

#iGIVECATHOLIC



# Peer to Peer Fundraising Champion Guide

- A P2P Fundraiser is a supporter who rallies around your cause to fundraise on your behalf. These supporters create their own fundraising page as a spin off of your main #iGiveCatholic profile.
- Your fundraisers can share that page with their network to expand the reach of your cause and bring in new donors. Find people who are passionate about the work you do, and use their voice to make a difference!

## **Inside:**

- *Recruiting your P2P fundraising champions*
- *Instructions for signup*
- *Help and resources for your champions*



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# Recruiting your P2P fundraising champions: Messaging

Identify your potential fundraising champions and ask them to help you!

“Are you willing to take the love you have for XXXX and turn it into action? We need your help with #iGiveCatholic 2021. The #iGiveCatholic platform makes it super simple for you to become a fundraiser on our behalf – let’s get everyone in your network ready to give! It’s as easy as 1,2,3...

## 1. Become a champion

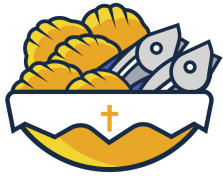
Help XXXX meet its fundraising goals

## 2. Tell your story

Let your friends and family know why you support the mission / program

## 3. Spread the word

Share the news with your personal network to promote the fulfillment of our mission



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## Frequently asked questions for P2P champions

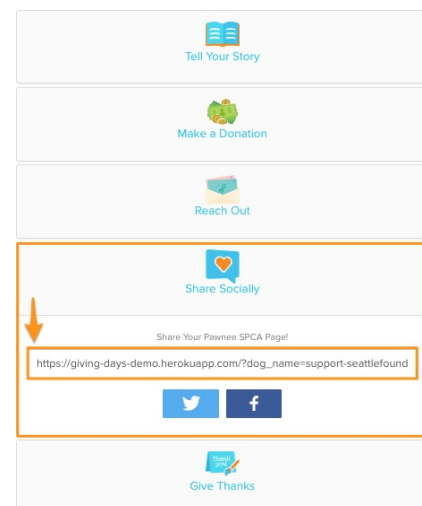
### How do I sign up?

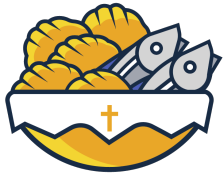
You can either respond to an invitation from your organization, OR you can sign up yourself! Just search for your organization, view their profile, and click the FUNDRAISE button.

### What link do I share?

You'll want to share the link created for your fundraising page found in your Fundraising Dashboard.

You can also share the organizations main campaign link, and your supporters will still be able to donate to your specific page!





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## How does this work?

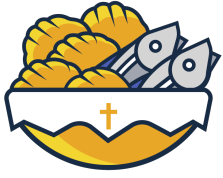
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- As a Fundraiser, you're responsible for getting the word out about #iGiveCatholic, and encouraging support for your fundraiser and your organization!
- The leaders of the organization you are supporting will set a financial goal for #iGiveCatholic and you are responsible for helping them to reach that goal. You should set an individual goal for your fundraiser to let your friends and family know what portion of your organization's goal you are hoping to help achieve.
- Most importantly, you are responsible for having fun with your fundraising efforts and working to share enthusiasm and support for your organization. Create a fun video and a colorful, passionate thank you message. These small gestures can go a long way for your organization's fundraising efforts!

## How do I get the word out?

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- To get the word out about #iGiveCatholic, 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!



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## Fundraising Champion social media guide

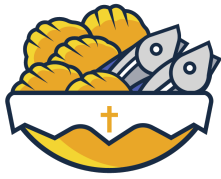
*You can use these sample social media posts to get the word out to your social networks! You can copy and paste or get creative - just make sure to always include your fundraising page link in all of your posts.*

### Facebook

[ORGANIZATION NAME] is participating in #iGiveCatholic, a 24-hour giving movement, on Nov 30! Join me in supporting [ORGANIZATION NAME] to [OBJECTIVE]. As a fundraising champion for [ORGANIZATION NAME], I have my own fundraising page, so check out this link to donate to my personal fundraiser during #iGiveCatholic: [FUNDRAISING PAGE LINK]

#iGiveCatholic is in less than X days away! My goal is to raise \$X for [ORGANIZATION NAME], but I need YOUR help to get here. Make a long lasting contribution here: [FUNDRAISING PAGE LINK]

TODAY IS THE DAY! I need your help in supporting [ORGANIZATION NAME] so they can continue to help [THOSE SERVED BY ORGANIZATION]. I am fundraising for [ORGANIZATION NAME] because [IMPACT ORGANIZATION HAS HAD ON YOU]. Please consider making a contribution to my fundraising page here: [LINK TO FUNDRAISING PAGE]. Your gift will make a huge impact on [THOSE SERVED BY ORGANIZATION]!



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## Twitter

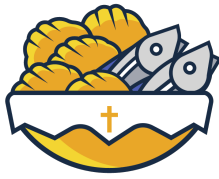
- [ORGANIZATION NAME] needs YOU! Join me in supporting their mission to [ORGANIZATION INITIATIVE, briefly]!: [FUNDRAISING PAGE LINK]
- I am fundraising for [ORGANIZATION NAME] during #iGiveCatholic on Nov 30! Check out my page here [FUNDRAISING PAGE LINK] to donate and share!
- Thank you to the donors and supporters that have helped me reach X% of my goal! Help me get to 100% #iGiveCatholic: [FUNDRAISING PAGE LINK]

## Instagram

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

## Popular Hashtags

#iGiveCatholic: Expand the reach of your fundraising page by inserting yourself into the #iGiveCatholic conversation! Your posts will be searchable by anyone looking to be involved in the statewide giving celebration



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## Other tips & ideas

**Social Media Challenge:** Use social media as a way to interact with others close to the cause and to promote your fundraising efforts. Encourage your friends to share your 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).

