



Create Your Fundraiser

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

\$500 USD

YOUR MESSAGE ⓘ

Join me in providing essential services to people with developmental disabilities! Every gift changes lives at AbleLight.

120/120

GOAL DATE

December 03, 2024

Continue

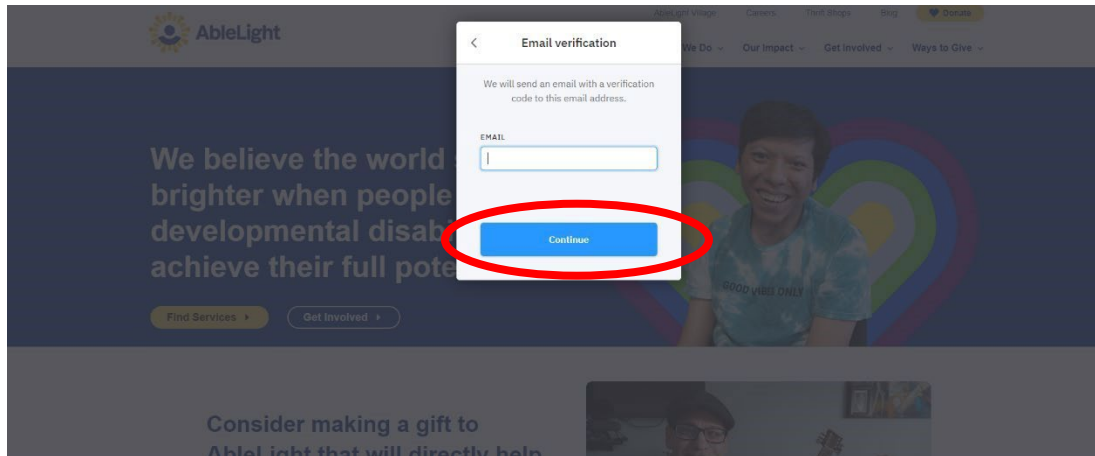
Step 2:

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

Click "Continue."

Step 3:

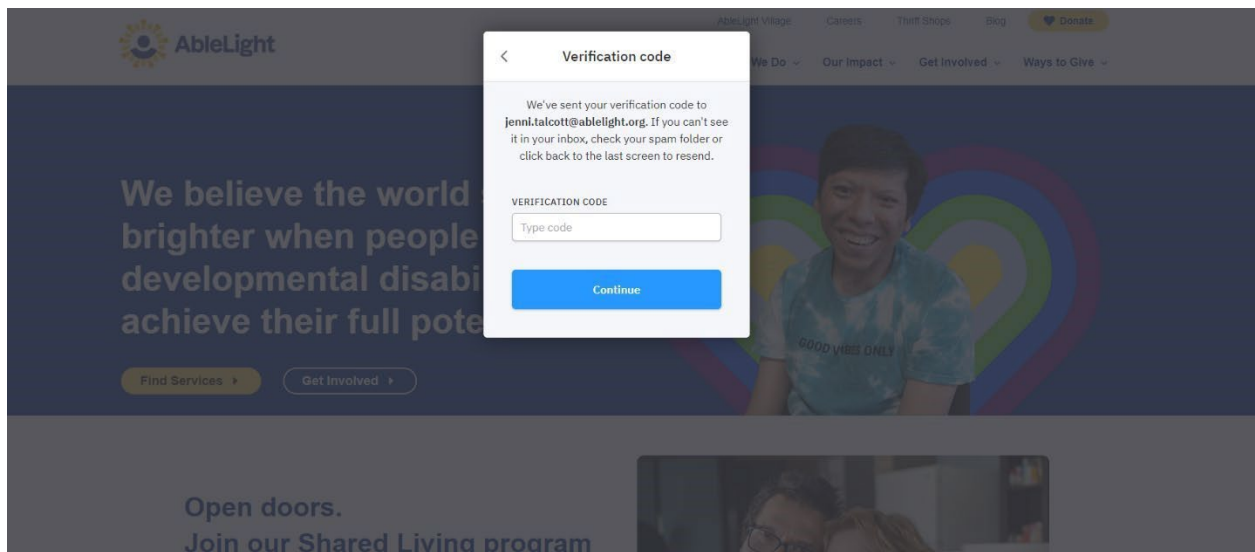
Enter the email address you would like to use.
Click “Continue.”



The screenshot shows the AbleLight website with a modal titled "Email verification". The modal contains the text: "We will send an email with a verification code to this email address." Below this is an "EMAIL" input field. A red circle highlights the blue "Continue" button at the bottom of the modal. The background of the website shows a man smiling and the text: "We believe the world brighter when people developmental disability achieve their full potential".

Step 4:

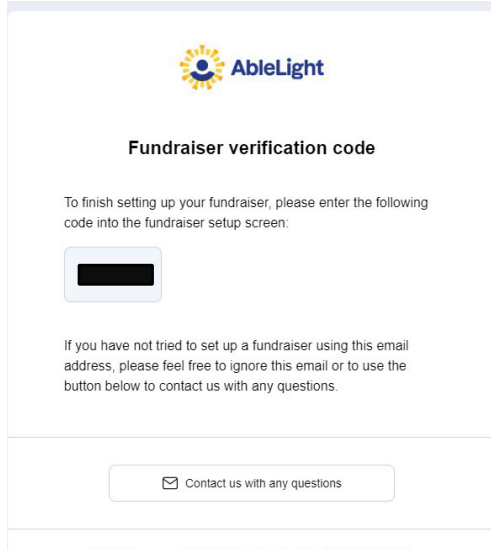
A verification code will be sent to the email address you entered.



