

# PEER-TO-PEER FUNDRAISING



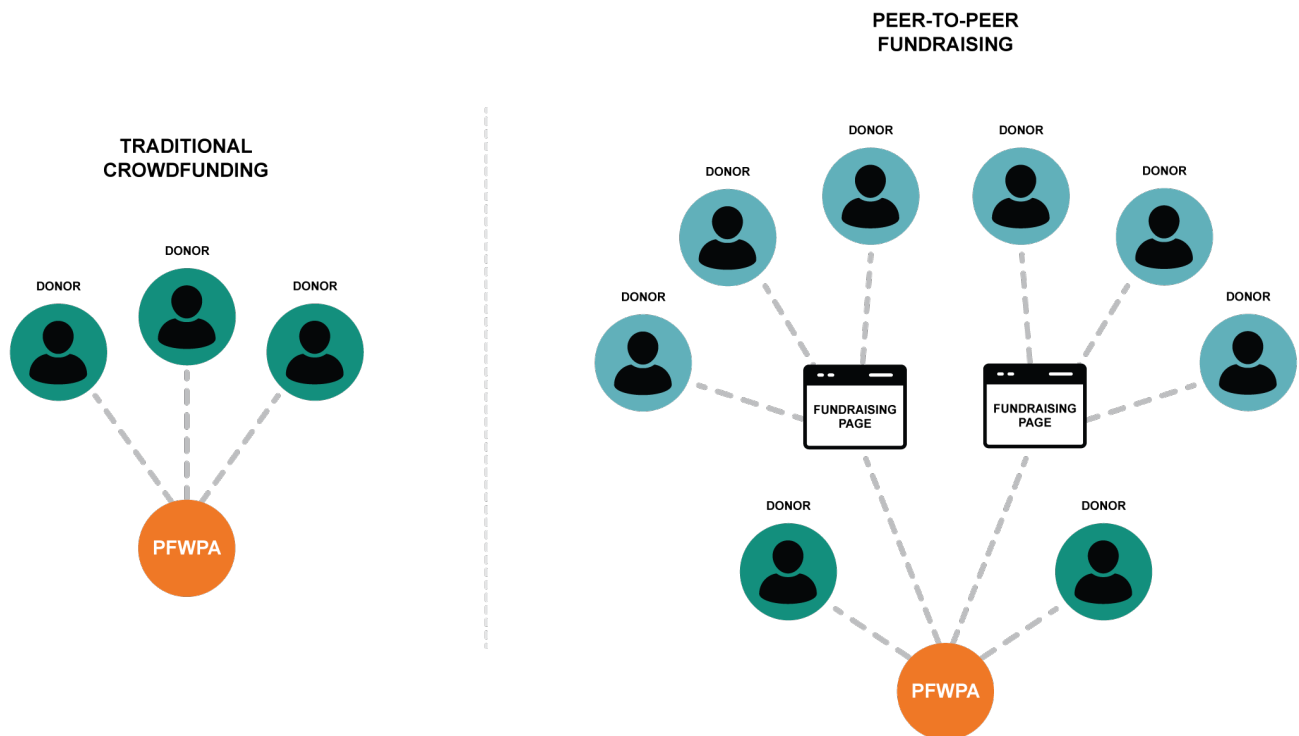
## WHAT IS PEER-TO-PEER (P2P) FUNDRAISING?

Peer-to-Peer fundraising is an online fundraising technique in which individual supporters or ambassadors fundraise on behalf of a larger cause or organization. These volunteer fundraisers promote the campaign to their own networks of friends and family.

The peer-to-peer fundraising structure is different from more traditional campaigns in which an organization directly asks its supporters and online audience for donations. The more indirect approach of peer-to-peer fundraising allows the organization to reach much larger audiences and boost its visibility in an organic way.

## WHY IS IT IMPORTANT?

Peer-to-Peer fundraising enables nonprofits to increase their reach, find new donors, and build deeper connections with their existing supporters. Peer-to-Peer fundraisers help us spread awareness and raise money so we can continue to grow and serve the local PD community.



## WHAT ARE WE RAISING MONEY FOR?

Parkinson Foundation Western Pennsylvania (PFWPA) is hosting their annual Step Forward event on Saturday, September 17, 2022 at the Shrine Center in Cheswick, PA to spread hope, share resources, and build community. Step Forward is PFWPA's largest fundraiser of the year. Every dollar raised stays local, providing services, support, and programs to the 12,000+ people in Western Pennsylvania with PD, as well as their caregivers, friends, family, and loved ones.

