



2023 Peer to Peer Fundraising Guide

PRESENTED BY



Getting Started

Setting Up Your Personal Fundraising Page on Swell

Set Up Your Swell Fundraising Page

1. If you haven't already, register for Walk A Mile at: <https://walkamile.swell.gives>
2. Click "Register Now" and fill in the required information

3. Find your personal fundraising link in your "Here is your ticket" email

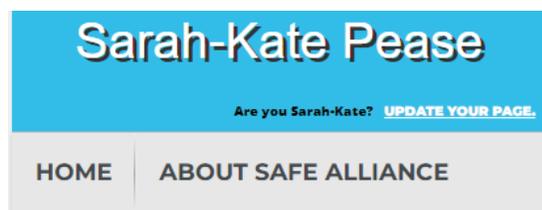
4. Start sharing with your network!

Set Your Goal

1. Set a goal for how much you want to fundraise. We encourage you to aim to raise **\$500** to support Safe Alliance.
2. Once you reach your goal, you can increase it and encourage your network to keep giving.

Personalize Your Page

On Swell you can personalize your page by adding a profile picture. Click "Update Your Page" in the blue box located in the top left corner. Swell will email you a one-time usage link to upload your photo. Note that square photos work best. Unfortunately you can't personalize your fundraising goal on Swell so make sure you include that in your communications with your network.



Sarah-Kate,

You are confirmed to attend Walk A Mile 2023!

Your ticket is attached (Ticket Code: efb5facb) and we can't wait to see you on May 13, 2023.

Here's where we're walking:

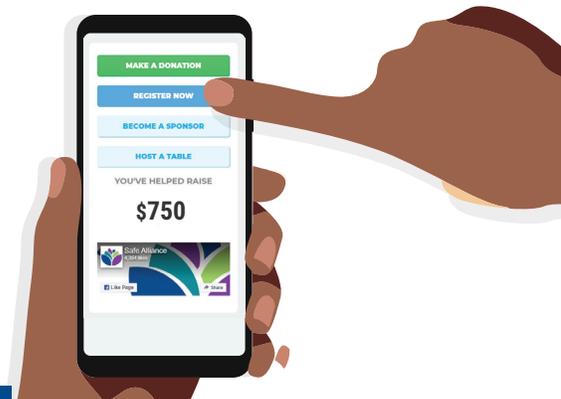
NoDA Brewing Company
2921 N Tryon St.
Charlotte, NC 28206

Be sure to check out and share your personal fundraising page and start telling your friends about Walk A Mile with Safe Alliance! Just sharing your page can make a difference.

We'll be sharing a fundraising toolkit, event details and more soon!

Thank you!

<https://walkamile.swell.gives/fundraisers/Sarah-Kate.Pease.1>



PRO TIP:

To jumpstart your campaign, be the first to donate! Showcasing that you're not only a supporter but also a donor will encourage your network to give.



Fundraising Best Practices

Peer-to-peer fundraising leverages the power of your social network to meet fundraising goals for the organization you're supporting.

The success of your fundraising campaign depends heavily on the amount and ways that you're sharing your campaign with friends, family, and colleagues. Social media, email, text messaging, and word of mouth are some of the best ways to get your request noticed.

