

# Raise More from Your Community

Peer-to-Peer Fundraising and  
Virtual Day of Giving Campaigns



# TODAY'S AGENDA:

- Why peer-to-peer fundraising?
- Peer-to-Peer fundraising basics
  - What peer-to-peer looks like
  - Best practices
  - Choosing a peer-to-peer tool
- Bringing it all together: Virtual day of giving campaign



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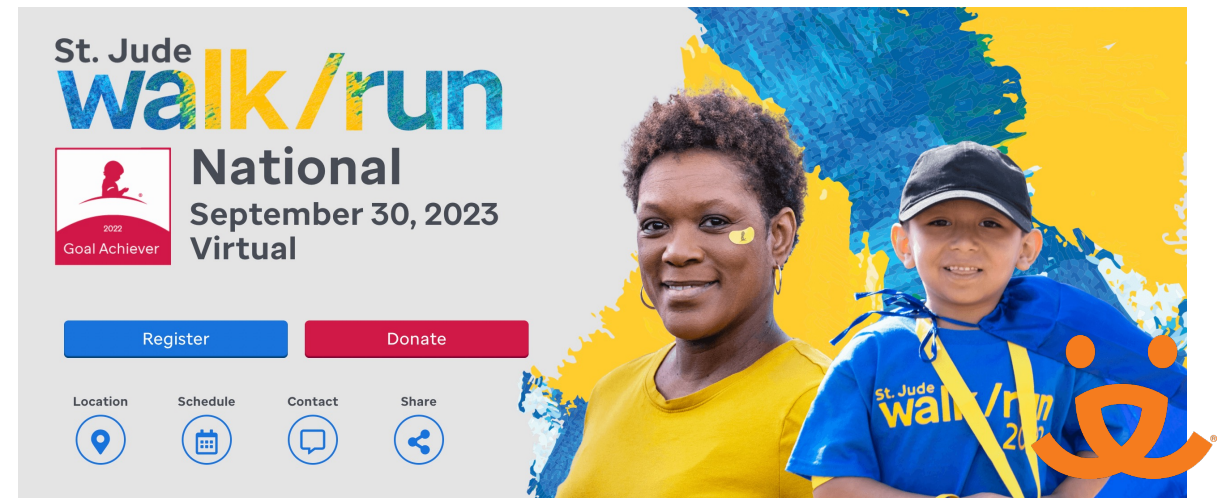


# WHAT IS PEER-TO-PEER FUNDRAISING?

“Peer to peer fundraising”:  
individuals collect donations from  
their peers on behalf of your  
organization

Organized vs. “DIY”

- DIY: tied to personal events or motives
  - Birthday, wedding, anniversaries, individual athletic events
- Organized: tied to organizational efforts or campaigns
  - Organized athletic events, specific campaigns



# WHY PEER-TO-PEER FUNDRAISING?

- ✓ Cost effective donor acquisition
- ✓ Flexible
- ✓ Gives supporters other ways to help



# CHOOSING A PEER-TO-PEER TOOL

Simplest option: Facebook Fundraisers

- ✓ Pros: meets fundraisers and donors where they are; easy to set up
- ✓ Cons: hard to support and communicate with fundraisers; hard to build relationship with donors; minimally customizable

Key considerations:

- Budget
- Scalability and flexibility
- Customizable
- Ease of use
- Social and mobile-friendly features
- Gamification tools
- Tracking and reporting



# PEER-TO-PEER FUNDRAISING BASICS

## Actively recruit fundraisers




- Ask your supporters to fundraise!
- Start with engaged segments:
  - Donors
  - Volunteers
  - Adopters
  - Board members
  - Staff
  - Fosters
  - Business partners



# PEER-TO-PEER FUNDRAISING BASICS

## Provide fundraising tools

- Not all supporters will know how to fundraise
- Sample resources you can provide:
  - Fundraising tips
  - Sample email and social media copy
  - Imagery/graphics
  - What makes a good story
  - How to thank donors



### Tips for a Successful Fundraiser


Congrats! You are on your way to delivering happiness to seriously ill children and their families and this guide will help you reach and exceed your fundraising goal. Let's get started!

