



Peer-to-Peer Fundraising Toolkit

Helpful Tips for Successful Fundraising

PREPARED BY:

Community
Action Agency
CINCINNATI | HAMILTON COUNTY



GETTING STARTED

So you've decided to fundraise for Community Action Agency for A Community Thrives campaign! You're joining a community of everyday people making a difference and providing hope for those who need it most.

Fundraising can seem daunting at first glance, but the good news is you don't need to be a fundraising expert in raising a lot of money.

You have a chance to make a big impact, even if you can't personally make a big donation.

By mobilizing your friends and family, you can help Community Action Agency reach more people, raise more money, and make a bigger impact.

CAA is here to help - beginning with this handy toolkit full of tips and tricks to be successful on your fundraising journey.

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.

- \$25.00 - Provides Rides on Metro Bus for a Week
- \$50.00 - Provides a Client a Tank of Gas
- \$100.00 - Provides Healthy Groceries For a Week for a Family
- \$500.00 - Provides Moving Support to Stable Housing
- \$1,000.00 - Provides A Safe Hotel Stay for a Family for Two Weeks

Questions? Contact
Amanda Jenkins
Development Director
ajenkins@cincy-caa.org
937-935-6474

CREATE YOUR FUNDRAISING PAGE

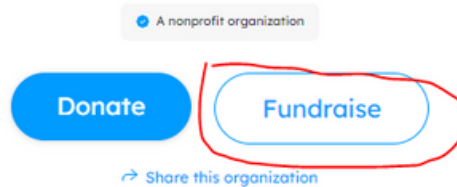
1. Go to the website

<https://acomunitythrive.mightycause.com/organization/Communityactionagency/welcome>

2. Create an account to fundraise with (either work or personal email address)

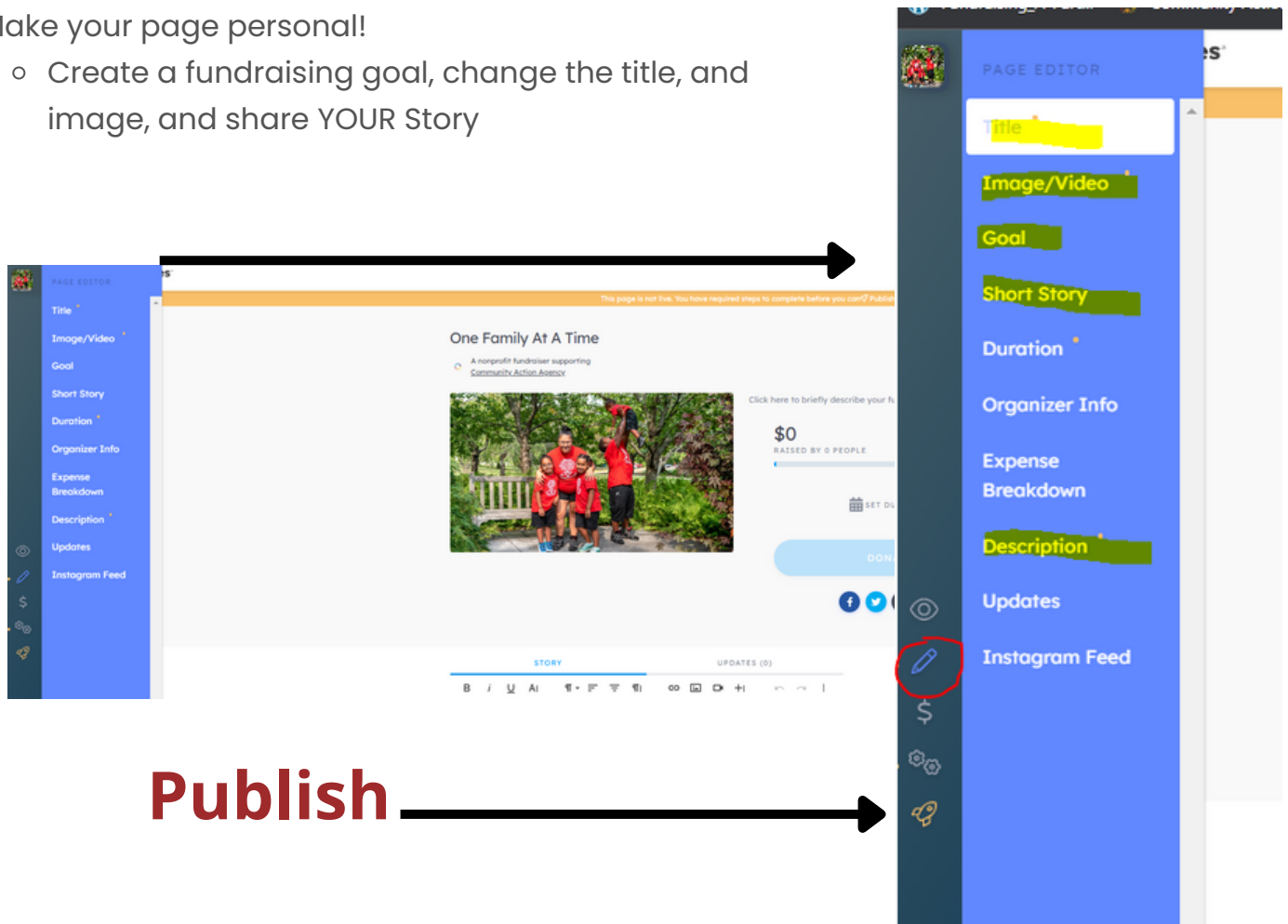
3. On the CAA Page, select 'Fundraise'. A template page will automatically populate.

