

17 actions for IDEP

 resultscanada.ca/campaign/campaign-1

“When you fundraise for Results, you're giving friends and family the opportunity to join you in standing for hope and solutions. You're inviting them into our community and something bigger than themselves. It's not an ask, it's a gift.” - Chris Dendys, Results Executive Director



take part in #17ActionsForIDEP and tap into the #PowerOfAdvocacy

The ask: Help us raise \$17,000 this month to invest in, and grow, our dynamic network of volunteer advocates. Get your networks to rally behind you as you show the #PowerOfAdvocacy by participating in the #17ActionsForIDEP advocacy challenge. Make an impact and let's end extreme poverty!

We know a world free of poverty is possible. We dream big at Results.

Dream with us.

This month, our #17ActionsForIDEP campaign gives you the opportunity to directly support the work of Results Canada in ending extreme poverty. We need advocates like you to raise funds and your voice for a stronger, healthier, more equitable world.

We're challenging you – and ourselves – to flex those fundraising and advocacy muscles this month and make an impact!

Throughout October, advocates across the country are supporting our collective efforts to make poverty history as they undertake the #17ActionsForIDEP challenge. This campaign is inspired by the International Day for the Eradication of Poverty (IDEP) on October 17 and the 17 UN Sustainable Development Goals.

In 1992, the UN General Assembly called on countries to undertake concrete activities towards eradicating poverty on October 17th for IDEP. This is what Results and our dedicated volunteers do **every day**. IDEP is our day to build momentum and ramp up efforts to achieve our mission.

Your fundraising campaign is an opportunity to directly support the work of Results in addressing the key issues involved in extreme poverty, including health equity, quality education, and economic opportunity.

Take up the [#17ActionsForIDEP challenge](#) and invite your networks to support your efforts to end extreme poverty with a donation through your [personal fundraising page](#). In doing so, you will not only be supporting our work directly, but showing your community what an individual can accomplish with the #PowerOfAdvocacy.

Our goal is to fundraise with the collective target of \$17,000 to invest in, and grow, Results' dynamic network of volunteer advocates. We can achieve this goal because of you. We know better than most how small actions by individuals like you can bring in big results.

why fundraise?

You have the power to raise funds and advocate to end extreme poverty. You can be a #GameChanger.

The funds you raise for Results will be leveraged for training volunteers and supporting more and more everyday Canadians to join us as advocates.

Over the last few years, Results has grown to over 500 active and powerful volunteers like you. The additional resources raised this month by you will light up more Canadians to the power of advocacy and multiply our impact. We'll also develop new tools to make our powerful volunteers even more powerful – ensuring you have the skills you need to generate big results.

We know we can #EndPoverty because we have the world's most valuable resource: people who care. We train dedicated and passionate volunteer advocates across the country to take powerful actions, such as writing persuasive letters to the editor, building a meaningful relationship with their local member of parliament, and gathering game-changing allies in the fight to end extreme poverty. That's the #PowerOfAdvocacy: it's democracy in action.

#ThePowerOfAdvocacy

why now? poverty reduction stalled

objective

To raise \$17,000 to power Results Canada's volunteer program while engaging our supporters in some fun action and friendly competition.

campaign duration

October 1 - 31

rules and guidelines

- [Create your fundraising page](#) if you haven't already.

- Use [this checklist](#) as a guide for taking 17 actions and invite your family and friends to support you by making a donation.
- Submit your filled out checklist (electronically or a scan/photo) to action@resultscanada.ca by **November 1st**.

prizes and recognition

- Prizes will be awarded in the following categories:
 - **take action award**: Those who take the most actions will be put in a draw for a prize.
 - **star fundraiser award**: The person who raises the most through their fundraising page.
 - **fundraising dream team award**: We will add up the amount raised of all the members from an official Results group and award the prize for the most collectively raised.
- Fundraising certificates will be awarded to individuals who take all the fundraising actions and raise a minimum of \$50.
- All participants who submit their checklist and/or raise funds for the campaign will receive a certificate of participation.

