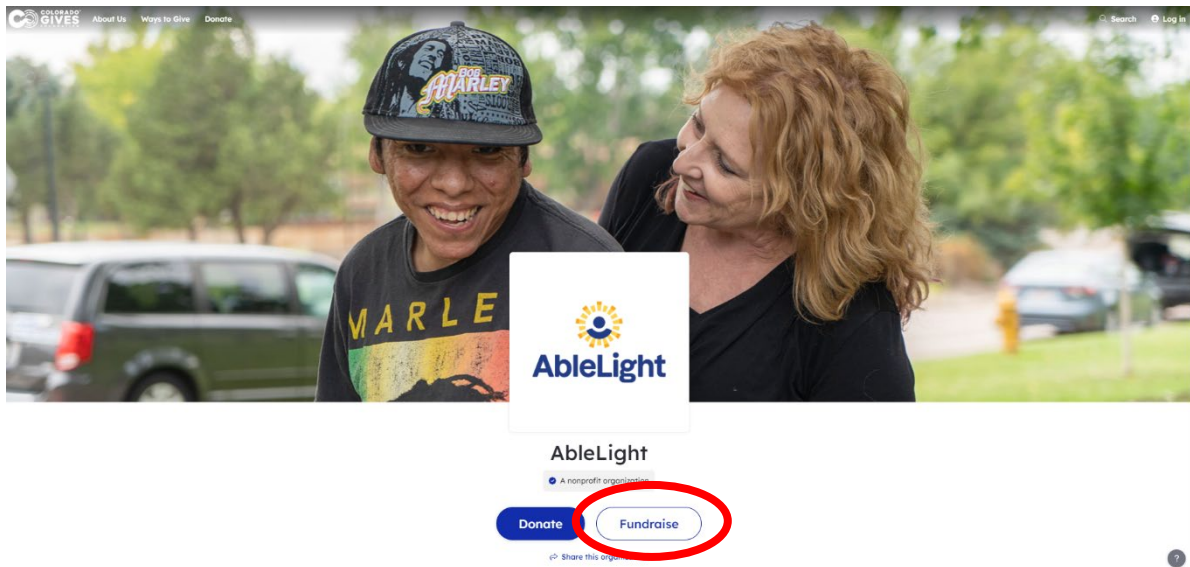


Create Your Fundraiser – CO Gives Day

Step 1:

Visit AbleLight.org/COGives.

Click “Fundraise.”



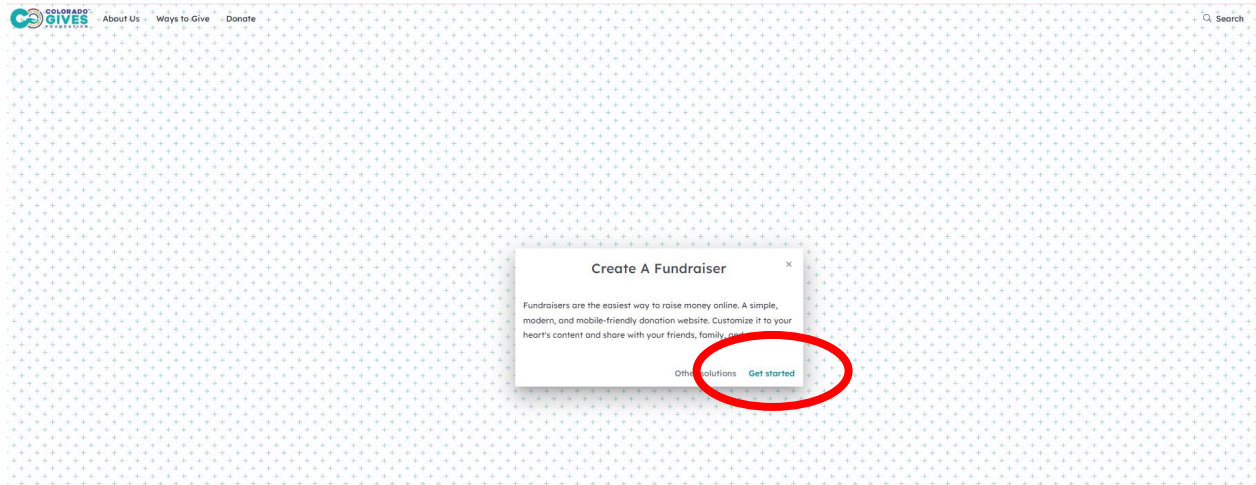
Step 2:

