

6 EFFECTIVE PEER-TO-PEER FUNDRAISING TIPS



Here are six effective fundraising steps to help you raise more money and have fun along the way!

Peer-to-peer fundraising is a method of fundraising that leverages your supporters to fundraise on your behalf. It's also known as social fundraising, personal and/or team fundraising, or p2p fundraising. To fund raise successfully, you need a plan that will strategically help you raise as much money as possible. Logging into your Participant Center, setting up your Homepage, determining your goal and making your personal donation towards your fundraising campaign are just the beginning. So let's get started!

1. Identify

When you plan your fundraising strategy it is important to remember that ultimately, your friends and family are supporting you first, then the organization or cause that you love and champion. So create a list of all of your potential donors. **Everyone** you know should be on the list; friends, family, colleagues, past co-workers, old school friends, your dentist, mechanic, doctor, etc. Depression affects 20 million adults in the U.S. each year alone, and you never know who has been impacted by depression, so don't limit your list of potential donors.

Once you have your primary list, categorize them into groups:

Group A) Participants or people who you want to specifically ask to come join your team or sign up to be a participant. This sub-group would ideally set up their own fundraising page and solicit their family and friends too!

Group B) Donors are individuals who may not be able to join you on event day, but who would cheer you on by making a donation and helping you spread the word.

2. Connect

The best way to connect with your potential donors is to let them know that you are walking/running in the WALK OF HOPE + 5K to Defeat Depression and raising money for the Hope for Depression Research Foundation (HDRF) to fund advanced depression research. Let everyone know your fundraising goal and why this organization and cause is important to you by sharing your own story. This gives your family and friends an opportunity to truly understand your commitment as well as learn more about depression and its related mood and other emotional disorders. Your dedication and enthusiasm will inspire the people you know to support you at the walk/run or with a donation.

Connecting with your potential donors is also a great way to inform them about HDRF and to encourage them to 'Like' our Facebook page, subscribe to our e-newsletter and follow us on Twitter and Instagram. This can make a huge difference when you return to the WALK of HOPE + 5K RUN next year and begin your fundraising.

3. Learn

Once you get started, you want to learn as much as you can about Hope for Depression Research Foundation and depression information. Knowing the HDRF story can help you convey why it is important to raise money for depression research. Learning depression related facts and figures is critical to being able to convey to your potential donors why they need to give now. In addition, this is the best place for you to share your story and why you are raising funds for HDRF, to your family and friends.

About HDRF

Mission: The mission of the Hope for Depression Research Foundation (HDRF) is to fund cutting-edge, scientific research into the origins, diagnosis, treatment and prevention of depression and its related mood and other emotional disorders – bipolar disorder, postpartum depression, post-traumatic stress syndrome, anxiety disorder and suicide.

HDRF was founded in April 2006 by Audrey Gruss in memory of her mother, Hope, who suffered from clinical depression. In 2010, HDRF launched its Depression Task Force (DTF) – an outstanding collaboration of seven leading scientists, at the frontiers of brain science, from different research institutions across the U.S. and Canada. These scientists have developed an unprecedented research plan that integrates the most advanced knowledge in genetics, epigenetics, molecular biology, electrophysiology, and brain imaging. To accelerate breakthrough research, they share ongoing results, in real time, at a centralized data bank, the HDRF Data Center.

To learn more, visit <http://www.hopefordepression.org/about-us/founders-message/>

Depression Statistics

- Affects over 300 million people worldwide, regardless of culture, age, gender, religion, and race or economic status.
- Affects over 18 million adults (one in ten) in any given year.
- Is the leading cause of disability for ages 15-44.
- Is the primary reason why someone dies of suicide about every 13 minutes – Over 41,000 people a year.

4. Ask

Ask, ask, and ask again!! You have done the hard work and now it is time to ask your list of potential donors to participate and/or make a donation. Did you know that when people are asked “why did you donate?” most responses are “because someone asked me.” So, don’t be shy!

There are numerous ways to ask for a donation and it all depends on your personal comfort level. Using the Participant Center email template features helps make it much easier. Sending emails, letters, posting on social media are all effective when followed by an in person or telephone ask. These are people that know you already so don’t forget to be yourself and have fun asking them to join you in supporting your cause.

When you ask for a donation, it is best to ask for a specific dollar amount like \$50, \$100, \$250, \$300, \$500, etc. This gives the donor something to think about in real terms and will help them make a decision. And make sure you tell them that 100% of their gift to the WALK of HOPE + 5K RUN goes directly to depression research.

5. Follow Up

After you have requested a donation, you will need to follow up. Not everyone will give the first time that you ask, so don’t hesitate to send out reminders or make follow up phone calls.

Make sure you let donors know where and when they can join the event. Sending email updates and posting to your various social media accounts about HDRF and your event related activities and fundraising progress is another great way to remind everyone about the event and your request for their support. Making your posts and emails personal will go a long way and could result in larger donations. Together you will be making a difference. Keeping them engaged over the months leading up to August 5th, is the key!

6. Thank

There is no wrong way to thank a donor other than to not thank them at all. HDRF will provide an acknowledgment that also serves as their tax receipt but you should definitely personally thank your donors. Once your donor has given, be sure to follow up with a thank you note. This can be an email, handwritten note, etc. In addition to thanking your donors after their initial donation, you can use the Participant Center to send them updates of the walk/run and your fundraising progress.

After the event, you will want to recap your experience at the WALK of HOPE + 5K RUN, and share how much you raised and how much the event raised over all. The campaign progress thermometer on the event web page can keep you up to date with the total amount raised. Showing your donors their part in the bigger picture can be very rewarding so make sure you send or posts photos, videos and any other event details as a way of thanking them for their support, post event. Thanking them in this way helps to keep them engaged and appreciated.

If you have any questions or need assistance with your fundraising, do not hesitate to call the helpdesk at 212.676.3205 or email your question to events@hopefordepression.org.