The screenshot shows the AbleLight website with a modal titled "Verification code". The modal contains the text: "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 at the bottom of the modal. The background of the website shows the same man smiling and the text: "We believe the world brighter when people developmental disability achieve their full potential".

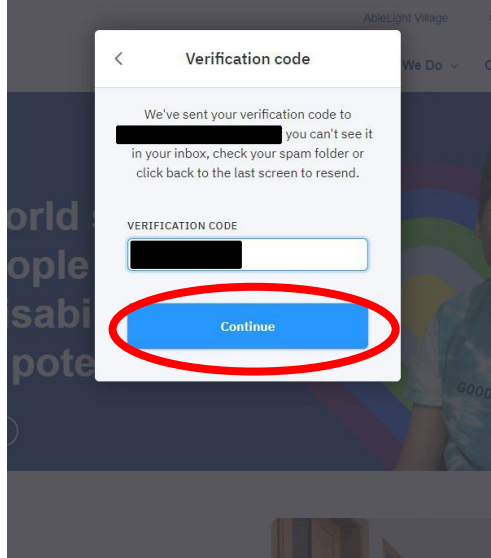
Step 5:

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



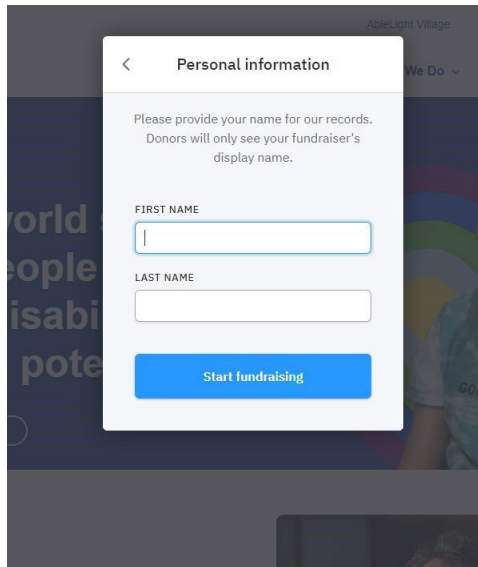
Step 6:

Enter the verification code and click "Continue."



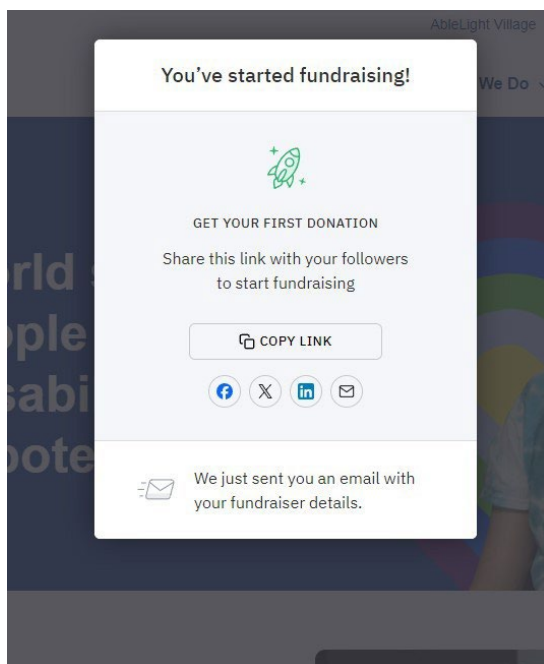
Step 7:

Enter your first and last name.

A screenshot of a mobile application interface showing a 'Personal information' form. The form is a white modal box with a light blue header bar containing a back arrow and the title 'Personal information'. Below the header, there is a message: 'Please provide your name for our records. Donors will only see your fundraiser's display name.' The form contains two text input fields: 'FIRST NAME' and 'LAST NAME'. The 'FIRST NAME' field has a blue border and a cursor. Below the input fields is a blue button with the text 'Start fundraising'. The background of the app is dark with some text and graphics visible, including 'AbleLight Village' at the top right and 'We Do' below it. On the left, there is a large graphic with the text 'world', 'people', 'isabi', and 'pote'.

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.



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

Before Campaign:

People We Serve Email Template

Subject: Support AbleLight through my fundraiser!

Hi, Name!

I am excited to say that I am advocating for AbleLight! 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.)

Through AbleLight Supported Living, Michael has found trust, stability, and belonging. "The staff treat me nicely, and they treat me with respect and trust. And then they make me safe." Today, he's thriving, surrounded by people who care about him and believe in his potential. "AbleLight is awesome," he said with a smile.

I'm hoping you would consider helping me reach my goal of \$X to support those like Michael 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 **choose an end date**. 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:

\$9 – Can provide one day of employment coaching.

\$24– Can provide two days of nutritious meals for a resident.

\$45 – Can provide a complete day of structured day program activities for an individual.

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: 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 choose end date 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 my fundraiser 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 choose end date: 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!

