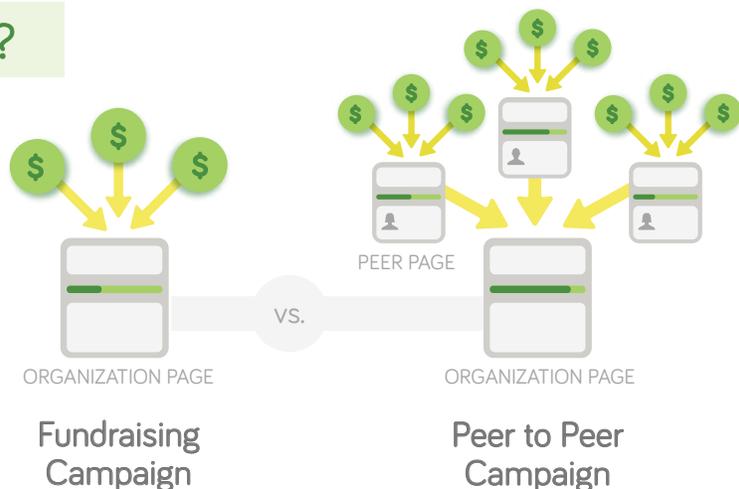


It's easy to **BECOME A PEER FUNDRAISER**

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!