



2017 Virtual Thanksgiving Feast Friends and Family Fundraising Campaign Guide

Welcome to the Fall 2017 Friends and Family Campaign!

The 2017 Virtual Thanksgiving Feast Friends and Family Campaign is a peer-to-peer, online fundraiser to benefit RESULTS Educational Fund. The campaign officially runs from **November 13-28, 2017**.

The Virtual Thanksgiving Feast (VTF) is an opportunity to raise needed funds to support trainings, resources for volunteers, and staff who support advocates and provide research and expertise on our issues. Your participation in grassroots fundraising is an important part of making RESULTS' work possible. The VTF is also a chance spread the word about the work you do ending poverty and to grow your network of advocates and supporters.

Attention RESULTS Fundraising Pros: *Keep an eye out for several new features in the 2017 Virtual Thanksgiving Feast including a match made possible by our Leaders for Action and integration with Giving Tuesday, a global day of giving!*

As we hope you'll see from the materials in this Guide, by joining the VTF you are not fundraising on your own. During the VTF you will have access to a personalized fundraising website, one-on-one support from development staff, and all the materials in this Guide: a communication schedule, email templates, a social media kit, and tips for success. Virtual Thanksgiving Feast Fundraisers are also invited to join two special campaign calls:

- Virtual Thanksgiving Feast Kick Off Call – **Thursday, November 9 - 8:30 p.m. ET**
 - Meeting ID: 35823900
 - Join Online Meeting: <http://fuze.me/35823900>
 - Join by phone: 201-479-4595
Dial phone number and enter the Meeting ID when prompted.
- Virtual Thanksgiving Feast Mid-Campaign Call – **Monday, November 20 - 8:30 p.m. ET**
 - Meeting ID: 35823915
 - Join Online Meeting: <http://fuze.me/35823915>
 - Join by phone: 201-479-4595
Dial phone number and enter the Meeting ID when prompted.

Thank you for joining the VTF campaign and we're excited to work with you over the next few weeks!

Ben McGarry
Development Associate
bmcgarry@results.org | 202-783-4800 x141

Caitlin Van Orden
Individual Giving Director
cvanorden@results.org | 202-783-4800 x143

In this guide you will find: *Click on the links below to easily jump to different sections.*

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NEW Opportunities for the 2017 VTF – Leaders for Action Match and Giving Tuesday

Leaders for Action

We have a match! All gifts to the Virtual Thanksgiving Feast will be matched dollar-for-dollar thanks to the generous support of our Leaders for Action!

Our Leaders for Action are ten donors who stepped up this year with gifts of \$10,000 to RESULTS. We are pooling these resources into a \$100,000 matching pool to leverage additional support for RESULTS in 2017. Read more about the Leaders for Action Campaign at http://www.results.org/support_results/leaders_for_action.

This means that every dollar raised through the Virtual Thanksgiving Feast will go even further this year. People love to hear that their investments can make an even bigger impact – be sure to tell your supporters about this match to encourage them to give.

#GIVINGTUESDAY™

After Black Friday and Cyber Monday, is Giving Tuesday – a global day of giving celebrated on the Tuesday following Thanksgiving, this year on November 28.

RESULTS is participating in Giving Tuesday by encouraging donations to our organization on that day. By extending the Virtual Thanksgiving Feast by a few days this year, we hope grassroots fundraisers will take advantage of Giving Tuesday by asking their friends and family one more time to support their VTF campaigns.

Virtual Thanksgiving Feast Overview and Talking Points

This year presented an extraordinary organizing moment as people across the country were eager to engage with the political process and make a difference in the causes they care about. RESULTS advocates like you rose to the occasion and helped to build our movement of passionate, committed everyday people. You proved that RESULTS model of raising your voice through direct advocacy works, no matter the political climate.

