

NOURISHING COMMUNITIES



Peer-to-Peer Fundraising Toolkit



Welcome, FamilyWorks Ambassador!

We're so thankful for your partnership and support of the FamilyWorks Nourishing Communities Campaign. As a Peer-to-Peer Ambassador, you will have the opportunity to engage your network in a cause you're passionate about to raise funds and awareness for FamilyWorks' vital programming and services. To ensure you're equipped with all the necessary tools, tips, and tricks, we've created this Peer-to-Peer Fundraising Toolkit.

Your Toolkit Includes

- **FAQ** to guide you in your peer-to-peer fundraising
- **Step-by-Step Instructions** to getting started
- **Sample Communications Templates** for you to personalize
- **Talking Points & Stats** to share with your network

FAQ

What is peer-to-peer fundraising?

Peer-to-peer fundraising is an initiative that allows FamilyWorks volunteers, supporters, and community members to engage their personal networks in **raising funds and awareness** for FamilyWorks' vital programming. Peer-to-Peer Ambassadors set **personal fundraising goals** and customize **individual webpages** to encourage friends, family, and colleagues to donate.

How do I get started?

FamilyWorks is using the online platform **Givebutter** for the Nourishing Communities Peer-to-Peer Campaign. Please see the **"Getting Started"** page for detailed instructions on how to set up your individual fundraising page and feel free to reach out to Danielle New, Annual Giving Manager at FamilyWorks at daniellen@familyworksseattle.org for more help if needed.

How long will the Peer-to-Peer Campaign last?

The Nourishing Communities Peer-to-Peer Campaign will run through summer 2024, concluding **Sunday, September 15th, 2024** at midnight PST.

Are there any matching funds available?

Yes! Thanks to a few generous neighbors, **all gifts donated to the Nourishing Communities Peer-to-Peer Campaign will be matched 1:1 up to \$50,000.** Your network can rest easy knowing their donations will go twice as far in providing food and family resources to the North Seattle community.

Who should I ask to donate to my campaign?

You'll be surprised how many people you know who will be eager to support a cause you're passionate about. All you need to do is ask! Here are some ideas of people in your network to reach out to:

- Your spouse/partner
- Family members you can count on to support you (great opportunity for out-of-town relatives!)
- Friends (local & out-of-state!)
- Neighbors
- People you know from an activity or hobby (sports teams, clubs, volunteering, etc.)
- People you know from a religious community
- Coworkers and other professional contacts

I haven't heard back from some people I've reached out to. What should I do?

There's no need to worry if your initial messages don't get an immediate response or large influx of donations. People get busy and your message might have slipped their mind. Please **follow up** with them! If you don't get a response via email, you could try reaching out via **text, social media**, or a good old-fashioned **phone call** instead.

FAQ Cont.

What if someone asks me detailed questions about FamilyWorks?

You don't need to be an expert on all things FamilyWorks to be a Peer-to-Peer Ambassador! Draw from your **personal connection to the mission** and the **talking points** included in this toolkit to address any questions you receive. You can also connect folks to Danielle New, Annual Giving Manager at FamilyWorks at daniellen@familyworksseattle.org for more information.

How can my network make donations to my page?

Once your Givebutter page is set up with your fundraising goal and personalized message, you can **share the unique link with your network**. In just a few clicks, they will be able to view the details of your page and donate to it online through the Givebutter platform.

If someone in your network would like to donate in another way (cash, checks, Donor Advised Funds, etc.) please send us an email to giving@familyworksseattle.org with the details of the donor and gift. That way, we can enter it as an offline gift in Givebutter and count it towards your total fundraising goal.

Will my network receive tax receipts for their donations?

Yes! For all gifts made to FamilyWorks, we send donors a **tax receipt and acknowledgement**. Please note that if someone gives through their Donor Advised Fund, they will not receive a tax receipt because they received one when they contributed to their DAF. However, we'll send them an acknowledgment thanking them for their support!

