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 advocate’s story is unique, and we hope you’ll use your fundraiser as a chance to tell your story.

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 three-week campaign.

You’ll notice there is lots of repetition on updates and reminders. This is intentional: fundraisers who send more emails, raise more money. Feel free to 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
* Day 5: Share a personal story about why RESULTS is important to you
* Day 9: Update on your progress and thank you
* Day 14: Last week to give! Share another personal story about why you advocate
* Day 17: Update on your progress and thank you
* Day 21: Final day to give!
* Day 22: Thank you and re-cap

*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 at least $100 to fight poverty.
* Reuse RESULTS’ materials: Share posts from @RESULTSEdFund, retweet @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 Salsa Labs.

# 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 Virtual Thanksgiving Feast fundraising campaign.

## Sample Tweets

* Elections are just the beginning. As a @RESULTS\_Tweets advocate, I help write the rest of the story. You can help: donate today at [results.salsalabs.org/vtf2020](https://results.salsalabs.org/vtf2020)
* Communities already pushed to the margins face the greatest risk during COVID-19. That’s why I advocate with @RESULTS\_Tweets for relief that prioritizes people in poverty. You can help: [results.salsalabs.org/vtf2020](https://results.salsalabs.org/vtf2020)
* I advocate with @RESULTS\_Tweets because *[tell your RESULTS story]*. This month, I am fundraising to help the cause. Join me: [results.salsalabs.org/vtf2020](https://results.salsalabs.org/vtf2020)
* Need a pick-me-up? Science has proven donating makes you feel good. Help end poverty and feel good doing it – a win/win! [results.salsalabs.org/vtf2020](https://results.salsalabs.org/vtf2020)

### 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. [results.salsalabs.org/vtf2020](https://results.salsalabs.org/vtf2020)
* You guys are awesome! I’m *[XX%]* to *[$XXXX]* with just a few more days to go. Be a Poverty Fighting Hero today! [results.salsalabs.org/vtf2020](https://results.salsalabs.org/vtf2020)

### Sample Facebook Posts

* Elections are just the beginning. As an advocate with @RESULTSEdFund, I help write the rest of the story, like calling for policies that will bring an end to poverty. I am fundraising to support the work of volunteers – like me. Will you donate today? [results.salsalabs.org/vtf2020](https://results.salsalabs.org/vtf2020)
* Congress must include a global response to this global pandemic. Projections are that 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 additional resources. Increasing U.S. support to existing health programs and investing in food aid and nutrition will make a difference. As an advocate with @RESULTSEdFund, I am calling for Congress to take action and I’m fundraising today to support our work. Will you donate today? [results.salsalabs.org/vtf2020](https://results.salsalabs.org/vtf2020)
* The COVID-19 pandemic has made America’s housing crisis far worse. This is hitting families in our communities hard, especially low-income Black renters and other people of color. Without funds to help renters get current on their rent, America will face a wave of evictions when the eviction moratorium ends in January. Renters and landlords cannot wait any longer for relief. That’s why I advocate with @RESULTSEdFund to call for Congress to pass a robust COVID-19 relief bill. Today I’m fundraising to support this work. Will you donate today? [results.salsalabs.org/vtf2020](https://results.salsalabs.org/vtf2020)
* 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 [results.salsalabs.org/vtf2020](https://results.salsalabs.org/vtf2020)
* Do you want to raise your voice, but aren’t sure what to say? I challenge you to [take an action](http://www.results.org/take_action), [become a volunteer](https://results.org/welcome-to-results/), or [donate to my fundraising campaign](https://results.salsalabs.org/vtf2020) today to end poverty.

### **Thank You Posts:**

* Thanks to *[@FRIEND-WHO-DONATED]* for giving to my RESULTS fundraiser! I’ve raised *[XX%]* of my *[$XXXX]* goal to end poverty with *[X]* days to go! I’m proud to be a part of this movement of everyday people who write Letters to the Editor and inform their members of Congress. Donate on my page at [results.salsalabs.org/vtf2020](https://results.salsalabs.org/vtf2020). THANK YOU!
* Thank you, thank you, thank you to all my supporters for my @RESULTSEdFund fundraiser! I reached *[XX%]* of my *[$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 advocating mean to you? How have you made an impact as a RESULTS advocate?]*

This month I am participating in the Virtual Thanksgiving Feast to celebrate RESULTS’ 40th anniversary milestone and support the next chapter of advocacy. My goal is to raise *[$XXXX]* by Thanksgiving.

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!

RESULTS is important to me because…

* *[Tell your RESULTS story. Why do you do this work?]*

*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.

* ***I believe that all families in the U.S. should have access to safe and affordable housing.*** *The COVID-19 pandemic has made America’s housing crisis far worse. This is hitting families in our communities hard, especially low-income Black renters, Indigenous families and other people of color. Since 1960, the median earnings of renters’ has gone up 5%, while rents have risen by 61%, and this has only been exacerbated during COVD-19. While the national eviction moratorium helps, without funds to help renters get current on their rent, America will face a wave of evictions when the eviction moratorium ends in January. Renters and landlords cannot wait any longer for relief. That’s why RESULTS advocates are calling for Congress to pass a robust COVID-19 relief bill that includes $100 billion in emergency rental assistance as soon as possible.*
* ***I believe we need a global response to this global pandemic.*** *Congress must include a global response to this global pandemic in any relief packages. Projections are that 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 additional resources. Increasing U.S. support to existing health programs such as Gavi, the Global Fund and PEPFAR, as well as investing in food aid and nutrition will make a difference. That’s why I’m raising my voice to call for Congressional action with a global response as soon as possible.*

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 [results.salsalabs.org/vtf2020](https://results.salsalabs.org/vtf2020) 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 [results.salsalabs.org/vtf2020](https://results.salsalabs.org/vtf2020).

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

* *What is a favorite moment from meeting with a member of Congress?*
* *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 [results.salsalabs.org/vtf2020](https://results.salsalabs.org/vtf2020).

Thank you!

From,

*[Your Name]*

P.S. Learn more about RESULTS’ work to end poverty at [www.RESULTS.org](http://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: [results.salsalabs.org/vtf2020](https://results.salsalabs.org/vtf2020).

 *[Your Name]*

## 4. Last week to give!

**Email Subject: One more week in my RESULTS fundraiser**

Dear *[Friends and Family],*

Joining the Virtual Thanksgiving Feast and sharing my [RESULTS](http://www.results.org) 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].*

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 [results.salsalabs.org/vtf2020](https://results.salsalabs.org/vtf2020).

Thank you!

*[Your Name]*

## 6. Thank you and Wrap Up

**Email Subject: Thank you!**

Dear *[Friends and Family]*,

My fundraising campaign wrapped up on Monday 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](https://results.org/resources/empower-yourself-activist-milestone-2/). Here’s an example of how to use the EPIC model to make an ask for the Virtual Thanksgiving Feast 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. For her whole life and even during the COVID-19 pandemic, my daughter has access to vaccinations as part of her routine care – not to mention has access to nutritious food, education, 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 there is still work to do, and projections are that COVID-19 could set back global health progress by 10-20 years.*

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