- 1. Build out your fundraising page on our easy to use platform.**
  - Set your goal. Think of what's realistic – you can always beat your goal and keep going!
  - Write your **WHY**. Tell your community why it's important to you to donate to Starlight. Need inspiration? [Read our blog](#).
  - **SUPER TIP:** Be the first to donate. Show your community you're invested. Wondering how much to donate? Consider how much you want others to give.
- 2. Craft your master plan! How will you actually raise those funds?**
  - Get creative! there are so many ways to raise money for your cause. From bake sales to marathons, find something that fits you, or get your class, club, professional group or place of worship in on the fun.
- 3. Spread the word!**
  - Start with your close contacts. They're the easiest ask and are the most likely to donate first.
  - Now move to social media. Facebook and Twitter are great tools to share your goal and to post updates. Make sure to tag and thank those who have donated!
  - Email your family, friends, coworkers, neighbors, everyone! We've put together a sample email for you on the following pages.


When you raise funds for Starlight, you are making a real difference. Each dollar you raise delivers happiness to seriously ill children by providing distraction, normalcy, and entertainment at more than 800 pediatric hospitals and other facilities across the US.

Don't forget, we're here for you. Email us at [donations@starlight.org](mailto:donations@starlight.org) with any questions.


## Downloadable Assets



**Starlight Logos**  
Official Starlight logos and supporter emblems for you to use and show your Starlight pride!  
[DOWNLOAD >](#)




**Social Media Assets**  
Facebook cover photos and social sharing assets to help you spread the word about Starlight  
[DOWNLOAD >](#)



**Videos**  
Learn more about Starlight through these videos  
[VIEW >](#)

Photos  
[DOWNLOAD >](#)



**Social Media Messaging**  
Overwhelmed with how to start fundraising? Launch your campaign with our suggested social media messaging  
[DOWNLOAD >](#)



# PEER-TO-PEER FUNDRAISING BASICS

## Provide personal support



- This is important relationship building!
- Try to respond to questions and requests for help as soon as you can
- You want fundraisers to come back year after year