Thanks to the continued commitment of our advocates and supporters, we have many accomplishments to be proud of this year. Here's a summary of what you've helped make possible so far in 2017:

Protecting gains at home and accelerating change around the world:

- In September, the [Reinforcing Education Accountability in Development \(READ\) Act was signed into law!](#) This landmark global education legislation will improve the lives of children around the world who don't have access to a quality education. Ensuring quality education is transformational helping to break the cycle of intergenerational poverty – especially for women and girls. **This victory came after years of advocacy from RESULTS volunteers, who were unwavering in their [persistence to building bipartisan support in both the House and the Senate.](#)**
- Our advocates voiced their support for **protecting critical funds for foreign aid in the federal budget.** The Fiscal Year 2018 Senate Foreign Aid Spending bill (passed in September 2017) [increased spending for maternal and child health and TB.](#) The bill included full funding for Gavi, the overall Maternal and Child Health budget, and an unprecedented increase in funding for tuberculosis. The Senate bill maintained current funding for Nutrition and the Global Fund to Fight AIDS, Tuberculosis and Malaria.
- After building **unprecedented congressional momentum for ending preventable maternal and child deaths**, gaining the support of an outright majority of the House and one-third of the Senate for the [Reach Every Mother and Child Act](#) in 2016, the Act was [reintroduced in the Senate in August.](#) Evidence shows that it's possible to end preventable child deaths by 2035. The Reach Act would enshrine important reforms into law and better position the USAID to support countries to save even more lives.
- With [media in nearly all 50 states](#) standing up for anti-poverty programs and hundreds of face-to-face meetings with members of Congress, our advocates **raised their voices and [pushed back against a health care bill](#)** that would have decimated Medicaid and left 24 million Americans without health insurance. This fall as Congress works to finalize the budget, we are continuing to fight to [protect key basic assistance programs that help Americans make ends meet](#) such as SNAP (formerly food stamps), Medicaid, the Earned Income Tax Credit and the Child Tax Credit.

A record breaking year:

- Our movement continues to grow and we have achieved our goal of **active volunteers in all 50 states.**
- In January 2017, we launched our own [First 100 Days Campaign](#) with all RESULTS advocates working to meet with their members of Congress to set the agenda for the years

ahead. The First 100 Days set us on the path for a record breaking year of media and meetings. This year RESULTS advocates have held over **500** face-to-face meetings with members of Congress and congressional aides.

- Advocates also broke records this year in media publications with over **500** pieces published in 2017. This [coast-to-coast coverage of our issues](#) ensures that members of Congress read about ways they can help end poverty where it matter most – in their hometown papers.

Together we're making sure our government does what it takes to end extreme poverty – both in the U.S. and around the world – and volunteer advocates are helping to effectively guide policymakers through meeting with members of Congress, writing op-eds, and mobilizing their communities.

RESULTS grassroots advocates are helping to raise needed funds to ensure we can take full advantage of this unique organizing moment by participating in a peer-to-peer online fundraising campaign called Virtual Thanksgiving Feast.

In addition to raising funds to support our work, campaigns like Virtual Thanksgiving Feast help to spread the word about the great work we do at RESULTS and grow our network of advocates and supporters.

We know that empowering more people to raise their voices in the fight against poverty is more important now than ever. **Thank you for your support.**

Where does the money go?

A common question from Grassroots Fundraisers is “what does RESULTS do with the money I raise?” It’s a great question!

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 the Virtual Thanksgiving Feast 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?

- “Support 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.”
- “Your support helps provide the training, resources, and staff expertise needed so that when I sit down with my Member of Congress, I have all the tools I need to gain their support.”

Top Fundraising Tips – *new and improved!*

- 1. First Things First – Make your campaign HQ feel like home.**

Your online fundraising page will be your campaign headquarters. Visit the [Virtual Thanksgiving Feast website](#) and register to Join the Campaign, then customize your site with photos, a personal message, and connection to your social media platforms to make your page shine. Your friends and family will donate directly to this page.
- 2. Be the first.**

Lead by example by making the first gift to your fundraising campaign. This will encourage others to join you.
- 3. Make it Personal.**

Your friends will support your campaign because they want to support *you*. Customize your emails and fundraising page to include why you care about RESULTS and why this work is important to you. Keep your page updated with successes, progress, or challenges so visitors can stay informed and engaged throughout your fundraising effort.
- 4. Who to ask? Start close.**

Start with asks to your inner circle. Once you have your email template ready – *don't forget to say why you are fundraising for RESULTS* – send some personal emails to your close family and friends to build momentum for your fundraising campaign. If this isn't your first time fundraising, go back to those who donated to your last RESULTS fundraising campaign – these people are most likely to give again. Not sure who gave last year? Contact Ben McGarry at bmcgarry@results.org for a list of your past donors.
- 5. Then move on to Social Media.**

