



**Save the Children**  
*Action Network™*

# 2020 VOICES FOR KIDS



## WHAT IS THE VOICES FOR KIDS PEER-TO-PEER FUNDRAISING CAMPAIGN?

### What is peer-to-peer fundraising?

Peer-to-peer (P2P) fundraising is a method of leveraging your online community (or peers!) to raise money for an organization or cause. This is a popular fundraising tool often connected with 5K walks and runs, birthday fundraisers and more. For example, if you wanted to run a 5K for a charity, you'd set up your own fundraising page that you could personalize and share with your friends, family and co-workers. The Voices for Kids campaign is the same idea, except there's no running required!

### Why we need you

As the dust settles from the 2020 elections, it's vital that children are top of mind for our lawmakers. The COVID-19 crisis has laid bare the many inequities children face here at home and worldwide. Right now, millions of children in our country are going hungry. Children are missing out on early learning as our child care industry is in free fall. Hundreds of children are still separated from their families due to the cruel family separation policy. And girls are facing increased levels of gender-based violence.

The task ahead – to improve the lives of millions of children – is what our 2020 Voices for Kids campaign is all about. Together, we can raise the resources we need to ensure these issues are front and center from the White House to state houses across the country.

### The proof is in the pudding

Leading up to the 2020 caucuses and primaries, volunteers like you reached out to presidential candidates more than 190 times to get them on record to invest in early education. Volunteers even secured promises from top-tier presidential candidates to prioritize early learning during their first 100 days in office. That's a big deal!

When we first reached out to these candidates, they were just starting to think about their plans for kids. After repeatedly asking them, they went public with fully formulated plans. That's the power of our work. Now, it's time to hold lawmakers accountable for their promises.

### P2P 2020 X3!

Our goal is to raise \$10,000 to put toward our work through our Voices for Kids campaign. We will leverage a generous match from an anonymous donor to **triple** contributions made before midnight on December 31, 2020 up to \$50,000. So \$250 raised through this campaign will be tripled to \$750!

## RESOURCES HELP MORE PEOPLE **BE A VOICE FOR KIDS**

Here are some examples of the ways that the money you raise may be used. Feel free to share these graphics when promoting your fundraising page. If you've participated in any of these activities below, you can share the impact it made.



Save the Children  
Action Network

**2020 VOICES FOR KIDS**

**\$20**

Helps us text 200 supporters urging them to speak out for kids



Save the Children  
Action Network

**2020 VOICES FOR KIDS**

**\$50**

Helps us get a new student club off the ground, empowering a new generation of activists



Save the Children  
Action Network

**2020 VOICES FOR KIDS**

**\$100**

Helps us train new volunteers in advocacy, building our movement for kids

## THE DETAILS

### When?

The 2020 Voices for Kids campaign officially starts on November 12 and will run through midnight December 31, 2020 – just in time to celebrate the New Year with friends and family (however you're doing that this year!).

### How?

You don't need to be a computer wiz to be a part of this movement for kids. Simply [join your state's team online](#) and personalize your very own fundraising page. If you have any difficulty, your team captain as well as SCAN staff will be happy to help.

### Prizes?

We believe in a little healthy competition. Every team and individual will be competing to win a prize.

We will give prizes to the person who raises the most money, the person who recruits the most individual donors and the team that raises the most money. The prizes you are competing for are:

- \$50 in art supplies for the preschool, child care provider or other early learning program of your choice (individual winners)
- \$100 in books donated to the local school or organization of the team's choice (team winners)

