

LONG BEACH GIVES

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P2P Campaign Guide

Long Beach Gives put this guide together to support your role and help you meet your fundraising goal. It will provide more details about your role and responsibilities, share tips for setting up and sharing your P2P Page, and provide sample messaging for your social media posts, texts, and emails.

IMPORTANT DATES

P2P FUNDRAISING PLATFORM WEBINAR

Tuesday, August 18th, 1:00 pm to 2:30 pm

This mandatory training will be hosted by CiviCore (our fundraising platform hosts) and is mandatory for all P2P Fundraisers. This session will provide an overview of how to set up your P2P page and optimize your P2P fundraising campaign efforts. This live training will provide an opportunity to ask questions, but will be recorded for later viewing.

[Register HERE for P2P Platform Training.](#)

EARLY GIVING

Thursday, September 17th to Wednesday, September 24th

Your P2P page will begin accepting donations on Thursday, September 17th. This week you and your nonprofit can begin encouraging donations, so that when Long Beach Gives Day arrives, your fundraising goal will be well on its way to reaching success! While the total amount raised during early giving will not be published publicly until September 24th, you will be able to view all donations in your P2P Dashboard, as soon as they are donated.

LONG BEACH GIVES DAY

Thursday, September 24th

The big day! Your nonprofit's Champion and Long Beach Gives is here to help you meet your fundraising goal! Our peer-to-peer (P2P) fundraisers make Long Beach Gives a true community campaign!

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P2P VOLUNTEER DESCRIPTION

Peer fundraisers are members of the community who raise funds on behalf of the causes they care about. P2Ps create custom fundraising pages on the Long Beach Gives website and share their personal fundraising appeal to their network of friends and family. Peer-to-peer fundraising is fun and fulfilling, and anyone can be a successful fundraiser, including kids*. People who set up P2P Pages may be supporters, donors, staff members, volunteers, board members, or beneficiaries of the organization's work. A P2P Page can also be run by a business or a group of individuals.

P2P ROLE & RESPONSIBILITIES:

- Attend Platform Training on August 18th (or view recording)
- Setup your P2P Fundraising Page (it's quick and easy)
- Share, Share, and Share your P2P Page with your peers!

Long Beach Gives believes that when we all come together, anything is possible. With over a quarter of all online donations deriving from peer fundraising pages, this type of fundraising is more important than ever.

****Kids must be 13-years or older to set up their own P2P Page. If you have fundraisers under this age, they can still participate with parent permission and the fundraising page must be set up with the parent's email address.***

TIPS & TRICKS: P2P IS EASY AS 1-2-3!

The benefits of participating in Long Beach Gives extends well beyond the 24-hour giving period. Here are a few important items to remember and some tips and tricks to get you started and keep you going through September!

TIP #1

Set up your P2P fundraising page

Make sure your fundraising page reflects your personal passion and the reason you are fundraising for your nonprofit. They will provide you with their mission statement, program description, and details about the 'why' of their fundraising goal, but be sure to add at least a sentence or two about why it's important to YOU! Upload an image/logo or a custom campaign video from YouTube or Vimeo.

PRO TIP: Create an image or a custom campaign video from YouTube or Vimeo about your fundraising goal to include in your donation requests.

TIP #2

Share your P2P fundraising page

Once your P2P Page is live, you can start sharing and asking people to save the date to support your campaign. Share via text, email, Facebook, Twitter, Instagram, LinkedIn, etc. You can even call them and tell them to look for an email from you sharing more about why this is important to you. Email is generally the most successful way to reach out to potential donors & there's more room to explain why you're supporting the cause. Your network is more likely to see your emails than your social posts.

You can start your messaging (email, text, posts, etc.) as soon as your P2P Page is launched. However, it is very important to plan messaging for early giving beginning **Thursday, September 17th**; the day before Long Beach Gives Day on **September 23rd**; and of course the big day on **Thursday, September 24 from 12:00 AM to 11:59 PM**. We've provided you with sample messaging in this guide that you are free to update with guidance from your nonprofit's Long Beach Gives Champion. Don't forget to encourage your network to share your campaign with their friends, family, and colleagues after they give!

TIP #3

Ask your peers to commit to early giving

Ask your top 10 potential donors to commit to making their donations early-on in the giving day. Prepare personal social media shout-outs for them, so you're not rushed on Long Beach Gives Day. People love being thanked (they love being thanked in public even more!) and these posts will encourage other donors and set you up for a show-stopping beginning.

PRO-TIP: Create a calendar event to invite your peers as a reminder, and as encouragement for their support of your P2P fundraising goal on the big day.

TIP #4

Have fun and be creative

Plan a fun challenge that you can share via video (FB or IG live is even better!) on your social media. Offer a reward to your donors for meeting your goal. Shave your mustache, wear an opposing team's jersey, sing your donors a song live and more!

Share your story of impact and personal connection to the nonprofit you are fundraising and why the program you are raising money for is important to you.

