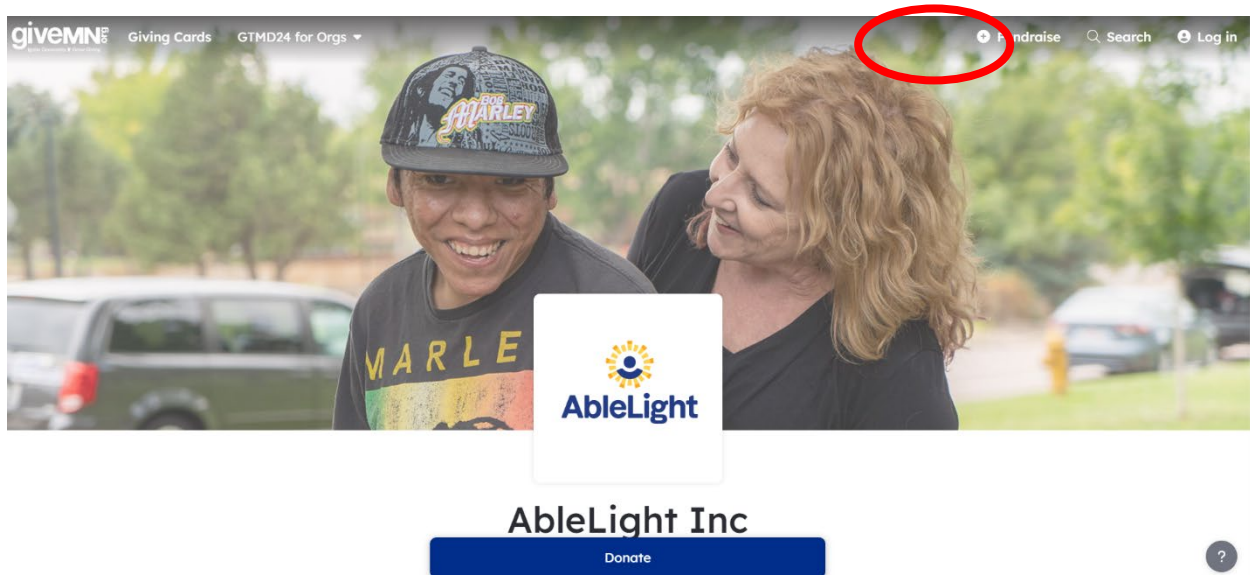


## [Create Your Fundraiser - MN Give to the Max](#)

Step 1:

Visit <https://www.givemn.org/organization/Ablelight-Inc.>

Click “Fundraise.”



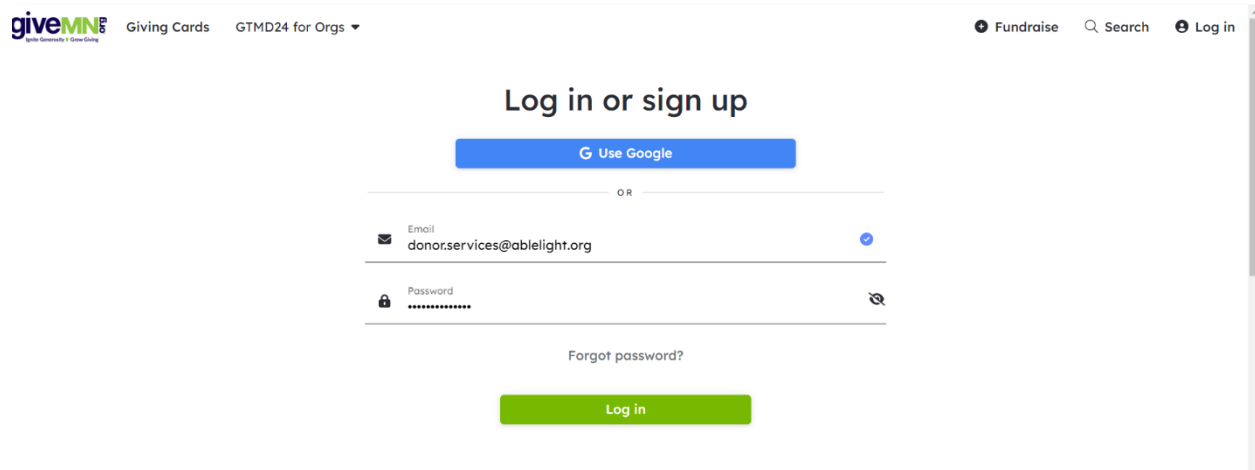
Step 2:

Click “Start a Fundraiser.”