Bonus! If you raise \$250, your registration is free! For every \$500 you raise, you get an entry to win a weekend getaway! The more you raise, the more likely you are to win!



## HOW DO WE START?

- 1. Sign up to register for Step Forward.** Select “Adult Registration (Ages 12+) Fundraiser” You owe \$0 up front. If you raise \$250, you get free admission to the Step Forward event (includes t-shirt, food, beverage, craft, vendor village access, and more!) If you raise over \$500 you will be entered to win a weekend getaway! However, if you do not raise \$250 by Step Forward (September 17) you will be responsible for paying for your registration (\$35 or \$45 depending on if you registered before or after our Early Bird discount). You have nothing to lose by trying to fundraise! You may surprise yourself with how your donations can add up! (If you get just 10 friends or family members to donate \$25, you reach your \$250 goal!)
- 2. Customize your page.** You can see detailed step-by-step instructions [here](#).
- 3. Share your page with your network.** You choose how you want to share your fundraiser information: email, social media, mail a letter, phone call, etc. (Know your audience. Reaching out to your Great Aunt Beatrice via Tik Tok may not be ideal.)
- 4. Track donations.** Watch your page and see if you are hitting your fundraising goal. Consider revising your goal if you are getting off track.
- 5. Celebrate!** September 17th is the Step Forward event. You can try one final push for donations, then see where you end up by the event. No matter how little or how much money you raise, you are making a difference. That is something to celebrate!

# PEER-TO-PEER **FUNDRAISING** *Tips*



**Storytelling.** People want to know why this fundraiser means something to you. People will be more compelled to donate if it is personal. You may find more people with a shared connection to PD than you realized! You'll never know until you share your story.



**Share and reshare.** Be sure to use more than one method of communication with your network. Someone may respond to a social media post while someone else may respond best to an email. Know your audience and share accordingly.



**Thank your donors.** They were kind enough to take the time and donate their money, make sure you show them some love. A handwritten note is always well received, but if you don't have time for that, be sure to thank your donors via email or phone call. They will really appreciate it.



**Don't give up.** Fundraising can sometimes feel frustrating and overwhelming, but it's normal. If you run into any issues with your Peer-to-Peer fundraising journey, we are here to help! Don't hesitate to reach out with any questions. Email [info@pfpwpa.org](mailto:info@pfpwpa.org) or call 412.837.2542



**Be proud of yourself.** You are putting in time and effort to make this fundraiser a success. Realize you are making a difference in the local Parkinson's community. That is something to smile about. Go you!

## SAMPLE EMAIL TEMPLATE:

Hello friends & family,

This year I am participating in Step Forward, an event that raises money for the Parkinson Foundation Western PA. I would love your support to reach a goal of raising \$250. Please consider donating to my page today! Every dollar raised stays local, providing services, support, and programs to the 12,000+ people in Western Pennsylvania with PD, as well as their caregivers, friends, family, and loved ones.

Any donation is more than appreciated by me and the entire PD Community.

(Insert fundraising page link here)

Warmly,  
(Insert name here)

## SAMPLE SOCIAL MEDIA CAPTION SUGGESTIONS:

Copy and paste or just use these as starting points to spread the word of your fundraiser on social media. Don't forget to tag us on Facebook, Instagram, Twitter or LinkedIn!

 **FACEBOOK @PARKINSON.W.PA**

 **INSTAGRAM @PFWPA**

 **TWITTER @PFWPA**

 **YOUTUBE PFWPA - PARKINSON FOUNDATION WPA**

1. Want to support the Parkinson's community? I am participating in Step Forward this year and could really use your support in reaching my fundraising goal of \$250. Please consider donating below! (Insert link here)

2. Did you know that Parkinson's disease affects 10 million people worldwide and there is currently no cure? Please consider donating below to support Step Forward, an event that raises money for the Parkinson Foundation Western PA which provides crucial resources, programming, and support for the local community. (Insert link here)

3. Interested in giving back to the community? Join me in supporting the Parkinson's community by donating to my Step Forward page below! All proceeds go towards Parkinson Foundation Western PA which provides crucial resources, programming, and support for the local community. (Insert link here)