Community Action Agency



4. Make your page personal!

- Create a fundraising goal, change the title, and image, and share YOUR Story

A screenshot of the page editor interface. The main content area shows a fundraiser titled "One Family At A Time" with a photo of a family. The left sidebar contains a list of editing options: Title, Image/Video, Goal, Short Story, Duration, Organizer Info, Expense Breakdown, Description, Updates, and Instagram Feed. The right sidebar contains a list of editing options: Title, Image/Video, Goal, Short Story, Duration, Organizer Info, Expense Breakdown, Description, Updates, and Instagram Feed. A red circle highlights the "Publish" button in the bottom right corner of the right sidebar. A large red arrow points from the word "Publish" to the "Publish" button. Another large black arrow points from the top of the page editor to the "Fundraise" button in the previous screenshot.

6. You must verify your email address. You'll receive an email from MightyCause to do this, please check the email address you used to create an account.

7. Set a fundraiser end date of August 19.

8. Click Publish once you're done.

TELLING YOUR STORY

People give to people.

Adding personal touches to your fundraising pages, 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.

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.

SPREAD THE WORD

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, and 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 videos 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.



Help Us Spread the Word!

Community Action Agency

A Community Thrives Giving Campaign

Below are a few sample messages that you can drop into your communications to encourage your community to support CAA during the A Community Thrives giving Campaign. This campaign takes place from July 19-August 13, and CAA has an opportunity to be in the running for a \$25,000 grant.

Twitter Posts

Join me in donating to @CincyCAA before August 13! Every donation through August 13 gets us one step closer to earning up to a \$25,000 grant. [Give Today!](#)

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@CincyCAA helped keep over 10,000 Cincinnatians in their homes during the COVID-19 Pandemic. Join me in supporting their cause and helping them get one step closer to earning up to a \$25,000 grant. [Donate here!](#)

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Facebook and LinkedIn Posts

Your @Cincinnati-Hamilton County Community Action Agency helped over 9,000 Cincinnatians stay in their home during the COVID-19 pandemic. I am proud to serve on their Board of Directors and support them as they continue to Improve Lives, from Cradle to Career.

Please join me in donating to @CincinnatiCAA before August 13! Every donation before August 13 gets us one step closer to earning a \$25,000 grant from A Community Thrives fundraiser.

Donate and learn more at:

<https://acomunitythrives.mightycause.com/organization/Communityactionagency>

Important Hyperlinks

Donation Page: <https://acomunitythrives.mightycause.com/organization/Communityactionagency>

Cincy CAA Page: <https://www.cincy-caa.org/>

Facebook: <https://www.facebook.com/cincinnatiaca/>

LinkedIn: <https://www.linkedin.com/company/cincycaa/mycompany/>

Twitter: <https://twitter.com/CincyCAA>



Help Us Spread the Word!

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A Community Thrives Giving Campaign

Template: Email

Need some help with language? Take a look at this email that can be adjusted for your community and message.

Dear [Donor Name],

You may know, that I <serve on the Board of Directors> OR <work as a *position*> at [Community Action Agency](#). This year Community Action Agency is participating in A Community Thrives Giving Campaign.

Every donation through August 13th gets CAA one step closer to earning up to a \$25,000 grant. This grant will help CAA extend its rapid response emergency assistance efforts by identifying and helping those in need through additional community engagement; develop alternate mobile and pop-up events to reach families where they are.

Since the beginning of our COVID Relief efforts, CAA has helped more than 9,000 families in our area stay in their homes. There are so many additional needs that our funding doesn't cover, and this is where your gift can make a difference.

[I invite you to join the movement and help us reach our goal of \\$25,000 by August 13!](#)

Here's how you can join the movement:

1. Donate before August 13, and make your gift count! [Donate Here!](#)
2. Spread the word to your friends and loved ones about Community Action Agency and A Community Thrives fundraiser. Encourage your friends and family to get up and give as well!
3. Follow our social media accounts to stay up to date on the giving challenge!

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

For more information on Community Action Agency, visit www.cincy-caa.org. And for more information on how you can help our organization, please reach out to Amanda Jenkins at ajenkins@cincy-caa.org.

Thanks,
[NAME]

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, CAA will be your go-to for questions or concerns during fundraising. Please contact ajenkins@cincy-caa.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