



SAMPLE CALLS-TO-ACTION FOR GTMD23

Having a clear call-to-action is important anytime you're fundraising! Calls-to-action tell the audience exactly what you need them to do in order to support your work. Different actions might include signing a petition, volunteering, donating money, and more.

Feel free to use these samples as starting points for developing your own call-to-action. Remember, you know your mission and your audience best, so lean on your expertise and knowledge of your audience to craft a message that speaks directly to them. **In general, give your donors a clear challenge that they can help you solve, and make your ask direct and clear.**

Below, you'll find three sample calls-to-action (CTAs) for three fictional organizations:

- A food shelf that increased its services at the height of the pandemic, and is still seeing elevated levels of need
- A volunteer-run parent-teacher association raising funds for a new playground
- An environmental organization working to improve a local park

In addition to providing you with a sample call-to-action, we've also laid out the components that make up a strong story.

Happy fundraising!

EXAMPLE 1 – GiveFood Community Center

Before jumping into writing your CTA, break it down into smaller pieces so that you're sure you have the most important bases covered.

- What's the challenge?
 - We need funding to provide culturally-connected foods that our diverse community wants
- Why is this important?
 - We believe that everyone, regardless of their situation, should have the dignity of choice when it comes to their food. We want to provide food that is culturally meaningful, nutritious, and desired by our neighbors.
- What solution are we providing?
 - We take ongoing grocery recommendations from our food shelf visitors. The most requested item is masa.
- How much do we need to raise?
 - \$5,000 would cover the cost of the grocery items we need to purchase over the next 3 months.

Now, put it all together:

Hunger is at an all-time high in our community. One in three of your neighbors is hungry right now, but together, we can provide a solution. GiveFood Community Center offers a wide range of grocery items for anyone in our community who needs a helping hand.

However, to provide that helping hand, we need your support. By the end of the year, **we need to raise \$5,000** to purchase grocery items and ensure everyone who comes through our doors is fed. We believe that everyone, regardless of their situation should have the dignity to choose their own food and have access to food that is culturally meaningful and nutritious.

The most requested item at GiveFood Community Center is masa – an item that we have to purchase since it rarely gets donated. **With your donation of \$25 or more by midnight on November 16th**, we can respond to the specific needs of our neighbors and ensure they have access to the food they need to live happy and healthy lives.

Thank you for your support!



EXAMPLE 2 – GiveEducation PTA

Before jumping into writing your CTA, break it down into smaller pieces so that you're sure you have the most important bases covered.

- What's the challenge?
 - The playground at GiveEducation Elementary School is more than 20 years old and is no longer safe for kids to play on
- Why is this important?
 - Exercise and play are a critical part of a child's development. We need to have safe playground equipment so that students can play and explore without getting hurt.
- What solution are we providing?
 - We're helping GiveEducation Elementary School raise funds to supplement their budget so they can build a new playground before the next school year
- How much do we need to raise?
 - \$10,000 would help cover the gap between the cost of the playground and what the school has budgeted for this project

Now, put it all together:

What was your favorite elementary school memory? For many of us, it was playing tag or capture the flag on the playground with our friends. Those moments of play and joy are something every kid at GiveEducation Elementary deserve!

Right now, the GiveEducation PTA needs your help. GiveEducation Elementary's playground is now more than 20 years old! Most of the playground is made of wood and is no longer safe for kids to play on. So, we're coming together to help our school raise funds to build a new playground during summer 2024.



GiveEducation Elementary needs \$10,000 more to officially start the playground re-building project. Your donation will ensure our kids have the same great memories of recess that we do.

Will you join us with your gift of \$100 or more?

If you donate by midnight on November 16th, the GiveEducation PTA will also match your gift up to a total of \$2,500! So please join us now and double your impact...your kids will thank you!

EXAMPLE 3 – GiveEnvironment Club

Before jumping into writing your CTA, break it down into smaller pieces so that you're sure you have the most important bases covered.

- What's the challenge?
 - Generosity Park in the Philanthropy neighborhood is completely run down. Based on a survey we did last year, people said they would use the park if it was cleaned up and had more areas for picnics and other gatherings.
- Why is this important?
 - Generosity Park is the only park in the Philanthropy neighborhood. Studies show that communities that have safe gathering spaces like parks and other public institutions are healthier and feel more connected.
- What solution are we providing?
 - GiveEnvironment is raising money to fund building three picnic tables, three grills, and four benches throughout Generosity Park
- How much do we need to raise?
 - \$5,000 would cover the cost of the materials needed – GiveTools Hardware has agreed to match \$5,000

Now, put it all together:

At GiveEnvironment Club, we believe there's no better place to gather, play, and build community than our local parks.

Philanthropy neighborhood only has one park – Generosity Park. Last year, GiveEnvironment surveyed the community and found 85% of Philanthropy neighborhood residents said they would use Generosity Park more if it was cleaned up and had more gathering areas like picnic tables and benches. We know that community gathering spaces like parks make a big difference in people's overall health as well as their ability to feel connected and safe.

So, GiveEnvironment is going to build three new picnic tables, three barbeque pits, and four benches! And we need your help to get there. This project will cost a total of \$10,000 ... will you help our neighbors in the Philanthropy area with your gift of \$50 or more?

When you give during Give to the Max by midnight on November 16, GiveTools Hardware will also match your gift dollar-for-dollar! Your gift of \$50 will instantly become a gift of \$100 ... double the impact!