If you don't have an account with Colorado Gives, you will need to create one. If you do, simply log in.



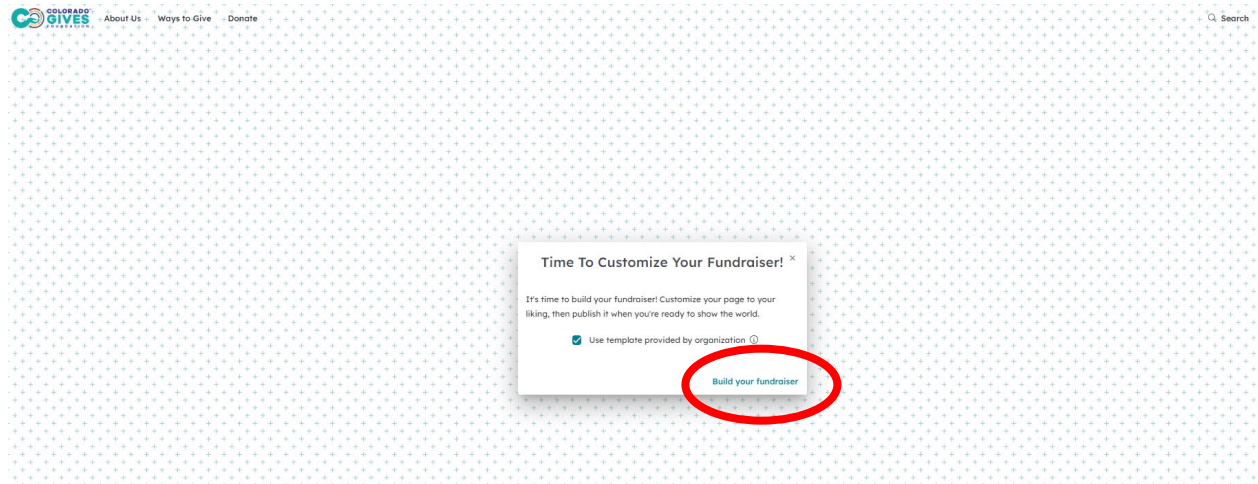
Step 3:

Now is time to create your fundraiser! Click “Get Started.”



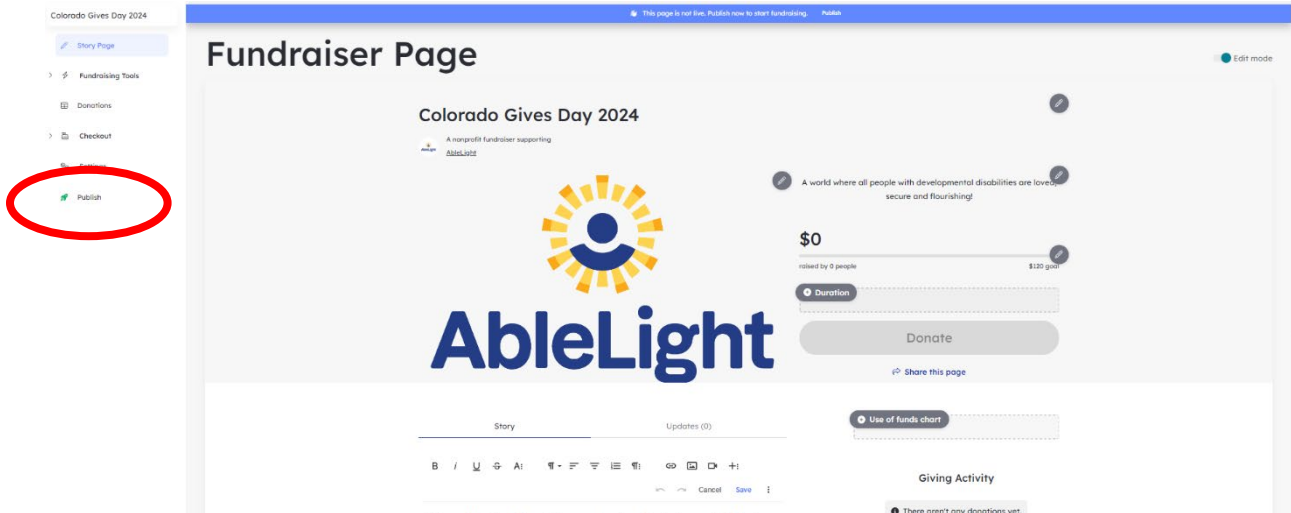
Step 4:

