**WHAT IS A PEER TO PEER CAMPAIGN?**

Peer to Peer (P2P) is a fundraising method in which supporters are empowered to create personal fundraising pages and raise money on behalf of an organization. Peer to Peer is a multi-tiered approach, where donors are asked to raise money in addition to donating. By participating in a P2P campaign, you can help an organization reach new audiences, expand its donor base, and raise more funds!

**WHY PEER TO PEER?**

- **Peer pages effectively spread the message of a campaign.** This boosts awareness and reaches potential donors in your own network, helping to raising more funds!

- **P2P enables you to take ownership of the cause.** With the tools to create your own campaign page, you can engage with the responsibilities of an organization and make a lasting connection.

- **More funds go directly to the fulfilling an organization’s mission.** P2P campaigns are cost effective for organizations compared to other outreach initiatives like fundraising events.

**HOW IT WORKS**

1. **Sign Up as an Individual or Join a Team**
   - Getting your peer fundraising page started is easy! Click “Become a Fundraiser” and go through the wizard to sign up on your own or as a part of a team.

2. **Create a Title, Goal, & Tell Your Story**
   - Make your page compelling by sharing a story about your own connection to the cause. Add photos and videos if you have them! And be sure to set a realistic fundraising goal.

3. **Share Your Page With Your Community**
   - Spread the word through multiple channels! Send emails, share your page on social media, make print outs with a link to your page, or even host a small event to launch your peer campaign.

4. **Track Your Contributions**
   - You will receive an alert anytime someone contributes to your page. Keep tabs on the progress made toward your fundraising goal.

5. **Thank Your Donors**
   - A thank you goes a long way! Write an email or a letter and give a shout out to your donors on social media. They will be sure to be responsive the next time you fundraise!

6. **Feel Great!**
   - Give yourself some real appreciation, as your peer fundraiser is making a huge impact and helping to achieve an important mission!