

HOPE FOR LIFE PEER-TO-PEER TOOLKIT

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WELCOME! MURAHO!

THANK YOU for your interest in helping Hope for Life to reach more potential supporters, raise funds, and advance our mission. In this toolkit, you will find what you need to host a successful peer-to-peer fundraiser and communicate with your network about Hope for Life.

ABOUT HOPE FOR LIFE

Mission: Providing youth with holistic, family-centered, and trauma informed interventions to escape homelessness and achieve a flourishing future.

Vision: Youth empowered to escape homelessness and holistically thrive

Programs:

OUTREACH

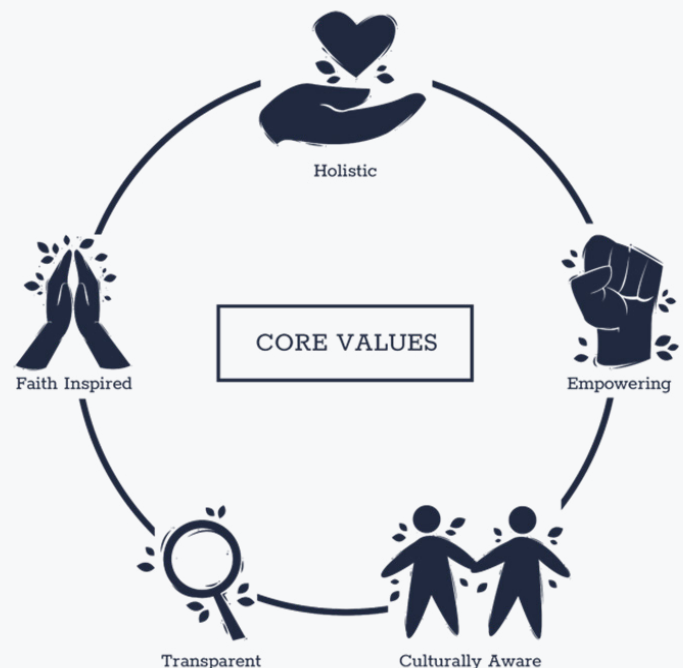
Connecting youth experiencing homelessness with basic needs and long-term solutions.

REHABILITATION

Connecting youth experiencing homelessness with basic needs and long-term solutions.

REINTEGRATION

Empowering youth and families to break the cycle of homelessness and poverty for generations to come.



Hope For Life Website:

hopeforlife.us

Fundraising Page:

<https://bit.ly/30AR0qz>

Brand Guidelines:

Hope For Life Social Media:

Facebook | Instagram | YouTube | LinkedIn

Media:

<https://bit.ly/32L2yKf>

Questions:

Contact Ally, Development Director
allison@hopeforlife.us

PEER-TO-PEER FUNDRAISING STRATEGY

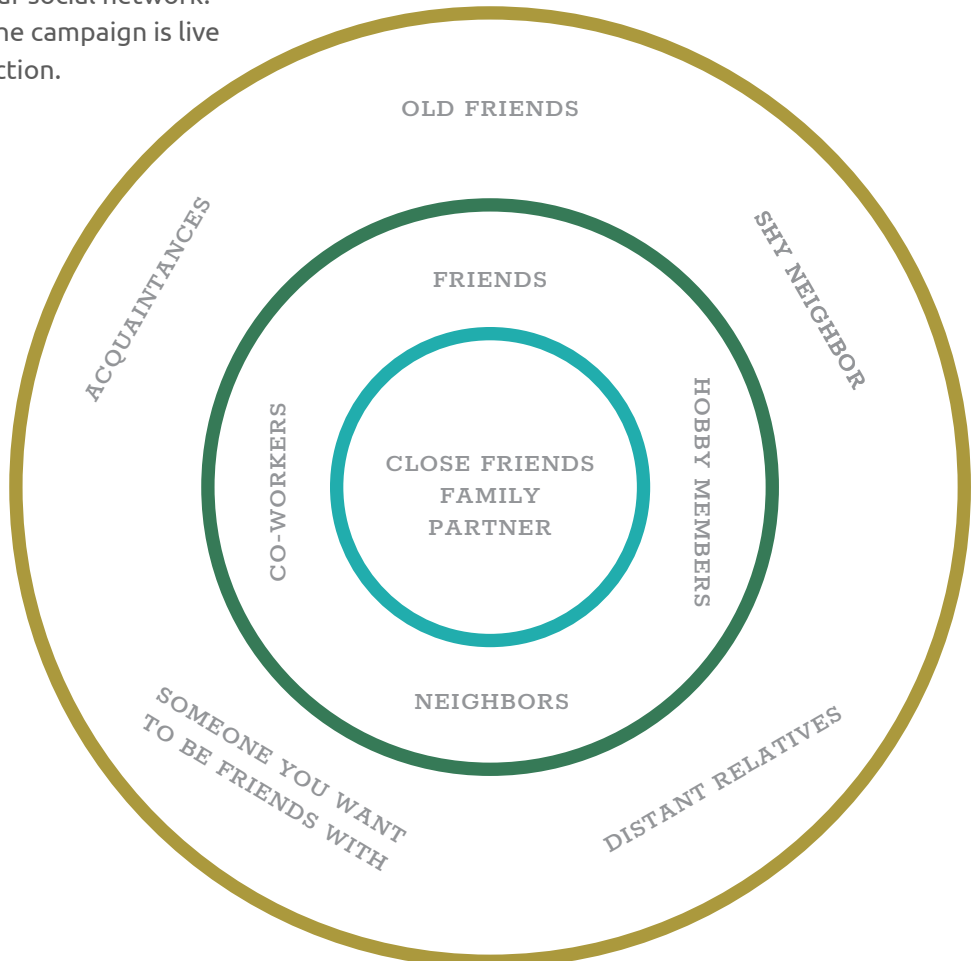
OUTREACH:

- If you are on Facebook, set up a Facebook fundraiser. Donors should be directed to your personal Facebook fundraising page (page 5)
- If you are not on Facebook, we ask you to please communicate for support in another way. Donors should be directed to the general Hope for Life donation page to give (page 8)
- Use multiple channels of communication! Your networks are broad and while some people may be on Facebook, others may not. Variety in communication will increase awareness and maximize your outreach among supporters. In addition to Facebook or sending emails, consider using other social media (Instagram, LinkedIn), making calls, sending texts, and more!

IDENTIFY YOUR NETWORK!

Create your own diagram to map out your social network! This will serve as a reference for when the campaign is live and everyone will be calling people to action.

Use these circles to write down names of people to reach out to for the annual campaign!



TIPS

- Make asks specific and personally meaningful. Think about what Hope for Life means to you and why you choose to support.
- Ask frequently. The worst that can happen is people will say 'No'
- Matches can be great motivators! Is your company, or even you personally, able to match donations? Consider using this strategy to increase giving!
- Can you tie your fundraiser to something already happening? Like your birthday or wedding, the half marathon you are training for. This is another great way to personalize your fundraiser and motivate others to give.
- More media can be found on our website! Have a favorite newsletter or story? Share it!
- Don't forget to say thank you! A simple shout out on social media, a personal text, or for extra points—a handwritten card—can go a long way. It's important to make your supporters feel appreciated!
- Don't be afraid to get creative. Everyone loves memes and GIFs!
- Most importantly-HAVE FUN! Remember, people want to give and support you, it makes them feel good and like they are making a difference. There's literal science on the positive effects of giving.