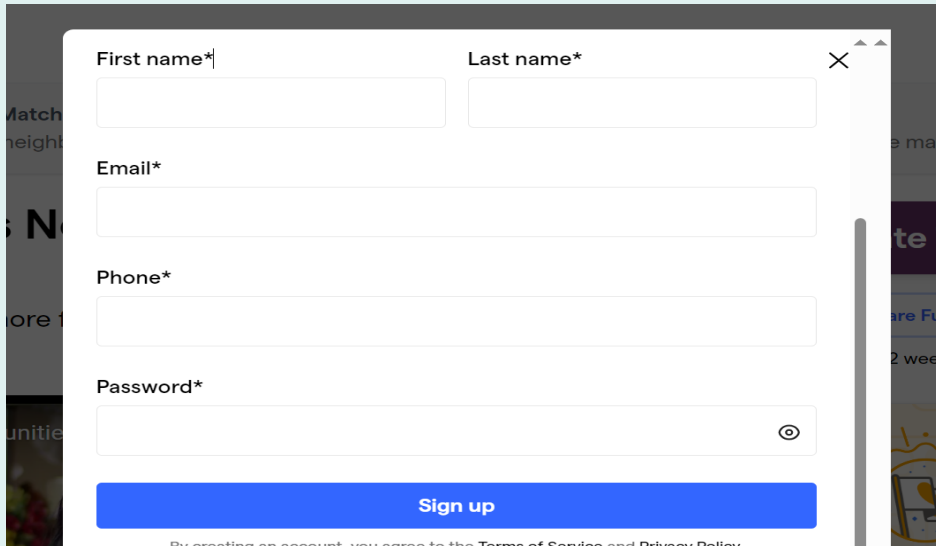
Can Peer-to-Peer Ambassadors earn incentives?

Absolutely! To thank Ambassadors for their valuable work, we are offering some limited edition FamilyWorks merchandise as tokens of our appreciation. Ambassadors with 5 or more donors to their page OR who raise at least \$250 will receive a FamilyWorks branded **sticker pack**. Ambassadors with 10 or more donors to their page OR who raise at least \$1,000 can take home a FamilyWorks **tote bag**. Ambassadors with 20 or more donors to their page OR who raise at least \$2,000 will earn a FamilyWorks **sweatshirt**.

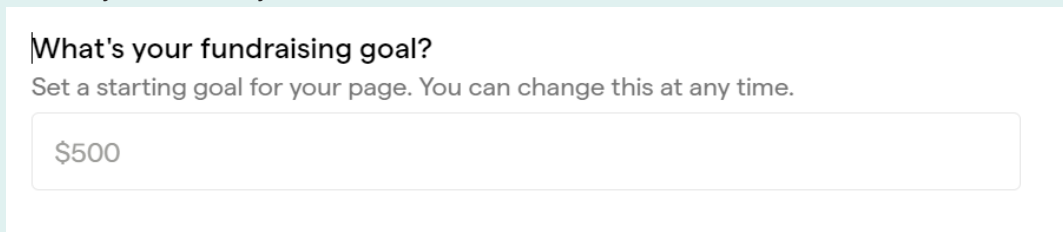


Getting Started

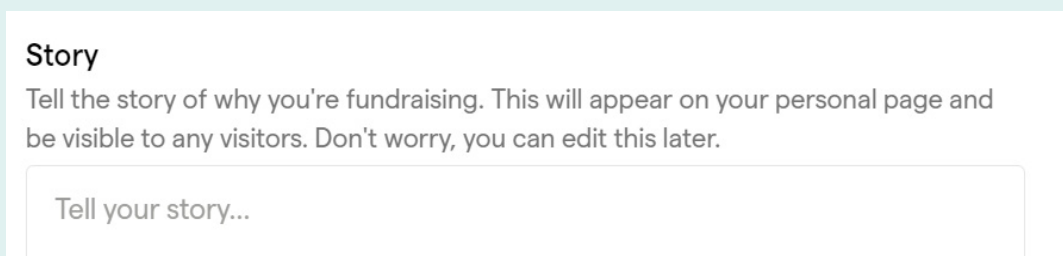
1. Visit <https://givebutter.com/familyworksseattle/join> to sign up for **Givebutter** and create your page
2. Enter your information and click the blue **“Sign Up”** button

A screenshot of a web form for signing up. The form is white with a blue 'Sign up' button at the bottom. It contains five input fields: 'First name*', 'Last name*', 'Email*', 'Phone*', and 'Password*'. The 'Password*' field has a small eye icon to its right. A close button 'X' is in the top right corner of the form area. Below the form, there is a small line of text: 'By creating an account, you agree to the Terms of Service and Privacy Policy.'