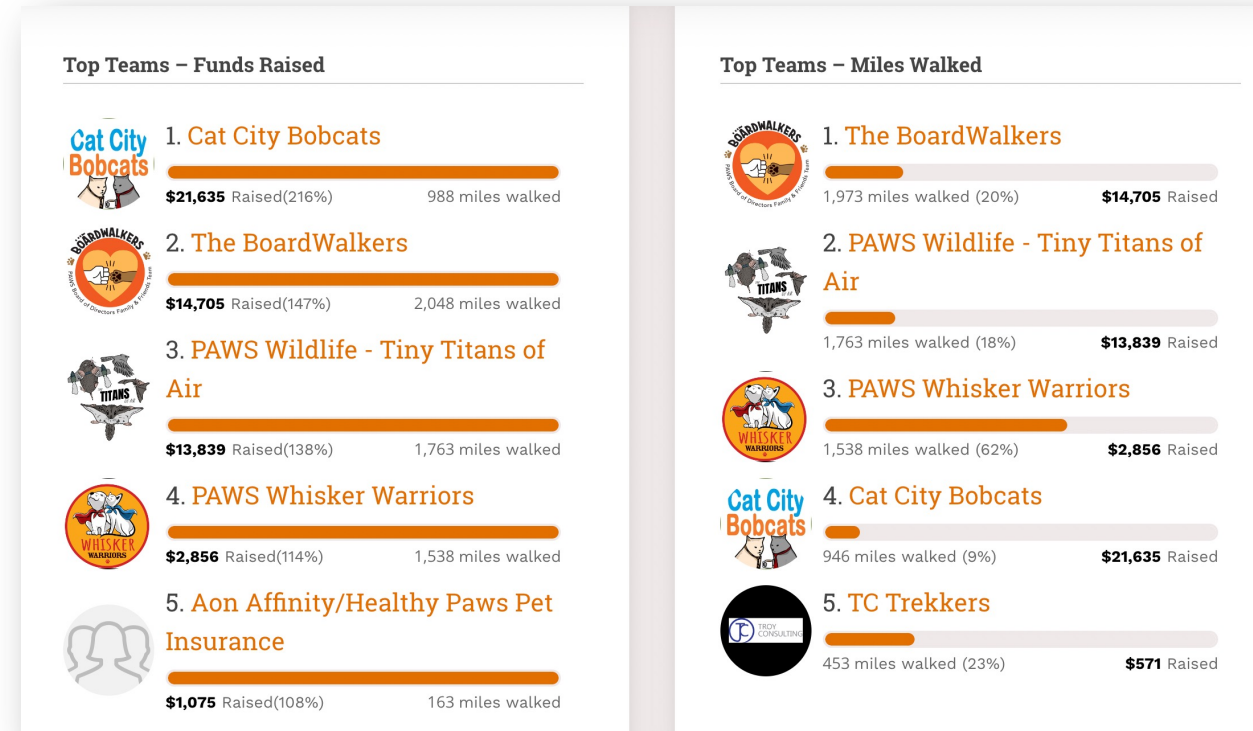


# PEER-TO-PEER FUNDRAISING BASICS

## Inspire friendly competition

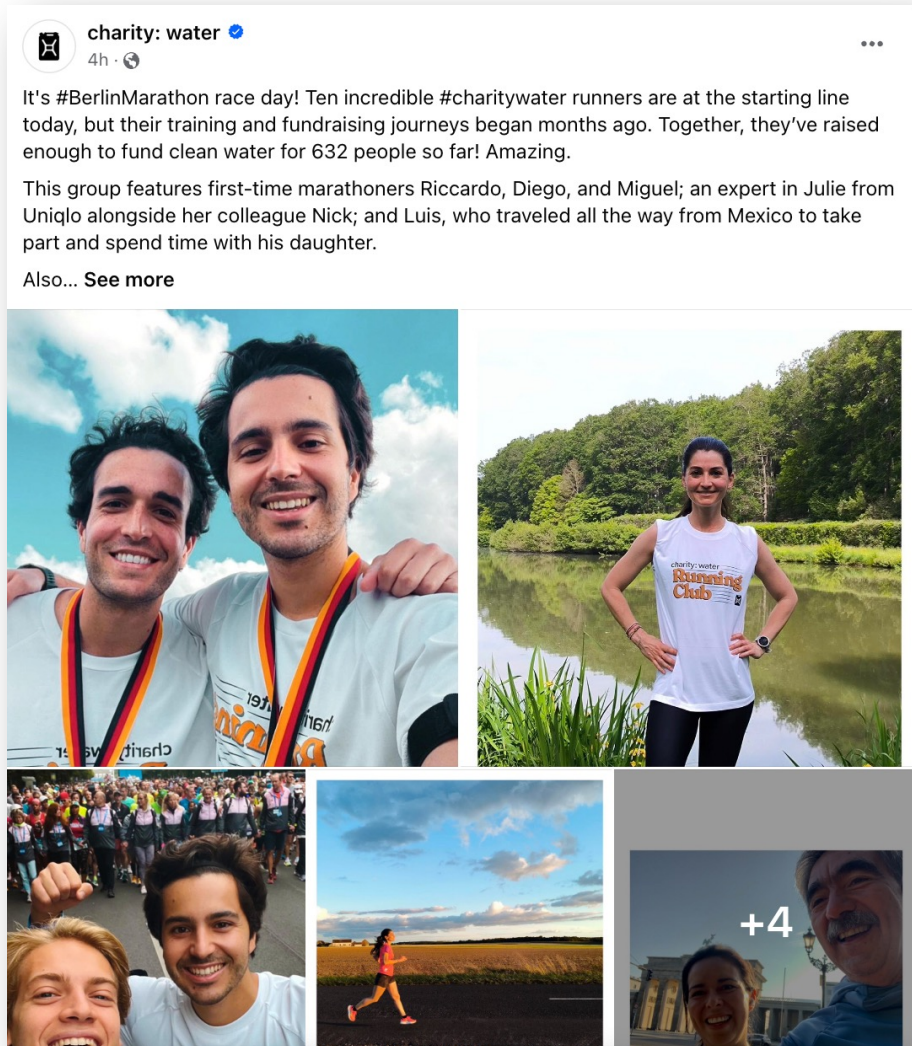
- Leaderboards and fundraising thermometers
- Special rewards and incentives for reaching fundraising milestones
- Fun social media challenges

Celebrate your fundraisers to keep them motivated!