### Step 3:

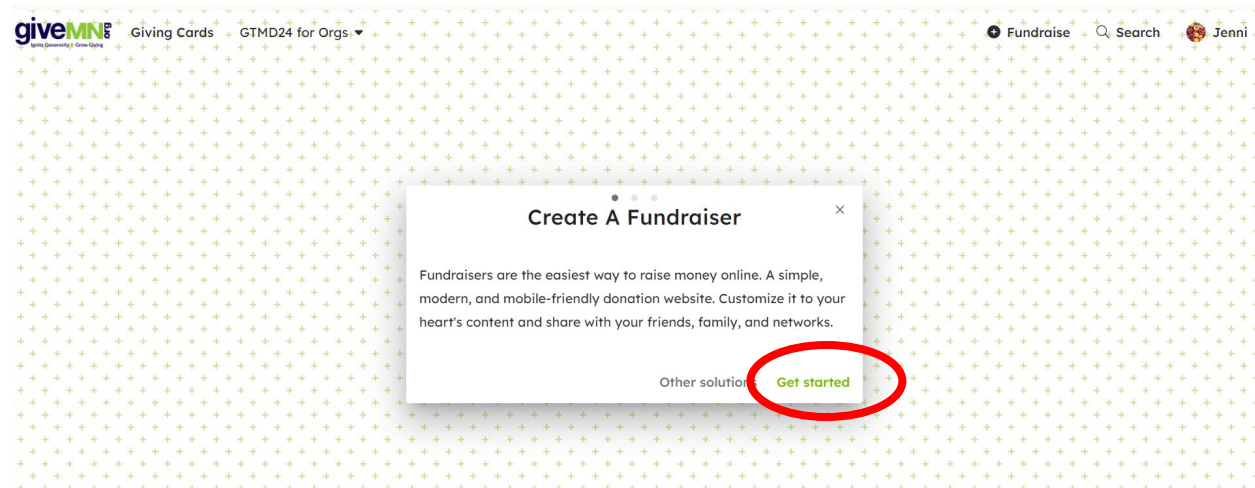
If you don't have an account with GiveMN, you will need to create one. If you do, simply log in.



The screenshot shows the GiveMN login page. At the top left is the GiveMN logo with the tagline "giving community & care online". Navigation links include "Giving Cards" and "GTMD24 for Orgs". On the top right are links for "Fundraise", "Search", and "Log in". The main heading is "Log in or sign up". Below this is a blue button labeled "Use Google". A separator line with "OR" in the center follows. There are two input fields: "Email" containing "donor.services@ablelight.org" and "Password" with masked characters. A "Forgot password?" link is positioned below the password field. At the bottom is a green "Log in" button.

