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Safer World Fund Matching Campaign Resources Document

Overview

Welcome to GlobalGiving's [Safer World Fund Matching Campaign](#). This campaign is dedicated to supporting GlobalGiving projects in Afghanistan and Pakistan that are improving access to education, economic opportunity, and health care— especially among women and girls. It promotes greater connection and well-being among community members. Today, nonprofit leaders need our help more than ever.

This resource package includes sample email and social media language that you can use to promote your project during the campaign. Wherever you see a **bold copy**, insert details about your project to make the sample language personal and relevant to your audience. If you have any questions, feel free to contact bpennell@globalgiving.org.

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Social Media

***GlobalGiving Tip:** Make sure you tag **@GlobalGiving** in your posts. Encouraging your followers to share/retweet your social media posts can also boost engagement!*

Pre-Campaign Social Messaging

Twitter:

Starting Sept. 11, help build a safer world by supporting the Safer World Fund. Get matched by @GlobalGiving and support women and girls through education, healthcare, and vocational training. #SaferWorld

Facebook:

Matching alert!

Starting Sept. 11, your donation to the Safer World Fund will be matched by @GlobalGiving. Your support will provide **(insert project mission)**.

Help us spread the word: share this post with your family and friends and let us build a safer world for all! #SaferWorld

Campaign Launch Social Messaging

Thursday, September 11, 2025

***GlobalGiving Tip:** (TIP: To insert a short link for your project, click on the “Share” tab on your project page. [Click here for an example](#))*

Twitter:

Building #SaferWorld starts with acts of generosity. @GlobalGiving will match your donation starting TODAY! Get 100% matched up to \$1,000.

Support **(project or org name)** and help sustain the work we are doing to support vulnerable groups: **(link to project page)**

Facebook:

Starting today, we're working to create transformational change in the region. Alone, building a safer world may seem impossible—but together, we can achieve it.

Join us for the @GlobalGiving #SaferWorld campaign. With 100% matching on all donations up to \$1,000, you can create change by giving today: **(link to project page)**.

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Project Appeals

***GlobalGiving Tip:** Want to make sure your emails are read? Grab your audience's attention with a short, powerful subject! Check out [this article](#) from Classy.org for tips + examples.*

Campaign Launch

Thursday, September 11, 2025

Subject: Help Build a Safer World – Your Donation Matched!

Dear **(Name)**,

This week, we invite you to join us in celebrating the power of community through GlobalGiving's Safer World campaign. Starting today, your donation will go even further—**GlobalGiving will match 100% of all online donations up to \$1,000 until December 31, 2025, or until matching funds run out!**

Donate today to support women and girls in **(insert the community your project serves)(link to your project page)**.

More than two decades ago, the tragic events of 9/11 changed the world forever. In response, the Safer World Fund was created by the families and friends of those lost, with a mission to address the root causes of extremism: lack of access to education, economic opportunity, and healthcare for women and girls in Afghanistan and Pakistan.

Thanks to your generosity, the Safer World Fund has helped countless communities take steps toward a more peaceful and equitable future. **(Opportunity to insert a short story about an individual/family/community you've already helped)**

With your generosity, we'll be able to **(campaign goal that is related to the story above)**. Thank you for helping us **(project mission)**!

Give now to make a difference:**(link to your project page)**, and together, we'll build a safer, more equitable world.

Thank you for standing with us and for believing in the power of collective compassion and achieving our mission **(insert project mission)**!

Warmly,

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(Your Organization Name)

*Terms and conditions apply. ([link to campaign terms and conditions](#))

Follow-Up / Thank You Note

Subject: Thank You for Making a Difference!

Dear **(Name)**,

Words alone cannot express how much your generosity means to **(the community your organization supports)**, but we'll start with this: *thank you*.

You played a crucial role in advancing our mission to **(organization/project mission)**. By stepping up as a fundraising advocate, you helped amplify our message and made a significant impact. Because of your efforts, we were able to reach **(number of unique donors)** donors who are now supporting **(community your organization supports)**.

Thanks to the gifts you helped bring in during the Safer World Matching campaign, we will be able to **(1-2 specific goals your organization will achieve with the funds raised)**. These accomplishments wouldn't have been possible without your support.

Thank you for helping us build a safer, more compassionate world.

With heartfelt gratitude,

(Your Organization Name)