3. Set your fundraising goal
 - **Not sure how to determine your goal?** We suggest **\$500** to start. You know your network best - **feel free to adjust up or down** as you see fit. If you reach your initial goal quickly, you can always increase it and raise more funds!

A screenshot of a form titled 'What's your fundraising goal?'. Below the title is the instruction 'Set a starting goal for your page. You can change this at any time.' There is a single input field containing the text '\$500'.

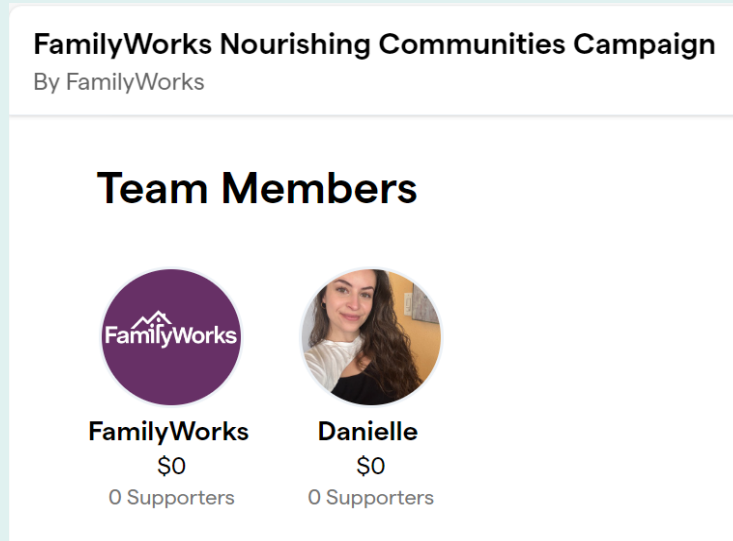
4. Share your personal story
 - Why are you choosing to **become** a Peer-to-Peer Ambassador? This is what your network is going to care about most. **Share your story, experiences, and relationship to FamilyWorks in order to motivate friends and family to give.** Try using this story template for inspiration:
 - “As a FamilyWorks [volunteer, donor, etc.], I’ve seen firsthand the incredible difference we can make together through [your favorite program or aspect of your involvement]. By supporting the Nourishing Communities Campaign, we can ensure even more families receive the vital food and resources they need. Let’s make a meaningful impact together!”

A screenshot of a form titled 'Story'. Below the title is the instruction 'Tell the story of why you're fundraising. This will appear on your personal page and be visible to any visitors. Don't worry, you can edit this later.' There is a large text input field with the placeholder text 'Tell your story...'.

Ready, Set, Fundraise!

Now that your page is set up, you're ready to start fundraising!

1. Navigate to the main campaign page <https://givebutter.com/familyworksseattle> and click on your icon under “**Team Members**”



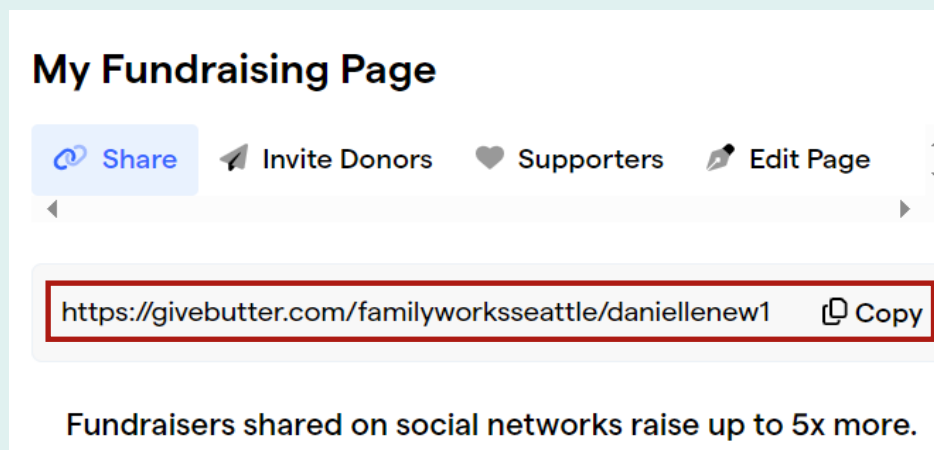
The screenshot shows the 'Team Members' section of the 'FamilyWorks Nourishing Communities Campaign' page. It features two team members: 'FamilyWorks' and 'Danielle'. Each member has a circular profile picture, their name, a fundraising amount of '\$0', and '0 Supporters' listed below.

