

COLOR OF CHANGE **FUNDRAISING** **TOOLKIT**





THANK YOU!

Thank you for volunteering to fundraise for Color Of Change! The funds you raise will be used to build real power for Black communities. When you become a COC fundraiser, you are helping to grow a community of uncompromised supporters that provide the means to push for progressive solutions that make a difference.

WINNING JUSTICE IS POSSIBLE BECAUSE OF YOU!

TABLE OF CONTENTS

**HOW TO SET UP
YOUR ACTBLUE
DONATION FORM**

**COLOR OF CHANGE
TALKING POINTS**

PRO TIPS

**Email Templates
Text Examples
Social Media Posts**

CONTACT US



HOW TO SET UP YOUR ACTBLUE DONATION FORM

To create a contribution form, just sign
in or create an account

(It will only take a minute)

Sign in →

Create an account →

ActBlue

STEP 1: LOG IN

- Visit colorofchange.org/p2p to use our pre-designed form, or colorofchange.org/p2p-plain if you prefer to add your own photo or video
- You will be prompted to log in or create an account.

STEP 2: CREATE FORM

- **Create your website address:** Make it short, sweet, and memorable.
- **Give your form a title:** This is your headline and call to action!
- **Write your form ask:** Tell your story—the most compelling fundraising ask is often a moving personal story about your connection to the cause.

COLOR OF CHANGE TALKING POINTS

WHO WE ARE & WHAT WE DO

Color Of Change is the nation's largest racial justice organization. We help people respond effectively to injustice in the world around us.

As a national online force driven by millions of members, we move decision-makers in corporations and government to create a more human and less hostile world for Black people in America.

HOW WE DO IT

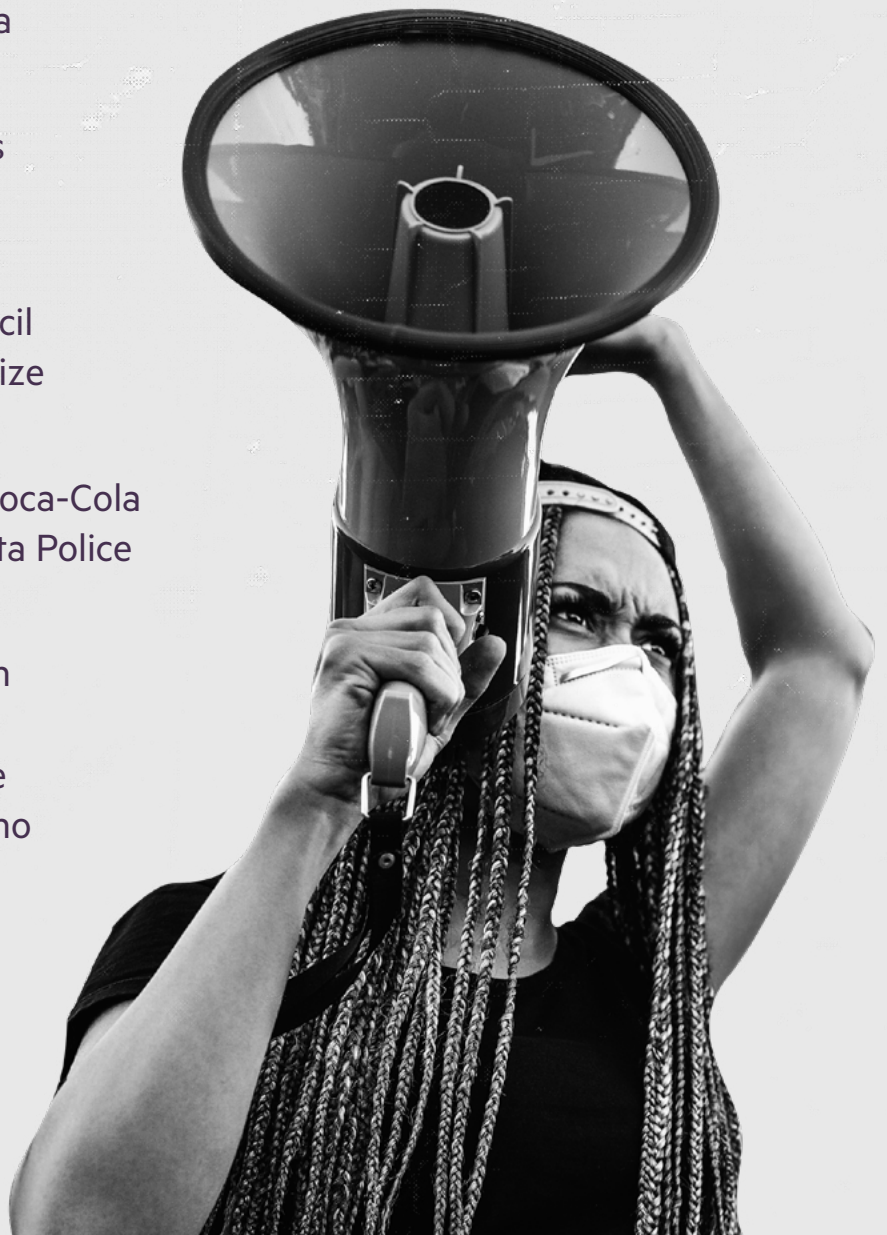
We mobilize and organize our members to end practices and systems that unfairly hold Black people back, and champion solutions that move us all forward. We lobby elected representatives using email, the telephone, and face-to-face meetings.