For your convenience we've created a template to get your fundraiser started. Make sure the box is checked and click “Build your fundraiser.”



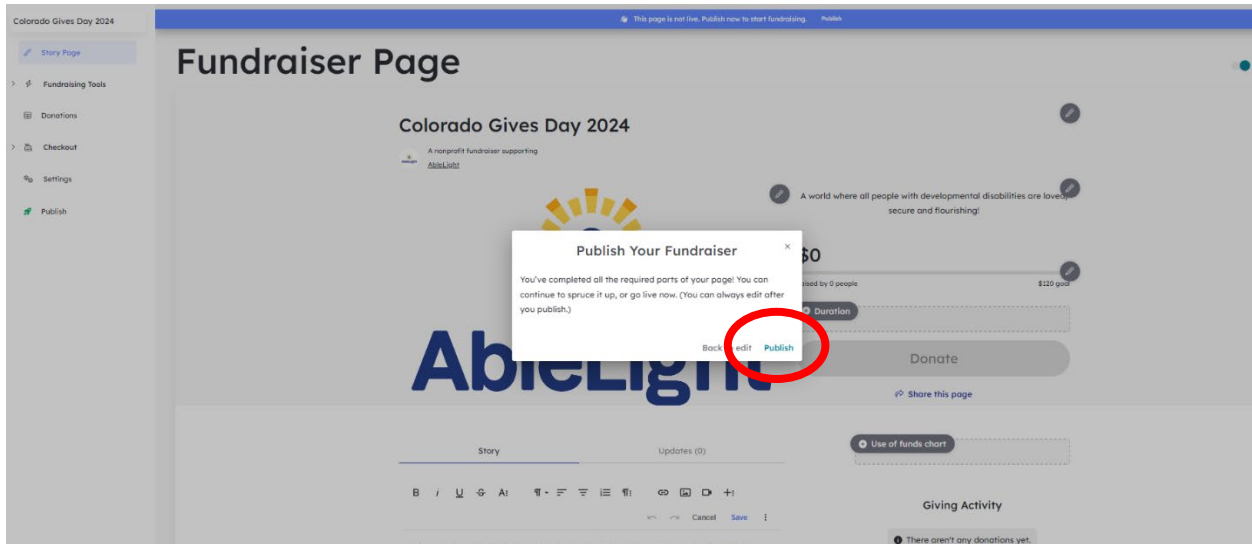
Step 5:

The template will automatically load. Feel free to customize with your own stories of why AbleLight is important to you. Click “Publish.”