TIP #5

Support, like and cheer on your fellow P2Ps

This a crowdfunding campaign... and sharing, liking and commenting on your nonprofit and Long Beach Gives posts helps you and helps all of us. The more people in the city that know about Long Beach Gives Day on September 24, 2020, the more likely we will all reach our fundraising goals. Tag your nonprofit @LongBeachGives, plus use the hashtag #LongBeachGives in your posts. Make sure you are following all of your nonprofit's social media accounts and follow Long Beach Gives on [Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#), and [YouTube](#).

TIP #6

Thank, share, & celebrate

Your personal thank you's and reminders to share your P2P Page makes your donors more likely to give again in the future and increases the number of individuals that see your page. Donors will receive a donation receipt as soon as they make their donation and your nonprofit will thank them as well, however your personal thank you will most likely mean the most to them. While, thank you notes and emails are wonderful, public shout-outs on social media during Long Beach Gives Day will encourage more donations, so try to post as many of these thank you's as possible.

PRO TIP: Include a personal photo of you and your P2P donor to share with your thank you post. Pictures are more likely to be 'liked' and seen so don't forget to tag them in the post/picture!

SOCIAL MEDIA POSTS & TEXTS

SEND IN WEEKS LEADING UP TO LONG BEACH GIVES DAY

The goal of these social media posts and texts is to get people excited about your peer fundraising efforts. You should send no more than 1-2 texts and 2-3 social media posts on Long Beach Gives Day, so feel free to pick and choose from the sample copy below.

PRO TIP: Create a [bitly](#) (aka shortlink) of your P2P page to track your progress.

- Long Beach nonprofits do great work in our community! Join www.longbeachgives.org on 9/24/20 in multiplying the donations to over 150 nonprofit organizations. #LongBeachGives
- Have you heard about @LongBeachGives? It's a 24-hour online day of giving for over 150 nonprofits in Long Beach on 9/24/20! Join me in helping our amazing city continue to thrive! Tell your friends, coworkers, and neighbors! Be a Long Beach giver and visit **<your nonprofit's giving day page URL>** #LongBeachGives

- I'm excited to share @LongBeachGives in supporting over 150 Long Beach nonprofits! Check out **<your nonprofit's giving day page URL>** for more details and donate on 9/24/20! If you want to make an even larger impact, you can sign on as a peer-to-peer fundraiser too! #LongBeachGives
- Hey friends, have you heard about @LongBeachGives?! It's set to be the biggest giving day in Long Beach's history! I've signed on to help **<your nonprofit's SM handle>** raise funds to help them **<project/purpose of fundraising goal>**. Are you up to help make a lasting impact? Please share with your friends and family and donate today: **<your P2P page URL>** #LongBeachGives

SEND ON LONG BEACH GIVES DAY

- I donated to **<your nonprofit's SM handle>** for Long Beach Gives! Join me and support nonprofits in Long Beach! Donate here: Details at **<your P2P page URL>** #LongBeachGives
- Join me & Long Beach Gives on 9/24/20 for 24-hours of celebrating and supporting my favorite Long Beach nonprofit **<your nonprofit's SM handle>**. Make a difference in Long Beach TODAY! Details at **<your P2P page URL>** #LongBeachGives
- Hey friends, I've signed on to raise funds for **<your nonprofit's SM handle>** to support **<project/purpose of fundraising goal>**. Join me in making a lasting impact by donating today: **<your P2P page URL>** #LongBeachGives
- We're halfway there! Only \$**<amount left to meet your goal>** more to go to meet my fundraising goal to help **<your nonprofit's SM handle>**. Please help me move the progress bar forward by donating today: **<your P2P page URL>** #LongBeachGives
- I've already raised \$**<amount you've raised so far>** to help **<your nonprofit's SM handle>** reach its fundraising goal! There are only a few hours left and I need your help. Donate now! **<your P2P page URL>** #LongBeachGives
- We did it! Thank you to everyone who helped me reach my fundraising goal of \$**<total amount you raised>** for **<your nonprofit's SM handle>**. I'm thrilled we were able to make a difference together. Look what we did: **<your nonprofit's giving day page URL>** #LongBeachGives

EMAILS

EARLY ON THE MORNING OF LONG BEACH GIVES DAY

The purpose of this announcement is to let your online network (social media friends, family, peers, colleagues, neighbors, etc.) know that you've signed on to raise funds for your favorite nonprofit during Long Beach Gives on September 24, 2020. Let them know why this cause is near and dear to your heart and that you need their help. Basically, you've got to get the word out to everyone you know to help you reach your fundraising goals. The goal is to share, share, share!

SUBJECT LINE:

We have 24-hours to come together for **<name of your nonprofit>**

BODY:

Hi **<personalize by sending each email individually>**!

I hope this finds you well. I've got great news! I've signed on to become a supporter of **<name of your nonprofit>** and could really use your help. I'm committed to raising **<your P2P fundraising goal>** towards their Long Beach Gives goal of \$**<your nonprofit's fundraising goal>**. With support from donors such as yourself, we can support **<project/purpose of fundraising goal>**.