The ask: Help us raise \$17,000 this month to invest in, and grow, our dynamic network of volunteer advocates. Get your networks to rally behind you as you show the #PowerOfAdvocacy by participating in the #17ActionsForIDEP advocacy challenge. Make an impact and let's end extreme poverty!

latest campaign news

#YesWeCanEndTB:

At the United Nations High-Level Meeting (HLM) on TB on Sept 22, Canada had an opportunity to reaffirm its commitment to eliminating TB but failed to fully step up. We celebrate the successes that came out of this global meeting, including the adoption of a new [political declaration](#) signed onto by UN Member States and renewed funding from Canada for [TB REACH](#). However, we express our disappointment in the lack of bold leadership from Canada, specifically in the absence of an investment in TB research and development. Meeting the [global goal](#) of ending TB by 2030 will require strong political will, demonstrated by high-impact commitments and sustained funding. We know that Canada could and should have done more at the TB HLM and continue to call on our leaders to step up for the millions of people affected by TB, read our full statement [here](#).

#GameChangers2030:

Prime Minister Justin Trudeau announced at the UN High-Level Meeting on Pandemic Prevention, Preparedness and Response that Canada is increasing its contribution on Special Drawing Rights (SDRs) to low-income countries for much-needed climate action, future pandemic preparedness and poverty reduction from 18% to 26%. While it's not the 40% you asked for in June, Canada's contribution of total shared SDRs is larger than any other government, factoring in its special SDR contribution to Ukraine. A HUGE thank you to our volunteers who tirelessly advocated for Canada to step up. This is why we do it.

story

Nashaat's letter to donors

We asked provincial leader Nashaat Khan to write a letter to our donors encouraging them to donate for the #17ActionsForIDEP campaign and want to share part of it with you. His advocacy journey and call for donations are inspiring.

Dear Valued Donors,

I wanted to take a moment to express my heartfelt gratitude for your unwavering support of Results Canada and our shared advocacy journey. Your generous contributions have played a pivotal role in advancing our mission to combat global poverty and drive positive change.

Reflecting on my own advocacy journey, I am reminded of the incredible impact we have achieved together. One of my favourite moments was the culmination of a personalized journey where I contacted our local Member of Parliament to advocate for increased investment in the Global Fund to Fight AIDS, Tuberculosis, and Malaria. It all began with a simple call, but due to my unwavering persistence to make a difference, it was possible for me to speak with the MP personally. Ultimately, we witnessed Canada stepping up with a remarkable CAD\$1.2 billion commitment in 2022.

Your ongoing commitment has made moments like this one possible, and it continues to fuel our efforts to make the world a better place for all. As we embark on the next phase of our advocacy journey, I invite you to stand with us once more. Your continued support will help us tackle new challenges, advocate for justice, and create brighter futures for individuals worldwide.

I want to express my deepest appreciation for your dedication to our cause. Together, we have achieved remarkable milestones, from securing historic investments. I am excited about the positive change we will continue to drive in the future. Your support truly makes a difference.

Best,

Nashaat Khan

Provincial Leader, Results Canada



video

Hear directly from Executive Director Chris Dendys on the power of being a bold advocate and hearing that inner applause:



Watch Video At: <https://youtu.be/cAxJwujddAw>

key dates

- 1 - #17ActionsForIDEP Launch
- 5 - Results Canada National Call
- 11 - International Day of the Girl Child

17 - International Day for the Eradication of Poverty (IDEP)

24 - World Polio Day

Check out our [full key dates calendar!](#)

key words

IDEP

End Poverty

the Power of Advocacy

Children in Emergencies

hashtags

#Canada4Results

#17ActionsForIDEP

#PowerOfAdvocacy

#ChampionChildrenInEmergencies

#EndPoverty

Twitter tags

[@ResultsCda](#)

create your fundraising page for IDEP

 resultscanada.ca/action-button/create-your-fundraising-page-campaign-1

Call-to-action summary:

October 17 – International Day for the Eradication of Poverty (IDEP) – is a globally recognized day to stand in solidarity with those living in extreme poverty. To mark this day that is so closely tied to our mission, we are launching our #17ActionsForIDEP campaign. Throughout October, we will collectively fundraise and take action to harness the power of transformational solidarity and advocacy.