# PEER-TO-PEER FUNDRAISING BASICS

## Recognize your fundraisers



They are working so hard for you!

Be sure to thank them:

- Privately: email, text, phone calls – however they prefer to communicate
- Publicly: social media shout-outs, special thank-you gatherings



# PEER-TO-PEER FUNDRAISING BASICS

## Build relationships with donors

Peer-to-peer donors are new donor prospects for your organization!

These are people you would not have found without your fundraisers.

Be sure to introduce them to your work and give them ways to get involved.



The graphic features the Save the Children logo in the top left and a red "DONATE NOW" button in the top right. The central image shows a smiling young child in a teal shirt, with a red circular highlight around their face. A white text box with the Save the Children logo and the text "Welcome to the Save the Children family!" is overlaid on the right side of the image. Below the image, a paragraph of text reads: "Welcome to the Save the Children family! On behalf of our team and the millions of children you're supporting, thank you so much for your support. I couldn't be more grateful that you've joined our efforts to create lasting change in the lives of children in the U.S. and around the world."

**Save the Children.** [DONATE NOW](#)

**Save the Children**

**Welcome to the Save the Children family!**

Welcome to the Save the Children family! On behalf of our team and the millions of children you're supporting, thank you so much for your support. I couldn't be more grateful that you've joined our efforts to create lasting change in the lives of children in the U.S. and around the world.



# BRINGING IT ALL TOGETHER: VIRTUAL DAY OF GIVING CAMPAIGN

What is a day of giving?

*Pretend any day is Giving Tuesday!*

- Build excitement and momentum
- Focus resources to drive direct donations and peer-to-peer fundraising
- Less "competition"



ROAR Day

RIT

September 28-29 | [rit.edu/ROAR](https://rit.edu/ROAR)

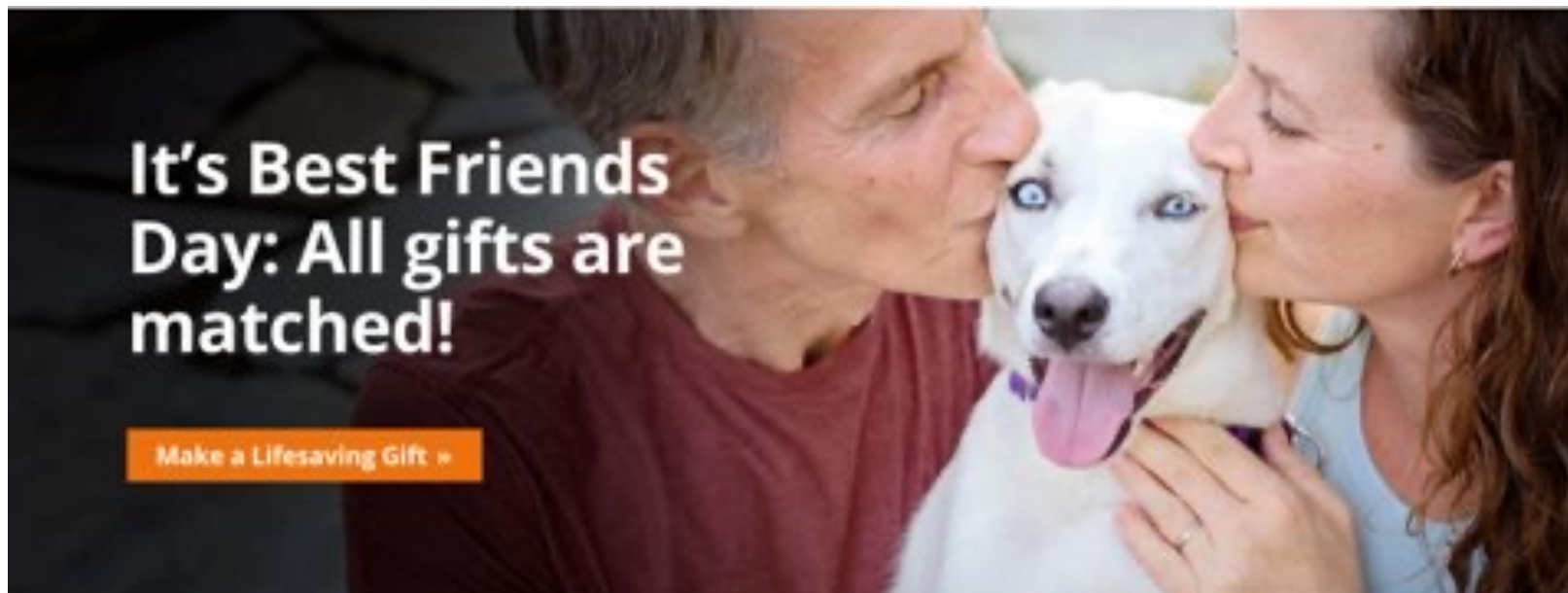
Mark your calendars for **ROAR Day**, the ultimate showcase of RIT spirit and dedication! Your time at RIT holds cherished memories of growth and unforgettable experiences. Giving back on **ROAR Day** supports the university that shaped you and empowers current students to embark on their own RIT journeys, ensuring a legacy of innovation and excellence for generations to come.