2. Scroll down and select “**Share & Manage**”



The screenshot shows the profile of 'Danielle New', a fundraiser since June 2024. A red box highlights the 'Share & Manage' button located to the right of her profile picture.

3. A window called “**My Fundraising Page**” will appear where you can find your unique fundraising link to share with friends and family, view your supporters, and edit the details of your page at any time. More information about how to manage your page is provided in this [How-To-Guide by Givebutter](#)



The screenshot shows the 'My Fundraising Page' interface. It includes a navigation bar with buttons for 'Share', 'Invite Donors', 'Supporters', and 'Edit Page'. Below the navigation bar, a red box highlights the unique fundraising link: <https://givebutter.com/familyworksseattle/daniellenew1>, with a 'Copy' button next to it. At the bottom, a message states: 'Fundraisers shared on social networks raise up to 5x more.'

4. Use the **Communication Templates** provided in this toolkit to share with your personal contacts via email, social media, and/or text.

Communication Templates

Template #1: Campaign Launch

Send: Right after you have completed setting up your Givebutter fundraising page.

EMAIL

Subject: Join me in supporting FamilyWorks!

Dear [NAME],

I hope this message finds you well. I'm excited to share that I'm participating in the Nourishing Communities fundraising campaign for [FamilyWorks](#), an organization that is very close to my heart as a [VOLUNTEER, DONOR, COMMUNITY MEMBER, etc.]. FamilyWorks provides **essential food and resources** to families in North Seattle, and their work makes a real difference in my community. [OPTIONAL: INSERT A RELEVANT FAMILYWORKS STORY/ EXPERIENCE HERE.]

My goal is to raise [\$GOAL AMOUNT] by September 15th at midnight. **Your contribution, no matter the size, will help provide food, resources, and hope to those who need it most.**

Did I mention all gifts will be matched 1:1 up to \$50,000? This means that **every dollar you donate will be doubled**, making your contribution go even further.

Are you ready to make a lasting impact for families? Here's how you can help:

- **Donate:** Please visit my fundraising page at [YOUR LINK] and make a donation today!
- **Share:** Forward this email to your friends and family to spread the word about this campaign!

It is only through the power of community that we can alleviate food insecurity and ensure families have the resources they need to thrive. Thank you in advance for your generosity and support!

Best Wishes,

[YOUR NAME]

SOCIAL MEDIA

I've signed on to help FamilyWorks @familyworksseattle raise [\$GOAL AMOUNT] for their Nourishing Communities Campaign. Help me reach my goal by donating at [YOUR LINK] – every dollar will help provide food, resources, and hope to those who need it most! #nourishingcommunities

TEXT

[NAME], I've signed on to help FamilyWorks raise [\$GOAL AMOUNT] for their Nourishing Communities Campaign. Help me reach my goal by donating at [YOUR LINK] – every dollar will help provide food, resources, and hope to those who need it most!

Template #2: Midway Goal

Send: When you're halfway to meeting your fundraising goal.

EMAIL

Subject: We're halfway there!

Dear [NAME],

I've got great news - thanks to your incredible support, **I have reached 50% of my personal fundraising goal in support of the FamilyWorks Nourishing Communities Campaign!** Pretty great, right? These funds will go a long way to provide **nutritious food and vital resources** to families in my community.

If you haven't had a chance to donate yet, **there's still time to make a difference**. Remember, thanks to the \$50,000 match pool, every dollar you donate will be **doubled**, making an even greater impact!

Will you help me reach my goal and support local families? Please visit [YOUR LINK] to make a donation today. Thank you!

Best Wishes,
[YOUR NAME]

SOCIAL MEDIA

Great news – I've raised 50% of my fundraising goal for the FamilyWorks @familyworksseattle Nourishing Communities Campaign! Will you help me reach my goal? Every dollar donated will be DOUBLED! [YOUR LINK] #nourishingcommunities

TEXT

[NAME], guess what? I've raised 50% of my fundraising goal for the FamilyWorks Nourishing Communities Campaign! Will you help me reach my goal and support local families? [YOUR LINK]

Template #3: Final Push

Send: September 14th, 2024 (the day before the campaign ends on September 15th at midnight!)