[read full call-to-action](#)

You can make an impact and support Results Canada by creating your own personal fundraising page, following these instructions (for full instructions with images, click [here](#) or watch [this instructional video](#)):

1. Go to [our main donation page](#) and click on the 'Create my own fundraising page!'
2. Enter your name (that you want to appear on your page) and email.
3. Go to your email (potentially your junk/spam mail folder) and look for 2 emails that were just sent (there should not be any delay):
 - o Email #1 is to help you personalize your fundraising page (save this email because you'll need the link if you want to make any changes later on)
 - o Email #2 is an email you can forward to your peers (once you have personalized your page) and it also contains your public fundraising page link that you should share with peers
4. Follow the steps explained in the email
 - o Decide how much you want to raise towards our ambitious target of \$17,000 and put in your personal fundraising goal by clicking on the pencil
 - o Add your own photo if you want
 - o Write why you are taking part in this: include a personal story of your favourite advocacy moment to inspire people to see the power of advocacy and get involved
5. Start sharing your page – make sure you are sharing the public link from the second email and not the one that you need to edit your page
6. Got a question? Contact us at action@resultscanada.ca

what are the funds used for? To fund our volunteer program. Donations help us grow and strengthen a cross-Canada network of committed advocates who are collectively generating the political will to end extreme poverty. Every dollar is an investment in a future free of poverty.

how much do I need to raise? It is more important to set a personal realistic and attainable goal. Keep in mind there are many ways to achieve it. For example, you can raise \$500 with 100 people giving \$5 each, or 50 people giving \$10 each. All donations make an impact. One way to present it could be to ask your friend to ask them to give up that daily store-bought coffee for a week and to donate those funds!

what is the average donation amount? Stating a suggested donation amount on your invitation is very effective in reaching your fundraising goal. One good idea is to make the suggested donation symbolic or reflective of our mission – for example, \$17 in honour of our #17ActionsForIDEP campaign or \$20.30 to symbolize our goal to end poverty by 2030.

how do I ask for money?

Be authentic and use EPIC when communicating.

- 80:20 rule – spend 80% of your time informing potential donors about the kind of volunteering you do and 20% actually asking for money.
- Share impact stories that are yours to share. As an example, you could share how you were part of the last campaign that succeeded in the government of Canada making an investment.
- Actively talk about your “why” - why do you donate your time to Results?
- Highlight the work Results has already done to move the needle on extreme poverty. For example, share statistics that show Results’ effectiveness, as well as your own personal efforts to increase access to health, education and economic opportunities.

is there a prize?

- Prizes will be awarded in the following categories:
 - take action award: Those who take the most actions will be put in a draw for a prize.
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- All participants who submit their checklist and/or raise funds for the campaign will receive a certificate of participation.

For more tips, check out these resources:

email template - asking for donations

Feel free to use the template below as a jumping off point to ask for donations. We highly encourage you to customize this message.

Dear **[NAME]**,

Did you know I volunteer with Results Canada? We advocate to make sure Canada's decision makers are aware of solutions to address the causes and consequences of extreme poverty in low- and middle-income countries.

*To mark the International Day for the Eradication of Poverty on October 17, I am joining the #17ActionsForIDEP contest, which is a fundraising campaign where I am committing to **[THE CHALLENGE YOU SET FOR YOURSELF]** I'm asking for your donation to my personal fundraising campaign **[INSERT YOUR FUNDRAISING PAGE LINK]**.*

Why now? Progress towards ending extreme poverty has been kicked into reverse by a convergence of crises – COVID-19, conflict, and climate change. To get back on the path to progress, we need advocates to raise their voices for a stronger, healthier, more equitable world.

People often think that direct on-the-ground support through charities is only one way you can invest in ending extreme poverty. But there is more than one way to make change happen. We can put money towards the problem, change policies and procedures, or build the political will to do both (advocacy).

Funds raised will go towards lighting up more Canadians to the power of advocacy, especially in areas of the country where a larger presence could yield big results. Results will also dedicate funds raised to develop new tools to make our powerful volunteers even more powerful – ensuring they have the skills they need to generate big impact.

I am available to discuss it further and answer your questions!

[INSERT YOUR FUNDRAISING PAGE LINK]

[YOUR SIGNATURE]

email template - thanking your donors

Please use the template below as a jumping off point to thank your donors. We highly encourage you to customize these messages.

