



Our Justice's 25th Annual Bowl-A-Thon

Samples for private messaging services (SMS/Text, Facebook Messenger, Whatsapp, etc):

Try copying and pasting any of the messages below into your text messaging system/Facebook messenger/google hangouts/etc, and then personalizing them and sending it out to 15 people. One participant raised over \$200 in a week last year by sending very similar messages out.

Hi (their name), I am raising money for this awesome org called Our Justice (Formerly Pro-Choice Resources) through their Bowl-A-Thon. Are you able to donate \$25-\$100? Reasons to donate:

1. They fund abortion care for people who can't afford it.
2. They host Emerge - a support group for people who have had abortions.
3. They lift up pro-active legislation to enhance Reproductive Freedoms.

(Add your personal fundraising URL here, e.g.

<http://bowlathon.prochoiceresources.org/karenlaw#.Wlj1UbYrI0Q>)

(Their name), I believe everyone should be able to access abortion care and I know you do too. Are you able to support my fundraising efforts for Our Justice's (Formerly Pro-Choice Resources) Bowl-A-Thon by donating \$25-\$100? (Add your personal fundraising URL here, e.g.

<http://bowlathon.prochoiceresources.org/karenlaw#.Wlj1UbYrI0Q>)

(Their name), I am committed taking action in 2018 to protect Reproductive Justice, Rights, and Health. Will you join me and donate \$25-\$100 in support my fundraising efforts for Our Justice's (Formerly Pro-Choice Resources) Bowl-A-Thon? (Add your personal fundraising URL here, e.g.

<http://bowlathon.prochoiceresources.org/karenlaw#.Wlj1UbYrI0Q>)

Sample Post for Facebook:

(Their name) I am raising money for Our Justice (Formerly Pro-Choice Resources) through their Bowl-A-Thon. If you have (\$20 or your chosen amount here) in your pocket, and believe in the human right of women, youth and transgender people who can get pregnant to access abortion care, donate now. Your (\$20 or your chosen amount), along with the 9 other donations people are going to make this week, will allow me to meet my fundraising goal, and allow Our Justice to continue to defend and advance access to abortion care as they have for 50 years.

<http://bowlathon.prochoiceresources.org/karenlaw#.Wlj1UbYrI0Q>)

Then, for each donation you receive, thank that person in the comments section of your post and tag them (make sure to ask permission for public acknowledgement, and you tag a person by putting the @



symbol in front of their name). Facebook will show your post to more people if there are comments in the comment section. For example:

- Thank you @yourdonor'sname for supporting me and Our Justice. 9 more to go.
- A big thanks for your \$100 donation @yourdonor'sname. 8 more to go.