### Step 4:

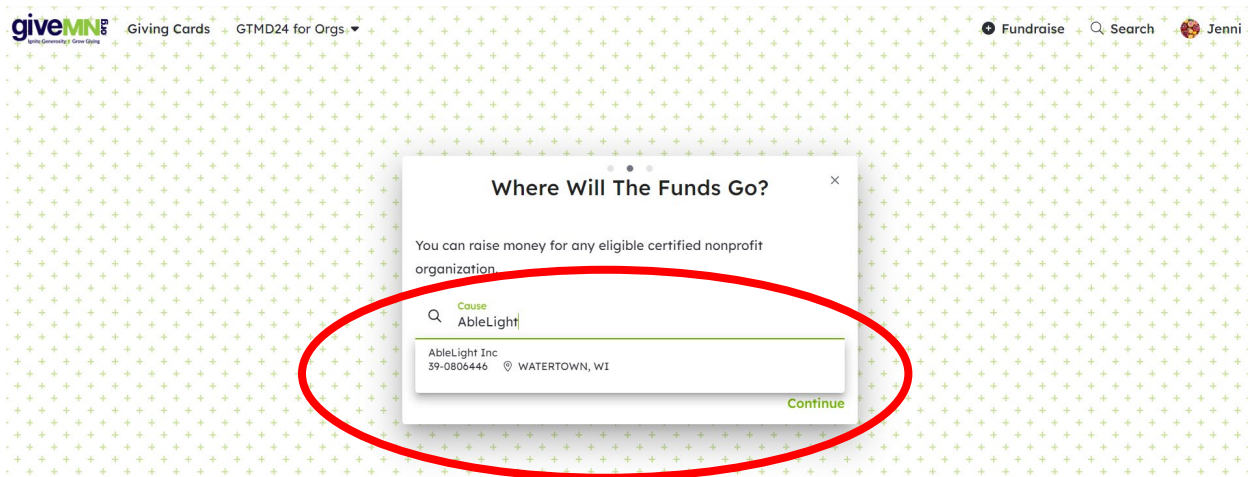
Now is time to create your fundraiser! Click "Get Started."



The screenshot shows a modal window titled "Create A Fundraiser" overlaid on a background of small green plus signs. The modal text reads: "Fundraisers are the easiest way to raise money online. A simple, modern, and mobile-friendly donation website. Customize it to your heart's content and share with your friends, family, and networks." At the bottom of the modal, there are two buttons: "Other solution" and "Get started". The "Get started" button is highlighted with a red circle.

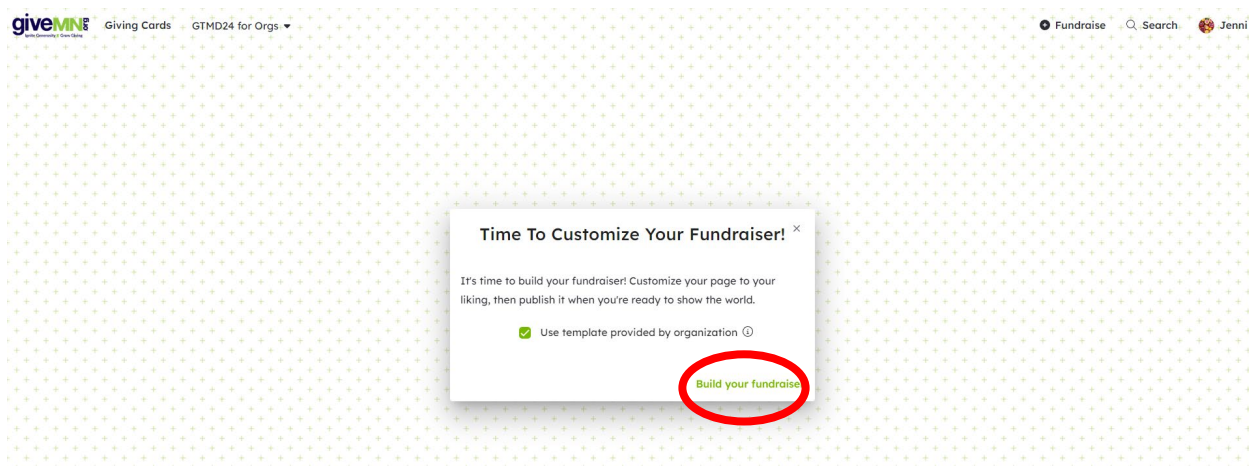
## Step 5:

Search for AbleLight and click “Continue.”



