



## How to Establish your Peer-to-Peer Fundraising Campaign

1. Decide what type of event inspires you that your friends/family/social networks would support.
  - Birthday
  - Anniversary
  - Birthday/Memorial of a loved one who served
  - 5k Run/Walk
  - Half/Full Marathon
  - Upcoming Military Holidays/Observances
2. Set up your fundraiser at <http://bit.ly/March2Million>
3. Identify 10-25 people you can reach out to individually via email:
  - Do not send a bulk email, send each email individually so that it is personalized.
  - Copy and paste the text provided below into your email—but feel free to make it your own! The more it sounds like you, the more success your campaign will have.
  - Make a goal to send 2-5 emails each day for a week. Put it in your calendar at the start of each day—it will only take 2-5 minutes once your first email is drafted!

Sample Text:

Dear FIRST,

As you may know, I am involved with Warrior Rising, an organization dedicated to empowering U.S. military veterans and their immediate family members by providing them opportunities to create sustainable businesses, perpetuate the hiring of fellow U.S. military veterans, and earn their future.

This year, in honor of Suicide Prevention Month, I joined Warrior Rising's *March to a Million* and I am setting out to raise \$1,000 to support this vital organization. National Suicide rates are among the highest in our Veteran population. Finding meaning, purpose, and connecting with a like-

minded community once their time in the Armed Forces ends goes a long way toward providing stability for the brave men and women who served our country.

I'm asking you to join me by donating whatever you can to this amazing mission. \$25, \$50, or even \$100 will help me meet (and hopefully exceed) my goal. You can make your donation here: [include the link to your personal fundraising page]

FIRST, thank you in advance for your partnership and friendship. Together we can empower our Veterans to find independence and purpose as they reenter our community.

With gratitude,

Your name

4. Mail (yes, actual mail with a stamp) the above letter or something similar to 10-25 people. Include the link where they can go online, but also include an addressed, stamped envelope to Warrior Rising where they can mail a check, if they so choose. Interestingly, the simple act of putting a live stamp on an envelope often motivates people to give.

Warrior Rising  
230 W 200 S  
PO Box 961  
Salt Lake City, Utah 84101

5. Post to Facebook with the link to your individual fundraising page and tag at least 50 people, asking them to donate \$25 or more. More than likely, about 1/3 - 1/2 will give via Facebook
6. Be sure to thank people on Facebook when they give.
7. Repost Repost Repost! Until such time as you reach your goal, keep posting your fundraiser at least 2-3 times/day. It may seem like a lot, but newsfeeds are so full, you cannot post enough during a campaign.
8. Match. Match donations on Facebook up to a certain amount. This can be done through a Facebook fundraiser.
9. Share: Share other non-fundraising posts from Warrior Rising, but include a link to your fundraising page with brief text like, "Warrior Rising is doing amazing work with our Vets. Please support their critical work by joining me in my *March to a Million*" and include your individual fundraising link.
10. Get your kids involved! Take a photo of your kids holding a sign that says, "Please support Warrior Rising and my mom's fundraiser" and post it to social media. If you have a dog, include the dog in the photo.

Example:



 [Redacted] January 9 · 🌐

[Redacted] and I are fundraising for our favorite non-profit! I asked her what our fundraising campaign should be and first she said we should have a lemonade stand. Then I reminded her that it's January. Then she said, "well maybe we should just ask people! Giving is fun!" Can't argue with that! Show her you care about helping people! Even a dollar would be cool for her to see how many people want to show love to others!  
[https://\[Redacted\]](#)

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👍 Like    💬 Comment    ➦ Share

 [Redacted] is so excited about everyone's heart to give! If you haven't already, please SHARE! There have been people that have donated that I don't even know. So amazing! To find out more about the non-profit we're raising funds for, visit [www.\[Redacted\].org](#)

Like · Reply · 31w

 Thank you to everyone that

Write a comment...    😊 📷 GIF 🗨️

10. Be grateful. Send individual thank you emails, hand written notes, and give shout outs to those who give on social media.

[Redacted] Thank you to everyone that has given! ❤️ Addison is so excited!  
Like · Reply · 31w

[Redacted] Keep sharing everyone! Her donation is still growing!



Like · Reply · 31w