Step 6:

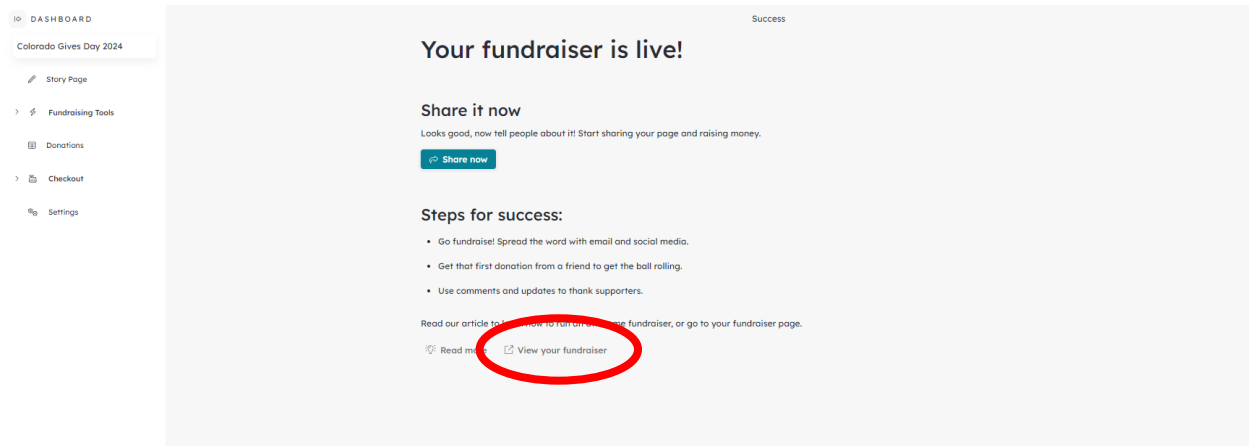
Click “Publish.”



Step 7:

Congratulations you are ready to start fundraising! Click “Share now” to post to your social media or send emails to your contacts.

To find your pages link, click “View your fundraiser.”



If you have any questions or need assistance setting up your page, please reach out to Jenni Talcott at Jenni.Talcott@AbleLight.org or 920-245-9146.

Templates for P2P Outreach-CO Gives Day

Before Campaign:

People We Serve Email Template

Subject: Support AbleLight on Colorado Gives Day this December!

Hi, Name!

I am excited to say that I am advocating with AbleLight for Colorado Gives Day on December 10th! I am passionate about raising money to help people with developmental disabilities. I thought of you because (religious affiliation, friends or family relation, your passion or values, giving tendencies, social issues, helping those in need etc.)

If you don't know, AbleLight is an organization that provides services to support people with disabilities to live life in the most independent way possible. For example, when Ariel came to AbleLight's Day Program in Englewood after high school she was incredibly quiet. During school she experienced a lot of bullying. At the Day Program Ariel found her voice again in the safety and love of her peers. I'm hoping you would consider helping me reach my goal of \$X to support those like Nathan and their most basic needs.

I'm writing to you because I know you have a big heart. This fundraising campaign will only last November 1st-December 10th. Will you help people like Ariel by contributing to this incredible cause at my fundraising page linked here: [link to page](#)

Thank you so much for supporting AbleLight in this critical time for people in the disability community!

Impact of Your Gift Email Template

Subject: Can You Help?

Hi, Name,

As you might be aware, I am raising awareness for the developmental disability community by raising money for AbleLight. This is a nonprofit I am passionate about because they ensure people with developmental disabilities have their basic needs met; something everyone deserves! My personal fundraising campaign starts in X days, and I could use your help to reach my goal of \$X!

When you donate, your gifts make a large impact on lives of the disability community:

\$10 – Covers the monthly transportation costs to take a person we serve out to simple things like medical appointments, their job, their church or community events.

\$50 –supports WiFi in a home for individuals who want to remain connected to their friends and family.

\$200– Provides healthy meals for one month to one or more persons we serve living in one of our group homes.

With your help, we can provide these services that encourage independence and amplify choice in housing for those with disabilities. Visit my fundraising page to support me and AbleLight in accomplishing this bold goal: [link to your fundraising page](#)

Thank you!

