



Spring 2021 Peer-to-Peer Fundraising Campaign

Welcome to the 2021 Spring Peer-to-Peer Fundraising Campaign, an online fundraiser May 10 - 21 to benefit RESULTS Education Fund and help end poverty.

“Plenty to celebrate, but plenty left to do.” – Ken Patterson, Director of Grassroots Impact

Building off on the success of the First 100 Days Campaign, RESULTS advocates are raising resources to fund the next chapter of our work. During the First 100 Days Campaign – advocates – many who are new to RESULTS – secured meetings with *every* Senate office and held more than 270 meetings with Congressional offices. This work 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 that will cut child poverty in half, and over \$11 billion for the U.S. global pandemic response.

While these are tremendous gains that will help millions of people around the world, many of the provisions are temporary. We know that poverty was a crisis long before the pandemic, and we can’t let these critical provisions expire.

That’s why RESULTS is working to make permanent the expansions to the tax credits and is pushing for historic funding to fight tuberculosis, and for nutrition and education for next year.

The Spring 2021 Peer-to-Peer Fundraising Campaign is an opportunity to raise needed funds to continue this work, including training volunteer advocates and supporting 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. We have materials and staff ready to make fundraising easy for you – including talking points, email and social media templates, and customizable fundraising sites.

We recognize that we are still in a very challenging time. Many of our friends, neighbors, and family members are facing financial or medical crisis, or both. We want to continue to be sensitive to that in all communication and asks. At the same time, many people are looking for a way to make a difference. Just like advocating, donating is a powerful way to contribute from home.

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

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

Ready to get started?

Register to set up your fundraising page at <https://results.salsalabs.org/spring21> or set up your fundraiser on Facebook at <https://www.facebook.com/fundraisers/>.

Why Fundraise with RESULTS?

Funds raised through this campaign go towards our “unrestricted budget” – this is the most flexible funding we have and allows us to respond quickly to changing priorities and needs. Peer-to-peer, or 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

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.