

What is Peer-to-Peer Fundraising?

- ✓ Leverage your passionate supporters to rally behind your cause to fundraise on your organization's behalf
- ✓ Share personal stories and connections to your cause with a new network of potential supporters to expand your reach
- ✓ Create personal fundraising pages for your supporters as a spin-off to your main campaign

What are the Benefits?

- ✓ Reach - Expands your reach to a new network of potential donors by tapping into your fundraiser's network
- ✓ Stewardship - Provides a new opportunity to engage with existing supporters by sharing their personal connections
- ✓ Engagement - Establishes more vested interest in your organization through active supporter participation
- ✓ Trust - Highlights your existing connections with passionate supporters, making donors confident in your cause
- ✓ Fun - Creates an opportunity for friendly competition and social sharing during the big event

Peer-to-Peer Impact – Fundraisers can help you make an exponential difference!

- ✓ New Donors
- ✓ More Donors
- ✓ Dollars Raised
- ✓ Social Engagement
- ✓ Contact Information

Motivating Your Fundraisers & Set your fundraisers up for success!

- ✓ Share link <https://www.givelocal757.org/fundraise>

5 STEPS TO A SUCCESSFUL GIVING DAY



1. HAVE A PLAN

- Employ Campaign Fundraisers

Fundraise for Your Favorite Nonprofit!

You Are a Champion

You have a passion: It could be for animal welfare, fighting poverty, supporting the arts, or raising awareness about homelessness. We bet you also have a wonderful network of friends and colleagues in your life. Give Local 757 offers you a vehicle to connect your passion and your network by creating your own personal campaign to raise money for local nonprofits supporting your passion. As an individual fundraiser for your chosen nonprofit(s), you set the goal, you get the word out, and you become a champion for your cause. You ALSO, by creating a fundraiser, can amplify the money you raise because every dollar qualifies your nonprofit(s) for cash prizes of up to \$5,000!

Create Your Fundraiser

1. Choose the nonprofit(s) you want to fundraise for.
2. On the nonprofit(s) profile page, click the Create a Fundraising Campaign button, where you will be asked to create a donor account. It doesn't take long!
3. In your donor account, click on the tab My Fundraisers to create each campaign.
4. Click Submit for approval by the nonprofit(s) you are supporting.

Have fun completing your campaign, because your story of why you're so passionate about this cause will inspire your friends to be part of this awesome work in our community.

You will receive an email when your campaign is approved, your campaign will be live to the world!

Don't Forget the Best Part!

Share your excitement far and wide because every time you do, you will not only raise money for your cause(s) but help them win one or more of the 45 cash prizes! Here are some ideas:

- Recommend www.GiveLocal757.org on your social media handles with a link to your fundraising page.
- Use **#givelocal757** in all your posts to enter your organization(s) into the contests for the cash prizes!
- Send emails about the organization's mission, your goal and a link to your fundraising page.
- Rally your friends, co-workers, neighbors, networks and family to not only donate once your page goes live but also help you spread the word.
- Host a LIVE video about your campaign on Facebook.

Follow us on [Facebook](#) and [Twitter](#).

For Handy Reference

To log back in to your donor account at any time, just [click here](#) or go to www.givelocal757.org and click on the login button in the upper right hand corner.

Motivating Your Fundraisers & Set your fundraisers up for success!

- ✓ Share link <https://www.givelocal757.org/fundraise>
- ✓ Set them up with social media and email templates
- ✓ Share your Giving Day graphics with them
- ✓ Check in with them before and on the day
- ✓ Encourage them to share their personal story
- ✓ Spark friendly competition between your fundraisers

Capturing Fundraiser Stories – Motivate your Peer-to-Peer Fundraisers to share their stories by asking them these questions:

1. What made you decide to make your first gift?
2. What do you wish everyone knew about this cause?
3. Why do you enjoy giving to our organization?
4. What is your favorite program or service to donate to?
5. How do you feel after making a gift to our organization?
6. Since you've been supporting this cause, is there a moment that stands out to you where you truly felt your impact?

SAMPLE STORIES

Story

Today is Giving Tuesday, the perfect time to reflect on the needs of our community. I ask you to join me in making a contribution today to a worthy nonprofit.

I'm giving to the Peninsula Community Foundation, because I believe that all children should be healthy, educated and safe. I believe that all young people should have the resources they need to pursue a higher education. I believe that all Peninsula residents deserve to have a place to call home.

Join me in donating so we can imagine a brighter Peninsula together.

Donate today and all gifts may be matched by the Bill and Melinda Gates Foundation!



Will Bane • November 28, 2017

FUNDRAISER CAMPAIGNS GUIDE

give
Local
757!
MAY 8

SAMPLE STORIES



Bridget Cafaro

Hi, I'm Bridget Cafaro and I'm fundraising for [Logan's Pups](#).



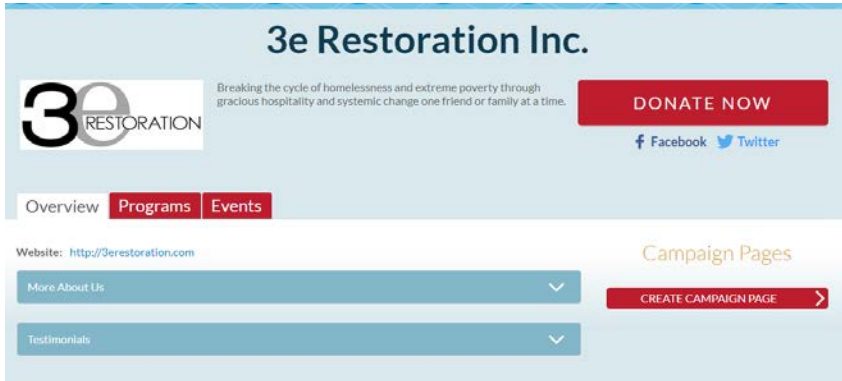
Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!

FUNDRAISER CAMPAIGNS GUIDE



PRIZES

FUNdraiser Campaign



GRAND PRIZE

\$1,500 awarded to the Nonprofit with the **highest number of unique donations** made through Fundraiser Campaigns.

CHALLENGE

\$757 awarded to a nonprofit with the **highest number of Fundraiser Campaigns**. Only campaigns with a minimum of 5 donations will qualify.

BONUS

\$757 awarded to the organization who has received the **highest number of unique donations from Fundraiser Campaigns at by 12 pm** time.



WEBINAR

Utilizing Fundraiser Campaigns to Achieve Your Goals

<https://recordings.join.me/i-BVMkoWf0CGteV6cR57iA>