

Peer-to-Peer (P2P) Fundraiser's Guide to SUCCESS

The Basics

What link do I share? You'll want to share the link created for your fundraising/ fundraising team's page. You can also share the main campaign link - gvgb.co/leapforautism2018 - and your supporters will still be able to donate to your specific page!

How do I get the word out? To get the word out about the your P2P fundraiser, you'll want to communicate with your contacts through email messages, social media posts, and word of mouth. Check out some of the sample content below for ideas of what to post and when!

What am I responsible for as a champion? As a P2P fundraiser you're responsible for getting the word out about the Leap for Autism campaign, and encouraging support for your fundraiser/ fundraising team!

Can I collect donations by cash or check? If someone makes a contribution by cash or check you can still have that count towards your personal/ team's fundraising goal! Email Kellyann Pascarella at kpascarella@greystoneprograms.org with the donation amount and donor name so they can add it to your total.

Email Templates

You can use these email templates to reach out to your personal network and spread the word about your fundraiser. Just copy and paste the text below into your email client (gmail, yahoo, outlook, etc.) and add some personal flair to make it your own!

Email #1 Subject: Join me in Supporting Leap for Autism!

Hi [first_name],

I am excited to announce that I am supporting Greystone Programs to raise money for their Leap for Autism campaign by becoming a P2P fundraiser. Not only that, but I'll also be skydiving to show my support! My fundraising will help Greystone Programs to provide life-enriching programs to children, adults and families with Autism and other developmental disabilities!

[FUNDRAISER'S STORY: WHY ARE YOU SUPPORTING THIS ORGANIZATION? WHAT HAS THE ORGANIZATION'S IMPACT BEEN ON YOU/YOUR FAMILY OR FRIENDS?]

Help Greystone Programs reach their goal of \$68,000 by contributing to my fundraiser: [LINK TO FUNDRAISING PAGE]

Thank you for supporting Greystone Programs!

Email #2 Subject: I Need Your Help!

Hi [first name],

I am very excited to be a fundraiser for Greystone Programs Leap for Autism campaign, and so far I've raised__% of my goal! I'm getting closer to my goal every day, but I need your help to reach 100%!

Your contributions can make a big impact on the programs Greystone provides to those with Autism and other developmental disabilities. These include a range of therapeutic expressive arts – including music, art, dance, equine therapies and other services.

With your help, I can leap for change! Visit [LINK TO FUNDRAISING PAGE] to support me and Greystone Programs!

Thank you!

Email #3 Subject: Support Leap for Autism!

Hi [first_name],

The Leap for Autism event for Greystone Programs is almost here and I only need [DOLLAR AMOUNT LEFT OF YOUR GOAL] to reach my goal.

I will be jumping out of a plane to show my support for Greystone programs, but I need your help to do so!

Make a contribution to help provide life-enriching programs to children, adults and families with Autism and other developmental disabilities by visiting my fundraising page [FUNDRAISING PAGE LINK].

If you've already donated, thank you so much for your support! I hope you'll consider sharing my fundraising page with your friends and family on social media to get the word out about Greystone and the difference they make to our community!

Thank you!

Email #4 Subject: Thank You!

Hi [first_name],

Can you believe it's already the final day of the Leap for Autism campaign? With [\$ AMOUNT YOU'VE RAISED] already raised for Greystone Programs, I am proud of my impact as a P2P fundraiser!

I am so thankful for the support of my community throughout this campaign - but the giving isn't over yet! I can only reach my goal with your help: can you visit my fundraising page [FUNDRAISING PAGE LINK] and make a contribution to help me reach my goal?

You can also show your support by sharing my fundraising page with your friends and family on social media!

Thank you again for your continued support!

Social Media

You can use these sample social media posts to get the word out to your social networks! You can copy and paste or get creative - just make sure to always include your fundraising page link in all of your posts

Facebook

- Greystone Programs has launched a fundraising campaign, and with YOUR help we can raise \$68,000 to provide life-enriching programs to children, adults and families with Autism and other developmental disabilities! As a leaper, I have my own fundraising page, so check out the link to donate to my personal fundraiser for the Leap for Autism campaign: [FUNDRAISING PAGE LINK]
- I'll be skydiving on April 21 to show my support for Greystone programs, but I don't want to do it alone! Join me as leaper for the Leap for Autism event to help change the lives of those with developmental disabilities! Register here: [EVENT PAGE LINK]
- THANK YOU to all of the donors and supporters who have helped me raise \$X for the Leap for Autism campaign! Because of you, I am getting closer to my goal every day, but

