

# Share your Story. Raise Critical Funds.



For 50 years, RESOLVE has fought tirelessly to ensure that everyone facing infertility can build the family of their dreams. Our commitment has led us to defeat countless legislative threats to IVF and other family-building options. But today, with the post-Roe landscape, the stakes have never been higher. States are introducing bills that could severely limit or outright ban IVF, putting millions of families at risk. This is not a theoretical threat—this is happening now. We are at a critical juncture, and we need your help to protect the future of family building. Your support is vital to our ability to continue this fight. We aim to raise \$1 million to fortify our legislative and PR efforts, ensuring we can defend access to IVF and secure the future for families everywhere. This is our moment to act—together, we must fight for families like never before.

**THANK YOU** for joining the Fight for Families. Your participation helps to protect the future of family building. Together we will ensure that no one is left behind. We are grateful to have your support!

Fundraising may seem daunting, but you don't have to be an expert to raise money. By mobilizing friends and family you can help RESOLVE reach more people, raise more money, and make a bigger impact.

## **What is peer-to-peer fundraising?**

Exactly what it sounds like. Volunteers who care about an organization and support their mission ask their friends, family, coworkers, etc. (peers) to donate. When you participate, you are not only raising funds for RESOLVE, you are also raising awareness about infertility and the issues that are the infertility community is now facing.

## **Getting started is easy.**

- Go to <https://give.resolve.org/Fight4Families> and click on Become a Fundraiser.
- Most people will choose to fundraise “as an individual.”
- If you've ever fundraised for RESOLVE before, such as at a Walk of Hope, you may already have an account and be able to login. Otherwise, create an account.
- Follow the prompts to personalize your page. Don't worry if you don't have everything handy, you can go back and further customize it when you do.

If you need a little help, start here: <https://support.classy.org/s/supporter-resources>

The most successful fundraisers are personal. As you create your page, you will have the opportunity to upload pictures and tell your story. Share why supporting the Fight for Families matters to you.

Consider making a personal donation. Being first shows your network that you are committed to reaching your fundraising goal.

**Need some inspiration? Check out these pages:**

[Sara's Fundraiser](#)

**Ready to start sharing?**

Social media is a great way to introduce your network to your fundraiser.

RESOLVE will be promoting the Fight for Families Campaign via social media September 5 – November 19. Follow us for content to share. Add a personal message that says you are fundraising and why and includes a link to your personal fundraising page. Be sure to tag us.

Here are some messages you can use or personalize:

- IVF access is under threat like never before. RESOLVE's Fight for Families campaign needs your support now. Join me by donating and helping protect our right to build a family #FightForFamilies [Link to your Fundraising Page]
- Legislation that could ban IVF is happening NOW. This is the moment to act. Support RESOLVE's 50th Anniversary Fight for Families with a donation! #FightForFamilies [Link to your Fundraising Page]
- Right now, the ability to access IVF is under serious threat. RESOLVE has been fighting for families for 50 years, but they need your help to continue. This is the time to act — help RESOLVE protect the rights of families everywhere. [Link to your Fundraising Page]
- We can't afford to wait. New laws could make IVF inaccessible to millions, but you can help. Support the Fight for Families campaign by This is our fight—join me in supporting today. [Link to your Fundraising Page]
- The fight for IVF access is happening NOW. Help RESOLVE unlock a \$20,000 matching gift, by donating at least \$100 today. Help RESOLVE protect the future of family building—act today! #FightForFamilies [Link to your Fundraising Page]
- This is urgent: IVF access is at risk, and we need your help. Support RESOLVE's 50th Anniversary Fight for Families campaign. Don't wait—act now! #FightForFamilies [Link to your Fundraising Page]
- Legislation threatening IVF is real and it's happening now. RESOLVE has been defending the rights of families for 50 years, but they need your help more than ever. Every \$100 donation to the Fight for Families campaign will be matched up to \$20,000, doubling your impact. This is the moment to act—protect the future of family building today. [Link to your Fundraising Page]
- The stakes have never been higher. Access to IVF is at risk, and RESOLVE is leading the fight to protect it. Join us by donating to the 50th Anniversary Fight for Families campaign. Every

gift of \$100, up to \$20,000 will be matched, doubling your impact. Act now to defend the rights of families everywhere. [Link to your Fundraising Page]

If you have a personal milestone during the campaign that you are willing to share, use that as a special fundraising day.

Don't neglect to make personal asks. It's too easy to ignore a group message on social media. Text and email are much more direct. We even occasionally see checks come in and can add them to your fundraising total.

### **Have a plan**

Don't leave it to chance that people will see your fundraising campaign and donate. What steps will you take to ensure success and when will you take them?

1. Customize your fundraising page with photos and your personal story. Why are you fundraising for RESOLVE and the Fight for Families Campaign?
2. Set a fundraising goal. Statistics show that those who have a goal and communicate it, raise more money.
3. Identify a few people who you think will help you get started. Donating is contagious and seeing that you already have a few donations will help as you reach out to a broader audience.
4. Introduce your network to your fundraiser via the widest tools you are comfortable with. For many that is social media. Depending on the size of your network you may not see a lot of donations right away, but you are letting people know what you are doing and why.
5. Create a list of people you want to ask and consider your message and method. You might have a more personal message for close family members and a longer email because you know they will read it. You might have a completely different message for your infertility warrior friends.
6. Follow up! Your second message can be as simple as a forward that says, "I want to be sure you saw this," and 1 or 2 more sentences from the original message.
7. Create urgency. Share your goal and deadline as the end of the campaign approaches. You will be surprised (or maybe you won't) at how many people have been meaning to donate to your fundraiser and do so at the last minute.

### **Great Job! But you're not done ...**

Your donors will get a thank you and receipt from RESOLVE. But they gave because YOU asked them to. Be sure to acknowledge their donation. You will get an email whenever someone makes a donation to your page. You can thank them right on the page. If you think they were motivated by a social media post, comment on the post with a thank you message. A personal thank you, via email or handwritten, is always appropriate and appreciated.

### **Social Media Tips**

Engage: encourage interaction by asking questions and creating an opportunity for comments on your posts.

Motivate: create posts that

## **FAQs**

Do I have to commit to raising a minimum amount?

*No. We recommend that you aim for at least \$500. And we have some cool incentives for you to do so!*

I have some friends (family, coworkers, my support group) who would like to fundraise together. Can we do that?

*Sure! When the first person registers, select "Create a team." That person will be the team captain and customize the team page. Be sure to share your team name. The rest of the group should select "Join a team" when they register. Each person will have their own fundraising page and everything they raise will roll up to a team total. Or you can all just share the link to the team page.*

What if I or my donors want to get more involved?

*Send them to the [Fight for Families website](#) where there are tons of resources and ways to get involved.*

What is RESOLVE's website:

<https://resolve.org/>

Where can I learn more about the Fight for Families 50<sup>th</sup> Anniversary Campaign?

[Case for Support](#)

Are donations tax-deductible?

*Yes. RESOLVE is a 501c3 non-profit corporation. Donors will get a receipt via email.*

What if donors want to know more about RESOLVE's financial stewardship?

*RESOLVE has a gold rating from Guidestar, is a member of America's Best Charities, and meets the National Health Council's Standards of Excellence. Our financials can be found on our website at [this link](#).*

## **Questions?**

Please reach out. [Cindy.Hollister@resolve.org](mailto:Cindy.Hollister@resolve.org)