# BEST FRIENDS DAY CAMPAIGN

June 8: National Best Friends Day

Focused on celebrating the bond we have with our pets and helping homeless pets find their own “best friends”.



# VIRTUAL DAY OF GIVING CAMPAIGN

## CHOOSE A DAY



Pick a day that **means something** to your organization

- Founding date?
- Awareness day/month?
- Cultural holiday?

Think about how you can create momentum and excitement around this day!



# VIRTUAL DAY OF GIVING CAMPAIGN

## CREATE A MARKETING PLAN

Multi-channel campaigns need a plan!

Identify:

- Timeframe: 2 weeks is manageable and not too long for supporters
- Story arc: how will you show need?
- Channels and touchpoints
- Reporting requirements

### TBD Campaign

Strategy Brief

**CAMPAIGN DATES**

**CAMPAIGN DESCRIPTION & GOAL**

**CHANNELS & STAKEHOLDERS**

**KEY DATES**

TBD	Creative ticket submitted
TBD	Final copy and design due
TBD	Email #1 send date Homepage #1 goes live in the morning
TBD	Homepage #1 comes down in the morning

**KEY MESSAGING & CALL TO ACTION**

**CREATIVE ASSETS NEEDED**

- Email copy and design
  - Messaging:
  - Call to action:
  - Personalization:
  - Signer:
  - Design:
  - Audience:



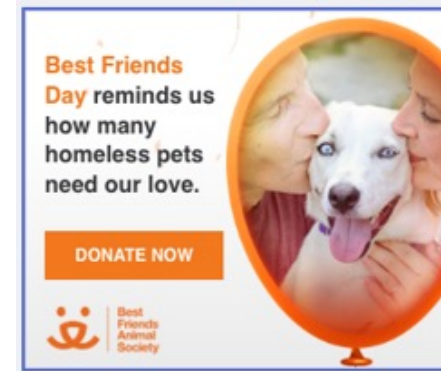
# VIRTUAL DAY OF GIVING CAMPAIGN

## CREATE MARKETING MATERIALS

Cohesive imagery and messaging create a “surround sound” effect

Consider:


- Shareable social media graphics
- Videos
- Posters and postcards
- Campaign tagline
- Key messaging points




**Best Friends Day: Donations MATCHED!**

Fundraiser for Best Friends Animal Society by Best Friends Animal Society · 🌐

Donate Share ...



Best Friends  
Save Them All



Dear Friend,

Get ready to wag your tail because it's Best Friends Day! And here at Best Friends Animal Society, that means we get to celebrate our very best friends — our pets. Whether your friend has fur or feathers, we hope your day together is extra special. And we hope you'll join us in celebrating pets across the country who are still waiting for friends to call their own.

Please make a Best Friends Day gift today and [help dogs and cats find their very own best friends](#). When you do, thanks to an anonymous donor, your gift will be matched up to \$125,000, which means you'll make twice the impact!

**And today only:**

We received an additional \$25,000 match from our friends at Nylabone! They hope you'll celebrate Best Friends Day by making a lifesaving gift that will help double the number of homeless pets who find loving best friends. We are incredibly grateful for their generosity.

[Match my gift »](#)


Your Best Friends Day gift will honor your own pets, and it will help to [create a brighter future for dogs and cats everywhere](#) and bring the country to no-kill by 2025.

