



TAYLOR MADE EXPERIENCE

Peer-to-Peer Fundraising Amid Social Distancing

Finding ways to give back while respecting social distancing guidelines can be a challenge. But with a little creativity and virtual know-how, you can engage your loyal supporters and their networks to raise funds, right from their own home.

By having them take action, your constituents become a part of the solution. Every dollar raised translates to a meaningful impact for the constituents you serve. Below are some helpful tips and tricks along with a step-by-step guide to help get your donors started.

Step 1 - Choose a fun activity that will appeal to your friends and loved ones.

PERSONAL FUNDRAISING: A positive bi-product of social distancing is that many of us have a lot more time on our hands - to catch up on must-see TV, movies we missed and more. Here's how your couch time can benefit a cause:

- **Binge Watching:** Make a list of your target programming and determine your pledge - for example, for every episode/film you watch, you will donate \$X to your organization! Invite your friends to match your donation.
- **Catch the Catchphrase:** Watching a show with a well-known catchphrase? Add a \$1 to a jar every time you hear the catchphrase while you're watching. *Catch Phrase examples: "That's what she said!" or "Book 'em Dano."* Remember the old Sting classic, "Roxanne"?

(DISTANT) SOCIAL FUNDRAISING: Staying in touch with loved ones during this period of isolation is especially important. With free and easy-to-use platforms like FaceTime, Skype, and Zoom you can take advantage of group video capabilities, encourage conversation, and consider adding a contribution to participate. You have the option to collect donations from your friends using Venmo or simply circulate the [donation link](#) for everyone to process directly.



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- **Have a Happy Hour:** Invite your colleagues and friends to participate in a happy hour from the comfort of their own homes. Whether raising a glass of wine or a cup of tea, ask attendees to donate what they would be spending on the bar tab/tip, while spending quality time catching up!
- **Donate a Dinner Party:** Everyone brings their own meal (you can do brown bag or something fancier) to your Zoom dinner chat and then agrees to donate the equivalent cost of a meal - or what they would have spent on a dinner out at your favorite restaurant.
- **Share Your Skills:** Utilize your artistic, culinary or musical skills by live-streaming lessons to your friends and family. Encourage participants to donate the supply costs.

COMPETITIVE FUNDRAISERS: Who doesn't enjoy a little friendly competition? Take advantage of the spring weather - it's the perfect time to get moving outside!

- **Display of Athleticism:** Challenge your friends to a 25/50/100 Push-Up Challenge, Timed Wall-Sits or a Virtual Bike/Run/Walk with a specific distance/time limit. For every push-up, wall-sit, or mile biked/run/walked each participant pledges to donate \$2 to your organization.
- **Host A Game Night:** Gather friends virtually and play together. Request an entrance fee donation to join the virtual platform or have a 50/50 style pot with the winner taking home half and the other half being donated to your organization.

Step 2 - Plan and promote your fundraiser.

INVITE FRIENDS AND FAMILY TO SUPPORT THE CAUSE!

- Whether you are a design wiz or opt to use a time-saving [Canva](#) template, be sure to share all of the important details about your event - the who, what, when, where and why.
- Create a personal campaign! Create a personal donation page or simply tag your organization to amplify your message with your organization's followers.
- Post your Save the Date and/or Invitation on all of your social media accounts, with a plan to keep the communication going with regular reminders.
- Be sure to provide background about the cause, why it is meaningful to you and how all funds raised will make a difference.



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SAMPLE SOCIAL MEDIA POSTS

- *“Hello, friends! During this time of social distancing, it is more necessary than ever to support non-profit organizations that are addressing the vital needs of our community. I am hosting an **<Insert Fundraising Activity/Virtual Event Here>** to benefit XYZ and I would like to invite each one of you to join me. XYZ provides on-the-ground programs and services with a commitment to XXXXX. All funds raised will be donated to XYZ to support their efforts in the wake of COVID-19.” **<Insert Your Organization or Your Personal Donation Link>***
- *“For every episode of **<Insert TV Show Title Here>** that I watch, I will be donating \$X to XYZ. I challenge you to do the same! #WatchForACause” **<Insert Your Organization or Your Personal Donation Link>***
- *“Happy Hour/Dinner with the best colleagues around! Tonight, we’re donating the \$\$ that would normally go to our bill to XYZ.” Shared with a photo of all your friends enjoying their drink or dinner of choice! **<Insert Your Organization or Your Personal Donation Link>***
- *“Hi everyone! Please consider joining my fundraiser to help XYZ continue their amazing services during this uncertain time. I would like to challenge you to bike/run/walk as much as you want over the next five days and for every logged mile I will personally donate \$X to XYZ. If you would like to participate, send me a text and a picture of how many miles you’ve completed. Please tag any friends you think would like to participate too! If you would like to make a direct donation, here is a link to their donation page!”*

Step 3 - Gather materials and get ready to have fun!

MAKE A LIST OF SUPPLIES NEEDED TO PARTICIPATE:

- If you are doing an Instagram Live Cook-Off, establish a clear list of ingredients and materials to have on hand so that you and your participants can get organized for the big day.



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UPDATE YOUR FRIENDS AND FAMILY ON YOUR PROGRESS:

- Keep your friends and family in the loop as you prepare and to highlight your fundraising success. Make sure to thank your donors if you are using a personal donation page.

Example: Thank you for your support! No matter the distance between each of us, this is a time for connection. We know that crises hit those in poverty the hardest, with a longer and more complex path to recovery. Your support of XYZ moves us one step closer to a sense of normal for the most vulnerable in our midst. If you have any questions or need additional support, please don't hesitate to reach out to an XYZ staff member.