will bring an end to poverty.

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 May 21. Your gifts will go even farther thanks to a match! In recognition of RESULTS and RESULTS volunteers' work around tuberculosis, a generous donor has offered to match the first \$5,000 raised during the campaign.

This campaign is important to me because *[Use language from the Talking Points above and share your personal advocacy story]*.

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 letters to the editor, and mobilizing our communities.

I know so many friends and family are still facing crisis because of the pandemic and my heart is with each of them. If are able and have the resources to help make a difference, you can donate on my fundraising page at XXXX.

Thank you!

### **Update on Progress and Thank You**

Subject: Quick update and thank you!

Dear [Friends and Family],

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

I cannot begin to thank you enough!

Check out my fundraising page for an updated picture and to see how far my thermometer has climbed: XXXX.

### **Final Day(s) to Give**

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 ending poverty or borrow from the Talking Points above*].

Thank you for considering a gift to my fundraiser to support RESULTS and our mission to end poverty. You can donate at XXXX.

Thank you!

### **Thank You and Wrap Up**

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. I'm thrilled and so thankful to all of you.

With gratitude,

### Sample video script using EPIC

#### **Engage Your Audience:**

Hi friends! You might not know this about me, but in my free time I advocate with an organization called RESULTS. I talk to my representative and senators about issues that are important to me and I ask them to take action on critical legislation. RESULTS provides me with the tools and resources I need to do this work. Right now, I'm raising money to end poverty and to help cut child poverty in the U.S. in half, for good!

#### **State the Problem:**

The latest COVID relief bill has tax provisions that will help low-income households in the U.S. by expanding the Earned Income Tax Credit and Child Tax Credit. This is huge, but these provisions are temporary and will expire in a year without action. As a parent, I know the expenses that come with raising kids, and I recognize how privileged I am to be able to meet these expenses. We need to right size the tax code to support all families.

#### **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. In the first 100 days of the new Congress we secured meetings with *every* Senate office and met with more than 270 Congressional offices to make sure that ending poverty was at the top of their to-do lists. This helped lead to once-in-a-generation policy achievements for affordable housing and tax credits to support low-income households, and over \$11 billion for the U.S. global pandemic response. But this work is not done, and we can't stop now.

#### **Call to Action:**

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. The link is right below. You can be part of ending poverty. Thank you!