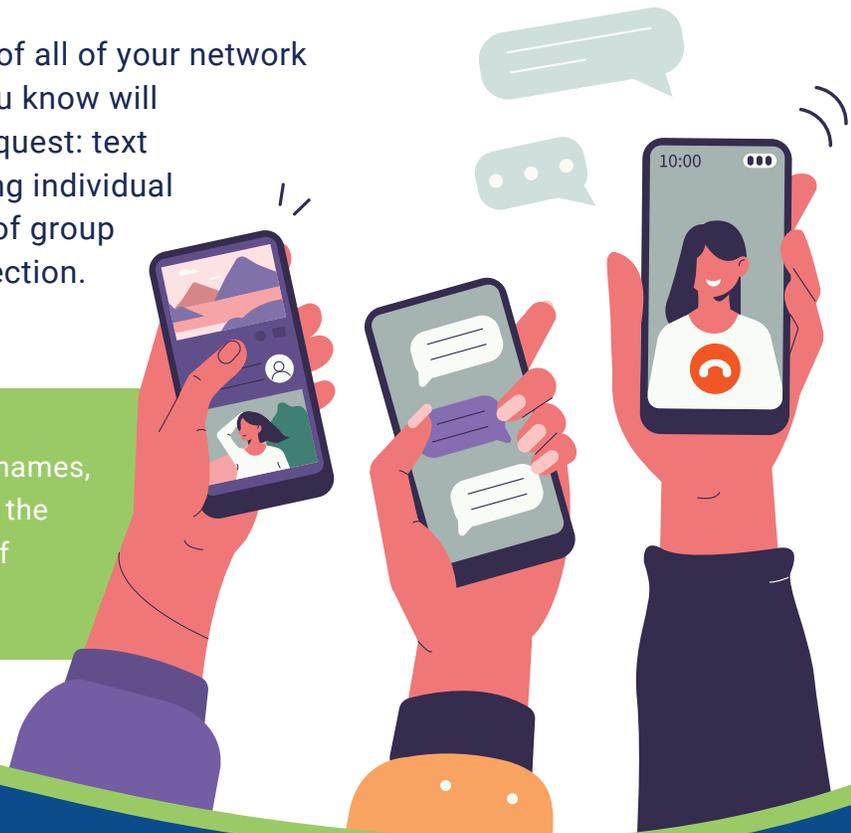
The Best Way to Share

Sharing your fundraising campaign via your Facebook page, Twitter, Instagram, or LinkedIn accounts—in addition to your own personal email list—is at the heart of every campaign. Leveraging these networks is how you'll meet—and we hope exceed—your fundraising goal.

You won't have the phone number of all of your network contacts, but choose a few that you know will respond well to a more intimate request: text messaging. We recommend sending individual texts (copied and pasted) instead of group texts, for more of a personal connection.

PRO TIP:

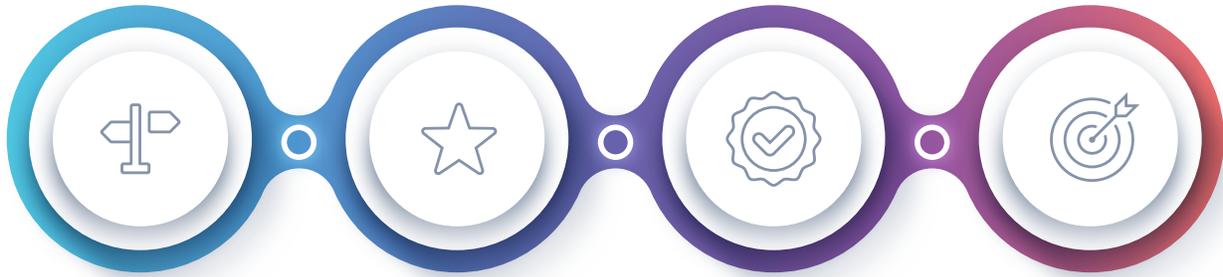
Personalize your asks. Using first names, or messages like “how are you and the kids?” so the donor feels a sense of connection and belonging.



Communication

How Often Should I Communicate With My Networks?

There are four absolute times you should communicate with your network during a fundraising campaign:



1. Campaign Launch

2. Midway Goal

3. Final Push

**4. Campaign End or
Goal Reached**

We recommend maintaining momentum between each of these main milestone communications with 1-2 social media posts per week and 1 weekly email to help keep your campaign top of mind. If you're texting, use those requests judiciously and make sure that you're not monopolizing the conversation with donation asks.

During the final push phase of your campaign, increasing your frequency to a few social posts a day has proven to be highly effective – so go for it!

We recommend creating a simple sharing schedule to plan out your communications ahead of time. This will save you time and make your campaign more fun and less stressful. You can use Google Calendar, Google Sheets, or even a notebook to plan out when you'll post to social media and email or text your network.

Privacy & Consent

When communicating with your networks, please respect their communication preferences and adjust accordingly. This includes making sure you have permission to contact your peers, particularly if you're sending text messages or communication to employer email addresses.

Ready, Set, Fundraise!

