



Year-end Solar Fundraiser Toolkit

Play and Win our Year-end Solar Fundraising Game by Giving Tuesday (Dec. 3)

Thank you for supporting solar by encouraging your network to donate to Solar United Neighbors. We are grateful for your support. This document contains suggestions on how to maximize your efforts. We've included draft language to send to your network, but please feel free to personalize. The best reason to support solar is yours!

If you have any questions, don't hesitate to contact our Development Department at: (703) 951-7950, or by email at: development@solarunitedneighbors.org. We'd love to hear from you what is working well to encourage others to support solar.

Tips to help you raise more

- Make a lead donation to Solar United Neighbors through your personal fundraising webpage. This will encourage your family, friends, and social media networks to donate through your page. Another great tactic is to offer to match donations made through your page up to an amount of your choosing.
- Ask your family and friends to donate to Solar United Neighbors through your personal fundraising webpage instead of buying you a gift for the holidays or for your birthday.
- Also email the link to your personal fundraising webpage to your family, friends, and colleagues.
- Keep your personal networks updated on your fundraising progress at least every two days.
- If you reach your initial fundraising goal, keep going! You can log into your personal fundraising webpage anytime and update your fundraising goal and message.

To log into your fundraising page, click "Log In" in the top right corner of your page. To then edit your page, click "Edit Page" at the top right of the screen, make your edits, and click the "Save" button at the bottom of the screen. Maybe you'll make our list of the top 5 fundraising performers by the end of Giving Tuesday (December 3, 2019) or the top 10 by December 31, 2019. Maybe you'll even be #1 and win the "champion" t-shirt.

Resources to help you promote your personal fundraising campaign for Solar United Neighbors

Below you will find draft examples of posts you can make on various social media platforms as well as by text and email. These are only examples. Feel encouraged to personalize these messages. At the bottom of this document, you'll find graphics to share along with your posts. They are also

attached as part of the folder you received. If you have your own solar photos, don't hesitate to use those too!

Facebook post

Facebook Friends, I need your help! You probably know I'm a strong advocate for solar power and energy rights. That's why I'm joining with other solar supporters this holiday season to help Solar United Neighbors. I'm trying to raise **[\$goal amount]** by Giving Tuesday, December 3rd, and I can win a prize if I do! The money will help more people to understand and access solar power, something that means a lot to me—and to our future! Will you make a donation to my personal fundraising page today? Solar United Neighbors will receive your donation directly. Any amount helps! Donate at: **[your page link]**

LinkedIn post

Colleagues and Friends, I need your help! You're probably aware of the importance of solar power and energy rights for our future. That's why I'm joining with other solar supporters this holiday season to help one of my favorite non-profits, Solar United Neighbors.

I'm trying to raise **[\$goal amount]** by Giving Tuesday, December 3rd. The money will help more people to understand and access solar power, something that means a lot to me.

Will you make a donation to my personal fundraising page today? Solar United Neighbors will receive your donation directly. Any amount helps! Donate at: **[your page link]**

Tweet

I love solar! So, I'm joining with other solar supporters this holiday season to raise money for Solar United Neighbors. I'm trying to raise **[\$goal amount]** by Giving Tuesday, Dec. 3. Will you donate to my campaign today? Any amount helps! Go to: **[your page link]**

Text message

Hi **[First Name]**! You might've seen my posts recently about Solar United Neighbors. I'm trying to raise **[\$goal amount]** for their work to help people go solar. I care a lot about this cause and if I reach my goal by Giving Tuesday, Dec. 3rd, I'll win a special prize. :) If you have the means, I'd be so grateful for you to help out with a \$10 or \$20 donation or more. Thank you for considering it and I hope you're doing great! Here's the link: **[your page link]**

Email

Subject Line: A Holiday Request

Dear **[Recipient's First Name]**,

I hope you're well. I'm writing to you about something really important to me. As you know, I'm a strong advocate for solar power and energy rights. You've been so supportive of me and my advocacy, and I can't thank you enough!

I'm joining with other solar supporters this holiday season to help a non-profit group, Solar United Neighbors. They help people go solar, organize together, and advocate for energy freedom and rights. I value their work a great deal. I want to support it however I can. That's why I'm writing to you.

I'm trying to raise **[\$goal amount]** for Solar United Neighbors by Giving Tuesday, December 3rd. The money will go directly to advancing solar power and energy freedom. Their work is really powerful — no pun intended!

Would you consider donating to my fundraising campaign before December 3rd? I can win a prize (a limited-edition solar t-shirt) if I reach my goal! If I do, I'll send you a picture of me in that shirt. ☺

Any amount helps, and I'm incredibly grateful for your support. Thank you!

You can donate here: **[your page link]**

Love,
[Your Name]

Update email

Subject Line: How the solar fundraiser is going

Dear **[Recipient's First Name]**


I'm writing with a quick update on my effort to raise **[\$goal amount]** for Solar United Neighbors by Giving Tuesday, December 3rd. So far, I've raised **[\$amount]** from **[x donors]**. I can't thank you enough for your support.





I love the work Solar United Neighbors does to help people go solar, organize together, and advocate for energy freedom and rights. **[Include a specific anecdote about your interaction with Solar United Neighbors—e.g., if you went solar through a co-op or have attended a Solar United Neighbors event.]**

If you haven't yet, I would really appreciate your support to help this organization expand solar. If you have donated, thank you. I would love it if you could let others know as well.

You can donate here: **[your page link]**

Images to use

	Download here: https://www.solarunitedneighbors.org/wp-content/uploads/2019/11/GivingTues1.jpg
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 <p>THIS GIVING TUESDAY HELP ME MAKE OUR ENERGY FUTURE BRIGHT</p> <p>SOLAR UNITED NEIGHBORS</p>	<p>Download here: https://www.solarunitedneighbors.org/wp-content/uploads/2019/11/GivingTues2.jpg</p>
 <p>THIS GIVING TUESDAY HELP ME MAKE OUR ENERGY FUTURE BRIGHT</p> <p>SOLAR UNITED NEIGHBORS</p>	<p>Download here: https://www.solarunitedneighbors.org/wp-content/uploads/2019/11/GivingTues3.jpg</p>
 <p>THIS GIVING TUESDAY HELP ME MAKE OUR ENERGY FUTURE BRIGHT</p> <p>SOLAR UNITED NEIGHBORS</p>	<p>Download here: https://www.solarunitedneighbors.org/wp-content/uploads/2019/11/GivingTues4.jpg</p>
 <p>THIS GIVING TUESDAY HELP ME MAKE OUR ENERGY FUTURE BRIGHT</p> <p>SOLAR UNITED NEIGHBORS</p>	<p>Download here: https://www.solarunitedneighbors.org/wp-content/uploads/2019/11/GivingTues5.jpg</p>