

PETITION Template

ACTIONABLE TITLE

Give a short background of the issue. Explain what it means, who it affects, who is in support of it and why, and how it will make a difference. If applicable, share information about what parties are opposing your viewpoint, and why the public should support your position.

Bullet out the points you want to focus on:

- Fact A
- Fact B
- Fact C

Share the issue's journey, and why it is imperative to take action right now. If applicable, share images, quotes, or stories from people affected by the problem.

CONTACT

First Name:

Last Name:

Email:

City:

State:

Zip:

Country:



PETITION Best Practices

MAKE A DELIVERY PLAN

To cut through the clutter and get their attention, you need to have a great delivery plan for petitions and actions. The most effective online organizations deliver their petitions in person with great fanfare, and get video and photos to report back to their members.

USE POWERFUL SYNTAX

"Stop", "Demand", "Unite." Whatever your call to action is, make sure that you are using a powerful verb to communicate your ask in a clear and compelling way. The more visual your language, the more likely you are to capture the interest of your target.

POWER-PACKED VISUALS

Include pictures and/or videos that will catch your target's attention.

CLEARLY EXPLAIN THE PETITION'S PURPOSE

In one paragraph, explain why the issue is important

and why it is worth your target's time and energy.

PETITION THERMOMETERS

Thermometers are a clear way to show your petition's progress toward your goal. Supporters want to know the impact of their activity.

SOCIAL SHARING

Help them get the word out with social sharing buttons.

TAKING THE NEXT STEP

Now that you understand the most effective ways to rally your supporters and they have taken an action for your organization, it's time to convert your grassroots activists into contributing donors.

One way to kick off this process is to explain why fundraising is important, and how funds are used to further your nonprofit's mission and vision.

