

Create Your Fundraiser – Giving Tuesday

Peer-to- Peer campaigns are an exciting way for individual supporters to host personal campaigns to collect donations from their friends and family for causes that matter the most to them! We are so excited to know that impacting the lives of those with developmental disabilities is so important to you and that you have decided to join us in inspiring others! Below you can find a step-by-step guide on how to create your own trailblazing peer-to-peer campaign.

Step 1: Set up your fundraising campaign.

- **Set a fundraising goal.** You want to make sure you are setting a goal that is both ambitious and realistic. Setting a goal that is too low can stifle potential support, while setting a goal that is too high might be discouraging if you fall short.
- **Set a fundraising deadline.** Setting a deadline creates an urgency in donors and helps you raise more money for your cause. Time-specific fundraising campaigns typically span the course of a few weeks or months.

Step 2: Reach out to your networks.

- **Recruit participants to share your campaign.** Share your campaign link and story with people in your networks for them to reshare on your behalf.
- **Send Pre-Campaign Emails.** Reaching out to your network via email to let them know what is coming and to prepare them to support your campaign is also a great way for them to spread the word to others, expanding your reach.

Step 3: Promote your fundraising campaign and ask for support.

- **Utilize P2P toolkit resources.** Use the provided materials and templates to send out emails and social media posts to garner attention for your fundraiser.
- **Share your campaign.** Create a calendar with set times to continuously promote your fundraiser on social media or through email for the duration of your campaign.
- **Thank your supporters.** Thank you emails, cards, and phone calls will go a long way in letting your supporters know how grateful you and AbleLight are for their contributions!

[Setting up Your Peer2Peer Campaign in Fundraise Up](#)

Setting up your campaign just takes a few steps!

Step 1:

Visit Ablelight.org/StartFundraising.

Start your fundraiser

Tell the people you know best why our work matters to you! Filling in a goal, message, and photo will make your fundraiser feel relevant to your community.

DISPLAY NAME

FUNDRAISER PHOTO

FUNDRAISING GOAL USD

YOUR MESSAGE 120/120

GOAL DATE

Continue

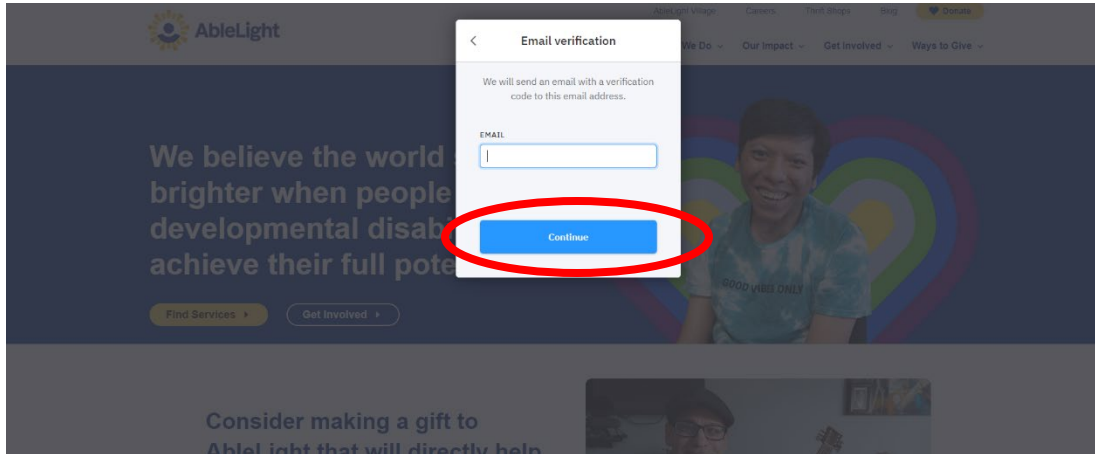
Step 2:

Fill in all the details of your campaign. Display name suggestion: **Name's Giving Tuesday Fundraiser**

Click "Continue."

Step 3:

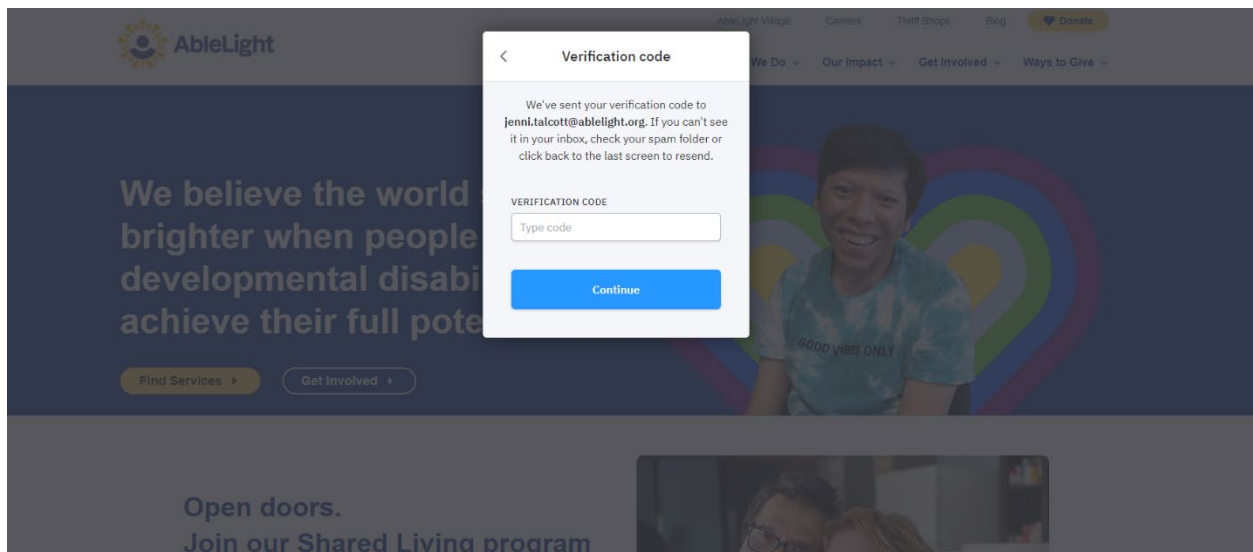
Enter the email address you would like to use.
Click “Continue.”



