**Outreach Templates for Advocates Worksheet**

Help your advocates in their fundraising efforts by providing them with useful outreach tools. Use this template to write effective outreach messages for your advocates!

***Crafting effective outreach messages: emails and social media***

***Email tips:***

* Be **transparent about your advocate’s connection** to your organization. Be sure to explain this connection when introducing your advocate to potential donors.
* Explain **why your advocate has decided to support** your particular organization and project.
* Provide **contact information for your organization’s staff members** who will be able to answer donor questions.
* Please refer to our ‘**Drafting a Great Outreach Email’** tutorial and worksheet for more tips on explaining your organization’s story and the Open Challenge to donors.

***Write an outreach email for your advocates:***

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***Social media tips:***

* Space in social media is more limited than in emails. **Be brief** in explaining who your advocate is and why they are supporting your organization.
* Provide **links** to your organization’s website and GlobalGiving project page.
* Refer to our **Facebook and Twitter** tutorial series and worksheets for more tips on using social media to reach out to potential donors.

***Write a social media outreach message for your advocates:***

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***Fundraising over the phone***

***Share these phone talking points with your advocates:***

* **Introduce yourself** and explain your connection to the organization.
* **Provide information** about the organization, its work, and its participation at the Open Challenge.
* **Be ready to answer any questions** your potential donors may have. To do this, it is important to be very familiar with the organization you are advocating.
* **Explain what it would mean** **for the organization** to join GlobalGiving by succeeding in the Open Challenge.
* **Highlight the impact** that a donation would have for the organization’s project and campaign.
* **Ask your potential donors** for support. Remind them to spread the word to their family and friends.