

# HOW TO: COMMUNICATIONS

Your **Fundraise for CRS** dashboard is preloaded with sample emails. But you may want to customize your communications to better convey why you're passionate about Catholic Relief Services' mission so you can engage more supporters. Below are some ideas you can use in your campaign.



Tell a story about an area of CRS' work. Why is it important to you?



End each message with a call to action: Donate, Give, Share. Be specific when possible; for example, "Share this post with 5 friends."



Include a link to your personal fundraising page in all messages.



Start by asking your closest friends and family. Once you have a few donations, share your campaign on social media and ask your friends to join the movement you've started.



Visuals like photos, videos and infographics are more engaging than text-only messages.



Create a hashtag for your campaign or event and ask supporters to use it when posting pictures, testimonies or anything else related to your fundraiser.  
#myCRSfundraiser



Send updates to let your supporters know how your campaign is doing.



Thank your supporters. Send personalized messages shortly after each donation. You can also publicly thank them on social media.



Encourage donors to visit [crs.org](https://crs.org) to discover other ways they can get involved.

# SAMPLE MESSAGES FOR SOCIAL MEDIA

## FACEBOOK

### Campaign Launch

Today I'm launching a personal campaign to raise money for Catholic Relief Services. CRS works in more than 100 countries and reaches 85 million people every year. My goal is to raise \$500 in 2 weeks. You can help by donating just \$10 at [insert page link here] and sharing this post with your friends! #myCRSfundraiser

### Progress Update

Just 1 week in, and I'm already 50% of the way toward reaching my goal! Thanks to everyone who has contributed so far. I just need 10 more people to give \$20 to reach my goal of raising \$400 for Catholic Relief Services. Give at [insert page link here] #myCRSfundraiser

### General Thank You

I am so grateful to everyone who contributed to my campaign and helped me reach my goal of raising \$1,000 to support Catholic Relief Services! Your donations help the poor and vulnerable overseas. You can learn about other ways to get involved at [insert page link here] #myCRSfundraiser

## TWITTER

### Celebration

Happy birthday to me! I'm celebrating this year by giving back. Join me! [insert page link here] #myCRSfundraiser

### In Memory

Help me honor [Name] by supporting the cause s/he cared about so much. Give \$20 at [insert page link here] #myCRSfundraiser

## Competition

The other team is leading! Help our team reach our goal of raising \$500 for @CatholicRelief [insert page link here] #myCRSfundraiser

## Thank You

[@Name] just donated \$10. Thank you! Only \$140 until I reach my goal for @CatholicRelief [insert page link here] #myCRSfundraiser

### Quick Tip

Use hashtags (#) that are trending and link to others (@) to increase visibility of your posts.

## Awareness

MT @CatholicRelief: More than 57M children are denied access to primary #education [insert page link here] #myCRSfundraiser

MT @CatholicRelief: #EINino threatens 11M children in Africa with hunger & disease, says @UNICEF [insert page link here] #myCRSfundraiser

## INSTAGRAM



I'm raising money to support survivors of the Nepal earthquake. Help me reach my goal by donating \$10 today at [insert page link here] #myCRSfundraiser

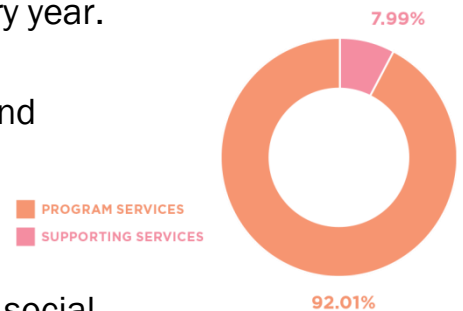


@CatholicReliefServices works to improve maternal and neonatal health. Join my personal campaign to support this cause by donating at [insert page link here] #myCRSfundraiser

# TALKING POINTS

Telling your friends and family why you're passionate about Catholic Relief Services' mission will inspire them to get involved in your campaign or event. But you can also share information about CRS, our impact and our goals for the future. Feel free to use these talking points or other information you'll find on [crs.org](https://crs.org).

- CRS has served our poorest brothers and sisters for more than 70 years. CRS works in more than 100 countries and reaches 85 million people every year.
- CRS maintains strict standards of efficiency, accountability and transparency: 92% of expenditures go directly to its lifesaving programs.
- CRS' guiding principles draw upon a rich tradition of Catholic social teaching. To learn more about CRS' guiding principles, go to [crs.org/about/guiding-principles](https://crs.org/about/guiding-principles).



You can also use quotes and stories from our beneficiaries, partners and supporters.

- "I have worked with many international organizations who [say] they work in partnership, but CRS is the only one that invests a lot in how it does partnership and capacity strengthening."  
— *Debbie Pitt, Senior Financial Management Trainer, Mango*
- "I would like to take this opportunity to express my gratitude to CRS for enabling me to be what I am today. Without food aid, I could never have survived at school. Instead, my father would have eventually taken me out of school to follow his footsteps. You raised me from grass to grace—and for that I will always remain grateful to you."  
— *Alphonsus B. Dakora, CRS program beneficiary*
- "Catholic Relief Services, one of the most vigorous aid organizations in the third world, is an example of humanitarianism at its noblest."  
— *Nicholas D. Kristof, The New York Times*

For more endorsements, go to [crs.org/about/endorsements](https://crs.org/about/endorsements).

For stories, visit [www.crs.org/stories](https://www.crs.org/stories).