

Toolkit



PENNSYLVANIA STANDS UP

25 PASU End of Year Fundraising Campaign Toolkit

What is an End of Year Campaign?

An End of Year Campaign, is exactly what it sounds like - an end-of-year campaign which is the final push of the year to raise money! People tend to give more during the holidays, and we want to optimize that opportunity! We haven't held a robust campaign like this before at the end of the year, but this will be an annual campaign, where the Development Manager will begin planning in September!

Resource Guides:
PASU Brand Guidelines
PASU 2025 Core Messaging
PASU Direct to Camera Tactic Guide

Overall Messaging

PA Stands Up is a political home for poor and working folks across race, place, and generation. We organize those who don't always agree with us and we build leaders by giving our members the tools and skills to organize their community → therefore we build the power we need to ensure our communities thrive → but we can't do this work alone, help us fund our own liberation!

Video:

We are hoping to collect as many member and staff videos as possible to highlight that Pennsylvania Stands Up is a political home for all! And that we build leaders who organize their community and build local power that brings change to our communities and the greater Commonwealth!

The video should be no longer than 90 seconds and you can find helpful information on how to film a [direct to camera video](#) with the relevant talking points below!

Talking Points

*** These are important to hit!**

1. Credential Yourself: name (pronouns, if you'd like), chapter, and how long you've been organizing with PASU



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2. I organize with PASU because...(self-interest/personal stake)
3. Highlight something a specific action, or campaign they were a part of and why it mattered to them/how it felt to be part of it
4. Ending Ask: Right now, Pennsylvania Stands Up, is in the middle of our end-of-year campaign. Help us continue to build leaders who organize their communities across Pennsylvania. As we head into 2026, we need your support more than ever to ensure our work is sustainable.

Plug and Play Script:

Hey y'all— it's *(name), chapter, and how long you've been organizing with PASU* here to tell you why I organize with PA Stands Up!

(xyz issue) is really important to me because *(self-interest/personal stake)*. I've been able to do *(specific action or campaign you are part of in relation to this issue)* with PA Stands Up/local chapter and *(why it mattered/how it felt/the impact it made)*.

Right now, PA Stands Up is in the middle of our end-of-year campaign and we need your help to keep up our momentum so we can win real change for poor and working Pennsylvanians *(and for another group if relevant to the issue you are highlighting)* in 2026. Visit the link in the description or our bio to make a contribution towards our collective future today!

Example:

Hey y'all, it's Alec from PA Stands up here! I've been organizing with PASU and local chapter NEPA Stands Up for over 3 years now and today I want to share with you why I do!

LGBTQ+ rights are really important to me as someone who is part of the community, has experienced discrimination as a kid in school and is now seeing the same happen to children of this generation. I've been able to travel to Harrisburg with other members of PA Stands Up and our chapters several times for lobby days in support of legislation that would protect and affirm LGBTQ+ youth in schools. Through these efforts we've been able to bring new allies into the fight and remind kids that they belong and deserve equal opportunities no matter who they are! I want all kids to feel safe and affirmed which is why I love doing this work so much.

Right now, PA Stands Up is in the middle of our end-of-year campaign and we need your help to keep up our momentum so we can win real change for poor and working Pennsylvanians and for LGBTQ+ youth in 2026. Visit the link in the description or our bio and make a contribution towards our collective future today!



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Graphics

All graphics are in our google drive, see link [‘here’](#)

Captions

1. 🌟 We did it folks! When we canvass, phonebank, and engage with our communities we win elections and make an impact! At PASU we know the real tangible power of grassroots organizing is what leads us to victories for poor and working families in our Commonwealth. But our wins this fall are just the beginning– we’re not done yet! Help us keep up our momentum by making a contribution to our End Of Year Campaign today.
(Correlating graphic: When We Fight We Win)
2. 🏠 PASU is fighting the tech-billionaire driven data center surge because we deserve a truly democratic process, not back-door deals that harm our communities. We know data centers wreak economic and environmental havoc on our communities which is why we’re saying no to big tech bullies and yes to supporting working-people fighting back! Want to join us in this fight? Make a contribution to our End Of Year Campaign today!
(Correlating graphic: No To Data Centers, Yes To Working People)
3. Billionaires and corrupt politicians try to keep us down, disempowered, and divided– but we know what their playbook looks like and we won’t let them win! All working and poor Pennsylvanians belong in this movement and we deserve better. We can fight back and win together— consider making a contribution towards our collective future today!
👊 *(Correlating graphic: We Won’t Let Billionaires Divide Us)*
4. 🍂 This holiday season/Giving Tuesday let’s remember what we all deserve: a safe home, a full-belly, and access to the care we need! PASU is fighting for working and poor Pennsylvanians’ rights to housing, food, and healthcare. When billionaire-backed politicians let us down, we stand up, demand more, and take care of our own. Make a contribution to our End Of Year Campaign and towards our future today! *(Correlating graphics: We Are All Deserving This Holiday Season and Giving Tuesday)*
5. 🏡 PASU strives to be a political home for working and poor folks of all backgrounds. We deserve a place that values our stories, our skills, our differences, a place where we can fight side by side for what we all want: political leaders who truly serve the people, not greedy billionaires, and a democratic process that ensures our voices are heard! Help us



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sustain our political home where we all belong by donating to our End Of Year Campaign today! *(Correlating graphic: Sustaining Our Political Home)*

6. We're building our strongbox for 2026— with major elections coming up and on the tails of big wins this November, we're not slowing down! Let's keep the people-powered momentum of our movement alive so that we can win big in 2026 and elect working-class champions who will fight for our communities with us. Contribute to our End of Year Campaign strongbox today! 💪 *(Correlating graphic: Building Our Strongbox)*
7. 🌍 At PASU we have a bold vision for the future of Pennsylvania; one where we all have the resources we need to thrive, where people from all backgrounds are welcomed and celebrated, where the power lies in the hands of the working many, not the billionaire few, where democracy rules and oligarchy falls. Friends, we can't win this vision without you! It's not too late, donate to our End Of Year Campaign today! *(Correlating graphic: It's Not Too Late To Build Our Vision Of The Future)*