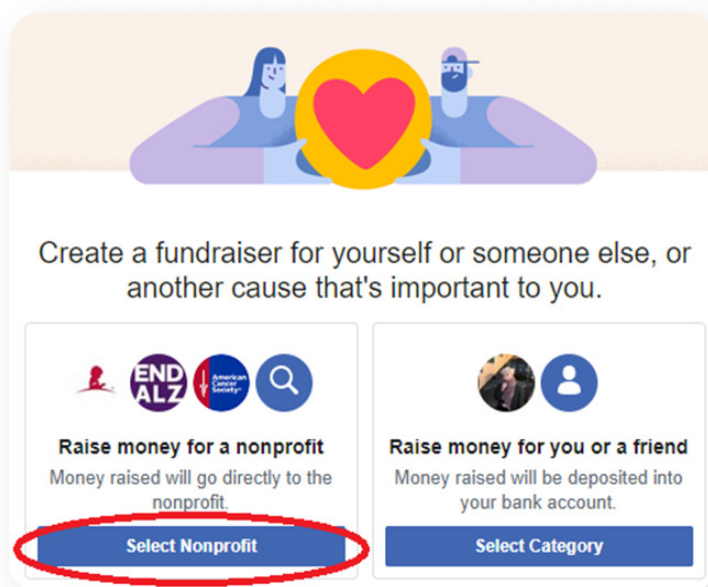
WHAT HAPPENS NEXT?

- Once HFL has your supporters' contact information, we will also reach out and thank them. However, it can take a while to get those details from Facebook, so that's why we suggest you thank them right away
- If we have an email address for your contact, they will start receiving our general email communications, which is a great way for them to learn about what their support is accomplishing!
- When somebody makes a gift, either through social media or directly on HFL's website, they will receive an email receipt for their records.
- We highly suggest you thank those that give to your campaign. Not only are they supporting HFL, they are supporting you and what you care about!

FACEBOOK DONATIONS



How to Set Up Your Fundraiser

1. Log into Facebook
2. Click or browse to <https://www.facebook.com/fundraisers/>
3. Click "Select Nonprofit"

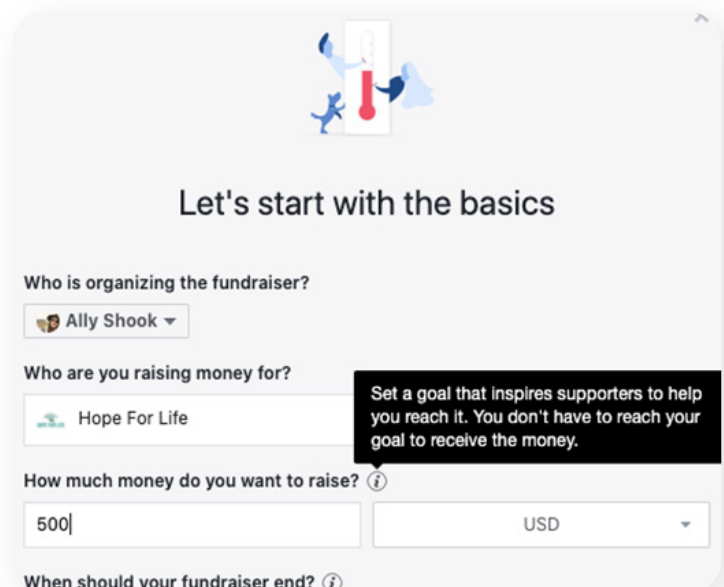


Select Nonprofit

Search for a nonprofit to support

- 
Hope For Life
 Cindy Shook, Megan Chao and 2 other friends have donated • Health and Human Services • Seattle, Washington
- 
NHS Charities Together
 1,759 people like this nonprofit • Health and Human Services • Warwick, Warwickshire
- 
St. Jude Children's Research Hospital
 Carly Keydel, Janaan Anderson and 2 other friends have donated • Health and Human Services • Memphis, Tennessee
- 
No Kid Hungry
 Andy Lewis-Lechner and Rachel Peterson have donated • Environment,

4. Search and select "Hope for Life"
5. Enter your personal goal and an end date. We suggest your campaign lasts no more than two weeks in order to help create urgency and so your audience does not become fatigued.
6. Feel free to edit your fundraiser name (please leave Hope for Life in the title) and/or the description on the next page
7. Upload a cover photo! Choose from here, or use one of your own Hope for Life photos (Gala, Learning Trip, personal trip to Rwanda)
8. **Hit CREATE and you're done!**



