

PEER-TO-PEER **FUNDRAISING** *Toolkit*

We encourage you to read and use this toolkit for your Step Forward fundraising efforts. This toolkit contains suggested copy, tips, visuals, and information designed to equip you with the P2P background knowledge and tools to help your fundraising journey become a success! Most importantly, your support and fundraising will make a direct positive impact on local Parkinson's programming. That is pretty cool.

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.

WHAT ARE WE RAISING MONEY FOR?

Parkinson Foundation Western Pennsylvania (PFWPA) is hosting their annual Step Forward event on Saturday, September 28, 2024 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.

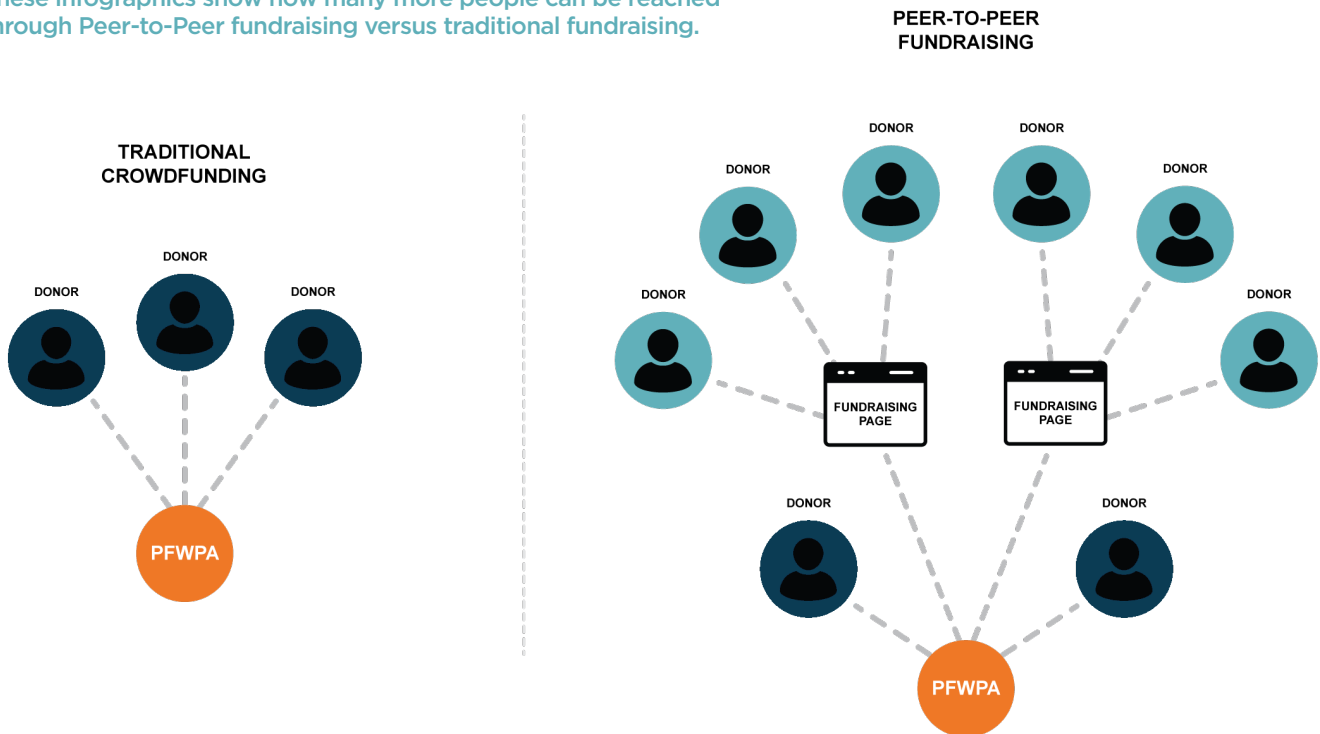
Want some extra motivation? We are giving away prizes for top individual fundraisers and top fundraising teams! But everyone is a winner, because the funds are all going directly to programs and resources for the local Parkinson's community.



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.

These infographics show how many more people can be reached through Peer-to-Peer fundraising versus traditional fundraising.