We bring attention to the needs and concerns of Black folks by holding coordinated events in different parts of the country, running TV and print advertisements, and demanding that the news media cover our issues. We also work with other groups, online efforts and other organizations that are doing related work—to magnify our impact.

When we come together and speak with one voice, we cannot be ignored.

RECENT VICTORIES

- Successfully negotiated millions of dollars in ad sales commitments from major advertisers, P&G, Ben & Jerry's, and HP to Black-owned media outlets
- Pressured Twitter (and Facebook) to remove Trump from their platforms
- Secured \$2.3 million in reparations to the last known living Tulsa massacre survivors
- Secured Airbnb and Puma as sponsors of activist athlete Gwen Berry
- Got the Rochester City Council to reduce the police force's size and budget
- Secured commitment from Coca-Cola to step down from the Atlanta Police Foundations board
- Pressured more than a dozen corporations to commit to withholding donations to the 147 members of Congress who participated in and enabled the insurrection
- Forced NBCUniversal to cancel the 2022 Golden Globes over the Hollywood Foreign Press Association's refusal to implement critical changes



PRO TIPS

MAKE YOUR FORM SHINE

- Add a photo or video.
- Add social share language + image and encourage your networks to help you spread the word.

REACH OUT TO YOUR NETWORKS

- The best message is a personal one. If you have a personal connection to the work and why it matters, let people know. Explaining why Color Of Change holds meaning for you will make your message all the more powerful.
- See our templates for ideas on how to email, text, or call your friends.

SHARE ON SOCIAL AND DON'T FORGET TO TAG COLOR OF CHANGE!

THANK YOUR DONORS IMMEDIATELY AND OFTEN!

- When someone makes a gift it is best to thank them as quickly as you can. Examples of thank you messages are linked in the templates above. You might also want thank your donors publicly by tagging them on social media.

Fuqua 2012 for Color of Change



BLUF: Team Fuqua, let's come together and take action for racial justice.

You can read our full message [here](#).



Join our class in coming together to support racial justice by 1) donating to this fundraiser, and 2) committing to take one action in your work life that advances racial equity.



PRO TIPS

SEND MULTIPLE EMAILS

We recommend sending two to three emails to your network: one to announce your fundraiser, an optional email to showcase your progress to goal, and a final email thanking your friends and family for their generosity, donations and support. Please adjust the language and personalize to move your networks to donate. The more personal and compelling you are, the better!

SAMPLE LANGUAGE aka take what you need and leave the rest You can and should put your own flavor into whatever you write. The following pages provide some examples to get you inspired!

EMAIL 1: ANNOUNCEMENT

SUBJECT: HEY, IT'S ME! CAN YOU CHIP IN TO HELP A WORTHY CAUSE?

Hey [First Name],

I hope this email finds you well. I've got great news! I'm leveling up my activism and support for racial justice in a major way and need your help.

As you know, last year's protests inspired millions of people to come off the sidelines and show up for racial justice. Thousands of phone calls, text messages, and petition signatures were driven to our local and national leaders demanding justice and accountability. But one organization was central and consistent, and that was Color Of Change.

Color Of Change is the nation's largest racial justice organization. Their mission is to create a more human and less hostile world for Black people. They help folks just like us respond to injustice through civic accountability, direct action, localized support, petitions, and education.

