



## #DanceLikeAMotherFundraisingToolkit

We're so thankful for your unwavering support of The Mother PAC and are thrilled that you've decided to make an even bigger impact by raising money for candidates who are women, mamas, and/or people of color running for office as part of our 2020 virtual #DanceLikeAMother fundraiser. To ensure you're equipped with all the right tools, tips and tricks, we've created this How-To-Guide.

### Start Fundraising!

Step One: Setting up your fundraising page at [www.motherpac.org/dance](http://www.motherpac.org/dance). Click the "Join the Campaign" button to create your account.

Step Two: You can run your fundraising page solo or you can create a Dance Team to help raise more money. Joining up with friends will make your impact stronger. To create a team, email [danielle@motherpac.org](mailto:danielle@motherpac.org) with the names and emails of your fundraising team! *Please provide a team photo and a fundraising goal!*

Step Three: Set your goal. Research suggests that an initial goal of \$200 is a good place to start. Once you've reached your goal, you can increase it and raise more funds.

*\*PRO TIP: To jumpstart your campaign, you and your teammates should be the first ones to donate! Showcasing that you're not only a supporter but also a donor will encourage your network to give. Consider making a gift equivalent to what you would have given to attend and support the dance this year - cocktails and Lyft included!*

Step Four: Tell your team story. Your story is the first thing people will see when visiting your fundraising page, so your goal is to make it as impactful as possible. It's important to communicate how The Mother PAC has impacted you (and your team) and why you've decided to raise funds for Oregon mamas, caregivers, and people of color running for office. Don't

hesitate to pull at their heartstrings; people are more likely to give if there's an emotional connection. (Reach out if you want any help- [amy@motherpac.org](mailto:amy@motherpac.org))

# Fundraising Best Practices

Your success depends entirely on sharing your campaign with friends, family, and colleagues. Social media, email, text messaging, and word of mouth are some of the best ways to get noticed.

## What's the best way to share?

Sharing your fundraising campaign via your Facebook page, Twitter, Instagram, Texting, or LinkedIn, in addition to your own personal email list, is at the heart of every campaign. Leveraging these networks is how you'll meet—and hopefully exceed—your fundraising goals.

*\*PRO TIP: Get personal and select a handful of your closest family and friends to reach out to as you announce your campaign. Close friends and family are more likely to donate, so getting them on board will let the rest of your network see that people are already supporting the cause.*

## How often should I communicate with my network?

There are five absolute times you should communicate with your network during a fundraising campaign:

1. Campaign launch
2. Midway goal
3. Final push
4. Campaign end or goal reached
5. Thank you

We recommend maintaining momentum between each of these main milestone communications with one to two social posts per week and one weekly email to help keep your campaign top of mind.

# Sample Content

Now that you've learned all the fundraising tips, tricks, and best practices, it's time to jump into it with confidence! We've included sample communications that you (and your team) can edit into your own words and send throughout the campaign.

## Announcement #1: Campaign Launch

Send: Right after you've completed setting up your fundraising page. The goal is to share, share, share!

Email:

SUBJECT LINE: You're Invited: Dance Like a Mother 2020

Hey, [Name]! I hope this finds you well. I've signed on to become a supporter of The Mother PAC as they celebrate their 10th birthday and I could really use your help. I'm committed to doing my part to help The Mother PAC raise \$20,000 for women, moms, and/or people of color running for office in Oregon.

If you don't already know, The Mother PAC is a local grassroots PAC run by moms that endorses and supports candidates for office who will champion things like; equal pay, paid family and medical leave, affordable childcare, and supporting our essential workers during this crisis and beyond. In the last 10 years, The Mother PAC has helped elect dozens of new leaders to office across the state.

It's more important than ever that we support the candidates who are ready to fight for our families during this crisis—and beyond. Every donation, large or small, makes a difference and moves The Mother PAC closer to the goal of electing more of the leaders we need this November.

Are you down to make a lasting impact? Please visit my fundraising page at [\(your donation link\)](#) and make a gift today! Anything you can give will make a big difference.

If you want to make an even larger impact, you can sign on as a supporter, too, and create a fundraising page of your own!

Can't donate or become a supporter? No worries. Please consider forwarding this email to your friends and family to get the word out.

Thanks so much for your support!