Thank you so much for making this the greatest Best Friends Day yet and for showing all pets that they deserve friendship and love.

Happy Best Friends Day!

*Julie*

Julie Castle, CEO  
Best Friends Animal Society





# VIRTUAL DAY OF GIVING CAMPAIGN

## PLAN CAMPAIGN EVENTS



Virtual or in-person events can increase energy and engagement

Virtual ideas:

- Livestreaming video (Facebook, Instagram, TikTok, YouTube, or Twitch)
- Casual check-ins with fundraisers
- CEO townhall
- Virtual walk or run

In-person ideas:

- Happy hour
- Open house
- In-person walk or run
- Fundraiser-hosted house party





# VIRTUAL DAY OF GIVING CAMPAIGN

## RECRUIT FUNDRAISERS

**Peer-to-peer fundraisers** will take your campaign to the next level!

Reach out to your core supporters and ask them to start a fundraiser for your day of giving.



Joe, Olympia & Kaley

Dear Friend,

One of our favorite days at Best Friends? You might have guessed it — it's **Best Friends Day**, a day to **celebrate all that our furry best friends have to offer**, from cuteness to cuddliness to companionship!

While Best Friends Day is just one day on June 8, you can [celebrate your own pets and homeless pets everywhere](#) starting now. How? By starting a fundraiser in honor of your furry friends and to help homeless pets everywhere find their own friends, too. And right now, thanks to an anonymous donor, **every dollar you raise will be matched up to \$100,000, which means your fundraiser will have twice the impact.**

[Start my fundraiser »](#)

There are so many fun ways you can get started, as the animal-loving Mans family would attest. For Best Friends Day last year, Kaley, Joe, and their adopted dog Olympia decided to raise funds by livestreaming a dance party. They boogied live on air, raising \$600 for the animals.

Of course, you don't have to dance to raise funds. No matter how you choose to fundraise, you'll [help double the number of dogs and cats finding families](#) and friends to call their own. And you'll help make the entire country no-kill by 2025 by bringing everyone you know along in this lifesaving work.

There's no doubt that pets make our lives better. And there's no doubt that we can make theirs better, too. So thank you for starting your own Best Friends Day fundraiser and helping to save homeless pets everywhere.

*Kate Moore*  
Kate Moore  
Online Outreach Director  
Best Friends Animal Society



1,465 likes

bestfriendsanimalsociety Celebrating something special? Make the occasion even more meaningful by giving the animals a reason to celebrate too: Start an Instagram fundraiser! 🎉



Fundraisers are perfect for fun milestones like birthdays, weddings, and graduations. But you can raise lifesaving funds for homeless pets in celebration of just about anything — from adoption anniversaries to sporting events to simply hey, it's Tuesday!

Don't worry if you're not particularly tech savvy. Setting up your fundraiser is unbelievably easy — just click the "Add Fundraiser" option to ANY Instagram post!



# VIRTUAL DAY OF GIVING CAMPAIGN

## BUILD YOUR “DAY OF” PLAN



Dear Friend,

There's still time to make a gift for Best Friends Day and have it go twice as far! Thanks to an anonymous donor, your gift today will be matched up to \$125,000. [That means you can help twice as many pets find loving best friends — pets just like Potato.](#)

A blocky-headed boy who's more hippo than dog, Potato loves romping around his yard and snuggling with his family. But not long ago, he found himself in a Houston shelter with heartworm and an overwhelming amount of energy, which made adopters overlook him. [Thank goodness he had people like you to help him get to Best Friends Animal Society](#), where he could receive treatment and find a foster home to give him the special attention he needed. Though it took time, Potato did eventually find his happily-ever-after, and today he has a family to call his own!

As Potato would tell you, there's nothing sweeter than the love of a good friend. So please [make a Best Friends Day gift now and help homeless pets](#) everywhere find exactly that.


[Double my gift »](#)

This Best Friends Day will be the best one yet for Potato. And with your help, it'll be the best for homeless pets across the country, too. Thank you so much for making a Best Friends Day gift, which will be matched, and for showing dogs and cats everywhere that they deserve good friends, good homes, and incredible amounts of love.

Happy Best Friends Day to you and yours.