EMAIL

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

Dear [NAME],

My fundraising campaign for FamilyWorks is coming to an end tomorrow, and I am only [**\$DOLLAR AMOUNT**] away from reaching my goal! If you've been considering making a donation, **now is the time**. Thanks to the 2X match, **every dollar you contribute will be doubled, maximizing your impact**.

If you've already donated, consider one more gift: share this link [**YOUR LINK**] with your family, friends, and social networks so we can **harness the power of community to support families!** Every donation counts, and together we can make a lasting impact on our community.

Best Wishes,

[YOUR NAME]

SOCIAL MEDIA

I am only [**\$DOLLAR AMOUNT**] away from reaching my fundraising goal for FamilyWorks @familyworksseattle - will you help me cross the finish line? There's only one day left and I need your help. Donate today! [**YOUR LINK**]
#nourishingcommunities

TEXT

[NAME], I am only [**\$DOLLAR AMOUNT**] away from reaching my fundraising goal for FamilyWorks - will you help me cross the finish line? There's only one day left and I need your help. Donate today! [**YOUR LINK**]

Template #4: Thank You & Wrap Up

Send: September 16th, 2024 (1 day after the campaign ends!)

EMAIL

Subject: We did it!

Dear [NAME],

I am thrilled to share that, thanks to your incredible support, I raised [\$DOLLAR AMOUNT] for the FamilyWorks Nourishing Communities Campaign!

Your generosity will help provide essential food and resources for **over 5,000 households this year** in Seattle. Your support not only allows FamilyWorks continue their vital work, but also **strengthens our community as a whole**. Your generosity has made a meaningful impact on FamilyWorks' mission to alleviate food insecurity and ensure families have resources and support to **overcome systemic barriers to equity, build stable communities, and thrive**.

I'm so happy we were able to make a difference together. **Thank you!**

Best Wishes,
[YOUR NAME]

SOCIAL MEDIA

We did it! Thank you all who helped me raise [\$DOLLAR AMOUNT] for the FamilyWorks @familyworkseattle Nourishing Communities Campaign. I'm so happy we were able to make a difference together. #nourishingcommunities

TEXT

[NAME], thank you! With your incredible support, I raised [\$DOLLAR AMOUNT] for the FamilyWorks Nourishing Communities Campaign. I'm so happy we were able to make a difference together. Thanks again!

Talking Points & Statistics

About FamilyWorks

For 30 years, FamilyWorks has served families in North Seattle who have been marginalized by **food, economic, and racial injustice**. With two Food Banks, a Family Resource Center, a growing list of mobile and satellite service locations, and a vast network of community partners, they provide meaningful and culturally responsive services to **more than 5,000 households each year**.

Nourishing Communities Campaign

In late 2022, FamilyWorks launched the Nourishing Communities Campaign in order to better serve their community, expand their programming, and build organizational capacity. With a fundraising goal of **\$7 million**, the FamilyWorks Nourishing Communities Campaign will catalyze five critical initiatives:

1. **Build** and **own** our new Family Resource Center
2. **Expand** and **renovate** the Wallingford Food Bank
3. **Grow** our Mobile Food Programs
4. **Partner** with housing, school, and health organizations
5. **Invest** in FamilyWorks staff

The Need

Residents of North Seattle are deeply affected by rising costs for food, housing, diapers, childcare, healthcare, and other basic needs. With the expiration of pandemic relief funding that kept families afloat, FamilyWorks has seen an **80% increase** in households seeking food and family support services than in pre-pandemic years.

The Impact

In 2023, FamilyWorks provided food and family resources to more than 5,000 households in the North Seattle area. FamilyWorks programs not only help participants **move towards stability** and **break cycles of poverty**, but they also help build **strong connections** and **communities of support**. Nearly 90% of participants report that FamilyWorks programs have helped their family reach their goals. With the success of the Nourishing Communities Campaign, FamilyWorks will be able to meet the increasing needs of North Seattle residents and serve **more than 10,000 families by 2028**.