

## Dear Fellow Neighbors,

Thank you so much for being an important supporter in our fight to make sure we all have a voice about what's being built right next door to our homes and apartments! Fundraising is one of the most important actions in a campaign — and in order to reach every Californian, we need your help!

In this brief kit we will walk you through the three most important steps in fundraising:

- 1** **Gathering a list of everyone you know** who cares about restoring their neighborhood voice — which is probably just about everyone you know.
- 2** **Effective ways to make the “ask”** including a draft email, Facebook post, tweet, text and most of all — a personal call.
- 3** **Following up on your “ask”** so your friends have multiple chances to join our campaign with a donation — and making sure to say ‘thank you’ to everyone who helps.

We know that when voters hear about recently passed legislation in Sacramento that allows developers to build multi-story, multi-unit buildings right next door to single-family homes with no community input, no affordable housing requirements, and no contributions to pay for the costs like schools, safety and roads — they will join us in standing up and fighting back!

This document will lay out a plan to help you spread the word by providing you with drafted emails, texts and social posts and a phone script so you can deliver the message to all your friends and neighbors.

Our campaign will be a success with your help!

If you have any questions or suggestions, please reach out to: [info@ourneighborhoodvoices.com](mailto:info@ourneighborhoodvoices.com)!

**Sincerely,**  
**Our Neighborhood Voices**

## Steps for A Successful Fundraising Ask!

Contact us at [info@ourneighborhoodvoice.com](mailto:info@ourneighborhoodvoice.com) if you have questions!

### STEP 1 | **Getting Started — Gather Your List**

Start by making a list of every person you know who might be interested in donating to our cause — family, friends, neighbors, co-workers and people you know from groups like the PTA, alumni associations and neighborhood groups, people on your email list, Facebook friends, Twitter followers, LinkedIn contacts, or other online groups like NextDoor or Pinterest. If you have a holiday card list already created that is usually a great start. Since only about 10% of the people you contact will donate, make sure your list is far-reaching. Gather all the contact information for each of the people on your list — email, phone number, and cell phone number (important!).

This task might take 2 hours or so — so it is a great idea to schedule some time and make a plan to get this done so you can knock down this important step.

### STEP 2 | **Make the “Asks”**

Now comes the fun part. You get to reach out to all your friends, family, co-workers and neighbors and let them know we can bring back our neighborhood voice!

We say “asks” because almost everyone who has done this before finds out that it is important to provide many opportunities for people to join us. All of us need reminders now and then and basically a successful outreach program will include the initial Ask for support and then several follow ups and reminders.

**Here is a great model that has worked for many people before:**

- 1** Send an email to the whole list you developed to say why you have joined our campaign and why you are asking your friends and neighbors to join. Don't forget the most important part — a link to our website where they can donate — [www.OurNeighborhoodVoices.com](http://www.OurNeighborhoodVoices.com). (There is a sample email below that you can use or adapt).
- 2** Right after you send your email – go ahead and post one of the social icons we have created that include a link to donate on any (and hopefully all) of the social media communities you are a part of — Facebook, Twitter, LinkedIn, NextDoor or any other service.
- 3** Now here is one of the most successful tools — text the people in your phone with your personal request. We have seen texting can nearly double the success of steps one and two.
- 4** And then it is time for the very, very, very most important step — make a personal ask of your friends. Set aside two or three hours and call through the 25 people you think are most likely to join our cause. More is great — but it is good to start with a list of about 25. A recent Harvard Business Review study that a personal request is up to 34 times more successful than an email! So, while emails and texts and posts really help — the most successful tool is going to be the old-fashioned conversation.

Remember, the best ask is simple and personal — you can start with our sample language and feel free to add your own message telling your friends why this cause is important to you specifically.

### **STEP 3 | *The Key to Success***

Here's the real secret of successful fundraising: keep following up.

Personal phone calls, texts and emails are the most effective way to get people to join our fight. But your follow-up shouldn't be limited. Anytime you can — whether it's at the grocery store, the gas station, at work or in the neighborhood — remind the people you've contacted in-person as well. If they seem interested, you can ask them for help too, and have them reach out to their network. This campaign is people powered, and the more communities we can get involved the better!

