

ALBERTINA KERR

Peer-to-Peer Fundraising

A Guide for Fundraisers



For 111 years, Albertina Kerr has provided services for people with mental health challenges and developmental disabilities. Our vision is that all people thrive in nurturing and inclusive communities.

Our Mission

Albertina Kerr empowers people with intellectual and developmental disabilities, mental health challenges and other social barriers to lead self-determined lives and reach their full potential.

Learn more about Albertina Kerr at albertinakerr.org.

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We are so glad to have you with us!

Thank you for committing to help fund Albertina Kerr's mission to empower people with mental health challenges and developmental disabilities lead self-determined lives and reach their full potential. With your support, thousands of Oregonians will thrive through nurturing programs and inclusive communities. Every dollar you raise supports our programs and dramatically improves the lives of those we serve.

Remember, you're not doing this alone. We're in it together. That's why we've put together this guide to assist you in getting your campaign off the ground. We want you to be successful in your fundraising efforts so that we can be successful in our mission.

What is Peer-to-Peer Fundraising?

Peer-to-peer fundraising, also known as P2P, crowdfunding or social fundraising, extends an organization's reach to people who might not be familiar with the nonprofit or who require a personal connection to motivate them to support the cause. A fundraiser's existing network of friends, family and coworkers can not only bring in funding, but also help to broaden an organization's connections in the community and find new supporters to champion their mission.

Peer-to-Peer Fundraising Timeline

Now what? Below is a suggested timeline for the first four weeks of your fundraising campaign. You may follow all, some or none of it. No matter which you choose, remember to have fun and that you are doing this because you care about Albertina Kerr's mission and want to be a part of our work. Ready, set, go...

Week One

- 1. Personalize your fundraising page.** Tell people why you've chosen to raise money for Albertina Kerr. Include your own story and a photo of yourself. The more you personalize your page, the more your friends and family will see that you are dedicated to the cause.
- 2. Make a donation.** Making a donation toward your [funding goal](#) will illustrate how passionate you are about Albertina Kerr's work. Your donors will see that you practice what you preach.
- 3. Identify 'guaranteed donors'.** Every fundraiser has at least 10 people they can count on to support them 100%. Send them a personalized ask. Let them know how committed you

are to raising funds for Albertina Kerr. Tell them that you know you can rely on them to kick off your campaign and champion your efforts.

4. **Join a team.** Form your own or find a team that's already been created. When groups of people come together to fundraise, they tend to raise more per person than if they were to do it on their own. Pooling ideas and resources helps decrease the amount of time spent planning and increase the amount of time actually soliciting funds.
5. **Share on social media.** Get creative and make [your posts](#) exciting. Pictures, video and even emojis will get your post heard through the noise. Make sure to always include a link to your personal fundraising page. Social media will allow you to reach people outside your immediate circle of contacts.

Week Two

1. **Find a matching gift.** The best way to [find a match](#) is to ask your place of employment and local businesses. Some companies already have charitable giving funds set up, you only need to ask. Others may give if offered recognition in your outreach or simply out of the kindness of their hearts. If you reach out to local businesses, it's best to start with those who know you by name. If your request for a match is turned down, don't forget to ask for an outright donation. Some companies may be willing to give a small gift even if they can't do a larger match.
2. **Ask your friends and family again.** On average, it takes three asks to receive a donation. Don't forget to [send reminder notes](#) to any of your 'guaranteed donors' who have yet to respond.
3. **Set a micro-goal for the week.** Short-term, easily reached goals are a great way to motivate hesitant donors. For example, set a goal to raise \$70 dollars in the next 7 days. Then ask if seven people will give \$10 each. That's an easy ask and very doable.
4. **Begin sending donation thank you notes.** How you choose to thank your donors is up to you. Just remember that when you thank donors, you not only make them feel good about participating but may also prompt them to share your fundraising page with others. If you choose to post a public thank you on social media, make sure to tag the donor but don't include dollar amounts.
5. **Update your personalized fundraising page.** Add a general thank you to all who visit your page. Share a success or personal story to keep your content relevant.

Week Three

1. **Set a new micro-goal for the week.** Try to set an objective that is different from last week's. For example, ask each friend or family member to share your message with 10 people. If you didn't reach last week's goal, feel free to use it again. Explain how you fell short and ask for others to meet and exceed your goal.

