



THE PEERS  
PROJECT

Fundraising Toolkit  
March 2015

# WELCOME CHANGE-MAKER,

*and thank you.*

With your commitment to help raise funds, together we can create a cultural movement. Through the power of peer to peer empowerment, more than 1,300 Peer Leaders help give teens a voice to make healthy lifestyle choices. Through the power of you, The PEERS Project is now in approximately 40 schools across Indiana and serving 15,000 middle school students annually. **We know we are creating a movement.** Together, we can continue to build a better future for teens.

Now, let's get the ball rolling.

This toolkit contains a wealth of information to help you become the ultimate modern-day fundraiser. I'm sure we all may feel nervous to ask for things sometimes, but with the right tools, your passion, and that fantastic smile of yours, you'll give them the opportunity to say "yes".

*Here we go...*

# HERE'S WHAT YOU SHOULD KNOW:

## 1. BELIEVE.

It's vital to not just know why you're fundraising, but believing in why you're doing it. The passion in your belief shines through to potential donors, giving them more of a reason to become involved. You can tell when someone is really passionate about something, and how it has made an impact. Target your inner ninja.

## 2. KNOW WHY.

Why are you doing this? What does it mean to you? What are you trying to achieve and for what purpose? Keeping this at the forefront of your mission will keep everyone motivated and connected.

## 3. SET A GOAL.

\$2,000 goal = you and 4 team members raising \$400 each.

\$500 goal = 50 people raising \$10; 25 people raising \$20; 5 people raising \$100. or even better...

**If all 1,300 Peer Leaders each asked 10 people for a \$20 donation, we would more than double our campaign goal.**

\$32 provides one year of program for a middle school student - that's how much it takes to fill up my gas tank! Can you imagine what \$100 can do? Not only can it provide one year of programming for almost 4 students, but \$100 supports a Peer Leader and their leadership for one year.

## 4. CREATE YOUR PLATFORM.

Setup your unique fundraising page and start correspondence right away through emails. Make the first donation yourself to get everything going. People are more likely to start donating once they see progress has already been made.

## 5. THE POWER OF NETWORKS.

What social networks can you utilize? Twitter, Facebook, Instagram, LinkedIn. Don't forget to hashtag everything you do in social media with #UpCulture, #PEERSProject, and tag The PEERS Project like this: @ThePEERSProject. This will allow any posts you made to go directly to our main page. What about personal and professional networks? Clubs and places of worship you are/were a part of?

# HERE'S WHAT YOU SHOULD KNOW:

## 6. ASK EVERYBODY.

People are more generous than you think. Don't assume that their responses will be negative - always go with a positive mindset. Hey, the worst thing they can say is "no", but you have to give them a chance to answer first. Think of this as more than just asking for money - you're telling your story and asking them to be a part of a movement. Use personal stories, statistics (I pull lots of these from The PEERS Project Annual Reports) and compelling news stories - locally and globally.

## 7. RESPONSES.

If you're asking people *to be fundraisers with you*, there's a chance that they could initially be hesitant. Luckily, people change their minds all the time! Let's go over a few different ways to positively respond to their responses:

**Answer:** "I don't have time."

**You:** "I really didn't think I did either, but it's only a couple emails and posts on social media - which if you're like me, I'm already on social media all the time!"

**Answer:** "All of my friends are broke students or unemployed like me."

**You:** "Trust me, I understand. This campaign is about being a part of a movement. Instead, ask your network of people to be change-makers with you, gain some incredible experience, and raise funds with you if they really can't directly donate themselves. One million youth have already been reached by The PEERS Project across Indiana. A movement is happening and we can be a part of impacting more teens."

**Answer:** "I really feel uncomfortable asking people for money."

**You:** "I feel uncomfortable sometimes too, but I like to think of the mission of the organization, the powerful statistics they have, and the purpose of why I'm doing this. Teens have it tough. With societal pressures like sex, drugs, alcohol, and the media, it can be difficult for teens to find their voice and make decisions that will positively impact their lives. The PEERS Project has reached one million youth across Indiana. 95% of teens learned refusal skills that would help them to resist pressure to use alcohol, tobacco, drugs, and to become sexually active. It's very

# HERE'S WHAT YOU SHOULD KNOW:

important for teens to have positive influences and role models to help them see past what's just directly in front of them, and that making healthy lifestyle choices and avoiding risky, potentially harmful behaviors, will help them create a brighter future for themselves. I want to be a part of that impact, so I decided that if people are volunteering to make a difference in the lives of youth like that, then sending a few emails and posting on social media wasn't too bad."

