# Peer-to-Peer Fundraising Toolkit

**Purpose:** This toolkit is designed to provide guidance, strategies, templates, and best practices for supporters who wish to raise funds on behalf of **{organizationName}**. It empowers individuals with the confidence and resources to carry out successful fundraising campaigns in their personal networks.

## Welcome Message

Thank you, **{firstName}**, for choosing to support **{organizationName}**! Peer-to-peer fundraising is a powerful way to engage your community and make a difference.

## Getting Started

1. **Set a Goal:** Decide how much you wish to raise. A personal goal helps motivate donors and shows your commitment. Your goal: **${donationGoal}**.
2. **Create Your Story:** Share why {organizationName} matters to you. This personal connection encourages people to give.
3. **Build Your Fundraising Page:** Use our suggested content and update it with your personal story, photo, and updates along the way.

## Fundraising Tips

{#tips}

* **{title}:** {content}

{/tips}

## Email & Social Media Templates

### Email Template

**Subject:** Join Me in Supporting {organizationName}

Dear {contactName},

I'm supporting **{organizationName}** because {personalReason}. Will you help me reach my goal of **${donationGoal}** by making a donation today?

Visit my page here: **{fundraisingPageLink}**

Thank you for your support!

Sincerely,
{firstName}

### Social Media Sample Post

I'm fundraising for **{organizationName}** because {shortReason}. Help me reach my goal of **${donationGoal}**! Support here: **{fundraisingPageLink}**.

## Event Planning Guide

Hosting a fundraising event can supercharge your campaign. Here are some quick ideas:

{#events}

* **{name}:** {description}

{/events}

## Important Contacts

|  |  |  |
| --- | --- | --- |
| **Contact Name** | **Role** | **Email** |
| {#contacts}{name} | {role} | {email}{/contacts} |

## FAQs

{#faqs}

* **{question}**
*{answer}*

{/faqs}

## Thank You

We deeply appreciate your commitment and effort. Every dollar raised by supporters like you brings us closer to our mission and makes a real impact in the lives we serve. Thank you for being part of our community.

If you have questions, reach out at **{supportEmail}**