

## ISPU “Facts Fuel” Fundraising Campaign Email

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*Email delivered September 23, 2019*

Hello [first name],

You know what’s worth being proud of? Valuing truth, knowledge, understanding, and integrity. You should want to shout from the rooftops that fear doesn’t define the way you think—facts do.

That was my inspiration when I sat down to design ISPU’s new t-shirts. I want every person I meet to know that at ISPU, we’re proud data nerds—unapologetic advocates for the facts. All of us on staff freely admit our data nerdism. And when you donate to ISPU or don our logo, you become an integral part of our team.

**Facts fuel community development**, like when our data informed a new program on domestic violence. ISPU polls found that while domestic violence was no more prevalent in Muslim communities than in other faith communities, Muslim domestic violence survivors were significantly more likely to report the assault to a faith or community leader. In response to this discovery, a Muslim community organization designed a program focusing on imams as critical allies against domestic violence.

**Facts fuel progress**, like when our director of research, Dalia Mogahed, appeared on MSNBC’s AM Joy. At a time when violent language incited threats against Muslims, Dalia was able to offer research from our poll that links anti-semitism, anti-Black racism, and Islamophobia, showing all are from the same tree of bigotry.

**Facts fuel understanding**, like when Rep. Andy Levin of Michigan sent our Who Are American Muslims? infographic to his fellow Congresspeople to review during the Eid al-Fitr holiday. He urged them to read the infographic and honor “Muslim Americans and Muslims worldwide by renewing our commitment to seeking greater solidarity and understanding.”

Facts may fuel the future, but you fuel the facts. Join our team today by purchasing an ISPU t-shirt or sweatshirt, and 100% of the profits will go straight to ISPU. If you’re feeling especially generous, you can increase your donation to help fund our American Muslim Poll 2020. With a big election year coming our way, this upcoming poll will be more important than ever in informing the conversation around Muslims in America. And we just need \$25,000 more to get us over the finish line. You can be the difference—and look good doing it!

This fall, I’ll be wearing my ISPU sweatshirt to stay warm, look fabulous, and start a conversation with people I meet about what I love about ISPU. Will you join me?

Sincerely,

Katie Grimes  
Communication & Creative Media Specialist  
Institute *for* Social Policy *and* Understanding

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Institute for Social Policy  
and Understanding



# FACTS FUEL

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