



#DefeatByTruth

AMBASSADOR

Thank you for being an ambassador for Defeat By Truth. As an ambassador, we are asking you to:

- ↳ Social Media: Promote the Defeat By Truth by raising the profile of the initiative, using the draft posts below.
- ↳ Recruit: email or contact five people about the Defeat By Truth to support financially, using the draft note below.

DRAFT SOCIAL MEDIA

Follow our accounts

- ↳ Instagram: [Defeat By Truth](#) [Defeat By Tweet](#)
- ↳ Facebook: [Defeat By Truth](#)
- ↳ Twitter: [Defeat By Tweet](#)

Draft posts: hashtags [#defeatbytruth](#) [#defeatbytweet](#) [#progressivewins](#)

[Download Graphics Here](#)

Example Copy:

- I'm joining [#defeatbytruth](#) to fund organizers over elections
- I'm joining [#defeatbytruth](#), a PAC for the People, not politicians
- I'm joining [#defeatbytruth](#) to keep Trump out of the white house this fall
- If you're worried about democracy, it's time to support organizers. Help me get them the funding they need to win this November.
- Defeat By Truth Is:
 - A small dollar, community-driven campaign to fund organizers, not elections.
 - A campaign for people, not politicians
 - A community to combat racism and fascism in our government

- Designed to challenge the status quo when it comes to election organizing
- A major funder of Black and Brown organizers nationwide

DRAFT EMAILS

| Send 5 emails to potential supporters and funders.

Subject Option: Help Us Beat Trump!

Subject Option: Help Me Fund Organizers This Fall

Subject Option: Let's Fight Disinformation

Subject Option: I Need Your Help With The Presidential Election

Hi [Name],

[Description of your personal investment in the 2024 elections, stance against racial injustice, and commitment to social solutions.]

I'm reaching out to share an exciting and crucial initiative that I'm proud to support – the "Defeat By Truth" campaign. In 2020 Trump was using Twitter to spread hate and disinformation, which we used to raise over \$10 million to defeat him. Now he's on "Truth" Social, and we need your help to fund organizers again.

Even more is at stake this year. Trump has threatened to effectively become a dictator and roll back human rights for many of our communities. We need all the help we can get to make sure he does not get back in office.

What is Defeat By Truth?

"Defeat By Truth" is a powerful campaign aimed at countering the disinformation and hate speech spread by former President Trump on his Truth Social platform. Every time Trump posts, our supporters make micro-donations to the Justice Fund, which directly supports Black-led organizers in swing states.

Check out our 2020 campaign, [Defeat By Tweet](#) to see what a huge impact we were able to make - all from small-dollar donations.

Why This Matters:

- Empowering Communities: Your donations will help empower Black-led organizations that are on the front lines of fighting for justice and equity.
- Building Truth: We use our platforms to disseminate accurate information to counteract harmful disinformation.

- Sustaining Change: Beyond immediate political goals, we are committed to ending the triple evils of racism, poverty, and militarism through sustained activism and community investment.

How You Can Get Involved:

1. Pledge Your Support: Every micro-donation counts. Sign up to pledge a small amount each time Trump posts on Truth Social.
2. Spread the Word: Share this email with your friends, family, and social networks. The more people who join, the stronger our impact will be.
3. Stay Informed: Follow us on Instagram [Defeat By Truth](#), and visit our website at DefeatByTruth.org to stay updated on our efforts and successes.

Together, we can turn disinformation into a force for good. Let's use Trump's own platform to support justice, truth, and community empowerment. I'm excited to be part of this movement and hope you'll join me in making a difference.

Thank you for your time and support. Let's make truth and justice prevail.

Best regards,

[Your Name]

Ambassador, Defeat By Truth Campaign