INSTAGRAM DONATIONS

How to Set Up Your Fundraiser

1. Log into Instagram.
2. Click the camera in the top left corner to post to your Instagram story.
Choose from [here*](#), or use one of your own Hope for Life photos (Gala, Learning Trip, personal trip to Rwanda)
3. Learning Trip, personal trip to Rwanda)
4. Swipe up on your screen to open the menu of options (image 1)
5. Then click on the donation button that is highlighted in image 1 above
6. After that, use the search bar to search nonprofits and type in "Hope for Life"
7. You can alter the title if you like (image 2), just ensure "Hope for Life" is still in it (fun tip: you can change the color of the graphic with the color wheel on top of the screen! Image 3)
8. **Click "your story" and you're done!**
9. *You can watch your own story and see who has viewed and how much has been donated (none of your followers will see this information)*

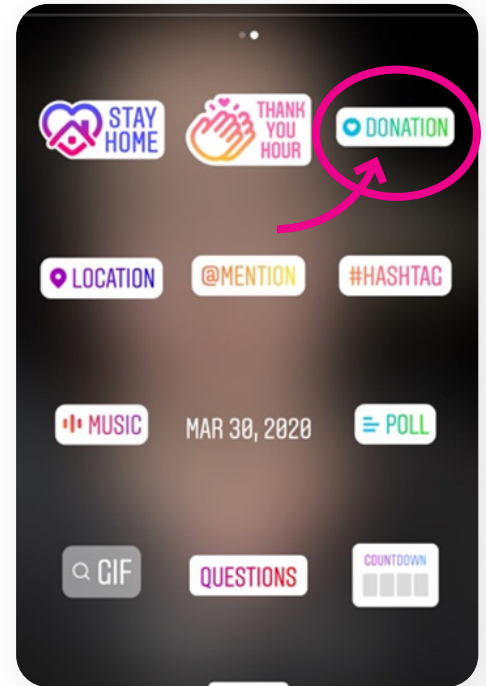


Image 1

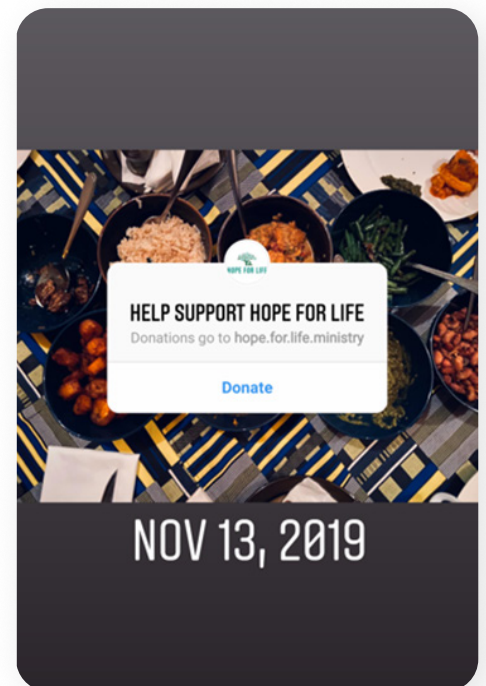


Image 2

* <https://bit.ly/30G3OMp>

10. Create a highlight on your profile so that the donate tab stays on your profile for people to go to for donating (image 3 shows highlight tab on your profile)
11. You can continue to share the highlighted tab on your story. We recommend also creating a post on your feed telling people to go to the “donate highlight on your profile”.
12. You can watch your story and view the highlight to see who has viewed and how much has been donated (none of your followers will see this information)