After sending your initial batch of emails, use your social media platforms to share your campaign and ask for support. Tag and thank those who have already given to your fundraiser while asking for support to help broaden your circle and encourage others to give. *Tip: Repost content from @RESULTSEdFund and @results_tweets with a link to your page.*
- 6. “Don't you, forget about me!”**

Have you ever opened an email quickly and forgotten to take an action you really wanted to take? Most of the time folks will need a friendly reminder to make their donation. Help them out by sending a few follow up emails updating them on the progress of your campaign – “I'm half way to my goal!” – and asking them to help you hit the next milestone.
- 7. Keep your online network updated, too.**

Similarly, keep your online network engaged with updates on your campaign and reminders to give. Consider posting photos from advocacy meetings, a link to your published LTE, or a quick fact about our work to keep the campaign on message of ending poverty.
- 8. Need help? We're here for you!**

The RESULTS Development Team is ready to help with technology, brain storming strategies, and any questions you may have. Contact Ben McGarry at bmcgarry@results.org or 202-783-4800 x141.

Registering for the Virtual Thanksgiving Feast FFC – New Online Platform in March 2017

In March 2017, the Development department transitioned to a new fundraising database and online giving platform called Salsa Engage. The transition represents big growth opportunities for our online giving program – including Friends and Family Campaigns and events. We have received very positive feedback from grassroots fundraisers so far, and we hope you enjoy the upgrades as much as we do.

The Virtual Thanksgiving Feast FFC is live at <https://results.salsalabs.org/virtualthanksgiving> and ready for you to register to join the campaign. Highlights of Salsa Engage features include:

- **Customize:** Make your fundraising page your own by personalizing your page name, profile photo, and campaign statement.
- **Post to Social Media directly from your webpage:** Email, Facebook, and Twitter are integrated directly to your fundraising page to make posting updates and sending reminders a breeze.
- **Mobile App:** Salsa Engage offers a mobile app that makes checking on your campaign and thanking your donors easy to do when you're not at your computer.

Change from previous years:

- **All Donations are tax deductible:** In previous FFCs, donors could choose between giving to either of the RESULTS sister organizations – RESULTS (not tax deductible) and RESULTS Educational Fund (tax deductible). For the Virtual Thanksgiving Feast FFC, all donations will be to RESULTS Educational Fund and are tax deductible as allowed by law.

Ready to set up your fundraising page?

Visit the Fall FFC website <https://results.salsalabs.org/virtualthanksgiving> and click on the big red "Set Up Your Fundraising Page!" button.

Looking for additional help setting up your Virtual Thanksgiving Feast fundraising page?

[Email Ben McGarry at bmcgarry@results.org](mailto:bmcgarry@results.org) for a step-by-step guide (with photos!).

Sample Facebook Posts and Tweets

Below are sample Facebook posts and tweets ready to be posted with some simple updates.

Social Media Quick Tips:

- Sharing stats and facts about poverty, hunger, and global health can be an effective way of getting people's attention. For example: "5.9 million kids under 5 die from preventable and treatable illnesses every year. Let's change that! Donate to my #VirtualFeast at <http://bit.ly/2jZDLNM>."
- Share Facebook posts and re-Tweet posts from RESULTS with a personal message and a link to your fundraising page to effectively share issue updates.
- Remember to fill in the *italicized* parts of posts and XX's with information specific to your RESULTS story and Virtual Thanksgiving Feast campaign. Make it personal!



Sample Tweets

Advocacy Tweets:

- 5.9M kids under 5 die each year from preventable illnesses. Let's help @RESULTS_Tweets change that <http://bit.ly/2jZDLNM>
- #Voices4RESULTS helped millions of kids access school this year w/ the passage of the [READ Act](#). What else can we do? <http://bit.ly/2jZDLNM>

Virtual Thanksgiving Feast Ask Tweets:

- I fight poverty with @RESULTS_Tweets. Join me by giving to my #VirtualFeast <http://bit.ly/2jZDLNM>
- I'm raising my voice this month with @RESULTS_Tweets to #EndPoverty. Will you support me? #VirtualFeast <http://bit.ly/2jZDLNM>
- Gifts to my #VirtualFeast go even further this year thanks to a 1:1 match. Donate today! <http://bit.ly/2jZDLNM>