### Your team?

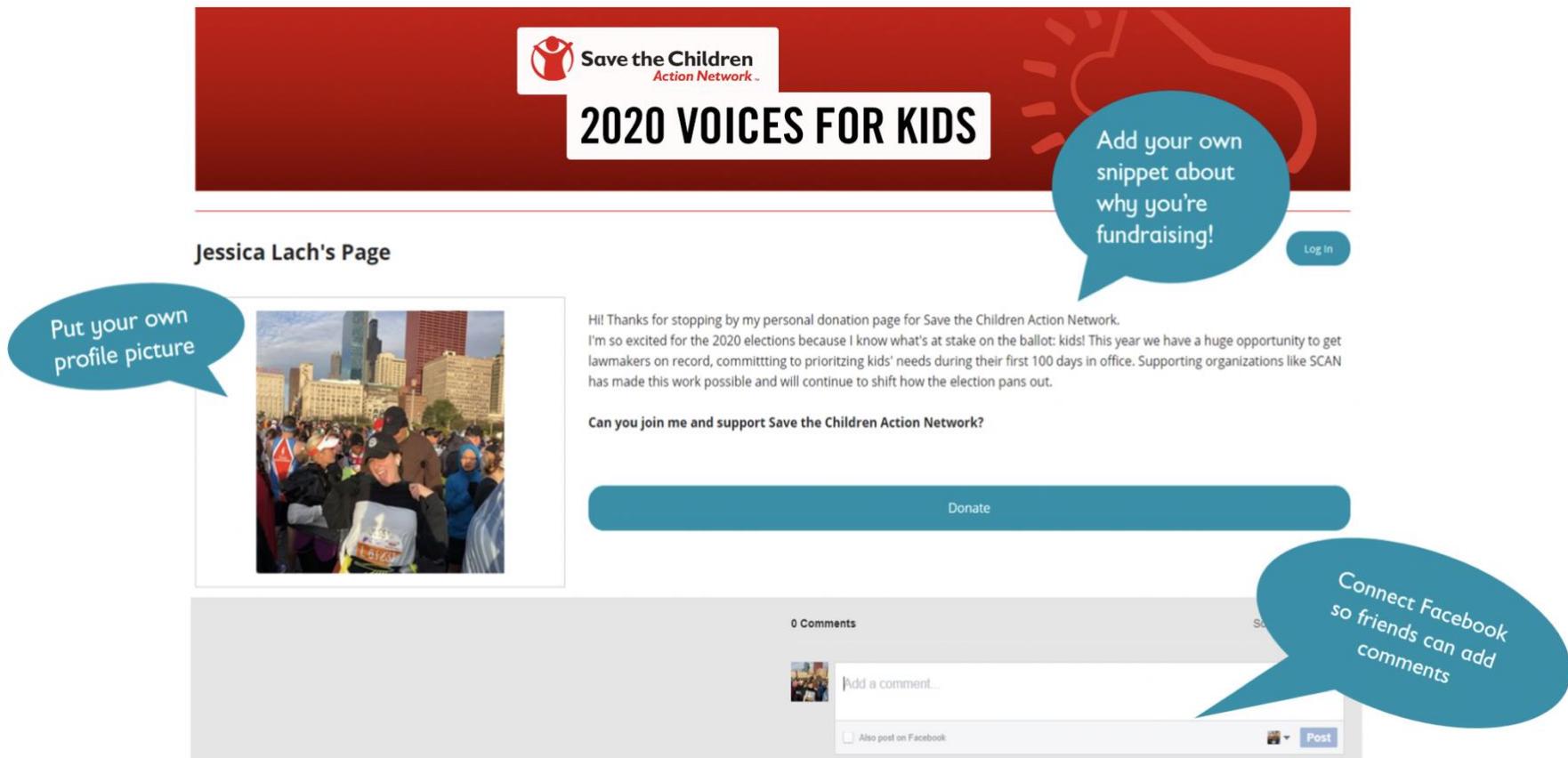
Teams will be comprised of other amazing SCAN volunteers and student activists either in your state or part of our Nationwide Team (generally for volunteers who don't live in states with SCAN staff on the ground). Your team captain will help organize your team and be your go-to person for any questions and inspiration.

Last year's winners!



## CUSTOMIZING YOUR PAGE

While we provide a template page for you, customizing it with your own photo and story will help you engage your network more successfully. [Watch a video tutorial on how to set up your own page.](#)



**Put your own profile picture**

**Add your own snippet about why you're fundraising!**

**Log in**

### Jessica Lach's Page

Hi! Thanks for stopping by my personal donation page for Save the Children Action Network. I'm so excited for the 2020 elections because I know what's at stake on the ballot: kids! This year we have a huge opportunity to get lawmakers on record, committing to prioritizing kids' needs during their first 100 days in office. Supporting organizations like SCAN has made this work possible and will continue to shift how the election pans out.

Can you join me and support Save the Children Action Network?

Donate

0 Comments

Add a comment...

Also post on Facebook

Post

**Connect Facebook so friends can add comments**

## GET SOCIAL

Social media is a great tool for peer-to-peer fundraising, but don't forget about email and good-old word-of-mouth! Below are some tips and samples to make sure you're successful in your campaign.

### Make a plan!

- When is the best time to post? Are your friends mostly online in the morning or evening?
- How often do you want to post? Is once a week too little, too much?
- How might you connect your asks to the holiday season?
- Have a birthday during the campaign? That's a great time to ask for a donation!

### Share your story.

We know that all your personal connections and stories are powerful. This is your time to tell yours!

- Share with your network why you believe investing in kids is important.
- Tell them why you volunteer with SCAN.
- Talk about any actions you've taken in the past with SCAN or what you're excited to do in the future.



### IMPORTANT NOTE ABOUT FACEBOOK:

When you post about your fundraiser on Facebook, you will likely see a prompt to make a fundraiser through Facebook's own fundraising tool. But since SCAN is a 501c4 organization (an advocacy and political organization), Facebook doesn't facilitate fundraising for us.

**Instead:** Share your fundraiser on Facebook using general posts (text, videos, photos) with the link to your campaign page.

