



First Period Campaign Promotion Samples

Use these samples to promote your First Period campaign individual fundraising page OR create your own emails, posts, and tweets! Just remember to include the link to your own personal fundraising page. (Not sure where to get your link? Check the approval email you received when you set up your page.)

Sample Fundraising Email

Send your friends an email from your personal email account to launch your campaign. Remember to include the link to your personal fundraising page.

Hi!

Growing up has its awkward moments. At the top of the list: getting your period at school. Decades later, most of my friends have a story about it. You might have your own story. But it doesn't have to be that way for today's girls.

This May, I'm participating as a fundraiser for SHIFT NC's First Period Campaign. SHIFT NC - formerly the Adolescent Pregnancy Prevention Campaign of North Carolina - has a long history of working with schools to help young people grow up healthy by implementing effective sex education. Through the First Period Campaign, they are raising funds to distribute First Period safety net kits to at least 200 schools in their networks.

By giving through my fundraising page, your gift will help supply schools with a kit that includes a First Period decal to display to let girls know they can get a free pad if they need it, a "helper's pledge" to provide nonjudgmental support, and a supply of pads.

Will you give a gift to help North Carolina girls grow up healthy?

Check out my fundraising page and **please consider making a donation** *(the template will link this to your personal page)* to help me reach my personal goal of \$250

Give today. *(the template will link this to your personal page)*

Giving online is easy and fast, and your support will make a real difference to North Carolina girls. I appreciate your help!

Sample Social Media Posts

Use your social media accounts to promote your campaign. Remember to include the link to your personal fundraising page.

Facebook

I just launched my very own First Period Campaign fundraiser to help make periods less...awkward. Check out my page and give today! #firstperiodnc *Insert your personal fundraising page link*

I'm on a mission to make getting your period at school less...awkward. Join me by making a \$25 gift to my First Period Campaign fundraiser. #firstperiodnc *Insert your personal fundraising page link*

Every girl has an awkward period story! That's why I've launched my very own First Period Campaign fundraising page to help SHIFT NC support growing girls and make periods less...awkward. #firstperiodnc *Insert your personal fundraising page link*

Exciting? Scary? Momentous? I'm raising money to help getting your period at school less...awkward. #firstperiodnc *Insert your personal fundraising page link*

Twitter

I just launched my very own First Period Campaign fundraiser to help make periods less...awkward. #firstperiodnc *Insert your personal fundraising page link*

Want to make periods less...awkward? Support my First Period fundraiser and help @shiftnc support growing girls #firstperiodnc *Insert your personal fundraising page link*

Exciting? Scary? Momentous? I'm raising money to help getting your period at school less...awkward. #firstperiodnc *Insert your personal fundraising page link*

Support growing girls by helping make school a less awkward place to start your period. #firstperiodnc *Insert your personal fundraising page link*

Sample Updates

Use the Administration links at the top of your personal fundraising page to send your donors updates.

Thanks so much for supporting my First Period campaign. Together we've raised \$---! Help support growing girls by asking your friends to give or launching your very own campaign.

Sample Thank You

Each of your donors will receive an automatic thank you and tax receipt. Here's a template if you would also like to send a personalized thank you.

Hi [Donor Name],

Thank you so much for your generous donation to my First Period fundraising campaign!

Because of you, we'll be able to supply schools with First Period safety net kits that include a First Period decal to display to let girls know they can get a free pad if they need it, a "helper's pledge" to provide nonjudgmental support, and a supply of pads. In short, you're not only helping me to reach my fundraising goal, but you're making a real difference for growing girls.

I'll keep you posted on our progress. In the meantime, I recommend that you check out SHIFT NC (Sexual Health Initiatives For Teens). They're doing great work to help young people grow up healthy.

Thanks again for your donation!