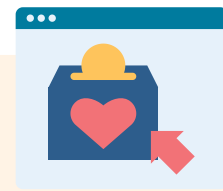




# Peer-to-Peer Fundraising

## 7 Steps for Success



No one wants to be first. Start your efforts off right by making the first contribution. More people will likely get involved.

### Start Right



The most important thing you can add to your message is why you are fundraising. Let the people closest to you know why Family Giving Tree matters to you.

### Add the "Why?"



Email your closest contacts because they are most likely to donate. Try a short personal message to your inner circle to build momentum. Then use the email template to reach all of your other contacts.

### Start with those Closest



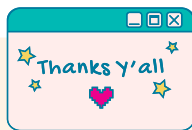
Once your emails are sent, utilize social media platforms. Try using Facebook or Instagram to thank people who have donated and share updates. Seeing others' contribute to your cause can encourage more participants to join in!

### Time to Get Social



Let's be realistic. Sometimes emails get lost in the shuffle. Sending follow-up emails with updates on your progress and milestones can help rally support from your circle and get you to the next level.

### Follow Up With Reminders



Everyone appreciates being thanked! As more of your group supports you, continue to thank them either on social media or on the fundraising page and continue to share progress toward your goal.

### Gratitude is a Great Motivator



For those leading Fundraising Teams, use the Manage button to lift up and award those who are exceeding their goals i.e. Teammates with the most money raised in a particular week, the most donors, or the the most activity on their feed.

### Lift Up Your Star Players

For more tips and tools go to [fgt.org/peer-to-peer-fundraising](http://fgt.org/peer-to-peer-fundraising)