2. **Post an update on your progress on social media.** In addition to sharing your micro-goal, make sure to let your friends and family know how you're progressing toward your ultimate goal. Continue to thank your donors as well.
3. **Identify 'on-the-fence' donors.** Do you have any 'guaranteed donors' who have yet to give? If so, ask them if they would like to support this week's micro-goal. Offer to share with them additional information about Albertina Kerr or your fundraising efforts, if that will help them decide on whether or not they'll give a gift.
4. **Update your personalized fundraising page again.** Just like last week, share a success or personal story to keep your content relevant.
5. **Set-up a fundraiser in your community.** There are many options to raise funds, outside of soliciting friends and family. Simple ideas include a yard sale or car wash. You might also try a fundraising dinner at a local restaurant or offering a service (like a yoga class or hair cut) for donations.

Week Four & Beyond

1. **Follow up with those who have interacted with your posts.** If someone has taken the time to like/comment/share one of your fundraising posts, they are already aware of and interested in your efforts. If they haven't yet donated, ask. It's much easier to solicit a warm lead than cold call on someone who has no prior knowledge of your fundraiser.
2. **Try another micro-goal.** After taking a week off, it's time to try another micro-goal. Use this as an update. Try something like asking for people to help push your grand total up by x percentage or give up their coffee money for the day.
3. **Be persistent.** Keep the social media going. Send emails. Make face-to-face asks. Remember, on average, you'll have to ask for a donation three times.
4. **Increase your goal.** When you [meet your goal](#), increase it. It's far easier to get people to donate, if they are helping you reach a benchmark. Just make sure to share with your network that this is a bonus ask. Otherwise, donors might feel like their gifts weren't generous enough to get you to your initial goal.
5. **Get creative.** Run a prize drawing for those who give or share, post live video from a fundraising event, set up change jars at a store...The options are endless.

Post Campaign

1. **Thank your donors.** While a public thank you to all of your donors is great, a personal note is better. Let them know how they helped Albertina Kerr. Make sure to express what their support means to you personally as well.
2. **Send checks to Albertina Kerr.** [Checks](#) may be turned in at any time during your campaign. If cash was collected, it may be hand delivered to our main office. An easier option is to have someone write a check for the full amount and send it along with a note

saying the amount was donated in cash. All donations should be sent or delivered to Albertina Kerr, Development Department, 424 NE 22nd Avenue, Portland, OR 97232.

Have questions? Need help? Want printed literature or remit envelopes?

Email or call Jane Pesznecker, Annual Giving Coordinator, at jane.pesznecker@albertinakerr.org or 503-239-8106.

Fundraising Tips

1. Spend time on your personalized page. The more effort you put in, the more likely people will feel inspired to donate.
2. Plan donation ask dates ahead of time. Create a schedule of donation posts/emails. Make sure that there is some off time between the asks but not so much that people forget what you're asking for. Use certain dates, like holidays and paydays, as key points for your calendar layout.
3. Make sure your personal fundraising link is on everything you send out or print. If you choose to print out anything, it's best to shorten the link (using a site like bit.ly.com) to make it easier for donors to input manually.
4. Get creative. Change up your approach but keep the same message throughout. Use the consistency to keep focus on your fundraising efforts while creating fun and engaging methods to get the message out.
5. Stay in touch. Make sure to update your donors and potential donors on your progress. If they see that you're motivated and engaged, they will be more likely to get involved.

FAQs

What is the deadline for my fundraiser? While it would be great to receive all donations prior to the event, the deadline is up to you. We take donations year-round. Your Crowdrise page will remain active until you turn it off.

What if I don't reach my goal? Every dollar raised is one more dollar than we had before. Your efforts are appreciated no matter what.

How much should I raise? Your fundraising goal is up to you. Our recommendation is a minimum of \$100. (This can be easily reached by asking 10 friends for \$10 or 20 friends for \$5.)

Are donations to my fundraiser tax deductible? Yes. All donations given to us through your fundraising efforts are tax deductible.

What methods of payment are accepted? Crowdrise allows payments to be made via Visa, Mastercard, American Express, Discover and Google Pay. Albertina Kerr is able to accept all major credit cards, EBT payments, checks and cash at Albertina Kerr Administration offices located at 424 NE 22nd Avenue, Portland, OR 97232.

How do I send in the checks and cash I collected? You may mail checks to Albertina Kerr, Development Department, 424 NE 22nd Avenue, Portland, OR 97232. If cash was collected, it may be hand delivered to this same address. Offline credit card payments and EBT checks can be processed by calling Sandra Birkner, Database Coordinator, at 503-445-0775. If you would like credit for these donations, you have the option to manually input them through your Crowdrise dashboard. To do this, click the "Advanced" dropdown menu on the lower left and select "Offline Donation Manager".