Thank You Tweets:

- Thanks to @FRIEND-WHO-DONATED who responded to my #VirtualFeast! I care deeply about fighting poverty, & your support means a lot. <http://bit.ly/2jZDLNM>
- You guys are awesome! I'm XX% to \$XXXX w/ X days to go. Support my work & let's end poverty! @RESULTS_Tweets <http://bit.ly/2jZDLNM>
- Thank you so much to all my supporters! I raised XX% of my \$XXXX goal for @RESULTS_Tweets You're the best! <http://bit.ly/2jZDLNM>



Sample Facebook Posts

Advocacy Posts:

- 5.9M kids under 5 die each year from preventable illnesses. Let's help @RESULTSEduFund change that. [Take an action to support the Reach Act](#) and donate to my #VirtualFeast campaign! <http://bit.ly/2jZDLNM>
- @RESULTSEduFund helped millions of kids access school this year w/ the passage of the [READ Act](#). What else can we do? Donate to my #VirtualFeast Campaign to support advocates like me across the country working to increase access to global education and let's find out! <http://bit.ly/2jZDLNM>
- Do you want to raise your voice, but aren't sure what to say? RESULTS has answers. I challenge you to [take an action](#), [join the RESULTS email list](#), or [donate to my Virtual Feast campaign](#) today. @RESULTSEdFund

Virtual Thanksgiving Feast Ask Posts:

- As an advocate, I raise my voice to fight poverty with @RESULTSEdFund. My #VirtualFeast fundraiser will support RESULTS and the work of volunteers like me

across the country. My goal is to raise \$XXXX by November 28. You can make your donation on my fundraising page: <https://results.salsalabs.org/virtualthanksgiving/index.html>. Thank you so much for fighting poverty with me! It means a lot.

- I work year-round to fight poverty with other everyday people and @RESULTSEdFund. I'm passionate about reaching out to members of Congress and working with the media to influence political decisions to bring an end to poverty.

Recently, I [*share a recent advocacy activity*] with other RESULTS advocates. Together, it can be done! I'm excited to share that you've helped me raise XX% of my goal of \$XXXX. Thanks so much, and let's keep it going at <https://results.salsalabs.org/virtualthanksgiving/index.html>! My campaign ends Tuesday!

Thank You Posts:

- This is so exciting. Thanks to @FRIEND-WHO-DONATED and @OTHER-FRIEND-WHO-DONATED for giving to my #VirtualFeast Campaign! I've raised XX% of my goal of \$XXXX to fight poverty with X days to go! I'm proud to be a part of this movement of everyday people, writing letters, publishing op-eds, and reaching out to members of Congress. Donate on my page at <https://results.salsalabs.org/virtualthanksgiving/index.html> and THANK YOU!
- Thank you, thank you, thank you to all my supporters for the @RESULTSEdFund #VirtualFeast fundraiser! I reached XX% of my \$XXXX goal. You're helping us get one step closer to ending extreme poverty!

Email Templates

Below are sample emails that follow the progression of the Virtual Thanksgiving Feast Campaign and are coordinated to be sent on the suggested days. Friday, November 19 is reserved as a Calling Day and a sample phone script is provided. It's okay if you get slightly off schedule – use these templates as a guide and way to keep your messaging fresh throughout the campaign.

Remember to fill in the *italicized* parts of posts and XX's with information specific to your RESULTS story and Virtual Thanksgiving Feast campaign. Make it personal!

Monday, November 13

Email Subject: Launching my Virtual Thanksgiving Feast 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.

Share your RESULTS Story:

- *How long have you been an advocate?*

- *What issues are most important to you?*
- *What does being an advocate mean to you?*
- *How have you made an impact as a RESULTS advocate?*

Right now, I am participating in the Virtual Thanksgiving Feast, a fundraising campaign to support RESULTS and the work that I do as an advocate. My goal is to raise \$XXXX by November 28.

This campaign is important to me because...

