



Supporting the Children of Resistance Since 1990

116 Pleasant Street, Suite 348
Easthampton, MA 01027
TEL (413) 529-0063
FAX (413)-529-0802
info@rfc.org
www.rfc.org

RFC Customizable Birthday (or Special Occasion) Fundraiser Templates for Donor Asks

Sample Email to Donors

Subject: Help me support the children of targeted activists for my birthday!

Hi friends,

This year for my birthday [or other special occasion] **I'm supporting the children of targeted activists and I hope you will, too [YOUR PAGE LINK HERE].**

If you're anything like me, you've watched in horror as the news has shown activists being attacked because they're working to combat racism, protest police brutality, preserve civil liberties, safeguard the environment, wage peace, and organize on behalf of immigrants, workers, prisoners, the LGBTQ community, and others whose lives are under threat. All too often, these activists are parents whose children end up in the crosshairs of repression.

I understand how overwhelming this can feel, and how hard it can be to do something that feels meaningful. I started looking into organizations providing vital support for activist families and was inspired to learn about the Rosenberg Fund for Children. I was impressed by what they've accomplished and decided to ask folks to donate to them in honor of my birthday this year (I've included some additional details about their efforts below and on my page).

I'll be making my donation today, and I hope you will join me [YOUR PAGE LINK HERE]! Together, we can have an immediate impact on dozens of activist families. Help me reach my goal of [Your Fundraiser's Goal Will Automatically Go Here] and celebrate my birthday by donating to this fabulous organization and supporting the amazing families they fund.

Give today [YOUR PAGE LINK HERE] -- giving online is easy and fast, and your support will make a real difference. I appreciate your help!

[Sign Your Name Here!]



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Sample Social Media Post for Donations

I just started a birthday fundraiser for the Rosenberg Fund for Children! Please join me in standing with the children of targeted activists. [**YOUR PAGE LINK HERE**]

Sample Content for Your Personal Fundraising Page

Primary Call To Action:

Stand with the children of targeted activists!

Secondary Call To Action:

For my birthday, join me & help children not only survive but thrive despite the targeting their families experienced. Donate to the Rosenberg Fund for Children today to stand with kids whose parents face harassment, arrest, violence or other repression

Description:

Across the U.S., activists are being attacked because they're working to combat racism, protest police brutality, preserve civil liberties, safeguard the environment, wage peace, and organize on behalf of immigrants, workers, prisoners, the LGBTQ community, and others whose lives are under threat. All too often, these activists are parents whose children end up in the crosshairs of repression.

The RFC is the only U.S. based non-profit foundation whose sole purpose is supporting the educational and emotional needs of these kids. In 2020 they celebrated their 30th anniversary and awarded \$400,000 in grants for hundreds of kids.

This year for my birthday I've decided to reach out to friends and family to invite you to join me in supporting this amazing organization. By donating to the RFC, we can help ensure kids whose parents have been targeted because of their activism can attend summer camp or hire a tutor or receive therapy or attend a dance program or participate in other activities that allow them to have fun, process their experiences and heal.



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Sample Thank-You Email to Donors

Subject: Thanks for supporting my RFC birthday fundraiser!

Hi [Donor Name],

Thank you so much for honoring my birthday by donating to the Rosenberg Fund for Children!

Your contribution will support kids whose parents are targeted activists who are protesting racism and police brutality, preserving civil liberties, safeguarding the environment, waging peace, organizing on behalf of immigrants, workers, prisoners, and other progressive causes. That's SO much better than a new toaster!

In a year marked by a global pandemic, grants for kids are providing critical support right now for virtual education, therapy and mental health care, and cultural experiences like art and music classes, just to name a few. These grants make it possible for these kids not only to survive but thrive, despite the negative targeting their family has experienced.

As you know, this is a cause that is near to my heart, and I'm grateful to have your support. Thanks for celebrating my birthday by making this donation.

I'll keep you posted on our progress. In the meantime, the fundraising page will stay live for the next month or so - please feel free to share it with your friends and family. I also encourage you to browse the [RFC's website](#) or check out their [social media](#).

Thanks again - you rock! 🤘

[Sign Your Name Here!]

Sample Social Media Post for Thank-You

My friends rock-- Thanks to all who donated to my birthday fundraiser for the RFC!