What is a matching gift? Matching gifts are extra donations that are given in conjunction with donor's gifts. Many large companies have matching gift programs for their employees. To find out if your employer offers matching gift go to <https://doublethedonation.com/matching-gift-search/> and search for the company name. A matching gift may also be obtained by soliciting an individual or business. The most common use for a match is dollar-for-dollar.

What will the money I collect be used for? Donations to the event will be used in the areas most in need of funding. As these needs vary from month-to-month, the exact location cannot be guaranteed. Rest assured that the funds will be well used and most welcome.

How can a donor get a receipt for their donation? Every online donor will receive an automated receipt from Crowdrise moments after their gift is processed. Those who give checks, or through other methods, will receive their receipt via mail within two weeks. All donors will receive a signed thank you letter from Albertina Kerr staff.

How will donor information be handled? Donors will receive a thank you letter in the mail. They will also receive regular mailings on occasion and our e-newsletter. They have the option to opt out of these communications at any time.

Who do I contact for issues with my fundraising page? Crowdrise offers help via email. On your Crowdrise dashboard page, click the blue “Support” button in the lower right corner. This will bring up a FAQ option and a place to send an email to their support desk. If you need help navigating this process email or call Jane Pesznecker, Annual Giving Coordinator, at jane.pesznecker@albertinakerr.org or 503-239-8106.

Can I use the event logo online and in print? Yes. Please check out the logo and flyer document for information on how to do that.

How do I get more information on Albertina Kerr? The best place to start is on our website at albertinakerr.org. If you would like printed literature, please contact Jane Pesznecker, Annual Giving Coordinator, at jane.pesznecker@albertinakerr.org.

What is Albertina Kerr’s tax identification number? #93-1297104 (Albertina Kerr Foundation)

Rip City Race for the Roses Peer-to-Peer Correspondence Templates

Creating fundraising campaign emails and social media posts from scratch can feel a little daunting. Below you will find templates that can be used as a jumping off point. Don't forget to customize your correspondence to reflect your own voice. Your friends and family want to hear from you (not us) as to why you've chosen to raise money for Albertina Kerr.

Email Templates

Email Ask Sample #1

Dear _____,

In April, I'll be running/walking the Rip City Race for the Roses 1k/5k/10k/Half Marathon! While I'm excited about getting a medal and maybe a bagel (or two), I'm also excited to be a part of the Albertina Kerr fundraising team. All donations to my fundraising campaign will benefit this amazing organization.

Albertina Kerr empowers people with intellectual and developmental disabilities, mental health challenges and other social barriers to lead self-determined lives and reach their full potential. However, they can't do that without people like you and me.

Here's where you come in...

I need encouragement as I train, a cheerleader when I run and your support in reaching my fundraising goal. I have pledged to raise \$_____ by the day of the race, April 29th/end of the month/end of the year/etc. Will you help me reach my goal?

Donate to my fundraising campaign by going to personal Crowdrise page link. If you prefer, you can send a check or donate cash. Details about how to reach you. You may also send checks directly to Albertina Kerr, Development Department, 424 NE 22nd Avenue, Portland, OR 97232. Please make sure to add my name to the note line so I will get credit for your gift.

Thank you for your support! Please feel free to contact me at _____ if you have any questions.

Sincerely,

Your Name

Email Ask Sample #2

Dear _____,

I'm checking in to see if you had time to read the email I sent last week/month/whenever. I'm so excited about my Rip City Race for the Roses fundraising campaign and I want to make sure you know all about it. I hope to raise \$_____ for Albertina Kerr by the day of the race, April 29th/end of the month/end of the year/etc. I know I can count on you to help me reach my goal.

Did you know that Albertina Kerr empowers people with intellectual and developmental disabilities, mental health challenges and other social barriers to lead self-determined lives and reach their full potential? That's the reason I think their work is important and worthy of the time I'm taking to fundraise.

This is a good time to insert a personal story as to why you've decided to raise money for Albertina Kerr.

Please donate to my fundraising campaign by going to personal Crowdrise page link. If you prefer you can send a check or donate cash. Details about how to reach you. You may also send checks directly to Albertina Kerr, Development Department, 424 NE 22nd Avenue, Portland, OR 97232. Please make sure to add my name to the note line so I will get credit for your gift.