Every donation, large or small, makes a difference and moves **<name of your nonprofit>** and me closer to our fundraising goal. Are you ready to make a lasting impact? Please visit my fundraising page at **<your P2P page URL>** and make a donation today!

If you want to make an even larger impact, you can become a peer-to-peer fundraiser too. Sign-up at **<your nonprofit's giving day page URL>** to create your own fundraising page, set your personal fundraising goal, and start spreading the news!

Can't donate or become a supporter? No worries. Please consider forwarding this email to your friends and family to get the word out.

Thanks so much for your support!

SEND HALFWAY THROUGH LONG BEACH GIVES DAY

Send when you're halfway to meeting your fundraising goal. The purpose of this announcement is to share that you're halfway to meeting your fundraising goal, but still need help to get to the finish line. The tone should be excited in nature and get your network to feel motivated to help you reach your goals.

SUBJECT LINE:

We're halfway there—\$**<amount left of your fundraising goal>** more to go!

BODY:

Hi **<personalize by sending each email individually>**,

I've got great news—I'm halfway to reaching my personal fundraising goal of \$**<your P2P fundraising goal>** raised for **<name of your nonprofit>**! Pretty awesome, right? All the money raised will help **<project/purpose of fundraising goal>**. Will you help me move the progress bar forward with a donation? Visit **<your P2P page URL>** today!

If **<name of your nonprofit>**'s mission is near and dear to your heart like it is mine, consider sharing their giving page **<your nonprofit's giving day page URL>**! It's a great way to leverage your awesome social media networks for a good cause.

SEND TOWARDS THE END OF LONG BEACH GIVES DAY

The purpose is to inform your network that time is running out and they can help you reach your goals by donating and/or sharing your fundraiser with their network. These messages create a sense of urgency with a time-sensitive deadline, so your network knows they only have a little time left to help you reach your goal.

SUBJECT LINE:

I'm close to my goal—will you help me reach it?

BODY:

I'm almost at my goal **<personalize by sending each email individually>**!

Believe it or not, we've raised **<total amount raised so far>** for **<name of your nonprofit>** to help **<project/purpose of fundraising goal>** and I'm only \$**<amount left of your fundraising goal>** away from reaching my fundraising goal. If you haven't donated yet, please consider donating now!

If you've already donated, consider one more gift: share this link **<your P2P page URL>** with your family, friends, and social networks. Imagine how much more can be accomplished if everyone joins in. You can even copy my email if that makes it easier!

Let's do it!

SEND WHEN YOU REACH YOUR FUNDRAISING GOAL

The purpose of this is to let your network know that the campaign has ended and/or you've reached your fundraising goal. The tone should be congratulatory and should thank your network for their donations and/or shares. This is also a great way to highlight the impact of their support.

SUBJECT LINE:

Long Beach Gives helped us reach our goal! We did it!

BODY:

Thank you!

<Personalize by sending each email individually>, with your help and support, I raised \$**<total amount you raised>**! I can't thank you enough. Because **<Name of your nonprofit>** raised \$**<total amount nonprofit raised>**, they will now be able to **<project/purpose of fundraising goal>**—that's a huge deal. I hope you feel good about your contribution because I sure appreciate it.

I hope we can continue to help organizations like **<name of your nonprofit>** reach their fundraising goals. World change happens one person at a time, and I'm happy we were able to make a difference together.

SEND ONE WEEK AFTER LONG BEACH GIVES

The purpose is to thank everyone who helped support you in reaching your fundraising goal with a personal message.

PRO TIP: A handwritten note makes your P2P supporter extra special and helps your nonprofit by increasing the likelihood they will become P2P Fundraisers next year!

LETTER:

Dear **<Supporter Name>**,

We did it! Thanks to your support, I met my fundraising goal of \$**<total amount raised>** for **<name of your nonprofit>**. They're now one step closer to achieving their mission of **<nonprofit's mission>** through **<project/purpose of fundraising goal>**. How rad is that?

It felt so good to have my friends and family join me in raising money for such a great cause. Reaching this goal is a testament to the power of social fundraising and what we can achieve if we all work together toward a common goal. I hope you feel great about your contribution because I couldn't have done it without you.

Hope we can make some more fundraising magic in the future.

Until then, thank you!

HASHTAGS

Instagram only allows 30 hashtags, but here are some hashtag ideas to select from and add some of your own or hashtags specific to your nonprofit. Not into hashtags? Just use #LongBeachGives (and tag @LongBeachGives), that's all we need!

#LongBeachGives #LongBeach #BeTheChange #Causes #Charity #DoGood #Donate #ForACause #GiveBack #GivingTuesday #Fundraising #Fundraiser #Instagood #Inspire #Community #Comunidad #Service #Leadership #Love #LongBeachCA #LBC #MakeADifference #Nonprofit #Philanthropy #SocialGood #SocialImpact #ThisIsLB #Volunteer #Volunteering #WeLoveLB