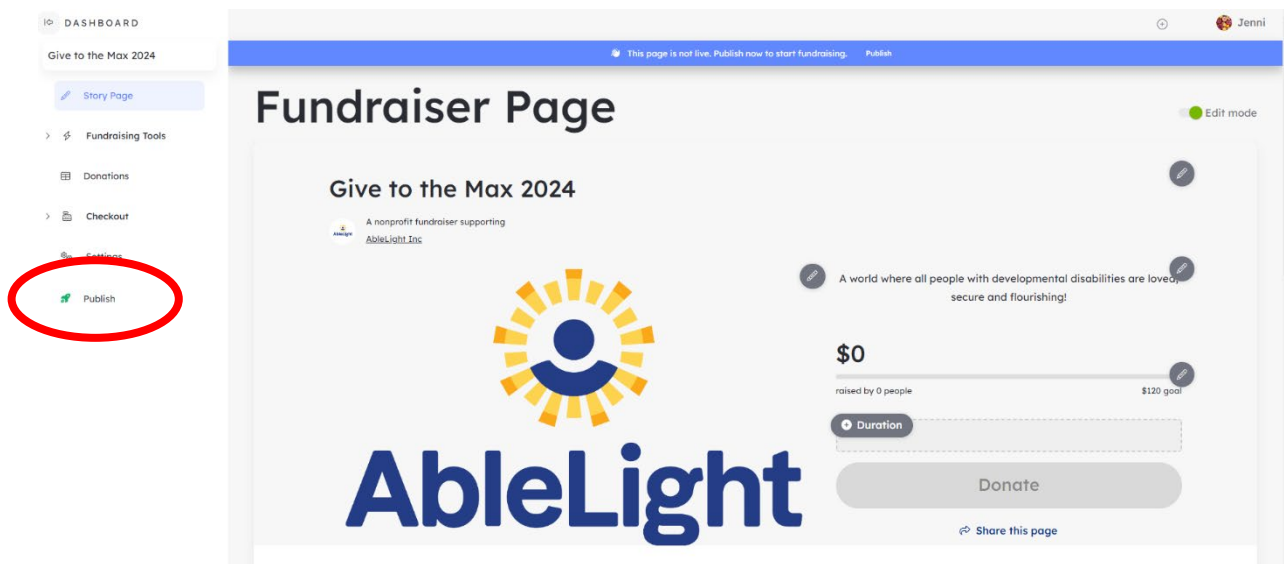
## Step 6:

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



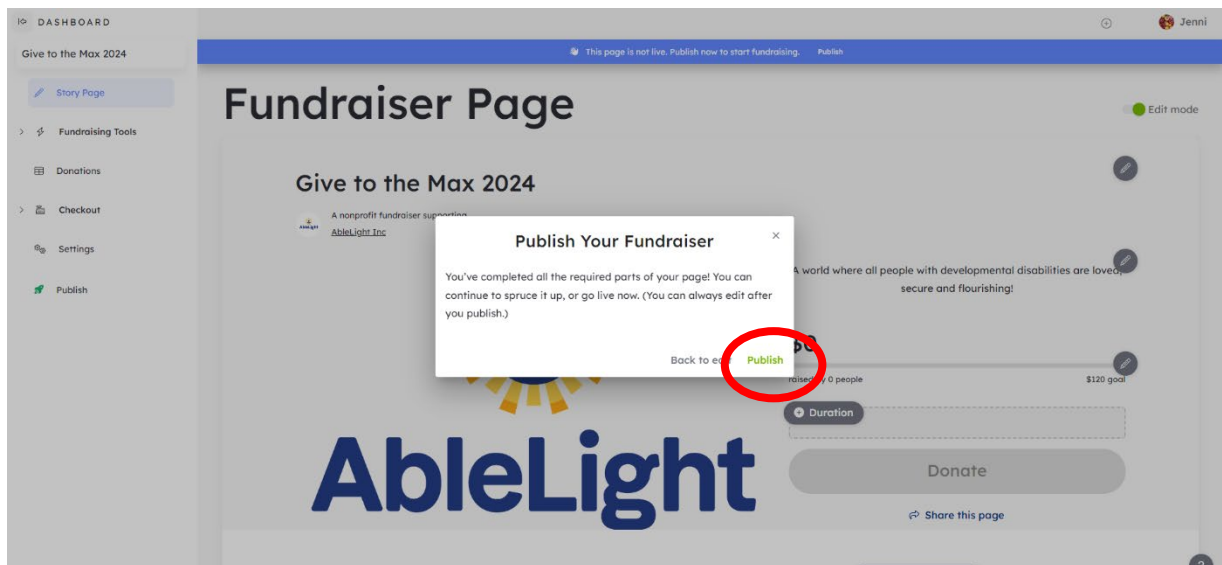
### Step 7:

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



### Step 8:

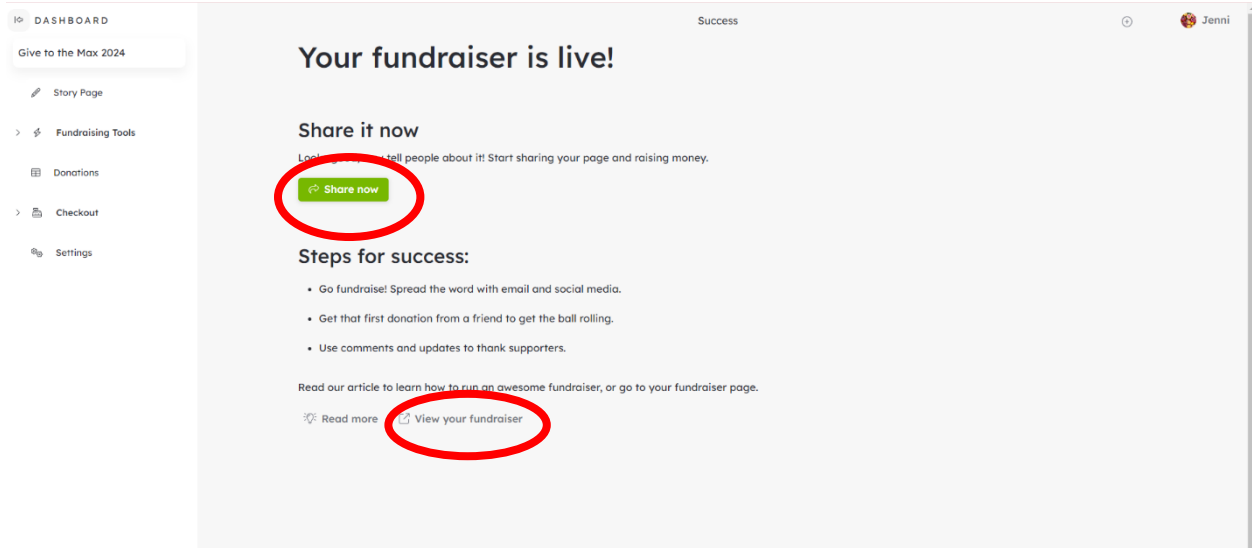
Click “Publish.”



## Step 9:

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.”



The screenshot shows a dashboard interface for a fundraising campaign. The main heading is "Your fundraiser is live!". Below this, there is a section titled "Share it now" with a sub-heading "Let's get the word out there and tell people about it! Start sharing your page and raising money." A green button labeled "Share now" is circled in red. Below this, there is a section titled "Steps for success:" with three bullet points: "Go fundraiser! Spread the word with email and social media.", "Get that first donation from a friend to get the ball rolling.", and "Use comments and updates to thank supporters." At the bottom of the main content area, there is a link "Read more" and a link "View your fundraiser" which is also circled in red. The dashboard includes a sidebar with navigation options like "Story Page", "Fundraising Tools", "Donations", "Checkout", and "Settings". The top right corner shows the user's name "Jenni" and a "Success" status indicator.



## Templates for P2P Outreach-MN Give to the Max

### **Before Campaign:**

#### **People We Serve Email Template**

Subject: Give to the Max to AbleLight this November!

Hi, Name!

I am excited to say that I am advocating with AbleLight for Minnesota's Give to the Max Day on November 21<sup>st</sup>! 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, Nathan has cerebral palsy and is a quadriplegic. He was found weighing only 80 pounds and covered in bedsores. Essential housing services and dedicated care staff saved his life and gave him a new sense of purpose. Nathan's basic needs were met, and he is now thriving in a group home. There are so many just like Nathan in need of life changing, lifesaving services. 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 1-21<sup>st</sup>. Will you help people like Nathan 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: It's time to Give to the Max! - 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 November 21st 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 during Give to the Max 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 November 21<sup>st</sup>: [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!