

FY26 Calendar Year End Fundraising Campaign

Goals:

- Raise \$500,000
- Celebrate our 2025 wins
- Increase open rates and conversions

Tactics:

- 2x match
- Weekly or biweekly emails with follow-up kickers to non-clickers
- Weekly SMS sends
- Social media posts
- Potentially a targeted Meta ad (to email openers who haven't yet given)

Timeline:

Dec. 4 - Launch:

- Expanding Hope means more than just celebrating the landmark achievements we've accomplished together this year. Expanding Hope also means expanding community. For every one of our existing TK,000 supporters, we'd like to welcome in 2 more. That's why for every dollar you give, we'll match it with 2."
- (Also: we are going to be sending a lot of emails this month, because as an organization that does not receive federal funding or many grants, we are almost completely funded by donors like you, and we have to make sure we give you the opportunity to support us while your tax-deductible gifts can benefit you the most before the calendar year ends. That said, once you give, we won't ask you for another gift at least until 2026. So you could give today and not hear from us again till next year!.)

Dec. 9 -

- "26 million, because of you" That's how many people have access to medical aid in dying who did not have access in 2024.

Dec. 11 - Illinois signer (Deb Robertson?)

Dec. 16 - New York signer - these things take time, we're hopeful, Dec. 31

Dec. 18 - Delaware signer - access campaign

Dec. 23 - "You're Not Alone"

Dec. 26 or 27 - Community Engagement signer – access campaigns

Dec. 29 - Kevin as signer? Preview of where we are heading next: Nevada, Maryland, Virginia

Dec. 31 - last day

Dec. 31 - last day kicker

Jan. 2 - thank you

Theme:

Expanding hope

Key Imagery:

Lanterns

Key Ideas:

Access, Community, Inclusion, Nonpartisan, Progress, Momentum, Warmth