



Montana Abortion Access Program

MAAP Fund-A-Thon Toolkit

Thank you for joining Montana Abortion Access Program's Fund-A-Thon! Fund-A-Thon is our annual peer-to-peer fundraiser that brings together supporters across Montana to mobilize their communities and raise critical funds for abortion access.

This toolkit will guide you through the next steps and provide resources to help you share your fundraising page, reach out to your networks, and encourage friends and family to donate. Every conversation, post, and contribution helps ensure that people can access the abortion care they need and deserve.

If you have any questions along the way, don't hesitate to reach out at info@mtabortion.org and we're happy to help!

Joining as a Fundraiser

1. Go to this [page](#)
2. Click "Create a Fundraiser"
3. Click "As An Individual"
4. Click "Create An Account"
5. Enter an email and password
6. Set your fundraising goal to whatever amount you are comfortable with. This can be changed later.
7. Once you're logged in, click "Manage" at the top of the page

Building Out Your Page

Please customize your page as much as you can! For example, you can swap out the picture for your favorite Montana hiking or nature pic, and/or add specific information to your story.

How to make changes to your profile:

1. Navigate to this [page](#)
2. Click on "Sign In" on the top right
3. Enter your sign-in information
4. Click on the profile in the circle on the top right
5. Click "My Profile"
6. Scroll down to your fundraiser for MAAP
7. Click "Manage"
8. Go to the "Details" tab on the far right

From here, you can edit your profile picture, change your fundraising goal, write a custom headline, and set a custom URL to make it easy for supporters to find you. You can also customize your story and view your donations by clicking to the appropriate tabs.



Montana Abortion Access Program

Tips:

- Choose a URL that is easy for you and your friends/ family to remember
- Add your “why” to your story:
 - Why did you decide to support MAAP?
 - Why is abortion access important to you?
 - How does supporting MAAP speak to your values?
 - What’s your favorite thing about MAAP’s work?
- You can always change your goal
 - Start with a goal that feels meaningful but doable to you
 - Once you’re getting close, consider increasing the goal

Tips to Reach your Goal

There are so many ways to reach your goal, and it can be as simple or as creative as you want it to be. Some people keep it simple by sending a few emails or posting on social media, while others have fun planning events or offering something special to their supporters. However you choose to participate, every dollar you raise helps support abortion access.

Some ideas include:

- Emailing, calling, or texting loved ones to talk to them about Fund-A-Thon
- Posting to your social media
- Hosting a house party and inviting friends to donate
- Working with a business to host a fundraiser
- Raffle off an item or items that you make
- Offering a ticketed class using your talents or interests, such as a guided hike or a baking class
- Offering something to everyone who donates over a certain amount, such as homemade cookies or a print of art you’ve made

If you have a great idea for how to raise money to get to your goal, and want help figuring out how to make it a reality, feel free to reach out to info@mtabortion.org.

Copy You Can Customize

Use as much or as little of these templates as you’d like! Think of them as a starting point: you know your community best and what will resonate with them. Feel free to copy, tweak, or completely rewrite them to sound like you. If you do use the templates, just watch for the sections in italics where you’ll want to add your fundraising link or share your personal “why.”



Montana Abortion Access Program

Email Copy:

This spring, I'm participating in Fund-A-Thon to raise critical funds for the Montana Abortion Access Program (MAAP). From the wide-open prairies to mountain peaks, MAAP works to ensure that everyone in Montana can access the abortion care they need.

In a state as large as Montana, getting to care isn't always easy. With only six clinics statewide, many people must travel long distances, often taking time off work, arranging childcare, and paying for gas, lodging, and meals along the way.

MAAP helps remove these barriers by providing financial and logistical support to people seeking abortion care. An abortion in Montana can cost up to \$2,300, which is out of reach for many. MAAP works directly with clients to help cover the cost of care as well as related expenses like travel, lodging, childcare, and food.

(Describe your personal connection or why you are passionate about this work).

As healthcare costs rise and restrictions create new barriers, more Montanans need this support. That's why I'm raising funds through Fund-A-Thon. Even better: **donations made through Fund-A-Thon will be matched, meaning your gift can have twice the impact!**

You can support this effort by joining me as a fundraiser or making a donation here: *(insert link)*.

Thank you for helping ensure that everyone in Montana can get the care they need.

Social Media Copy:

It's officially Fund-A-Thon season: when abortion access supporters across the country come together to build community, fight stigma, and most importantly, fund abortions. 🌻🏔️

This year, Montana Abortion Access Program's Fund-A-Thon theme is From Prairie to Peak, because no matter where someone lives in Montana, from prairie to mountain towns, everyone deserves access to the care they need.

Last year, MAAP pledged over \$270,000 to help 728 people access abortion care in Montana, supporting nearly 1 in 4 people who needed care in the state. As demand continues to grow, I'm stepping up to help ensure people across Montana can get the care they need.

I've set a goal to raise *(insert goal)*, and I'd love your support to help get me there! Every donation helps remove barriers and makes abortion care possible for someone in our state.

🌻🏔️ Donate here: *(insert fundraiser link)*



Montana Abortion Access Program

Want to help us reach our \$35,000 Fund-A-Thon goal? Join me in raising money for abortion access—from prairie to peak.

#MAAP26 #Fthon26 #FromPrairieToPeak

Tips:

- Add a picture to your social media post to help more people see it
 - If possible, use your own picture! You can use your favorite Montana nature pic or a picture from a recent hiking, skiing, or camping trip to make sure more people see your post
- Include your “why” in the post or email (see above for questions to ask to find your why)
 - If you don’t feel comfortable with outlining your why, you can also use the data or below to illustrate why MAAP’s work is so important
- Make an explicit ask
 - “Join me as a fundraiser!”
 - “Donate x amount to get me x% of the way to my goal!”

Data You Can Use

- In 2025, MAAP pledged \$278,679 to support 729 clients
 - This includes \$14,179 in transportation and \$10,215 in lodging and food
 - This is more funding pledged and clients served than in the first 12 years of our organizations history combined
- In 2025, MAAP saw a 49% increase in clients served over 2024
- 90% of the people MAAP serves are from Montana
- Approximately 17% of our clients receive travel support in addition to help covering the cost of their abortion care
- In 2022, MAAP supported 9% of abortion seekers in the state. By the first half of 2025, that figure had risen to 24%.
- Since the Dobbs decision in 2022, MAAP has experienced a 226% increase in applications for support

Need Support?

If you need help setting up your page, setting a goal, or deciding how you want to reach your goal, feel free to email us at info@mtabortion.org and we’re happy to help!