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How to Craft a Vision and Ask for Justice Campaigns

Adapted from Rev. Tandi Rogers

These questions are targeted to help you craft a compelling story about your justice work. You can use them to prepare your FAITHIFY campaign. Let them guide you and your team as you create a campaign description.

- Why is the project mission centric to the congregation and the understanding of what it means to be a Unitarian Universalist?
- How are you taking advantage of the opportunity and seeing it as your work to be really visible on a justice issue?
- What is the story of partnership with the affected community and what are examples of faithfully showing up before the project was on anyone's radar? What are other ways to show up for these partners?
- What story do you want your great grandchildren to tell, and then what do you need to get there?
- What do you need to learn?
- Who do you need to partner with that you haven't yet?
- What resources do you need?

Other resources for creating a FAITHIFY campaign are available at faithify.org including detailed [directions](#) for how to complete the online campaign form and a free video course with tips for running a crowdfunding campaign: [FAITHIFY University](#).

Please reach out to us with any questions by email at info@faithify.org.
We love connecting with you!