*These situations can also transition over into scenarios of when you're directly asking people to donate.*

## 8. CELEBRATION.

What will you do once you reach your goal? Make sure you come up with some way to reward yourself. Contact The PEERS Project to let them know, bake a cake, create a flash mob! You play such a vital role in all of this, and it wouldn't be possible without you. **Don't forget, as a Peer Leader, if you raise \$200 you get entered into a drawing for a \$1,000 scholarship from The PEERS Project!**

*Oh, the places you'll go!*

# LIGHTS. CAMERA. ACTION.

Now that you're all-knowing, let's make it happen. Here are a few more tips:

## 1. CREATE YOUR PERSONAL, UNIQUE FUNDRAISING PAGE.

[Donate.peersproject.org](http://Donate.peersproject.org)

## 2. GET IT GOING.

Start by making a donation to your own page.

## 3. PERSONALIZE IT.

This is absolutely vital. Make it your own. This is a chance for you to tell your story, post pictures, videos, and use quotes - whatever you want! Make it compelling.

## 4. CORRESPONDENCE.

Send individual emails to 10 of your closest people - your "inner circle". Marketing yourself through social media is included in this too. Directly contacting people via phone or face-to-face is powerful too. Sometimes all people need is to be called. Also, don't forget to thank donors for donating on your fundraising page!

You may be asking yourself, "How do I make my fundraising page and personalize it?! What steps do I take and where do I go?!" No worries! Here's a step-by-step guide showing you:

*Follow the yellow brick road...*

# ACTION.

Go to the main #UpCulture page (donate.peersproject.org) and click here to start the first step in creating your page.



Create an account.

A screenshot of the "Log In" page. At the top is the heading "Log In". Below it is a blue button with the Facebook "f" logo and the text "Sign In with Facebook". Underneath is a horizontal line with the word "or" in the center. Below that are two input fields: "Email" and "Password". To the right of the "Password" field is a blue link that says "Forgot password". At the bottom of the form is a black button with the text "Sign In with Email". Below the button is a link that says "Need an account? Create an account".

# ACTION.



This is overview of everything on your page. This is where you go to add pictures and videos, also.

This is where you add all your information to your personal page.

Keep all your supporters up to date by posting videos, pictures, and text in this section. It's like a personal blog for your fundraising effort.

This shows the list of people who have donated to your page.

So people can "Like" your page.

Share your page directly to Facebook.

Create a Tweet on Twitter.

Email your page to people.

Don't forget to thank your donors for donating to your page!

Thanks so much for your generosity!

Post a comment ... Post

# MORE ACTION.

## EMAILS.

### Day 1:

Email 1 - Send to 10 very close contacts (your inner circle).

### Day 2:

Email 2 - Send to 10-50 close contacts (people you associate with).

### Day 3:

Email 3 - Send to as many other people you feel comfortable sending a message to (literally everyone else you know - coworkers, distant relatives, old professors, friends of the family, members in your place of worship, etc).

### Day 4:

Social media and beyond. Post, post, post! Scream it from the rooftops!

## SAMPLE EMAIL.

Hello Fellow Change-Maker,

The teenage years are a confusing and overwhelming time - where teens are faced with bullying, pressure from the media, abusive relationships, and substance abuse. Societal influences are strong, but we are stronger. We can empower our youth to have strong voices.

Our teens need our support.

The PEERS Project has already reached more than ONE MILLION youth across the state of Indiana - by creating a positive influence network for teens, where through the power of peer to peer empowerment, teens discover their voices to make healthy choices for a big and bright future. Peers empowering peers - what a powerful thing. A movement is happening, and I have committed to raising \$XXX for The PEERS Project through the #UpCulture Campaign.

***#UpCulture: a cultural standard and movement chosen by those whose actions and values align with self-respect, respect for others, avoiding reckless behaviors that could negatively impact their futures, and making healthy lifestyle choices in order to achieve their full potential.***

\$XXX is enough to fund X students with one year of program. *Look at you, change-maker.*

Check out my fundraising page for more details here: [page link].

Join me in giving 16,000+ teens in Indiana a voice this year. Join the movement.'