The screenshot shows the AbleLight website with a modal window titled "Email verification". The modal text reads: "We will send an email with a verification code to this email address." Below this is an "EMAIL" input field. A blue "Continue" button is highlighted with a red circle. The background of the website features a large image of a smiling man and the text: "We believe the world brighter when people developmental disability achieve their full pote". Navigation links include "AbleLight Village", "Careers", "Third Steps", "Blog", "Donate", "We Do", "Our Impact", "Get Involved", and "Ways to Give". Buttons for "Find Services" and "Get Involved" are also visible.

Step 4:

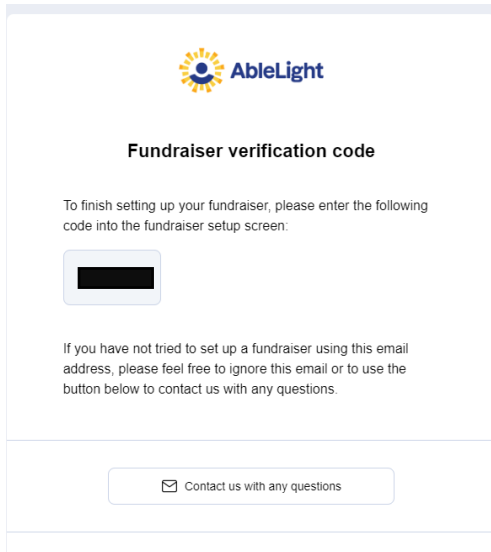
A verification code will be sent to the email address you entered.



The screenshot shows the AbleLight website with a modal window titled "Verification code". The modal text reads: "We've sent your verification code to **jenni.talcott@ablelight.org**. If you can't see it in your inbox, check your spam folder or click back to the last screen to resend." Below this is a "VERIFICATION CODE" input field with the placeholder text "Type code". A blue "Continue" button is visible. The background of the website features a large image of a smiling man and the text: "We believe the world brighter when people developmental disability achieve their full pote". Navigation links include "AbleLight Village", "Careers", "Third Steps", "Blog", "Donate", "We Do", "Our Impact", "Get Involved", and "Ways to Give". Buttons for "Find Services" and "Get Involved" are also visible. At the bottom, there is a section titled "Open doors. Join our Shared Living program" with a small image of people.

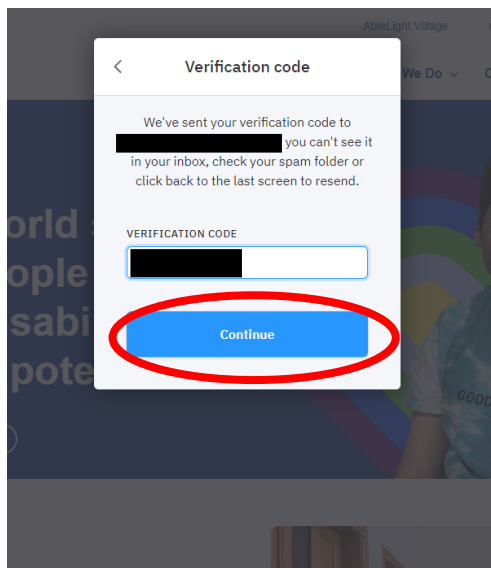
Step 5:

You will receive an email like the following with your verification code.



Step 6:

Enter the verification code and click “Continue.”



Step 7:

Enter your first and last name.

Personal information

Please provide your name for our records.
Donors will only see your fundraiser's display name.

FIRST NAME


LAST NAME

[Start fundraising](#)

Step 8:

Your fundraiser is all set up and ready to share! Copy the link to use in emails or easily share to your social media accounts.

You've started fundraising!




GET YOUR FIRST DONATION

Share this link with your followers
to start fundraising

[COPY LINK](#)

[f](#) [X](#) [in](#) [✉](#)

 We just sent you an email with
your fundraiser details.

The Annual Giving team will be right by your side assisting you in reaching your goal. If you have any questions in the setup process, don't hesitate to contact us at Donor.Services@AbleLight.org or 920-206-4420.

**Note:* You can also accept donations through check or cash for your campaign if that is easier for certain people in your network of supporters! FundraiseUp has the capability to add this amount to your goal, and we can accept these payments through direct mail.

Templates for P2P Outreach- Giving Tuesday

Before Campaign:

People We Serve Email Template

Subject: Support AbleLight on Giving Tuesday this December!

Hi, Name!

I am excited to say that I am advocating with AbleLight for Giving Tuesday on December 3rd! 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 until December 3rd. 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: Giving Tuesday - 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 3rd 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 Giving Tuesday 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 3rd: [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!