

Your goal in leading peer giving events is to provide easy-to-use content, links, documents, copy and support to those participating in the event. We're taking the guess work out of that for you. Use our ideas on the following pages to create one sheets or customized pieces of content to send to your participants in a digital welcome packet. You can also store them online on your P2P campaign's Getting Started web page or send an email with links to the content. Make it a simple process for your participants to copy, paste and customize content as they work to raise money for your organization.

Sample campaign solicitation email

Make organization letterhead available to participants via Word or Google Docs. Alternatively, provide organization logos to be used for official team communication and solicitations. Make it easy for participants to see which areas can be customized by highlighting text in another color (see below) and add as much information to these emails as possible prior to giving the templates to participants.

Date

Dear [insert name],

I am excited to tell you about a fun event in which I am participating. This [month, season, year, etc.] I will be raising money for [cause, organization, fundraiser] by participating in [event name, type] and I would love you to join me.

[Insert 2-3 sentences about organization or cause; think about the story that provides context and background as to why this campaign is so important].

Getting involved is easy! You can join my team or, if you'd rather donate without participating in the event, you can do that as well. My goal is to raise [amount] by [date] and I know you can help make that happen. The more the merrier! Please help me spread the work by inviting your family and friends.

When: [event date]

Where: [location or link to online options]

For more information, visit [website] or follow [event, cause] on social media [insert links]. You can also make a direct donation on my fundraising page [insert page link]. Proceeds from [cause, organization, fundraiser] will be used to [add info here].

Closing options:

- Thank you for being a part of my team.
- I can't wait for us to be a part of this event together!
- Thank you for considering a donation to [cause, organization, fundraiser]

Sincerely,

[Name]

Sample campaign thank you email

If possible, provide content areas or easy upload options for participants to share photos from the event or provide customized updates on personal fundraising pages. These links can be provided in thank you emails or in social media posts, thereby driving traffic to your organization's website and creating additional interest in your cause.

Date

Dear [insert name],

Thank you so much for being a part of [cause, organization, fundraiser] with me this year. With your help, we were able to raise [amount] which will go toward [cause/fund use explanation]. You can view the final results of the campaign here [link to general campaign page or personal fundraising page] along with some pictures from the event.

Thank you for being a part of my team and for helping to spread the word about this awesome event. I am so proud to have been a part of this with you. I couldn't have done it without you.

Together, we are changing lives!

Sincerely,

[Name]

P.S. If you would like to stay involved or be a part of next year's team, please let me know. I would love to make an event bigger impact next year and invite you to join me again!



Sample Instagram content

[Branded image or personal image/action shot] Join me as I raise money for [organization's IG handle]. Send me a DM or comment below and let's build a team to support [cause, event, fundraiser]. Together, we can smash our goal of [amount].

#teamworkmakesthedreamwork #fundraising #causeworthy #hashtag4 #hashtag5 #hashtag6



Sample Facebook content

Join my team and let's raise funds for [cause, event, fundraiser]. Did you know? [Stat to draw interest here]. That is why I'm committed to raising [amount] and you can help! Hit the 'share' button and spread the word or comment below for information on how to participate. I'd love to build a large team this year in support of [tag organization's Facebook page]. Let's do it together!



Sample Twitter content

I'm joining forces with [organization Twitter handle] to raise funds for [cause, event, fundraiser]. Join my team or make a donation online. Together, we can make a difference. [fundraising page URL].



Sample LinkedIn content

I am excited to be working with [organization LinkedIn page] as a team captain to raise money for [cause, event, fundraiser]. Join me by visiting my personal fundraising page [insert link] or sending me a message to see how you can be a part of the event this year. I would love your support even through a quick 'share' of this post.

Imagery ideas

When providing participants with content to share across social media networks, don't forget about branded imagery. You can use an online design site such as Canva to set up templates that participants can customize or utilize Google Drive as a place to store images that participants can download and use across digital media channels.

Connect with us online!



4aGoodCause.com

About 4aGoodCause is an effective and easy-to-use fundraising platform for small nonprofits. Boost your revenue with our simple, mobile-friendly pages that donors love. Unlimited campaigns for online donations, event registration, membership, crowdfunding and peer-to-peer fundraising. Integrates with 2000+ third-party apps.