Peer-to-Peer Fundraising Toolkit

Helpful Hints for Successful Fundraising

Presented by The Salvation Army | DOING THE MOST GOOD
Our mission

Since our founding in 1865, our singular goal remains meeting human need without discrimination. We fight for all who are unable to fight for themselves – the lost, the vulnerable, the poor, the hurting, the helpless, and the hopeless. Armed with love, healing, and community, our victories shine on the faces of every person we're able to assist.

At The Salvation Army, we're dedicated to doing the most good for our neighbors in need - from providing nutritious meals and warm beds, to offering drug and alcohol rehabilitation and making Christmas miracles possible.
Getting Started

Fundraising can seem daunting at first glance, but The Salvation Army is here to help - beginning with this handy toolkit full of tips and tricks to be successful on your fundraising journey.

There are so many ways to raise funds for neighbors in need - request donations instead of gifts on a special day, take on a challenge, host an event or do your own thing by getting creative.

The Power of Your Donations

Relish the fact that what you are doing is incredible, and no matter how much you raise, you are making a positive impact.

- $250 helps provide presents for 10 kids at Christmas
- $250 helps provide 8 nights of shelter
- $100 helps provide presents for 4 kids at Christmas
- $100 helps provide 42 meals
- $75 helps provide two nights of shelter
- $50 helps provide more than 20 meals
Create your fundraising page.

1. Click on Become a Fundraiser or choose what type of fundraiser you'd like to create from the available choices.

2. Set fundraising goal - there is a pre-populated goal set, but you can set a goal that's right for you.

3. Add your headline - what do you want to call your fundraiser?

4. Set an optional short URL for ease of sharing with family and friends.

5. Upload a photo - add from your computer or Facebook. You're free to skip this and come back to it later if you'd like.
Tell your fundraising story.

People give to people.

Adding personal touches to your fundraising page, such as a photo or story, helps your donors connect with your mission. Your community of supporters will feel compelled to give because you've asked them to.

Personalizing your fundraiser also shows that you are serious about meeting your fundraising goal because you have dedicated time and effort to customize your page.

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**Tips for Successful Storytelling**

- **Add a photo.** If you didn't add a photo during the sign-up process, take the time now to add a photo that shows your personality.

- **Write a personal story.** This is your opportunity to highlight the "why" behind your campaign. Tell friends and family why you're passionate about supporting The Salvation Army.

- **Share updates.** Post updates on your page to keep your supporters in the loop on your fundraising journey. Share photos and videos to help tell a larger story.
Build your plan for success.

Goals lead to results - when your supporters see you’re serious, they’ll be motivated to help you achieve your goal! Creating a strong plan and sharing your goals early on will let your supporters know what you’re looking to achieve.

Did you know?

In fundraising psychology people are more likely to donate the closer someone is to achieving their goal.

Communication is Key

Building a plan for communicating your goals, progress and triumphs to your network of supporters fuels your fundraising success. Create a list of people you plan to reach out to.

- **Start with the low hanging fruit.** Tap those closest to you to secure those first few donations. It’s always nice to get some quick wins when you begin fundraising!

- **Cast a wide net.** Although it might feel comfortable to limit your outreach to your inner circle, don’t be afraid to push yourself to expand your list - you never know who may have a personal connection to your cause.
Spread the word.

You're well on your way to fundraising success - now it's time to spread the word and reach your goal! Using tools like email and social media are the best ways to tell your network about your campaign and ask them to donate.

Email

Email is one of the easiest and most effective ways to fundraise! This should be at the core of your outreach strategy.

Announce your fundraising kick-off by sending a personal email (or ideally making an in-person ask) to your inner circle to capture some early momentum and get some donations on the board before you blast your larger network.

Key Elements of Fundraising Emails

- **Clarity.** Clearly communicate your goal - and the story behind it. Include a direct call to donate to activate your supporters.
- **Urgency.** Create a sense of urgency by setting a fundraising end date.
- **Visuals.** Images can tell a story that words can’t. The more you can use visuals, the more you engage your supporters.
Social Media

In addition to sending emails, you can use social media to complement and enhance your communication plan. Social media will help you reach people that may fall outside your core network of supporters.

There are built-in tools on your fundraising page for social and email sharing, so definitely take advantage of those to share your page via Facebook, Twitter and LinkedIn.

Tips for Social Success

• Post far and wide to reach a broad audience. Facebook, Twitter, Pinterest, LinkedIn, Instagram, the list goes on. Make sure anyone you’re connected to online knows about the important work you’re supporting.

• Update often. No matter what platform you’re using, regularly update your network. When possible, include photos or video to draw your audience in. And most importantly - always include the link to your fundraiser.

• Ask for a share. Not everyone is able to contribute financially to your campaign, but sharing it with their networks increases your reach.
Meet your goal.

Now that you've got a campaign, a communication plan and a network of amazing supporters behind you, it's time to reach your goal!

How to Reach the Finish Line

• **Donate to yourself.** The first donation should always be from you! No matter the size of the donation, it'll show your network that you're committed - and can also help you feel more comfortable asking others since you have already contributed.

• **Don’t be afraid to ask.** The success of your campaign hinges on how many people you can reach, so don’t be afraid to ask! Remember why you’re fundraising. You are not asking for you, you're asking on behalf of the most vulnerable members of your community. People will salute and admire your efforts.

• **Follow up.** On average it takes between 3-5 touch points to get someone to donate - people are busy and one email is typically not enough. Have a solid plan in place, and don’t be afraid that by following up you are bothering people. People who have intentions of donating appreciate the reminder.
Say thank you.

Be sure to thank each and every one of your donors - after all, it wouldn't have been possible to reach your goal without them.

Make it count.

Put your heart into it and make your donors feel like the true champions they are. People may see your grace and be inspired to add their part to your cause.

Acknowledgment Inspiration

- **Send an email or handwritten note.** Don’t underestimate the value of a personalized email or a good, old-fashioned handwritten card.

- **Use your fundraising page.** You can acknowledge your supporters right on your fundraising page by replying or posting a comment on your activity wall.

- **Give them a social media shoutout.** Take it to the next level and thank donors via social media - most people love being recognized in public for their good deeds!
Need help? Contact us!

In general, The Salvation Army will be your go-to for questions or concerns during fundraising. Please contact donations@salvationarmyusa.org for help with the following:

1. Refunding a donation
2. Deleting a fundraising or team page
3. Manually adding a team or fundraiser
4. Reassigning a donation from one page to another page
5. Editing a fundraiser's page
6. Adding offline donations
7. Seeing reports

Bonus Round:
Fun Facts about The Salvation Army

- In the Beatles' 1966 song "Strawberry Fields Forever", John Lennon makes a nostalgic reference to a Salvation Army orphanage called Strawberry Field in Woolton, England. Lennon is said to have played with friends in the trees behind the orphanage when he was a boy.

- Songwriters Jay Livingston and Ray Evans were inspired by Salvation Army bell ringers when they wrote the Christmas classic "Silver Bells" for the film "The Lemon-Drop Kid" starring Bob Hope.