Dear **[NAME]**,

I wanted to reach out to thank you personally for your generous donation to my #17ActionsForIDEA campaign. You chose to stand in solidarity with those who lack the basic necessities that they need to thrive and recognized the importance of the #PowerOfAdvocacy and Results Canada's work. By training everyday people in effective advocacy, and then connecting with decision makers who have the power to end extreme poverty, Results is making an impact. By taking action, I am making an impact. And by making a donation, you are making an impact.

Thank you again for being a supporter!

[YOUR SIGNATURE]

Results volunteers have a history and a culture of fundraising. The important part: putting yourself out there in an experiential activity (like Living Below the Line) is an excellent way for you to raise the profile of the work Results does. Even better if you share your day-to-day experiences on social media or in a blog. Walking the talk, and telling others about it, is one of the most fulfilling things I've ever done for Results.

- Randy Rudolph, Results Canada volunteer



enter the #17ActionsForIDEP challenge

 resultscanada.ca/action-button/enter-the-17actionsforidep-contest-campaign-1

Call-to-action summary:

October 17 – International Day for the Eradication of Poverty (IDEP) – is a globally recognized day to stand in solidarity with those living in extreme poverty. To mark this day that is so closely tied to our mission, we are launching our #17ActionsForIDEP campaign. Throughout October, we will collectively fundraise and take action to harness the power of transformational solidarity and advocacy.

[read full call-to-action](#)

We know a world free of poverty is possible. We dream big at Results – and our advocacy has big impact.

Throughout October, everyday people across the country are fundraising for Results while taking 17 advocacy actions to support our work to end extreme poverty in honour of the International Day for the Eradication of Poverty on October 17.

We focus on advocacy because we know smart, strategic advocacy campaigns have game-changing, high-impact results. This is how individuals achieve big things. Individuals like you.

Challenge yourself to flex your advocacy muscles and get your family and friends to support you with a donation to Results!

The #17ActionsForIDEP include effective, concrete advocacy tactics such as writing a letter to the editor, contacting your member of parliament, creatively educating your peers, and fundraising. Find out how much you can raise while challenging yourself to take 17 advocacy actions to end extreme poverty. Be a #GameChanger!

Download the checklist [here](#). You can fill it out digitally or print it and write on it to track your actions.

You have the chance to win a prize for most actions taken, so be sure to submit your filled-out checklist (electronically or a scan/photo) to action@resultscanada.ca before **November 1st**.

If you are unable to complete an action, or have any other question, please reach out to action@resultscanada.ca to discuss options.

[click here to download the checklist!](#)

"Because of Results I am reminded of the power of a collective.

I am not a lone voice. I am encouraged to keep advocating and to keep momentum going."

- Tiffany, Results volunteer



make a donation - Results Canada

 resultscanada.ca/action-button/donate-campaign-1

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[read full call-to-action](#)

We know a world without extreme poverty is possible.

And we think you do too.

As a grassroots advocacy organization, we believe no one should suffer or die from preventable diseases or lack of opportunities because of where they were born. This is why in October we are fundraising to support our volunteer program. This campaign is inspired by two important 17's: the International Day for the Eradication of Poverty (IDEP) on October 17 and the 17 UN Sustainable Development Goals.

[donate today!](#)

We can end poverty because we have the world's most valuable resource: people who care. We train dedicated and passionate volunteer advocates across the country to take powerful actions, such as writing persuasive letters to the editor, building a meaningful relationship with their local member of parliament, and gathering game-changing allies in the fight to end extreme poverty. That's the #PowerOfAdvocacy: it's democracy in action.

Throughout October, these advocates are undertaking [17 actions](#) and fundraising to support our collective efforts to make poverty history.

Take action now to create hope and solutions. Help us grow and strengthen a cross-Canada network of committed advocates who are collectively generating the political will to end extreme poverty.

Every dollar you give or action you take is an investment in a future free of poverty.

Be a #GameChanger. [Give today.](#)

[donate today!](#)

"Results volunteers have a history and a culture of fundraising. The important part: putting yourself out there in an experiential activity is an excellent way for you to raise the profile of the work Results does. Even better if you share your day-to-day experiences on social media or in a blog. Walking the talk, and telling others about it, is one of the most fulfilling things I've ever done for Results."

- Randy Rudolph, Calgary group volunteer