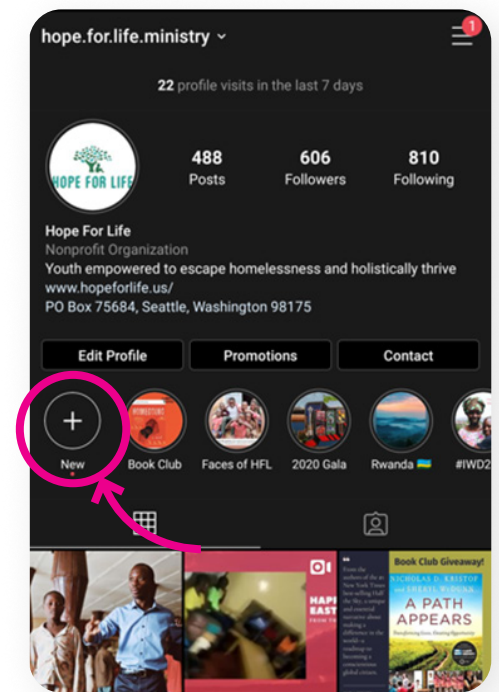


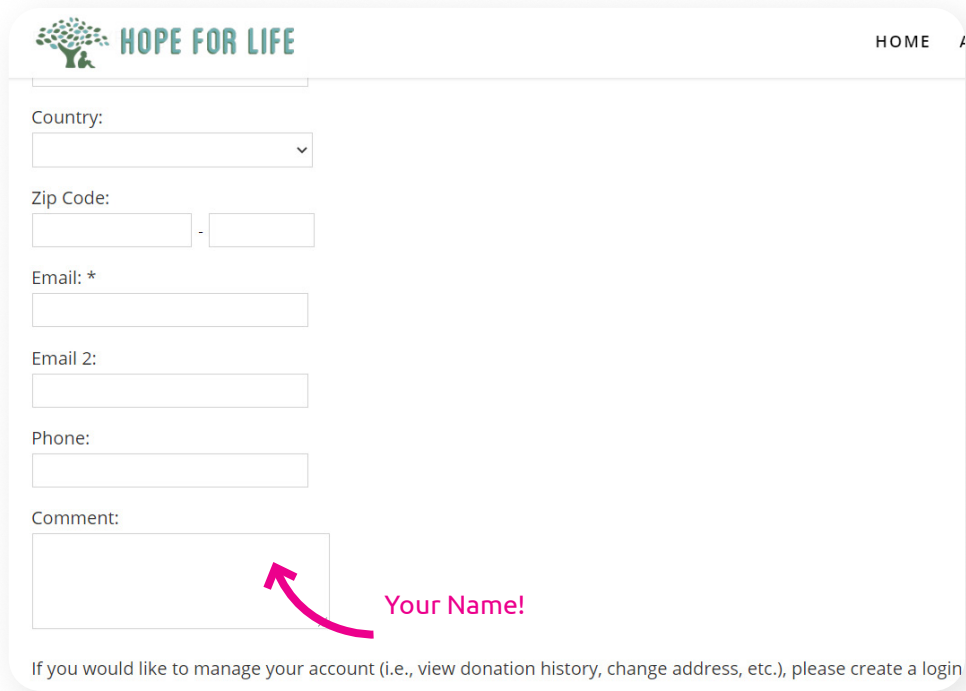
Image 3

NOTE:

Instagram donations do not allow the person contributing to write the name of the board member they know. Ask your network that donates through Instagram to inform you of the donation so that we can find their name in our donations database and add it to your overall goal

EMAIL DONATIONS

1. Direct all non-Facebook fundraising to: <https://bit.ly/3jyeWmT>



The screenshot shows the HOPE FOR LIFE donation form. At the top left is the HOPE FOR LIFE logo. At the top right are links for HOME and ABOUT. The form fields are: Country (dropdown menu), Zip Code (two input boxes separated by a hyphen), Email: * (input box), Email 2: (input box), Phone: (input box), and Comment: (input box). A pink arrow points from the text 'Your Name!' to the Comment input box. Below the form, there is a note: 'If you would like to manage your account (i.e., view donation history, change address, etc.), please create a login'.

2. Encourage your supporters to write your name in the gift note so we know who to give credit to!
3. Even if you are on Facebook, sending an email is also a great way to reach out to those who are not on social media

SAMPLE LANGUAGE FOR INSPIRATION

See below for email and social media templates that you can use to ask for support. Everything is also available [in the Media folder*](#).

EMAIL - Sample 1

Potential subject lines:

Join me in supporting Hope for Life and help to end child homelessness!