Thank you for being awesome! Please feel free to contact me at _____ if you have any questions.

Sincerely,

Your Name

Email Ask Sample #3

Dear _____,

The Rip City Race for the Roses is quickly approaching! I'm working hard on my training and my fundraising efforts. In fact, I can't believe how much money I've already raised for Albertina Kerr. But, I've still got a few more dollars to go before I reach my goal of \$_____ by the day of the race, April 29th/end of the month/end of the year/etc. This is why I'm sending you this note.

With your help I'll not only make my fundraising goal but together we will be making a difference to thousands of Oregonians! All of the donations I raise will benefit Albertina Kerr. This organization empowers people with intellectual and developmental disabilities, mental health challenges and other social barriers to lead self-determined lives and reach their full potential.

Can I count on you? Do you have any questions that need answers before making a gift? Please feel free to contact me at _____.

Please donate to my fundraising campaign by going to [personal Crowdrise page link](#). If you prefer you can send a check or donate cash. [Details about how to reach you](#). You may also send checks directly to Albertina Kerr, Development Department, 424 NE 22nd Avenue, Portland, OR 97232. Please make sure to add my name to the note line so I will get credit for your gift.

Thank you in advance! I'm so happy to have friends like you.

Sincerely,

Your Name

Social Media Templates

Remember to add fun items to your posts. Pictures, videos, stickers and emojis are all great ways to attract viewers. Don't be afraid to use things like Facebook live or Twitter polls either. The more you show your passion, the better results you'll have. However, it's okay to post the same content more than once. Just make sure to mix it up a bit to keep people from tuning out.

Facebook

Post Sample #1

In April, I'll be [running/walking](#) the [@RipCityRacefortheRoses 1k/5k/10k/Half Marathon!](#) I've also joined the [@AlbertinaKerr](#) fundraising team. I have pledged to raise \$_____ by [the day of the race, April 29th/end of the month/end of the year/etc.](#) Help me reach my goal and support an amazing organization! Please go to my fundraising page and give what you can.

[Add link to fundraising page](#)

Albertina Kerr empowers people with intellectual and developmental disabilities, mental health challenges and other social barriers to lead self-determined lives and reach their full potential.

Post Sample #2

I'm so excited about my [@RipCityRacefortheRoses](#) fundraising campaign and I want to make sure you know all about it. I hope to raise \$_____ for [@AlbertinaKerr](#) by [the day of the race, April 29th/end of the month/end of the year/etc.](#) I need your help to reach my goal. Please go to my fundraising page and give what you can.

[Add link to fundraising page](#)

Albertina Kerr empowers people with intellectual and developmental disabilities, mental health challenges and other social barriers to lead self-determined lives and reach their full potential.

Post Sample #3

The @RipCityRacefortheRoses is quickly approaching! I'm working hard on my training and my fundraising efforts for @AlbertinaKerr. I still have \$_____ to go before I reach my pledge of \$_____ by the day of the race, April 29th/end of the month/end of the year/etc. Can I count on your help to put me over the top? Please go to my fundraising page and give what you can.

Add link to fundraising page

Albertina Kerr empowers people with intellectual and developmental disabilities, mental health challenges and other social barriers to lead self-determined lives and reach their full potential.

Twitter

Post Sample #1

In April I'm running/walking @RipCityRace 1k/5k/10k/Half Marathon benefiting @Albertina_Kerr. I've pledged to raise \$_____ for this amazing charity. Help me reach my goal! Go to Add link to fundraising page (may need to use bit.ly to shorten) to give. #RipCity #RacefortheRoses #RunPDX

Post Sample #2

So excited about the @RipCityRace! Hope to raise \$_____ for @Albertina_Kerr by _____. I need your help to reach my goal. Go to Add link to fundraising page (may need to use bit.ly to shorten) & give what you can. #RipCity #RacefortheRoses #RunPDX

Post Sample #3

@RipCityRace is quickly approaching! I'm raising money for @Albertina_Kerr but still have \$_____ to go before I reach my goal. Help me out? Go to Add link to fundraising page (may need to use bit.ly to shorten) & give a few bucks. Every dollar makes a difference. #RipCity #RacefortheRoses #RunPDX

Need help with any of these peer-to-peer items?

Email or call Jane Pesznecker, Annual Giving Coordinator, at jane.pesznecker@albertinakerr.org or 503-239-8106.