Copy, Paste & Start Fundraising!

Now that you've learned all the fundraising tips, tricks, and best practices, it's time to jump into it with confidence!

We've included pre-written communications for you to use at every major campaign milestone. We also have graphics for you to download at www.safealliance.org/walkamile

Announcement 1: Campaign

THE GOAL IS TO SHARE, SHARE, SHARE!

WHEN TO SEND

Right after you've completed setting up your fundraising page. The purpose of this announcement is to let your online network (social media friends, family, peers, colleagues, neighbors) know that you've signed on to raise funds for a cause near and dear to your heart and that you need their help. Basically, you've got to get the word out to everyone you know to help you reach your fundraising goals. If you're comfortable, this is a great time to share the "why". Why is supporting Safe Alliance important to you?

Email

[Message]

Subject Line: Let's walk together for Safe Alliance!

Body: Hey, [Name]: I hope this finds you well.

I've got great news: I've signed on to Walk A Mile With Safe Alliance and I could really use your help. I'm committed to helping Safe Alliance raise \$155,000 – funds that enable them to provide life-changing support to survivors of domestic violence and sexual assault.



Did you know that **1 in 4 women** are impacted by domestic violence in their lifetime? Or that **1 in 10 children** are sexually assaulted before their 18th birthday?

Your support is critical. Every donation, large or small, makes a difference and empowers Mecklenburg County survivors to build safer, happier lives for themselves and their families.

My personal fundraising goal is **[\$XXX]**. **Can you help me reach it?** Please visit my fundraising page at **[URL]** and make a donation today!

If you want to make an even larger impact, you can register to Walk A Mile With Safe Alliance, create a fundraising site of your own, and start spreading the news!

Can't donate or register to walk? No worries. Please consider forwarding this email to your friends and family to get the word out.

Thanks so much for your support!

Text Message

[Name], I'm going to Walk A Mile With Safe Alliance to raise awareness and funds for domestic violence and sexual assault. If you're interested, I'd love to tell you more about Safe Alliance and the amazing work they do. Please help me by donating today: **[URL]**



Social Media Posts

Twitter

Hi friends! I've signed on to help [@Safe_Alliance](#) raise funds to support [#MecklenburgCounty](#) survivors of domestic and sexual violence. Give today to make a lasting impact: [\[URL\]](#) [#WalkAMileCLT](#) [#SafeAllianceCLT](#)



Facebook | Instagram | LinkedIn

Hey friends, I've signed on to help [@safealliance](#) raise funds to support and empower Mecklenburg County survivors of domestic violence and sexual assault. Are you ready to make a lasting impact? Join me as I Walk A Mile With Safe Alliance on May 13. Please share with your friends and family and donate today: [\[URL\]](#) [#WalkAMileCLT](#) [#SafeAllianceCLT](#)

Announcement 2: Midway Goal

WHEN TO SEND

When you're halfway to meeting your fundraising goal. The purpose of the midway announcement is to share that you're halfway to meeting your fundraising goals and still need help to get to the finish line. The tone should be excited in nature and get your network to feel motivated to help you reach your goals.

Email

[Message]

Subject Line: Ohh, we're halfway there 🎵... only \$XXX more to go!

Body: [Name],

I've got great news: I'm halfway to reaching my personal fundraising goal of [XXX] raised for Walk A Mile With Safe Alliance! Pretty awesome, right? All the money raised will help Safe Alliance provide life-saving services to survivors of domestic violence and sexual abuse. **Will you help me hit my fundraising goal by making a donation?** Visit [URL] to give today.

If you're as passionate about Safe Alliance's mission as I am, consider registering as a walker or starting a fundraising page to help them reach their goal more quickly! I'm looking forward to walking on May 13 at NoDa Brewing and would be thrilled if you joined me.

Thank you!

Text Message

[Name], guess what? I'm halfway to meeting my fundraising goals for Walk A Mile With Safe Alliance! Please help by donating today: [URL]. I'd be so grateful to have your support!