- ***I believe no one in America should live in poverty and that health care should be available to everyone. In the first months of 2017, we raised our voices and [pushed back against a health care bill](#) that would have decimated Medicaid and left 24 million Americans without health insurance. Together we generated media in more than 40 states and held more than 40 face-to-face meetings with members of Congress about why protecting health care is a smart and effective anti-poverty measure. Ultimately, we helped prevent that bill from even going to a vote and are now working to [protect key basic assistance programs](#) that help Americans make ends meet such as SNAP (formerly food stamps), Medicaid, the Earned Income Tax Credit and the Child Tax Credit.***
- ***I believe all children have a right to an education and that ensuring quality education is transformational helping to break the cycle of intergenerational poverty – especially for women and girls. That’s why I worked with other RESULTS advocates across the country to build support for the [Reinforcing Education Accountability in Development \(READ\) Act, a landmark global education legislation that was signed into law in September!](#) The READ Act will improve the lives of children around the world who don’t have access to a quality education, but the victory didn’t come easily – it took years of advocacy from RESULTS volunteers working [to build bipartisan support in both the House and the Senate.](#) As RESULTS advocates, we don’t give up!***

Note: These are examples of how you can talk about the issues we work on in your fundraising asks. Given the nature of our work, some of these figures and campaign priorities may soon be outdated. Refer to the latest RESULTS Action Sheets for updated language to share.

At RESULTS we work to mobilize resources and to improve policies that *protect critical programs such as Medicaid that help reduce poverty in America – or – help millions of children access school.* Giving to my Virtual Thanksgiving Feast Campaign 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.

You can donate on my fundraising page at <https://results.salsalabs.org/virtualthanksgiving/index.html> today. This year your donation will go even further – thanks to some generous RESULTS donors, all gifts to the Virtual Thanksgiving Feast will be matched 1:1!

Thank you!

From,
Your Name

Thursday, November 16

Email Subject: Did I tell you about the time I met with *Senator Rubio*?

Dear *Friends and Family*,

Thank you to those of you responded to my email on Monday with a donation! I am already XX% towards my \$XXXX goal. You are the best!

Share what RESULTS means to you:

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

For those who haven't yet, you can support my work as a RESULTS volunteer advocate by donating to my Virtual Thanksgiving Feast Fundraising campaign. 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/virtualthanksgiving/index.html>.

Thank you!

From,

Your Name

P.S. Learn more about RESULTS' work to *protect Medicaid to help end poverty in America* – or – *help millions of children access school* at www.RESULTS.org.

Friday, November 19 - Calling Day Phone Script

Some of your friends and family won't respond to emails or social media posts, but a phone call might be just the ticket to getting their attention!

○ **Introduction**

Hi *Friend* – it's *Your Name*. How are you?

I'm calling about a fundraiser I'm participating in for a group I volunteer for called RESULTS. Have I told you about RESULTS before?

- **About RESULTS:** RESULTS is a movement of passionate, committed everyday people who use our voices to influence political decisions that will bring an end to poverty in the U.S. and around the world. We meet with members of Congress, write op-eds, and mobilize our communities.

- **Personal Connection:** This work is really important to me.

Share how you got started with RESULTS or what keeps you engaged:

- *I've been a volunteer advocate with the [my city] RESULTS group since XXXX.*
- *I got involved with RESULTS because...*

- *I keep volunteering with RESULTS because...*
- **Virtual Thanksgiving Feast:** You may have seen my emails this week about the Virtual Thanksgiving Feast fundraising campaign I'm participating in. Does that ring a bell? Share some of the [campaign talking points](#).
- **Ask for Support:** I'm asking my friends and family to help me out this week by making a donation to RESULTS. I'm not expecting a lot – in fact I can reach my goal of raising \$XXXX if everyone I ask gives \$XX. Your donation will help provide resources that support the work of advocates like me across the country. What do you think?
- **Thank you** for considering a gift to my Virtual Thanksgiving Feast Campaign to support RESULTS.
 - *I'll text you the website where you can give to my campaign*
 - *Find my campaign website on my Facebook page or in my last email*
 - *THANK YOU – Talk to you later – bye!*

Monday, November 20

Email Subject: Start the week with a good deed – support my campaign!

Dear *Friends and Family*,

Wow, you guys are so wonderful. With a few days left to go, I'm already at XX% of my goal to raise \$XXXX to support RESULTS! Thank you!

I support RESULTS because...

