



## Planned Parenthood Votes New Mexico

# Voices for Access Fundraiser Guide

By joining forces with Planned Parenthood Votes New Mexico (PPVNM), the funds you raise will help elect pro-reproductive health champions, defeat anti-abortion initiatives, and expand equitable health care access across our state.

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Please note that contributions to our political efforts are not tax-deductible.

## Your Role as a Voices for Access Fundraiser

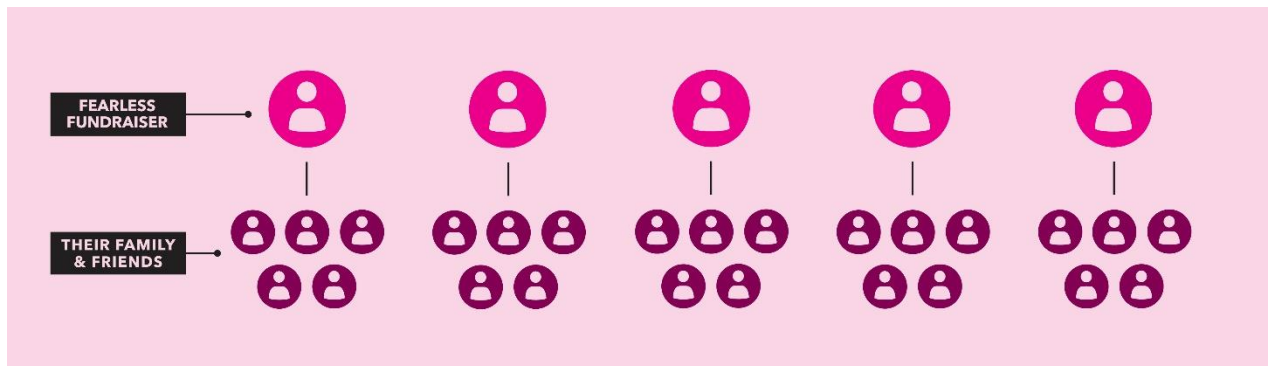
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As a Voices for Access peer-to-peer fundraiser, you will increase awareness about Planned Parenthood Votes New Mexico and what we fight for, connect with people who believe politicians should stay out of personal health decisions; and energize them to invest in the movement for reproductive freedom in New Mexico.

### The Basics:

*Don't worry* - more details and helpful tools can be found between pages 3 - 7 in this Toolkit.

1. Commit to **finding 10 or more friends to invest** in reproductive health care access in New Mexico and donate to your campaign!
2. Set up your online fundraising page and choose **a personal fundraising goal**.
3. **Share a story** about why you are passionate about supporting Planned Parenthood Votes New Mexico. Personal videos and photos are the best way to engage your friends, coworkers, and family members.



### Grow your impact:

Why stop there? If your friends and family are passionate about reproductive rights like you, let them know they can make a bigger impact.

Have them contact us at [info.development@pprm.org](mailto:info.development@pprm.org) so we can help them get set up with their own fundraising page or get involved in another way!

## Contact Information: Who can I reach out to for help?

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If you're having trouble getting started, reach out! We're in this together.

**E-mail:** [info.development@pprm.org](mailto:info.development@pprm.org)

**Phone:** 303-813-7638

# Create Your Fundraising Page

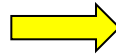
Follow these step-by-step directions to set up your personal fundraising page!


## STEP 1: Become a Fundraiser

- Go to: [app.mobilecause.com/vf/AccessNM](http://app.mobilecause.com/vf/AccessNM)
- On the right-hand side of the page, click the white **Become a Fundraiser** button.



- Then fill out your **First and Last Name, Mobile Number, and Email.**





Protect New Mexico's status as a safe haven of abortion care - become a peer-to-peer fundraiser today!


First Name \*  Last Name \*



Mobile Number  Email \*

Address

City

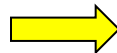
State  Zip \*



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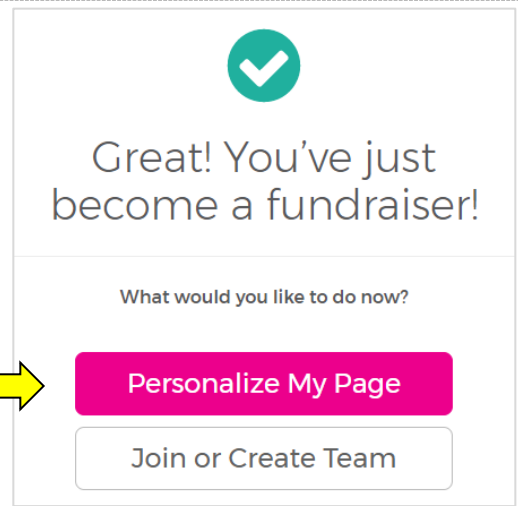
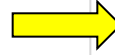
[Terms and Conditions](#)  
[Privacy Policy](#)

- Click the Become a Fundraiser button again.
- You will receive an email with the subject line **"Your Fundraising Page is Ready"**, which includes links to your giving page, text-to-give information, and a link to edit your page at any time!