And their methods work! Color Of Change is leading a movement that is **WINNING** for Black people and allies. Here are just a few recent wins:

- Secured \$2.3 million in reparations to the last known living Tulsa massacre survivors **[Or Pick Your Win #1]**
- Pressured Twitter and Facebook to remove Trump from their platforms **[Or Pick Your Win #2]**
- Successfully negotiated millions of dollars in ad sales commitments from major advertisers, P&G, Ben & Jerry's, and HP to Black-owned media outlets **[Or Pick Your Win #3]**

I'm committed to helping Color Of Change raise [\$Goal] so they're able to eradicate injustice at its roots by investing in staff time and resources, campaign infrastructure that's localized and targeted, and Black Joy events that build community and confidence.

And we cannot do it alone.

Here's what I'm asking: visit my donation page and make a donation today! [URL]

If donating is just not possible for you, and I totally understand why, please consider forwarding this email to your friends and family to spread the word.

Thanks so much for your support!

Until justice is real,
[Your Name]

P.S. After you see how easy it is to support, if you want to make an even larger impact, you can join my team or create your own fundraising page for COC. **[Link to Landing Page]**. It only takes a few minutes!

EMAIL 2: PROGRESS TO GOAL

SUBJECT: DON'T STOP NOW, WE'RE GETTING CLOSE TO OUR GOAL

Hey [First Name],

I'm writing to share an update with you. We're more than halfway to reaching the [\$Goal] goal I set for this team. That's pretty awesome, right?

Remember you can make a donation here by visiting my fundraising page. [URL]

Every dollar we raise will help Color Of Change take its campaigns to the next level. I don't mean this in the abstract: every dollar we raise helps drive one more action, collect one more signature, make one more phone call, chair one more event. It's a recipe for success and transformation.

Color Of Change's proven tactics are delivering real wins for Black people and allies! If changing the policies that create disparate outcomes for Black people is important to you, consider becoming a supporter or joining my fundraising team to help **Color Of Change [Link to Landing Page]**. It's not too late! It takes less time than an episode on your Netflix must watch list. It's a great way to leverage your social media network for a good cause.

Thanks!

[Your Name]

THANK YOU REPLY or STANDALONE EMAIL AFTER A SUPPORTER MAKES A DONATION

SUBJECT: THANK YOU!

Hello [First Name],

I'm so grateful for your kindness and contribution. I took a peak at the progress to my goal and it's ticking up and up. Today, you did something awesome.

Every gift is neither too big nor too small. We're pulling together resources to take a big step forward for justice on a massive scale.

With gratitude,
[Your Name]

EMAIL 3: VICTORY MESSAGE

SUBJECT: I WANT TO SAY THANK YOU, WE DID IT!

Hey [First Name],

We raised [\$Amount Raised] for racial justice and that's incredible. Thanks to you, I met my fundraising goal for Color Of Change, putting them one step closer to achieving their mission of creating a more human and less hostile world for Black people and people everywhere.

You deserve a round of applause!

It feels good to have had friends, family, and strangers (well, not anymore) join me in raising awareness for the work Color Of Change has done and can continue to do as we push ahead and into the new year.

Reaching this goal is a testament to the power of crowdfunding and shows what we can achieve when we work together toward a shared goal.

I hope you give yourself a pat on the back and feel good about your contribution no matter how small or large because I couldn't have done it without you.

Hope we can outdo ourselves again, but for now I just want to say thank you!

Until then,
[Your Name]