Best,  
xxxxxxxxxx

# MORE ACTION.



## #UPCULTURE CAMPAIGN TIP SHEET

### 1. GET THE BALL ROLLING



Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

### 2. ADD YOUR WHY TO THE EMAIL



We've put together an email template you can use right from your fundraising page. The most important thing you can add to this message is **why you are fundraising**. Let your family and friends know why this matters to you, that's what they care about most!

### 3. START WITH YOUR CLOSE CONTACTS



It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts.

### 4. NOW MOVE TO SOCIAL MEDIA



Once you've sent your first batch of emails out, it's time to turn to social media.

One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.

### 5. REENGAGE WITH EMAIL



Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

### 6. CONTINUE THANKING AND UPDATING SOCIAL MEDIA



As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

Fundraising often takes a little creativity and persistence, but it's vitally important to our mission and you can do it. Know that your effort will make a big difference! **THANK YOU!**

# MORE ACTION.

## SOCIAL MEDIA.

### TIPS:

1. Every update should include a link to your personal fundraising page.
2. Highlight fundraising milestones as you reach them.
3. Include personal stories about why you're fundraising.
4. Tag your donors in your posts to thank them for their donation.
5. Use #UpCulture, #PEERSProject, and @PEERSProject in your posts. The hashtag will allow a unique conversation platform to be created where everyone and anyone using that hashtag talking about the campaign - so if people were to search the hashtag in the search bar in Facebook or wherever else, it will immediately take them to that platform, so they can see all the conversations and posts that have been made about it. Putting the "@" before the name will "tag" The PEERSProject, which will result in your post showing on our unique wall as well, so other people can see it!
6. When you get close to your goal, encourage your friends to reach and exceed it.
7. Ask your friend and network of people to share your page.
8. Share information about #UpCulture and the PEERS Project. Include links to The PEERS Project website, your unique page, and our YouTube videos (one of which is on the main #UpCulture page).

\$32 provides one year of program for a middle school student.  
\$100 provides one year of support for a Peer Leader and their leadership.  
\$520 provides one year of programming for a 6th, 7th, or 8th grade classroom.

#### Leadership Gifts:

\$1,000 - \$2,499	Trail-Blazer
\$2,500 - \$4,999	Change-Maker
\$5,000 - \$9,999	Vision-Builder
\$10,000 - \$25,000	Ground-Breaker
\$25,000 and beyond	Globe-Trotter

*Recognition differs by level but many include: name/logo on 1,300 Peer Leader t-shirts; listing on PEERS website and Annual Report; special "thank you" recognition sent home to 15,000 participant families; special invite to view program; and, special press release "thank you".*

# MORE ACTION.

## FACEBOOK.

96% of teens report mental/emotional abuse in their dating relationships. But because of #PEERSProject, 97% could identify characteristics of unhealthy relationships. The power of peer to peer empowerment is making an impact! I've joined the #UpCulture Campaign by committing to raise \$200 to support the incredible impact that is happening. A movement is happening. Check out my page here: [donate.peersproject.org/hannahthechangemaker](http://donate.peersproject.org/hannahthechangemaker).

A HUGE shoutout and thank you to change-maker @Joe Pickard for making an incredible donation towards my fundraising goal for #PEERSProject #UpCulture Campaign - now I'm only \$50 from reaching my goal of \$200! A movement is happening, and I want you to be a part of it. Check it out here: [donate.peersproject.org/hannahthechangemaker](http://donate.peersproject.org/hannahthechangemaker).

## TWITTER.

Thanks @HannahCroucher, now I'm only \$50 away from my \$200 goal!

I just reached \$200! That's enough to fund 2 classrooms for 1 yr of #PEERSProject progs! [peersproject.org](http://peersproject.org) #UpCulture

Check out our new #UpCulture video on my #UpCulture page to see our incredible impact! [donate.peersproject.org/hannahthechangemaker](http://donate.peersproject.org/hannahthechangemaker).

I need to raise \$100 by the end of the week & I'm only \$20 away. Who's going to put me over the top? [donate.peersproject.org/hannahthechangemaker](http://donate.peersproject.org/hannahthechangemaker)

Combine tags and thank you's for a big impact

Not every post needs to be asking for a donation

Stating a goal creates urgency in people to become involved

# THE IMPACT OF YOU.

*Thank you, change-maker.*

The impact of The PEERS Project grows stronger with your commitment in joining our cultural movement and implementing change throughout Indiana.

The power of peer to peer. The power of you.

## **Questions?**

Contact Hannah Croucher, Campaign and Social Media Coordinator, [hannah@peersproject.org](mailto:hannah@peersproject.org).