I still need your help! If you've already made a donation, please consider sharing my fundraising page with your friends and family. If you haven't, there's still time to make a contribution to help provide life-enriching programs to children, adults and families with Autism and other developmental disabilities.. [FUNDRAISING PAGE LINK]

Twitter

- The Leap for Autism campaign needs YOU to help reach their goal of \$68,000 to enrich the lives of those with developmental disabilities! [FUNDRAISING PAGE LINK]
- Visit my fundraiser for the Leap for Autism campaign page at [FUNDRAISING PAGE LINK] to donate and share! With your help we can enrich the lives of those with developmental disabilities!
- Thank you to the donors and supporters that have helping me reach X% of my goal! Help me get to 100% #LeapForAutism2018: [FUNDRAISING PAGE LINK]

Instagram

- Use your own personal photos to show your support and tell your story, and make sure to use #hashtags like #LeapForAutism2018 your post!
- Insert the link to your fundraising page in your bio, that way your supporters will be able to navigate to your fundraising page right from Instagram!

Tips & Ideas for Fundraising

Social Media Challenge: Use social media as a way to interact with others close to the cause and to promote the campaign. Encourage your friends to share the fundraising page - maybe offer to make a \$5 donation in the name of anyone who shares your page or their own story (A great way to encourage participation if you were already going to make some donations).

Hashtag Challenges: Hashtags are a great way to engage with your network! Use the campaign hashtags #LeapForAutism2018 to promote the positive impact of the campaign and to share reasons why being a P2P fundraiser is important to you.

Popular #hashtags that you can use to promote your fundraiser:

- **#TBT:** Throwback Thursday is a great way to share memories associated with your story by posting a photo!
- **#FBF:** Missed TBT? No worries! Flashback Friday is another great way to remember the glory days and engage with your network!
- **#ThankfulThursday:** This is a great way to share why you're thankful for the impact that the organization has had on you or someone you know - it's also a great way to thank anyone who has already made a contribution to your campaign.

- **#AutismAwarenessMonth:** April is Autism Awareness Month! Use this hashtag to let your network know that by participating as a leaper, you're not only raising money, but also to raise awareness for autism and other developmental disabilities.

Graphics

Enhance your personal photos using free online editing resources like [Canva](#) to create graphics like these. Personalized graphics will highlight your story to make a greater impact when reaching out to friends and family through email and social media. And including the link to your fundraising page, the campaign name, and the campaign hashtag on your image will make the graphic an even more powerful tool for fundraising.

Check out [THIS LINK](#) for more images to share!



Support Articles

These support resources will help you throughout your fundraising efforts. From customizing your profile to navigating to your toolkit, these articles are aids that will help to utilize the GiveGab platform. Of course if you're having any trouble, and these articles don't answer your questions, please feel free to reach out to our chat support at anytime by clicking on that little blue bubble!



- **How do I navigate to my P2P fundraising toolkit?:**
<http://support.givegab.com/fundraising-on-givegab/peer-to-peer-fundraising/how-do-i-navigate-to-my-peer-to-peer-fundraising-toolkit>
- **How do I use my fundraiser's toolkit?:**
<http://support.givegab.com/fundraising-on-givegab/peer-to-peer-fundraising/how-do-i-use-the-peer-to-peer-fundraisers-toolkit>
- **How do I find the link to my P2P fundraising page?:**
<http://support.givegab.com/fundraising-on-givegab/peer-to-peer-fundraising/how-do-i-find-the-link-to-my-peer-to-peer-fundraising-page>
- **How do I change my P2P fundraising goal?:**
<http://support.givegab.com/fundraising-on-givegab/peer-to-peer-fundraising/how-do-i-change-my-peer-to-peer-fundraising-goal>
- **How do I thank my donors as a P2P fundraiser?:**
<http://support.givegab.com/fundraising-on-givegab/peer-to-peer-fundraising/how-do-i-thank-my-donors-as-a-peer-to-peer-fundraiser>

Success Checklist

Throughout the campaign you can use this checklist to make sure that you're getting the word out and engaging with your network.

1. Customize your personal fundraising story - why are you supporting the campaign and how has this organization made an impact on you?
2. Use the email templates above to craft your perfect message to send out to those contacts
3. Spread the word about your fundraiser on Social Media using the above sample posts
4. Create your own graphics to make your posts stand out amongst the crowd and to enhance your personal story
5. Make sure to check in on your progress at least 1-3 times a week, and keep your supporters updated with your progress.
6. Continue to reach out to your contacts and your social networks - if you need some inspiration check out our fundraising tips above!
7. As the campaign comes to an end - don't lose momentum!

8. Once the campaign ends, remember to thank all of those who made a contribution to your fundraiser Give yourself a pat on the back for being an awesome P2P fundraiser :)