## STEP 2: Personalize Your Page

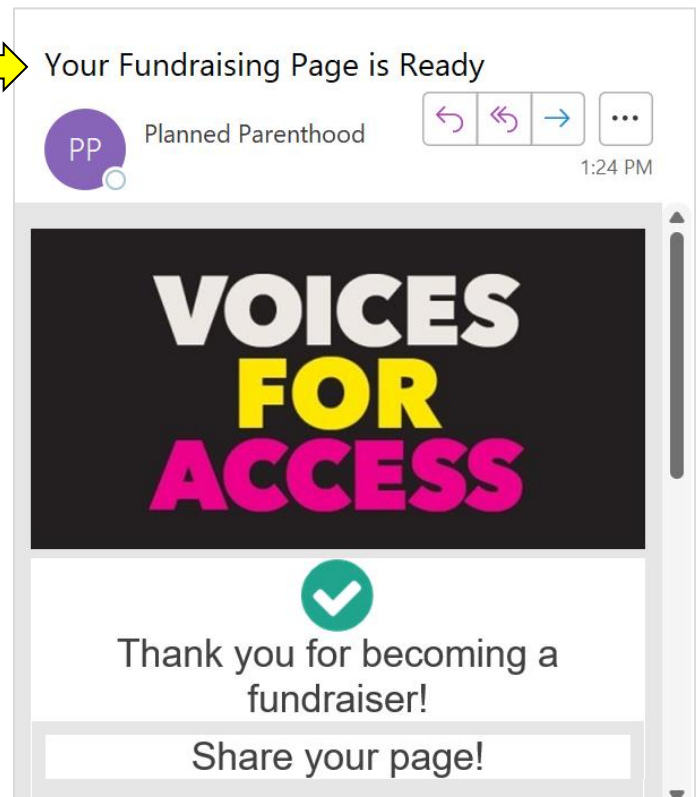
- Click **Personalize My Page** to get started.
- Click **Upload an Image** to upload a profile picture of yourself. Or copy, save, and upload one of our sample images below.



Sample Images:



- You can access and edit your page at any time by finding the email you received with the subject line "**Your Fundraising Page is Ready**".



### STEP 3: Set Your Fundraising Goal

- You choose the goal that is right for you.
- Don't know where to start? Common goals are \$250, \$500, and \$1,000.
- Make a plan! How are you going to reach your goal? Will you ask 10 close family members for a larger gift? Or will you ask a big group of friends to each pitch in something small?

Regardless of whether you want to share your campaign broadly on social media or write personal letters to your friends, we have templates to help.

### STEP 4: Add a Personal Message

- Be sure to include why YOU personally care about protecting the services of Planned Parenthood, protecting reproductive health care access, or fighting for quality sexuality education (see example to the right).
- Click **Save**.

#### Sample Message for Your Supporters:

*Did you know that New Mexico is a safe haven for abortion access? Patients from nearby states, including Texas, Wyoming, and Oklahoma depend on us for abortion care.*

*We all deserve access to the sexual and reproductive health care and information we need to live a strong and healthy life, but not everyone has access to those services.*

*With changes at the Supreme Court, New Mexicans must stand up and defend access to essential health care. Join me in giving to Planned Parenthood Votes New Mexico today and investing in this fight.*

- Your Name

### STEP 5: Share Your Campaign

- You can **share your Fundraising Page** through:
  - Email: Copying and pasting the unique URL at the top of your Fundraising Page.
  - Texting: Find your unique text-to-give code at the top of your Fundraising Page.
  - Social Media: Easily share you page by clicking the social media icons at the upper right of your Fundraising Page.
- When somebody comes to your Fundraising Page, they will click **Make a Donation** to give.
- If you need any support with setting up your fundraiser, please contact [info.development@pprm.org](mailto:info.development@pprm.org).

**And you're done!** You can scroll down to the bottom of your fundraising page and click **Edit** in the bottom right corner to edit at any time!



## **Tools to Help with Requesting Donations from Your Networks**

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**Sample social media posts:** Simply copy-and-paste or personalize! Choose from based on your values and the issues that are most important to you and your social networks:

Sample 1 - Birth Control Access:

*I believe all people deserve access to the full range of birth control methods, and - if you do too, please consider giving a donation to my personal fundraising campaign to continue PPVNM's work to promote policies that help people access health care, no matter what: **[YOUR UNIQUE DONATION LINK]***

Sample 2 - Sex Education:

*I believe people deserve access to sex education programs that provide reliable and accurate information, but too few young people get it because of a patchwork of inconsistent laws and policies making access to it inequitable. Join me with a donation so that PPVNM can advocate for inclusive sex education for all: **[YOUR UNIQUE DONATION LINK]***

Sample 3 - Abortion Access:

*I believe people facing an unintended pregnancy must have access to safe, legal abortion services without government interference. That's why I'm fundraising for PPVNM so they can continue to work with reproductive health champions in federal, state, and local legislatures. Join me in giving a donation to keep this critical work going in New Mexico: **[YOUR UNIQUE DONATION LINK]***

Sample 4 - The Supreme Court:

*Generations before us have fought tirelessly to gain and protect the rights we have today. With this ruling, the next generation will have fewer rights – unless we fight on. Join me in supporting PPVNM's work to promote political candidates who advocate for Coloradans reproductive rights for the next generation: **[YOUR UNIQUE DONATION LINK]***

## Tips for writing a compelling fundraising e-mail:

1. **Start with a personal story** about why protecting reproductive health care, access, or information is important to you, someone you love, or the community. Need help finding a story to share? You can always [share an article!](#)
2. **Make a connection to them!** Do you know what makes them passionate about supporting reproductive health care and Planned Parenthood Votes New Mexico?
3. **Introduce them** to your personal fundraising campaign and page.
4. Ask them to give and challenge them to a specific amount. **Let them know what their money will help fund.**
5. **Keep it short!**

**Email Template:** Copy and paste this example or tweak it to sound more like you!

*Dear Friend,*

*The Supreme Court proved that we still have a long way to go to achieve bodily autonomy.*

*Now is the time to invest in state and local politics to protect abortion access. Planned Parenthood Votes New Mexico (PPVNM) is leading the charge to break down access barriers to abortion and to elect pro-reproductive health champions in our state.*

*I believe all people deserve access to the full range of reproductive health care services. If you do too, please consider giving a donation to my fundraising campaign supporting PPVNM's work to promote policies that help people access health care, no matter what: **[YOUR UNIQUE DONATION LINK]***

*Every dollar helps, and we are stronger when we work together. If nine of our friends match my \$50 gift, we will have met my goal of \$500 – enough to cover postage for a statewide mail-based advocacy campaign focused on one of PPVNM's policy priorities!*

*To learn more or to make a gift to Planned Parenthood Votes New Mexico, please visit my fundraising page: **[YOUR UNIQUE DONATION LINK]**. Thank you for considering getting involved today!*

*Signed,*

*Your Name*

## **FAQs about Planned Parenthood Votes New Mexico**

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### **What's the difference between Planned Parenthood Action Fund (PPAF) and Planned Parenthood Votes New Mexico (PPVNM)?**

PPVNM supports reproductive health care advocacy and local policy, elections, and organizing efforts in New Mexico. Alternatively, PPAF supports national campaigns and advocacy efforts. Because PPVNM is an affiliate, when you donate to PPAF, we receive a portion of that gift locally. When you donate directly to Planned Parenthood Votes New Mexico, 100% of your gift stays local.

### **What's the difference between Planned Parenthood of the Rocky Mountains (PPRM) and Planned Parenthood Votes New Mexico (PPVNM)?**

The short answer: PPRM is our mission. PPVNM is our *survival*.

Planned Parenthood of the Rocky Mountains is the local Planned Parenthood affiliate for New Mexico, Colorado, Southern Nevada, and Wyoming. PPRM provides health care, sexuality education, and limited advocacy and testimony at the capital. PPRM cannot take political stances or endorse a party or candidate, but can participate in non-partisan GOTV (get out the vote) work, voter ID, and public education. PPRM is a 501(c)(3) tax-deductible charitable organization.

Planned Parenthood Votes New Mexico is the affiliated political arm of Planned Parenthood in our state and focuses on advocacy, lobbying, organizing, and direct coordinated work with candidates. PPVNM works to protect and expand access to reproductive health care and inclusive, culturally relevant, medically accurate sex education. We advocate for comprehensive state policies and also help to elect legislators who will be champions for Planned Parenthood and the services it provides. Unlike PPRM, there are no limits on what we can lobby on, so sometimes you will see us fighting for legislation that does not directly impact health care work but does affect our greater interests, like equal pay for equal work. PPVNM is a 501(c)(4) non-tax-deductible social welfare organization.

### **What does PPVNM do with money raised?**

PPVNM gifts support grassroots advocacy, political activism, and education on the local, state, and national level. Money raised supports efforts to lobby, produce outreach materials, and pay organizers to collect petition signatures, letters to legislators, and raise public support for PPVNM initiatives. Gifts also support direct coordinated work with candidate campaigns, including candidate trainings and GOTV work.

### **Where can I go to learn more about PPVNM?**

To stay connected with our work, you can [sign up for e-mail updates](#) and follow us online:

**Website:** [www.ppvotesnewmexico.org](http://www.ppvotesnewmexico.org)

**Facebook:** [www.facebook.com/ppvotesnewmexico](http://www.facebook.com/ppvotesnewmexico)

**Twitter:** [www.twitter.com/ppvotesnewmex](http://www.twitter.com/ppvotesnewmex), @ppvotesnewmex

**Instagram:** [www.instagram.com/pprm\\_act](http://www.instagram.com/pprm_act), @pprm\_act