## TIPS AND TRICKS

- **Tell your story. And then tell it again.** Telling your story is what will encourage someone to contribute. For example, they'll think, "Well, Save the Children Action Network has really made a difference and my friend has done a lot with them. This must be a great cause!" Sharing your story about SCAN is like your own personal seal of approval.
- **It's a marathon, not a sprint.** While you should share your story, remember you don't have to share everything at once. Feel free to write all of your thoughts into your personal donation page, but don't feel like you need to write it all again on your social media posts or emails. When it comes to social media posts and email, shorter tends to work better!
- **Throw in an emoji.** A lot of reading can be boring. Throw in an emoji or two to spice up your copy.
- **End with your "ask."** As a reminder, always end your message with your call to action – to donate! Some great power words include: donate, chip in, give, contribute and help out. Remember to leverage our *triple match* in your posts!
- **Get creative.** Social media posts don't have to just be text. In fact, they shouldn't! Add a picture to your posts (bonus if you are wearing a SCAN shirt or doing a SCAN action), share a quote, share a link. Go above and beyond a film a quick selfie video. Believe it or not, videos are a great way to increase engagement (a minute or less should do the trick!). Check out a [couple of sample videos](#) recorded for our 2019 campaign, which focused on our Advocacy Summit. (This year, we're doing a general donation ask but these are still great examples!)



# 2020 VOICES FOR KIDS

- **Say thanks!** Remember to reach out to your donors after they donate. A simple “thank you for donating!” goes a long way.
- **Tag friends who donate.** Thank your friends who make a donation and thank them publicly (unless they ask you not to or you think they would prefer you don’t – you can always check with them first). This often encourages others to donate as well.
- **Try different platforms.** Consider starting off your campaign with a social media post and then following up with an email a few days later. Give it some time and then follow up on social media, email or even by sending a personalized text message.
- **Tag SCAN.** Voices for Kids is a fundraiser but it’s also a *friendraiser*. When you tag SCAN in your social media posts, more friends learn about the organization and will follow us. Remember that SCAN’s handles on Facebook and Instagram are @SavetheChildrenActionNetwork and on Twitter our handle is @SCActionNetwork.
- **Follow up!** Everyone is busy and few people have their credit cards memorized. A lot of times, friends will see your post and want to chip in but will forget in that moment. Follow up with them. Reminders are A-OK!

## Here are examples of social media posts:

- During this season of giving, I’m excited to be raising money for @SavetheChildrenActionNetwork! As a volunteer with SCAN, I am trained to talk with lawmakers and the public about critical kids’ issues. Now that the election is over, we have more work to do for kids! Chip in today to help us mobilize Americans to ensure kids have a bright future: [link to your donation page] Your donation will make 3x the impact for kids, thanks to a generous donor!
- I’m raising money for an organization that’s near and dear to my heart - @SavetheChildrenActionNetwork. As a volunteer, I’m a voice for kids. Donate and your donation will be tripled, thanks to a generous donor. But don’t wait because this match opportunity ends on New Year’s Eve at midnight. Will you chip in? [link to your donation page]

## FINDING THE WORDS

### The formula:

Greeting + What you're doing + Why it matters + What THEY can do + Link to donation page + Thank you!

### Here are two examples for individual outreach over email or text:

"Hi Celia, I've been volunteering with Save the Children Action Network (SCAN) to use my voice for kids for the past two years. Now that the election is over, it's time for us to hold lawmakers accountable for the promises they made. I'm excited to work with SCAN to train more volunteers to speak with the public and policy makers about critical kids' issues! Kids are our future and it's vital that their learning and wellbeing is front and center. Can you chip in \$25 to my personal fundraising page for SCAN?"

Bonus: a generous donor will triple all donations made by midnight on December 31 (up to \$50,000)! That means your \$25 donation will be worth \$75 and will go even farther to help kids!

"Hi Larry, I've been use my voice for kids with Save the Children Action Network (SCAN) a lot this year. With SCAN, I reached out to voters, candidates, and lawmakers alike to make sure remember the needs of kids. I made my own fundraising page for our 2020 Voices for Kids campaign so we can continue to make sure kids' issues are a priority for elected officials. Can you chip in \$60 for SCAN?"

Also, (and this is so cool), SCAN has an anonymous donor who will match all donations 3X up to \$50K. That means your \$60 donation will be worth \$180! But hurry because the donation has to be in by midnight on 12/31 for it to count.

Thanks!

## COMMON QUESTIONS & RESPONSES

**I'd love to help, I just can't this month.** "No problem, I really appreciate your honesty. Our campaign runs through midnight on December 31, so if you are able to donate before then, I'd appreciate it."

**I don't feel comfortable donating to an organization I've never heard of.** "Save the Children Action Network (SCAN) is Save the Children's advocacy arm. SCAN is the political voice for kids. As a volunteer, I help educate the public and lawmakers about critical children's issues, like early childhood education, child nutrition, protecting children at our southern border and ending gender-based violence. You can learn more at [SavetheChildrenActionNetwork.org](https://www.savethechildren.org)."

**Is my donation tax deductible?** "Save the Children Action Network, Inc. is a non-profit, tax-exempt, 501(c)(4) organization. Donations to Save the Children Action Network, Inc. are **not** tax deductible."

**The form wasn't working for me.** "Thanks for letting me know! I'd be happy to hop on the phone and walk you through it or I can put in you in connection with a member of the SCAN staff to help."



# 2020 VOICES FOR KIDS

## NEED HELP?

Reach out to your team captain or Diana Onken at [donken@savechildren.org](mailto:donken@savechildren.org) or 240-281-8360 (cell). Be sure to check out our helpful resources at <https://savethechildrenactionnetwork.org/p2ptoolkit>.