PRO TIPS

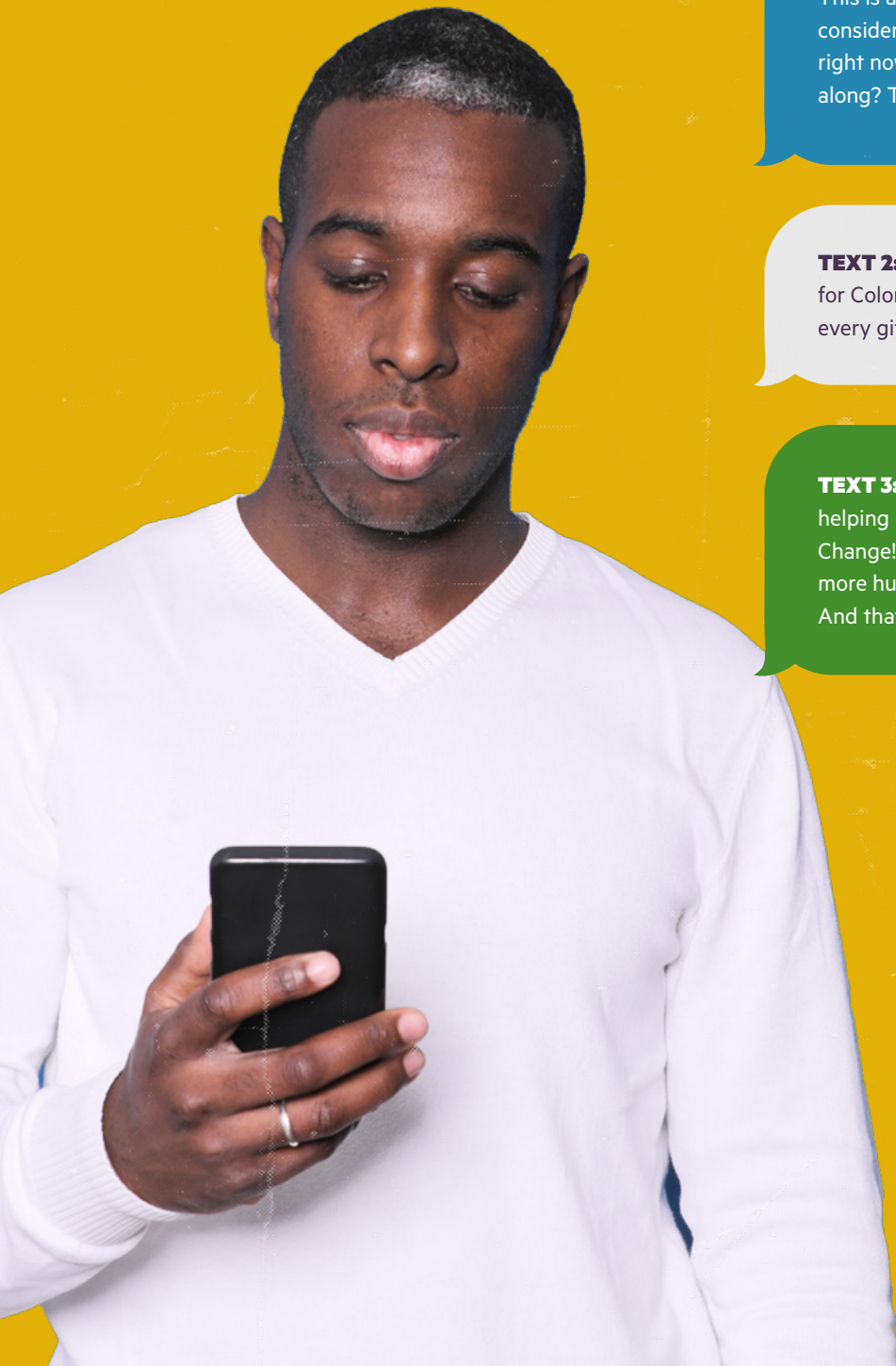
TEXT MESSAGES

You can also ask your friends and family to join your fundraiser via text. Pull from what's here or freestyle your own.

TEXT 1: Hey fam, I'm raising money for Color Of Change, the nation's largest racial justice organization. This is a cause that means a lot to me so I hope you'll consider chipping in. If you can't make a donation right now, can you help me out by passing the word along? Thanks! [\[LINK\]](#)

TEXT 2: Hey there! ICYMI: I've been raising money for Color Of Change. There's still time to support and every gift counts! Can you chip in today? [\[LINK\]](#)

TEXT 3: Hey, I want to say thank you again for helping me raise [\$Amount Raised] for Color Of Change! Your support helps create a world that's more human and less hostile toward Black people. And that's the kind of world we need.



PRO TIPS

SOCIAL MEDIA

These social media posts were written with Twitter in mind, but they can be adjusted for any social media platform.



SOCIAL POST 1: @ColorOfChange builds campaigns that are powerful enough to end practices that unfairly hold Black people back. Help me and them by chipping in \$3 to my fundraiser. #UntilJusticelsReal [\[LINK\]](#)



SOCIAL POST 2: @ColorOfChange is leading the way when it comes to changing the narratives that are told about Black people in movies, music, and television. Join the movement by making a small donation. #UntilJusticelsReal [\[LINK\]](#)



SOCIAL POST 3: @ColorOfChange is leading a movement that is WINNING for Black people and allies. We don't have to guess about their track record or commitment to building independent Black political power. Join the movement for change: [\[LINK\]](#) #UntilJusticelsReal



THANK YOU!

If you have any questions, and want to say hi, hit us up at
MEMBERS@COLOROFCHANGE.ORG

**COLOR
OF
CHANGE**