



#RESCUECHRISTMAS

TEAM FUNDRAISER

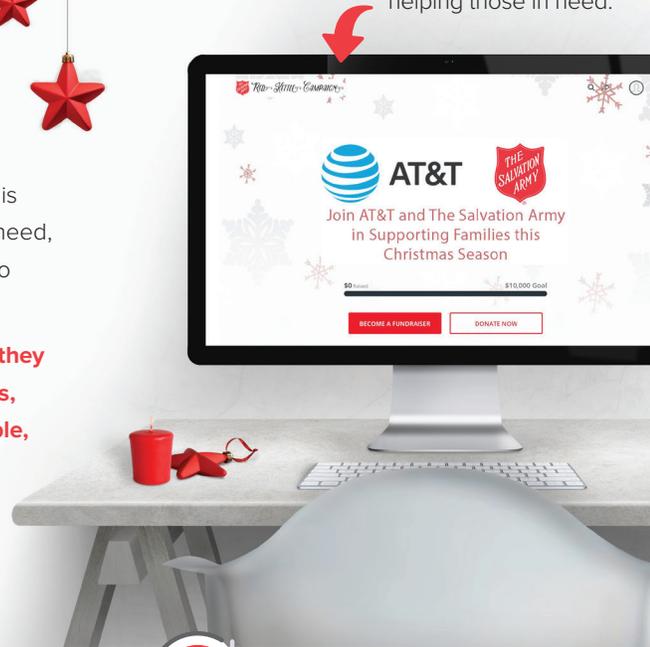
# PEER-TO-PEER VIRTUAL FUNDRAISER

**With more families facing hardship this year, the need to serve those most vulnerable is greater than ever before.**

The pandemic is also drastically changing the way we can engage with donors this season, putting our beloved kettle campaign at risk. To help meet the increased need, we are making it safer and simpler than ever for your employees and customers to donate to The Salvation Army.

**Peer-to-peer fundraising is a chance for anyone to make a big impact, even if they can't personally make a big donation. By mobilizing friends, family, co-workers, employees and customers, you can help The Salvation Army reach more people, raise more money and make a bigger impact.** Part of what makes peer-to-peer fundraising an even more rewarding experience than simply donating to a good cause is the feeling that fundraisers are part of a team, that they are working with like-minded people to do more than they could do alone.

**Need help getting creative with virtual employee engagement?**  
The Salvation Army can help! A fun and creative online fundraiser will lead to increased participation and an increase in your organization's impact on helping those in need.



## Why Host a Co-branded Peer-to-Peer Fundraiser?

The Salvation Army has a **quick, easy and creative online peer-to-peer fundraising tool** that can be co-branded with your company logo and leveraged as a fun virtual employee engagement opportunity! Employees can work together in teams and compete to raise the most funds in the office. Teams can represent different departments, employee groups, stores, locations, or other peer groups within your company.

## How does it work?

The set-up is easy. The Salvation Army creates a template that includes the co-branding, any specific content or images that the company would like to include on the main team site, and a donation page. Each team member then makes their own custom personal page, and their individual results are logged on their team's page. Encouraging a little friendly competition can also help individual fundraisers conquer their fears about asking for donations!

**The Salvation Army will also provide you with a toolkit that you can share with participants that will make this a fun and rewarding experience for all.**

The toolkit will walk participants through setting up their own page and will give tips on how to reach out to their group of friends and family for support.



### 1. Create a fundraiser

Get started with an easy to customize, co-branded website template.



### 2. Tell Your Story

Customize your online fundraising page and tell us why you're fundraising for The Salvation Army.



### 3. Share Your Campaign

Tell your friends and family about your fundraiser on social media, via email or in-person.



### 4. Encourage Your Peers

Ask friends and family to join in and create their own fundraiser.



### 5. Meet Your Goal!

Help people in your community by funding life-changing programs.