

A FEW Ways to help Women's Storybook Project AMPLIFY Austin!

1. **Pre-schedule your donation**

- Set it and forget it! Simply go to <http://bit.ly/AmplifyWSP2021> and enter a donation amount. Just think: \$250 will help Double the Dream and keep the WSP by Mail program going in addition to our in-person program as the need for book and postage costs will DOUBLE!

2. **Post a Facebook message or Tweet**

- Sample Facebook posts, Tweets and a sample email you can use for this particular campaign are provided below on pages 2-4.

3. **Add a message to your email signature**

- Every email is an opportunity. Add a short message, like this one, to your email signature until March 5th: *Join me in supporting my favorite Austin non-profit on Amplify Austin – they connect children with their incarcerated mother through literature:* <http://bit.ly/AmplifyWSP2021>

4. **Be a WSP Cheerleader!**

- Create an Amplify Austin individual fundraiser page. Simply go to <http://bit.ly/AmplifyWSP2021> and click “Create a fundraising campaign” on the right side of WSP’s profile page. Please see Amplify Austin’s step by step guides below:
 - Individual Fundraiser set up guide, [click here!](#)
 - Individual Fundraiser Campaign Guide, [click here!](#)
- Deadline to submit a fundraiser profile is 5PM on March 3, 2021.
- **Follow us and share our social media posts on your timeline during the Amplify Austin campaign.**

Social Media Content

Facebook/ LinkedIn/Instagram:

- Help inspire children! Give them opportunities to connect with their incarcerated mothers through literature. Empower someone and change their life. #DoubletheDream #AmplifyWSP #AmplifyATX #IGave <http://bit.ly/AmplifyWSP2021>
- Your donation of just \$20 a month directly helps provide all moms in WSP by mail class a copy of our signature book, Invisible Strings. Help my friends at Women's Storybook Project change even more lives. #DoubletheDream #AmplifyWSP #AmplifyATX #IGave <http://bit.ly/AmplifyWSP2021>
- My friends at Women's Storybook Project have expanded to 12 prison units here in Texas. Help them reach even more today! #DoubletheDream #AmplifyWSP #AmplifyATX #IGave <http://bit.ly/AmplifyWSP2021>
- It's not just a one-time donation – your support of Women's Storybook Project helps them partner with more prison units in hopes of connecting more incarcerated mothers with their child. Help change a life right here in Central Texas and beyond. #DoubletheDream #AmplifyWSP #AmplifyATX #IGave <http://bit.ly/AmplifyWSP2021>

Twitter:

- Help inspire children! Give them opportunities to connect with their incarcerated mothers through literature. @WSPTexas for #AmplifyATX #DoubletheDream #AmplifyWSP #IGave: <http://bit.ly/AmplifyWSP2021>
- Help raise a generation of readers! Give to my friends @WSPTexas for #AmplifyATX #IGave #DoubletheDream #AmplifyWSP: <http://bit.ly/AmplifyWSP2021>
- @WSPTexas has expanded to 12 prison units. Help them reach even more today! #AmplifyATX #IGave DoubletheDream #AmplifyWSP: <http://bit.ly/AmplifyWSP2021>
- As a member of the board, #IGave to @WSPTexas because I want to make a difference in the lives of children DoubletheDream #AmplifyWSP: <http://bit.ly/AmplifyWSP2021>
- We have just 24 hours to help a local Austin non-profit change people's life #IGave DoubletheDream #AmplifyWSP: <http://bit.ly/AmplifyWSP2021>

Post for your Individual Fundraiser Campaign:

I've just created an # AmplifyATX fundraising page for Women's Storybook Project. WSP is a worthy cause, and I'd very much appreciate you helping me raise funds for this non-profit organization. Just click on the link below. You can schedule your donation today. Thanks in advance for your help! #DoubletheDream #AmplifyWSP

****LINK TO PERSONAL FUNDRAISING PAGE****

- Hi everyone! I'm fundraising for Women's Storybook Project, a really great cause. Please consider making a donation to help me reach my goal. Thanks! #AmplifyATX #DoubletheDream #AmplifyWSP #IGave: ****LINK TO PERSONAL FUNDRAISING PAGE****
- Hi everyone, just a quick reminder that it is 2 days until #AmplifyATX kicks off. If you haven't scheduled your donation yet, here is the link to my page! #DoubletheDream #AmplifyWSP #IGave: ****LINK TO PERSONAL FUNDRAISING PAGE****

Email (sample)

Subject: Please donate and support me in Amplifying Women's Storybook Project!

Dear Friends and family!

I'm fundraising for Women's Storybook Project during Amplify Austin. Amplify Austin is a 24-hour community-wide giving festival taking place from March 4th at 6pm until March 6th at 6pm – benefitting Central Texas non-profits that you know and love.

I need your help to AMPLIFY Women's Storybook Project during this 24 hour of giving and we hope you'll join us as we continue to improve our community together.

Women's Storybook Project's mission is to connect children to their incarcerated mothers through the joy of literature.

Please help us reach our goal of \$13,000 by becoming a sustaining Friend of Storybook. By making a **monthly gift of only \$25.00**, you can help Double the Dream and keep the WSP by Mail program going in addition to our in-person program as the need for book and postage costs will DOUBLE!

Will you please support me and my efforts? The link below will allow you to visit my personal fundraising page and make a **one time or monthly** online donation. You will receive a charitable receipt for your tax-deductible online donation.

****LINK TO PERSONAL FUNDRAISING PAGE****

Thank you very much and I appreciate your help!

P.S. Thanks to the generosity of Shield Ayres Foundation and an anonymous donor, your gift will go even further! They will match, dollar-for-dollar, up to \$15,000 donated to WSP via Amplify Austin.

Sincerely,

J.Doe

Thanks for being a friend to our organization. We couldn't do the work we do without you. Your support works!

Call if you need assistance – 512-906-5036

Best, Sun Connor