- ***I believe no one in America should live in poverty and that health care should be available to everyone.*** In the first months of 2017, we raised our voices and [pushed back against a health care bill](#) that would have decimated Medicaid and left 24 million Americans without health insurance. Together we generated media in more than 40 states and held more than 40 face-to-face meetings with members of Congress about why protecting health care is a smart and effective anti-poverty measure. Ultimately, we helped prevent that bill from even going to a vote and are now working to [protect key basic assistance programs](#) that help Americans make ends meet such as SNAP (formerly food stamps), Medicaid, the Earned Income Tax Credit and the Child Tax Credit.
- ***I believe all children have a right to an education and that ensuring quality education is transformational helping to break the cycle of intergenerational poverty – especially for women and girls.*** That's why I worked with other RESULTS advocates across the country to build support for the [Reinforcing Education Accountability in Development \(READ\) Act](#), a landmark global education legislation that was signed into law in September! The READ Act will improve the lives of children around the world who don't have access to a quality education, but the victory didn't come easily – it took years of advocacy from RESULTS volunteers working [to build bipartisan support in both the House and the Senate](#). As RESULTS advocates, we don't give up!

As an advocate with RESULTS, I work throughout the year to influence political decisions by educating my elected officials, writing media pieces, and keeping myself informed. Support my work today and help end extreme poverty with a gift to my campaign at <https://results.salsalabs.org/virtualthanksgiving/index.html>.

Thank you!

Your Name

P.S. My campaign ends on Tuesday, November 28 and I'm XX% to my goal! You can help me reach my goal today -- *and* your gift will be matched!: <https://results.salsalabs.org/virtualthanksgiving/index.html>.

Wednesday, November 22

Email Subject: Happy Thanksgiving!

Dear *Friends and Family*,

As many of us are traveling today and otherwise getting ready for Thanksgiving tomorrow, I wanted to write a brief note to wish you a wonderful holiday!

I'm thankful for many things this year – including the opportunity to advocate on issues that matter most to me with RESULTS. Thank you for all the ways you support me and I wish you the best as the holiday season begins.

Best,

Your Name

Friday, November 24

Email Subject: I challenge you – take an action!

Dear *Friends and Family*,

These days I hear a lot of people in my community expressing a desire to *do* something. We all see things in the news that we don't agree with and we want to respond. Yet sometimes it's hard to know what to do, what to say, and if anyone is even listening.

As a volunteer advocate with RESULTS I receive the training and expertise knowledge I need to know how to respond, what to say, and to know that my voice is being heard.

Creating a relationship with my member of Congress, writing letters to the editor in my local paper, and mobilizing my community are all strategies that are proven to work. And we have the evidence to show for it!

I challenge you to [take an action](#), [join the RESULTS email list](#), or [donate to my Virtual Thanksgiving Feast Campaign](#) today.

Thank you for making a difference,

Your Name

Tuesday, November 28 - #GivingTuesday and Last Day to Give!

Email Subject: Last day to give!

Dear *Friends and Family*,

This is the final email reminder about my Virtual Thanksgiving Feast fundraising campaign. I'm XX% to my goal of raising \$XXXX. Thank you to everyone who has already donated to my campaign – I really appreciate it.

I'm participating in this campaign to support RESULTS because [*restate your personal connection to RESULTS from [Email 1](#) or personal story about why advocacy matters to you from [Email 2](#).*]

As you may know, today is Giving Tuesday – a global day of giving. If your inbox is like mine, you're getting many requests for gifts today. Thank you for considering a gift to my Virtual Thanksgiving Feast Campaign to support RESULTS and our mission to end poverty.

You can donate here: <https://results.salsalabs.org/virtualthanksgiving/index.html>.

Thank you!

Your Name

Thursday, November 30 - Wrap Up and Thank You

Email Subject: Thank you!

Dear *Friends and Family*,

I'm writing to you one more time to share that you all helped me raise XX% of my goal for a total of \$XXXX for RESULTS!

This will help provide resources that support the work of advocates like me across the country.

Together we are working to *protect and strengthen effective anti-poverty programs like Medicaid and the EITC to help lift millions of Americans above the poverty line – or – help millions of kids access schools and reach their full potential regardless of where they are born.*

You're helping get us one step closer to ending extreme poverty.

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

With gratitude,

Your Name

P.S.: If you haven't had a chance to give yet, there's still time! You can give today at <https://results.salsalabs.org/virtualthanksgiving/index.html> and all donations will be matched!