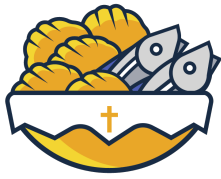
**Hashtag Challenges:** Hashtags are a great way to engage with your network! Use the any hashtags associated with the organization you're fundraising for to promote their positive impact and to share reasons why being a fundraising champion is important to you.

## Graphics

Utilize the suite of social share image on the #iGiveCatholic website to make your fundraising posts stand out on social media.

<https://salina.igivecatholic.org/info/downloads>

You can also enhance your own personal photos using free online editing resources like [Canva](#). 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 organization's name, and the #iGiveCatholic hashtag on your image will make the graphic an even more powerful tool for fundraising!



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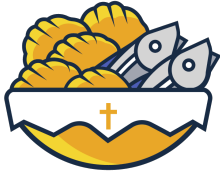
## Sample emails

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*You can use the email templates on the following pages 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, fill in the placeholders, and add some personal flair to make it your own!*





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## Before #iGiveCatholic

Subject: Join me in Supporting [ORGANIZATION NAME]

Hi [first\_name],

I am excited to announce that I am supporting [ORGANIZATION NAME] during #iGiveCatholic by taking on the role of a fundraising champion. My fundraising will help [ORGANIZATION NAME] to [OBJECTIVE - take from the organization's story]!

[Fundraiser Story: Why are you supporting this organization? What impact has this organization had on you/your family/your friends?]

#iGiveCatholic is [EXPLAIN WHAT #iGiveCatholic IS], so join the movement by contributing to my fundraiser on Nov 30! Check out my fundraising page here: [LINK TO FUNDRAISING PAGE]

Thank you for supporting me and [ORGANIZATION NAME]!

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Subject: I Need Your Help!

Hi [first name],

#iGiveCatholic, is only X days away. [ORGANIZATION NAME] is participating in this celebration and I want to support them on Nov 30. I need you help to make a difference!

Your contributions can make a big impact on [THOSE WHO ARE IMPACTED BY CAMPAIGN]:

[Example - pull from organization's donation levels:

\$25 - Purchases litter for a cat for 6 months

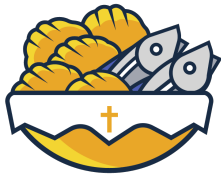
\$50 - Feeds a cat for a year

\$100 - Vaccinates a cat

\$250 - Purchases a room of new cat enclosures]

Together we can [OBJECTIVE]. Visit [LINK TO FUNDRAISING PAGE] to support me and [ORGANIZATION NAME]!

Thank you!



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## During #iGiveCatholic

Subject: #iGiveCatholic is here - Support [ORGANIZATION NAME]  
Hi [first\_name],

TODAY is the day! It's Nov 30, so the time to give is now. My goal is to raise \$[YOUR FUNDRIASER GOAL] in support of [ORGANIZATION NAME], but I can't reach my goal alone.

Please join me in helping [ORGANIZATION NAME] to [OBJECTIVE] by visiting my fundraising page at: [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 [ORGANIZATION NAME] and the difference they make to our community!

Thank you!



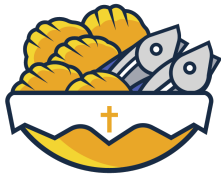
Subject: Only a few more hours left to give!  
Hi [first\_name],

Can you believe #iGiveCatholic is almost over? With [\$ AMOUNT YOU'VE RAISED] already raised for [ORGANIZATION NAME], I am proud of my impact as a fundraising champion!

I am so thankful for the support of my community throughout this giving celebration - but the giving isn't over yet! Visit my fundraising page at [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!



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## After #iGiveCatholic

Subject: Thank  
you

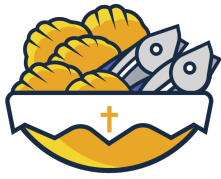
Hi [first\_name],

Thank you so much for all of your support during #iGiveCatholic.  
Because of you, I was able to raise \$[AMOUNT THAT YOU RAISED] for  
[ORGANIZATION NAME]!

Together, we made a difference in the lives of [THOSE SERVED BY  
ORGANIZATION].

You rock!





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## Helpful Resources

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- **How do I customize my P2P fundraising page?**  
<https://support.givegab.com/en/articles/355858-how-do-i-customize-my-peer-to-peer-fundraising-page>
- **How do I change the goal on my fundraiser?**  
<https://support.givegab.com/en/articles/358171-how-do-i-change-my-peer-to-peer-fundraising-goal>
- **How do I thank my donors?**  
<https://support.givegab.com/en/articles/360767-how-do-i-thank-my-donors-as-a-peer-to-peer-fundraiser>
- **6 Actions successful P2P fundraisers take**  
<https://blog.givegab.com/6-actions-successful-peer-peer-fundraisers-take>
- **The ABCs of P2P fundraising**  
<https://blog.givegab.com/abcs-p2p-fundraising>
- **Four primary benefits of P2P fundraising**  
<https://blog.givegab.com/benefits-p2p-fundraising>
- **Graphics**  
<https://salina.igivecatholic.org/info/downloads>