Social Media Posts

Twitter

Ohhh, we're halfway there 🎵... only \$XXX more to go to meet my fundraising goal to help @Safe_Alliance for #WalkAMileCLT. Please help me reach my goal donating today: [URL] #WalkAMileCLT

Facebook | Instagram | LinkedIn

Ohhh, we're halfway there 🎵... only \$XXX more to go to meet my fundraising goal for Walk A Mile With @safealliance. Help me get all the way there and share or donate today: [URL] #WalkAMileCLT #SafeAllianceCLT



Announcement 3: Last Push

WHEN TO SEND

One week before the fundraiser ends. The purpose is to inform your network that time is running out and they can help you reach your goals by donating and/or sharing your fundraiser with their network. These messages create a sense of urgency with a time-sensitive deadline so your network knows they only have a little time left to help you reach your goals.

Email

[Message]

Subject Line: I'm close to my goal – will you help me reach it?

Body: Hi [Name]!

Believe it or not, I've raised [\$XXX] for Walk A Mile With Safe Alliance and I'm only [\$XX] away from reaching my fundraising goal. **If you haven't donated yet, please give now!**

If you've already donated, consider one more gift: Share my fundraising page [URL] with your family, friends, and social networks. Imagine how much more we can accomplish if everyone joins in. Survivors of domestic violence and sexual assault need our support.

Let's do it together!

Text Message

[Name], I've already raised \$XXX to help Safe Alliance and I've almost reached my goal. There's only X days left and I need your help. Can you donate now? [URL]
Thank you for your support!

Social Media Posts

Twitter

I've already raised \$XXX to help @Safe_Alliance reach its fundraising goal for #WalkAMileCLT! There's only X days left and I need your help. Donate now: [URL] #SafeAllianceCLT

Facebook | Instagram | LinkedIn

I've already raised \$XXX to help @safealliance reach its fundraising goal for #WalkAMileCLT! There's only X days left and I need your help. Share/donate now: [URL]. #SafeAllianceCLT



Announcement 4: Goal Reached/End

WHEN TO SEND

When you've hit your goal or the campaign ends. The purpose of this is to let your network know that you've reached your fundraising goals and/or the campaign has ended. The tone should be congratulatory and should thank your network for their contributions of donations/shares. This is also a great way to share the impact of their support.

Email

[Message]

Subject Line: We Did It!

Body: [Name],

Walk A Mile raised over [\$XXX,XXXX] for Safe Alliance! Thank you for supporting me in personally raising [\$XXX] for Walk A Mile With Safe Alliance!

I could not have done it without your help. Your gift provides life-changing support for Mecklenburg County survivors of domestic violence and sexual assault ... and that's a huge deal. I hope you feel fantastic about your contribution(s).

I hope we can continue to help organizations like Safe Alliance reach their fundraising goals. World change happens one person at a time, and I'm happy we were able to make a difference together. I'm so grateful for your support!

Until next time...

Text Message

[Name] – Thank you! We helped Safe Alliance raise [\$XXX,XXX] at their Walk A Mile Event. Look what we did: <https://walkamile.swell.gives/> I'm thrilled we could make a difference together and support survivors in Mecklenburg County.

Social Media Posts

Twitter

We did it! Thank you all who helped me raise \$XXX for @Safe_Alliance. I'm thrilled we were able to make a difference together. Look what we accomplished: <https://walkamile.swell.gives/>. #WalkAMileCLT #SafeAllianceCLT

Facebook | Instagram | LinkedIn

We did it! I'm incredibly grateful to everyone who helped me raise of \$XXX for @safealliance. Small steps add up to tremendous change, so I'm thrilled we were able to make a difference together. Look what we accomplished: <https://walkamile.swell.gives/>. #WalkAMileCLT #SafeAllianceCLT





Thank You for Being A Fundraising Superstar!

We're incredibly grateful that you took the time to raise awareness and life-saving funds on behalf of Walk A Mile 2023! Every single dollar raised moves us closer to fulfilling our mission of providing hope and healing for survivors of domestic violence and sexual assault. We appreciate your hard work and look forward to continuing this meaningful partnership for years to come!

If you need support or have questions, contact:

Jo Boyd

Jourdan.boyd@safealliance.org

704.367.2702

Sarah-Kate Pease

sarahkate.pease@safealliance.org

704.367.2706 | safealliance.org

