

TAKING CARE OF YOUR P2PEEPS

A quick guide to assembling your peer-to-peer team of supporters and participants!

BUILD A TEAM

Create a core team of fundraisers from volunteers, staff, family, and/or current donors—you know they're passionate about your cause! Work with them to craft stories about why they're supporting you!

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RECRUIT PARTICIPANTS

Ask current donors to share your event, profile likely participants and send out recruitment emails/social posts, make sharing your event easy, and incentivize recruitment. You'd be surprised by what people will do for rewards!

TRAIN YOUR FUNDRAISERS

Your fundraisers should know all about your organization's mission, how to make good social posts, best practices for solicitation emails, storytelling techniques for fundraising pages and posts, how to recruit other participants, and ways to thank donors!

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KEEP YOUR PEEPS INVOLVED

A lot of fundraisers don't take the time to add a personal spin to their fundraising pages. Help 'em out! Renee Look at Hearing, Speech, and Deaf Center makes it a point to email each of their event's participants to help them with fundraising tips and anything they need!

MAKE IT FUN

Thermometers, badges, leaderboards, and competition all add to a sense of friendly, fun competition! Even participating teams can offer incentives, like playlists, volunteer hours, promises to wear costumes during events, and movie screenings!

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