HOW DO WE START?

- 1. Sign up to register for Step Forward.** Select “Adult Registration (Ages 12+) Fundraiser” and an individual fundraising page will automatically be created for you. It will cost \$35/per adult. This covers your admission fee to Step Forward but also counts toward your fundraising total.
- 2. Customize your page.** You can see detailed step-by-step instructions in the following pages of this toolkit.
- 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. You may need to send your donor asks through different channels.
- 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 28th is the Step Forward event. You should begin fundraising now so you have more time to fundraise. No matter how little or how much money you raise, you are making a difference. That is something to celebrate!

FUNDRAISING *Tips*



Storytelling. 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@pfwpa.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/LETTER TEMPLATE:

Hello friends & family.

This September I am participating in Step Forward, an event that raises money for Parkinson Foundation Western Pennsylvania (PFWPA). I would love your support to reach a goal of raising \$500. Every dollar raised stays local, providing crucial services, support, and programs to the 12,000+ people in Western Pennsylvania with Parkinson's, as well as their caregivers, friends, family, and loved ones. Every dollar helps. Please consider donating to my page and making a difference today!

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

(Insert fundraising page link or team name 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!

 **FACEBOOK @PARKINSON.W.PA**

 **INSTAGRAM @PFWPA**

 **TWITTER @PFWPA**

 **YOUTUBE PFWPA - PARKINSON FOUNDATION WPA**

1. Want to help the local Parkinson's community? I am participating in Step Forward this year and could really use your support in reaching my fundraising goal of \$500. Please consider donating below! (Insert link here)

2. Did you know that Parkinson's disease is the fastest growing neurological disease in the world? 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 fundraising page below! All proceeds go towards Parkinson Foundation Western Pennsylvania (PFWPA) which provides crucial resources, programming, and support for the local community. (Insert link here)

FREE PROMOTIONAL VISUALS:

Use these graphics to help promote your Step Forward fundraiser. The individual graphic files can be downloaded separately. You can also share your own photos when promoting your fundraiser. It feels more personal when people can see who you are fundraising for.



HOW TO REGISTER AND CREATE A FUNDRAISING PAGE FOR STEP FORWARD:

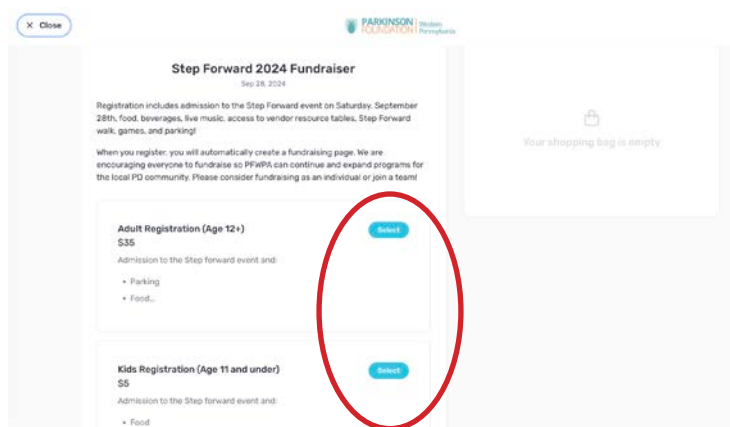
1. Click the “Join” button on the Step Forward event page:

<https://charity.pledgeit.org/StepForward2024>

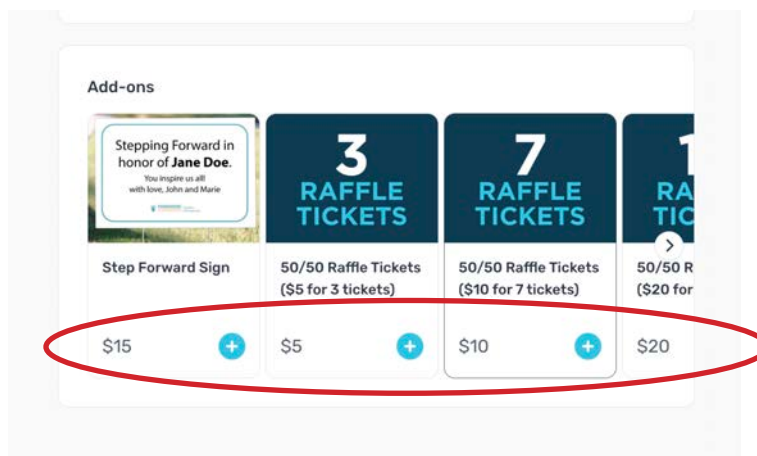


2. Select which of the two registrations you would like to purchase:

Adult (12 years and up) \$35/each or Kids (11 years and under) \$5/each. Don't forget to select any add-ons you would like as well.

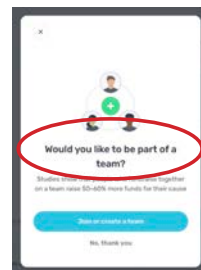


Scroll down on the page to see Add-ons. Add-ons include raffle basket tickets, 50/50 raffle tickets, and new this year, personalized Step Forward sign! Note: any add-ons you purchase, you will receive when you check-in in-person at Step Forward on September 28th.



3. Fill out the form accordingly. Don't forget to update your fundraising goal! The higher you set your goal, the more motivated you will be to fundraise and achieve your goal. You can do it! Then click "add ticket!"

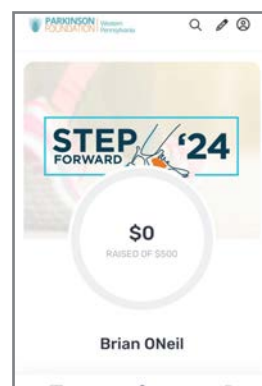
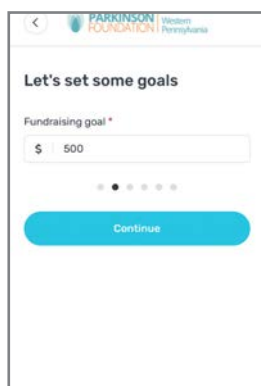
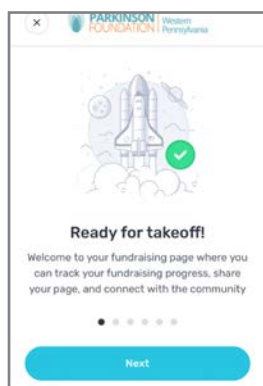
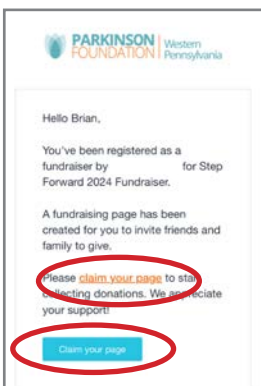
4. A box will pop up asking if you would like to be part of a team or not. You can create a new team or join an existing one for this year. You can also stick to fundraising on your own. Sometimes joining a team makes it more competitive and exciting. If you decide to join a team after you have registered, you can be added to a team later as well.



5. You can add a donation to your registration price if you would like. Your registration fee will automatically count toward your fundraising goal!

6. Enter your payment method to complete your registration.

7. You will receive a confirmation email saying you have registered for the Step Forward 2024 Fundraiser. Yay! The email will have a "Claim Your Page" button and link. Click one of them and you will quickly be guided through the fundraising page creation process. Update your fundraising goal, add a profile photo (or use the default image), customize the fundraising background information (or use the default language), invite friends and family, share your new page, and view your fundraising page when completed!



8. Anytime you want to check your fundraising page, you will need to sign in at this page: <https://charity.pledgeit.org/login> with your email and password and you can edit your page details and track your fundraising progress. To share your fundraising page link, login to your Pledgeit account, go to your page, click the "Share" button that appears under your donation total. Click "Copy page url" to insert into emails, social media pages, etc.

9. Pledgeit allows you to easily see who donated to your page. You can reach out to any donors directly through Pledgeit to send them a message or thank you.

Do you have questions about Step Forward, Peer-to-Peer fundraising, or registration? Let us know! Email: info@pfpwa.org OR (412) 837-2542