### **STEP 4 | *Always Say Thank You***

After your contact donates or shows interest, personally thank them by phone, email or by writing a short note.

### **STEP 5 | *Give Us Feedback***

We'd love to hear your feedback! Tell us what worked, what didn't work and what we can do to improve our fundraising efforts moving forward.

## **How To Ask Your Network to Stand Up and Fight Back!**

### **▶ *Sample Email***

Dear [*Friend, Neighbor or First Name*],

Did you hear about the new legislation that will allow developers to build multi-story, multi-unit buildings right next door to our homes with no community input, no affordable housing requirements, and zero new contributions to pay for the cost of this new housing. These laws will mean displacement, traffic gridlock, environmental damage, higher taxes and sprawl.

The politicians in Sacramento have taken away our voice to speak out about what is happening in our own towns and neighborhoods. But together we are fighting back! I have joined the coalition of neighborhood leaders from every corner of California working to restore our neighborhood voice — and we need all hands on deck. We are working to pass a statewide initiative to restore our right to be heard about what happens next door to our homes.

I donated to help spread the word here! I hope that you will join me and contribute whatever you can to help stop the “blank check” to developers!

Let's work together to protect our homes, neighborhoods and communities.

Your Friend,  
[*Your Name*]

P.S. You can learn more and donate on our website: [www.ourneighborhoodvoices.com](http://www.ourneighborhoodvoices.com)

### ▶ **Sample Text**

Hey [*First Name*]: Did you hear about the new legislation that will allow developers to build multi-story, multi-unit buildings right next door to our homes with no community input? I just donated to help spread the word about these damaging laws that will mean six or more units right next door with no chance to speak out. You can join me at: [www.efundraisingconnections.com/c/OurNeighborhoodVoices](http://www.efundraisingconnections.com/c/OurNeighborhoodVoices)

### ▶ **Sample Social Post for Facebook, Twitter, Instagram, LinkedIn or Nextdoor**

I just donated to help stop legislation providing a “blank check” to developers that allows them to build six or more units right next door to you with no chance to speak out! These new Sacramento laws mean displacement, traffic gridlock, environmental damage, higher taxes and sprawl. Join me and help spread the word! [www.efundraisingconnections.com/c/OurNeighborhoodVoices](http://www.efundraisingconnections.com/c/OurNeighborhoodVoices)

### ▶ **Sample Script for Phone Calls**

“Hello [*First Name*]! I’m following up on the email I sent about new Sacramento laws that let developers build multi-story, multi-unit buildings right next door to our homes with no community input. These laws mean a developer can build six or more units right next door to you — with zero contributions to roads, transit, schools or anything else. These laws create displacement, traffic gridlock, higher taxes and sprawl. Which is why I’ve joined the coalition of neighborhood leaders across California to bring back our neighborhood voice. We need new housing — but it needs to go where it makes sense — and we shouldn’t let Sacramento take away our right to speak out about what’s happening in our own neighborhoods. Will you join us as we fight back? You can learn more, volunteer and donate at: [www.ourneighborhoodvoices.com](http://www.ourneighborhoodvoices.com)!”

### ▶ **Sample Handwritten Letter** [*On a postcard or letter*]

Dear [*First Name*],

I am reaching out because recently passed legislation in Sacramento means developers can build multi-story, multi-unit buildings right next door to our homes with no community input. These laws end single family zoning in California — and they take away our voice to speak out about what is happening literally right next door to us.

I’ve joined the coalition of neighborhood leaders across California making sure that we have a voice when it comes to planning decisions in our communities.

Will you join us as we fight to restore our neighborhood voice? You can learn more, volunteer and donate at [ourneighborhoodvoices.com](http://ourneighborhoodvoices.com)!

Your Friend,  
[*Your Name*]

**Our  
Neighborhood  
Voices**

Please download the assets below to share on your social media network.



[facebook.com/OurVoicesCA](https://facebook.com/OurVoicesCA)



[instagram.com/OurVoicesCA](https://instagram.com/OurVoicesCA)

1080 x 1080



[twitter.com/OurVoicesCA](https://twitter.com/OurVoicesCA)

1200 x 675