*P.S. Save the date for The Mother PAC's virtual event - October 10 from 8:30-10:00PM! Any gift to my fundraising page earns you a ticket to the event!*

*Text:*

Hi there! I've signed on to help The Mother PAC raise \$20,000 this September! The Mother PAC is an organization that means a lot to me. They help women, moms, and people of color get elected to office in Oregon. Please help by donating today: [\[your donation link\]](#)

*Facebook:*

Hey friends, I've signed on to help @motherpac raise funds to help them elect more women, moms, and people of color running for office in Oregon. It's more important now than ever that we support the candidates who are ready to fight for our families during this crisis—and beyond. Are you down to help make a lasting impact? Please share with your friends and family and donate today: [\[your donation link\]](#) #DanceLikeAMother

*Twitter:*

Friends! It's time to #DanceLikeAMother. Let's raise \$20K for @motherpac so we can get more women, moms, and people of color in office in Oregon: [\[your donation link\]](#)

## Announcement #2: Midway Goal

Send: When you're halfway to meeting your fundraising goal.

*Email:*

SUBJECT LINE: Ohhh, we're halfway there—[\\$XX](#) more to go!

BODY: [\[Name\]](#), I've got great news—I'm halfway to reaching my goal of raising [\[your goal\]](#) for The Mother PAC! All the money raised will help elect candidates who are ready to fight for our families during this crisis, especially moms, women, and/or people of color. Will you help me move the needle forward with a donation? Visit [\[your donation link\]](#) today

*Twitter:*

Ohhh, we're halfway there—only [\\$XX](#) more to go to meet my goal to help @motherpac elect more candidates who will fight for our families! Let's do this: [\[your donation link\]](#)  
#DanceLikeAMother

*Facebook:*

Ohhh, we're halfway there—only \$XX more to go to meet my goal to help @motherpac! Help me get all the way there and share/donate today: [your donation link] #DanceLikeAMother

*Text:*

[Name]!!I'm halfway to meeting my goal of raising \$XX for The Mother PAC! Can you help me get there by donating [INSERT AMOUNT]? [your donation link]

## Announcement #3: Last Push

Send: One (1) day before the fundraiser ends. The purpose is to inform your network that time is running out and they can help you reach your goals by donating and/or sharing your fundraiser with their network.

*Email:*

SUBJECT LINE: I'm close to my goal—will you help me reach it?

BODY: Hi [Name]! Believe it or not, I've raised [Amount Raised] for The Mother PAC so far this month to help elect more women, moms, and/or people of color running for office in Oregon. I'm only [\$XX] away from reaching my goal of \$XX. If you haven't donated yet, please donate now!

If you've already donated, consider one more gift: share this link [your donation link] with your family, friends, and social networks. Imagine how much more can be accomplished if everyone joins in.

Let's do it!

*Twitter:*

I'm so excited that we've already raised \$XX to help @motherpac reach its goal of \$20K this September! There's only one day left and I need your help. Donate now! [your donation link] #DanceLikeAMother

*Facebook:*

Friends! I'm so excited to share that we've already raised \$XX to help @motherpac reach elect more women, moms, and/or people of color in Oregon. There's only one day left to help The Mother PAC reach their goal of \$20K and I need your help. Share/donate now! [your donation link] #DanceLikeAMother

*Text:*

Hi [Name]! Our community has already raised \$XX to help The Mother PAC elect more women, moms, and/or people of color in Oregon. 🙌 There's one day left and I need your help. Donate now! [your donation link]

## Announcement #4: Goal Reached or Campaign End

Send: When the campaign ends or you've hit your goal. The purpose of this is to share the final results of your campaign. This is also a great way to share the impact of their support!

*Email:*

SUBJECT LINE: We did it!

BODY: [Name], with your help and support, I raised [XX] for The Mother PAC! I can't thank you enough.

As we look to 2021 and navigating the COVID-19 crisis, it's more important than ever that the candidates in office will fight for Oregon families. The Mother PAC will use your funds to ensure that in Oregon, no decisions are made about us without us. Together, we can elect leaders who will fight for our families.

You're amazing. Thank you for donating!

*Twitter:*

We did it! Thank you all who helped me reach my fundraising goal of \$XX for @motherpac. I'm thrilled we were able to make a difference together! #DanceLikeAMother

*Facebook:*

We did it! Thank you all who helped me reach my fundraising goal of \$XX for @motherpac. I'm thrilled we were able to make a difference together! The Mother PAC will use your funds to ensure that in Oregon, no decisions are made about us without us. Together, we can elect leaders who will fight for our families. #DanceLikeAMother

*Text:*

We did it! 🎉 We reached our goal of raising \$XX for The Mother PAC. Thank you so much for donating!

## Thank You

We will be sending handwritten thank yous cards to each of your donors (with a sticker included). If you want to also send one personally, here's a sample!

*Letter:*

Dear (Name),

We did it! Thanks to your support, I met my fundraising goal of \$XX for The Mother PAC!

The Mother PAC will use your funds to ensure that in Oregon, no decisions are made about us without us. Together, we can elect leaders who will fight for our families. .

I can't wait to join you at BINGO on October 10th! Until then, cheers!

# Thank you for being a fundraiser!