*Julie*  
Julie Castle, CEO  
Best Friends Animal Society


P.S. There's still time to be part of Best Friends Day and have your gift go twice as far for homeless pets waiting for best friends to call their own. [Make your gift now and it'll be doubled!](#)



Best Friends Animal Society is asking for donations.  
Published by Emilie Rackovan · June 8 ·

Today is Best Friends Day and we need your help! 🙏  
Our Utah Sanctuary recently took in \*74 cats\* from a single residence, from kittens to seniors. Understandably, some are in poor condition and require quite a bit of medical care, which our incredible vet and caregiver teams are of course providing! Taking in this many cats during an already busy kitten season isn't easy, but because of you -- our amazing supporters -- we can say "yes" when asked for help.

In honor of Best Friends Day, would you make a donation to help homeless pets like these 74 cats? It's our busiest time of the year and we could really use your help. Plus, donations are being MATCHED up to \$125,000, so your gift will make twice the impact for animals in need! Simply click the "Donate" button on this post, or give online: <https://bfas.io/bestfriendsday23>. Thank you for your generosity! ❤️ -emilie



Make a splash on your chosen day!

How?

- Events discussed earlier
- Website homepage
- Social media posts
- Emails
- Personal outreach

Don't be afraid to “get loud” as long as your call to action is clear and your stories are compelling.



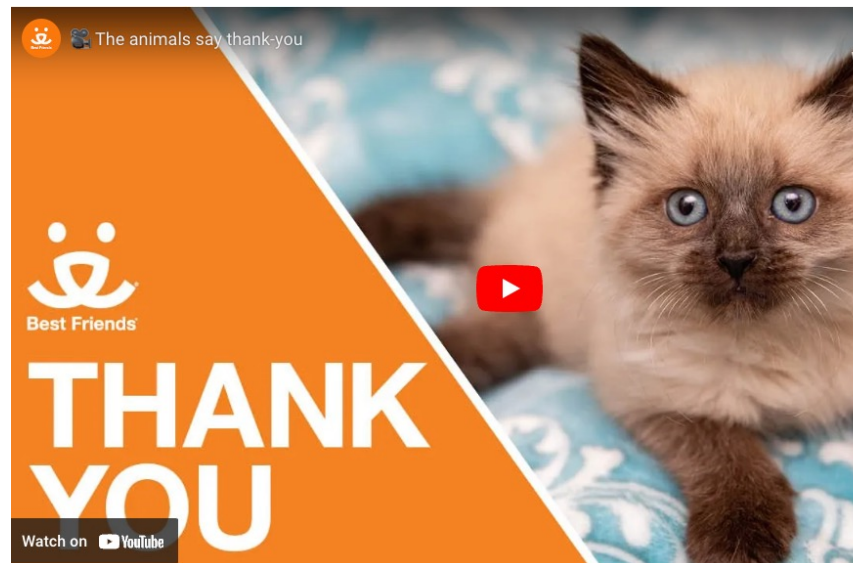


# VIRTUAL DAY OF GIVING CAMPAIGN

## THANK YOUR DONORS AND FUNDRAISERS

A big campaign deserves a big show of gratitude!

- Show impact
- Recognize fundraisers who went above and beyond
- Keep them engaged!




Dear Friend,

This Best Friends Day was one to celebrate! **More than 2,400 animal lovers across the country came together to help homeless pets find best friends to call their own.** All of us here at Best Friends — especially the animals — are so grateful to everyone who made a Best Friends Day gift. And a huge thank-you to our anonymous donor for their \$125,000 matching gift and to Nylabone for their \$25,000 matching gift.

Truly, because of you, more homeless dogs and cats than ever are looking forward to meeting new best friends and finding loving homes. And they're looking forward to a brighter future — one that's no-kill by 2025.

So thank you, again, for being part of Best Friends Day and for all that you do for homeless pets every day. Together, we will Save Them All.

*Julie*  
Julie Castle, CEO  
Best Friends Animal Society



P.S. Best Friends Day may be over, but you can still help save lives. **[Make a gift to the animals now and help them find friends to call their own.](#)**

# IN CONCLUSION...



Peer-to-peer fundraising is a valuable addition to your fundraising toolset – year-round or for a day of giving.

Let the people who already love you help you **raise more** and **reach new people**.



Thank you!

