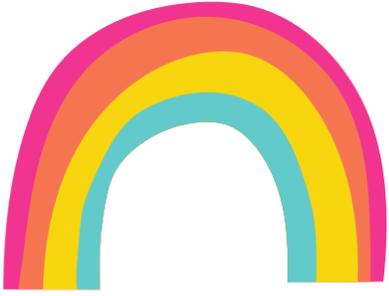


A Guide for Peer-to-Peer Fundraisers

Thank you for choosing to fundraise for our campaign. Together, we are one step closer to achieving our mission. To help you with your campaign, follow the steps outlined below.



1

PERSONALIZE YOUR CAMPAIGN

Make your campaign your own by personalizing the message and images on your campaign form. Using the description provided by the organization, incorporate information about you and/or your team. Don't be afraid to make it original!

2

EXPLAIN YOUR CONNECTION TO THE CAUSE

Write out a detailed text about your story and your connection to the cause. Don't be afraid to really explain your personal connection with the cause and why it means so much to you. This will be the base for all your campaign material. You can then adapt it to the different communications you have.

Lead by example and donate! Your friends and family will be more willing to donate if they see that you have donated to your own campaign. It will also be encouraging to see your campaign thermometer get closer to your goal.

3

DONATE TO YOUR OWN CAMPAIGN



4

SHARE WITH FRIENDS + INCLUDE A PERSONAL MESSAGE



Get the message out to your friends and family by sharing your campaign form on all social media platforms. Be sure to send them a personal message (using your story) to explain why you are fundraising and what it would mean to you if they contributed.

Share your campaign with those outside of your inner circle. Send them a personal message (again using your story!) even if you don't know them as well. You are doing a great thing and your enthusiasm will encourage others to be generous too!

5

SHARE WITH DISTANT FRIENDS + INCLUDE A PERSONAL MESSAGE

6

START AGAIN!

Once you have done each step, you'll have to start again! You can do so by:

- 1) Checking in with those that said they would donate but haven't yet. Send them a reminder!
- 2) Make updates about how your fundraising is going. For example, post when you've made it halfway to your goal.
- 3) Recap afterwards. Share that you've met your goal, how the activity went when it was one and thank your supporters!

NOW YOU ARE ALL SET TO MAKE YOUR CAMPAIGN!



SIMPLYK

We help organizations change the world by providing the best technology for free.