Text:

I am excited to announce that, as a proud supporter of Hope for Life, I am hosting a fundraiser on Facebook. My fundraiser will help Hope for Life to advance its mission to provide youth with holistic, family-centered, and trauma informed interventions to escape homelessness and achieve a flourishing future.

[Insert why you love Hope for Life – what drew you in, and what made you stay.]

Right now, over 3,000 children are living on the streets around Kigali, Rwanda. With partners from all over the world, the talented and passionate local leaders of Hope for Life work to end this crisis, but they need your help! My personal goal is to raise \$X, and I am reaching out to ask if you would kindly consider a small donation of \$10 or \$50 to help me achieve my fundraising goal to continue this amazing work? Gifts of all sizes make a difference. Please visit my fundraising page here:

[[LINK TO FUNDRAISING PAGE](#)]

Thank you for supporting me and Hope for Life!

EMAIL - Sample 2

Subject:

But instead...

Text:

Children trapped in the cycle of poverty, homelessness, and abuse often think they'll never receive the opportunity to change their lives. But instead, with proper interventions, a flourishing future is achievable. The 'but instead' makes all the difference and that's where YOU come in. You are the missing link in turning a story of hopelessness into one of optimism and faith.

Your contribution can make a big impact:

\$30 - Two months of counseling for a child recovering from homelessness.

\$55 - A school uniform and supplies to equip a vulnerable child to go to school for a year.

\$100 - One month of 24/7 care for a child transitioning off the streets.

\$150 - Keep HFL's home stocked with general supplies for one month.

\$300 - Farm supplies for six months. The produce grown feeds growing children transitioning off of the streets.

Together we can build a community that grows, thrives, and welcomes everyone. Please visit [\[LINK TO FUNDRAISING PAGE\]](#) to support me and Seattle Works!

EMAIL - Sample 3 (Final Email)Subject:*I need your help!*Text:*TODAY is the last day to join me in helping our fight to end child homelessness! My goal is to raise \$X in support of Hope for Life but I can't reach my goal alone.**Please join me in helping Hope for Life to provide the necessary services to make sure kids are safe, healthy, and loved. You can do that by visiting my fundraising page at: [\[FUNDRAISING PAGE LINK\]](#).*

SOCIAL MEDIA

- For the next couple of weeks I'll be fundraising for Hope for Life, an organization I am a proud supporter of Hope for Life. Your generosity will go to Hope for Life's mission to provide youth with holistic, family-centered, and trauma informed interventions to escape homelessness!
- I'm a Hope for Life supporter/volunteer/Board member/child sponsor/partner and I believe in our mission to provide youth with holistic, family-centered, and trauma informed interventions to escape homelessness and achieve a flourishing future. Last year over 370 individuals were helped!
- I am hoping to raise **\$X** to ensure Hope for Life has the ability to empower youth experiencing homelessness to holistically thrive for years to come!
- At a time, when your heart and wallet are being pulled to many causes, please consider a gift that will lift up Rwandan children and families in need.
- I care about/I volunteer with/I personally support Hope for Life because **[state organization and cause – and why you care!]**

What're you doing this weekend? **[TAG 5 or more friends]** I hope it involves giving back a little. I'm a proud supporter

- of Hope for Life and I'd love for you to consider a gift to our mission: helping children in Rwanda escape homelessness and achieve a flourishing future!
- **TAG FIVE FRIENDS:** First one to give gets [insert something funny, ex: bad selfie, weekly fb post about how awesome they are, etc.]
- So far I've raised \$X of my total \$X goal, and I have X days left! Please consider joining me in celebrating Hope for Life and making our world a little bit brighter.
- Tomorrow's the last day to help me hit my goal of \$X for Hope for Life. Hope for Life supports over 370 individuals in Rwanda. Let's support the local leaders and help children escape homelessness!
- Today's my last day! So far I've raised \$X of my total \$X goal! I need your help and every dollar counts – whether \$5 or \$10 or \$50. Please consider helping me get to the finish line and support a cause that is important to me for so many reasons.