During Campaign:

Beginning of Campaign Email Template

Subject: Colorado Gives Day is coming! - Support AbleLight

Hi Name,

My fundraising campaign to support people with developmental disabilities starts TODAY! I need your help to reach my goal to raise \$X, and there has never been a more critical time to contribute than now. Did you know that people with developmental disabilities are twice as likely to live in poverty compared to the rest of the population? Or that Medicaid funding only covers about 70% of the basic cost of care for people living with disabilities? This leaves a significant gap in funding the essential needs of someone living with a developmental disability, but the good news is that we can help close that gap through our generosity!

I have a goal to raise \$X by December 10th to change the lives of those within the disability community. Can I count on you to help me reach that goal?

Please join me in donating to AbleLight in providing enriched living services and individualized care to people with developmental disabilities. You can do so at the fundraising page here [Link page here.](#)

Thank you so much for your consideration in supporting this cause!

End of Campaign:

End of Campaign Email Template

Subject: Thank You for Changing Lives!

Hi Name,

I just wanted to send my thanks to you for your contribution towards Colorado Gives Day to support AbleLight and those within the disability community. Because of you, I was able to raise \$X, X% of my fundraising goal. Together we were able to use our gifts to make a meaningful impact in the life of someone else today. I'm so grateful you joined me!

Thanks again!

Social Media Material:

Facebook/Linked In

I need your help! I am a fundraising advocate for AbleLight, and we are raising money to provide essential living services to people living with developmental disabilities. Check out my fundraising page and help me reach my goal of _____ by December 10th: [LINK](#)

Time is running out to support my campaign to help AbleLight provide essential living services for people living with disabilities! We have raised X% of my goal of _____, and we could use your help to reach 100%! Please consider making a contribution at my fundraising page: [LINK](#)

Today, I find myself feeling grateful that all my family's basic needs are satisfied. I can't say this about my wants, but over time I'm realizing that my wants are actually met simply by having my family's basic needs being satisfied.

Then I am reminded that there are people whose only want is to have their basic needs met. Health, shelter, food, etc.

If you are in the category of having your basic needs satisfied, would you consider helping me help another individual have their basic needs met? Donate to AbleLight today: [LINK](#)

Instagram

*Consider using personal photos that show your connection to AbleLight, the people we serve, and our mission.

Sample photo caption: I am helping AbleLight raise money to support people living with disabilities! You can contribute to my \$X goal at the link in my bio.

Twitter

I am helping AbleLight raise money to support people living with disabilities! You can contribute to my \$X goal here: [LINK](#)

AbleLight needs your help! Join me in supporting their mission of changing the lives of people living with developmental disabilities by contributing to my fundraising page here: [LINK](#)

Note: Hashtags are a great way to keep your network involved with your campaign! Consider using a specific hashtag related to your campaign after Twitter and Instagram posts.

Tips for a Successful Peer-2-Peer Campaign

- Set specific fundraising goals for each campaign, including the amount you want to raise and the time frame for promoting your campaign.
- Reach out to your networks strategically.
 - Only focus on reaching out to your networks on platforms where you normally reach out to them.
 - For example, don't put a lot of effort into posting on Facebook if you never talk to anyone through Facebook. Instead, reach out via email or another platform where you have connected with them previously. Also, remember that you can use apps like Facebook Messenger, texting, WhatsApp or wherever you normally communicate with your family or friends!
- Connect individually with your supporters.
 - When emailing, make the greeting personal by using their name.
 - Send emails individually instead of to your entire network at one time.
- Tell a compelling and relatable personal story that relates to AbleLight's mission.
 - Use video or written testimonials (social media posts and email)
- Share the fundraiser regularly.
 - You can share your fundraisers multiple times a week with updates, such as when milestones toward your overall goal are hit.
- Recognize your supporters.
 - Personal thanks through cards, emails, or phone calls.
 - Public thanks through social media shoutouts.
- Ask for help!
 - If at any time you have questions, reach out to AbleLight's annual giving team, and we would be glad to help!