



## Charleston

## Peer-to-Peer Fundraising Toolkit

Now you can help expand Rebuilding Together Charleston's community impact by hosting your own online fundraising campaign! An online fundraiser is the perfect way to spread awareness and raise funds toward Rebuilding Together Charleston's mission.

### **Why should you fundraise with us?**

Anyone who is passionate about improving the lives of our neighbors and wants to support the cause can participate. Here are just a few ways people do so:

- Host a happy hour or dinner party with your favorite people
- Dedicate an upcoming celebration (such as your birthday) and encourage friends or guests to give to Rebuilding Together Charleston in lieu of gifts
- Run a marathon or cross the country by motorcycle and urge your networks to pledge by the mile
- Simply spread the word and encourage your network to give to Rebuilding Together Charleston

### **Getting started**

1. Visit <https://www.mightycause.com/organization/Christmas-In-April-Charleston>
2. Select "fundraise"
3. Enter the goal amount you want to raise to help your neighbors.
4. Complete other information where prompted.
5. Customize your page using the tools below, and start spreading the word!

Once you launch your fundraiser, a Rebuilding Together staff member will work with you to customize a communications plan, enhance your page with photos, and offer support.

### **Promoting your fundraiser**

You've launched your campaign on behalf of Rebuilding Together Charleston – congratulations! Here are a few things you can do to kick it off successfully:

- Set a good example by making the first donation. Asking people to join you in donating is a much more compelling argument when you've already "walked the walk" and given yourself!
- Start your outreach by emailing your family and closest friends: they're most likely to donate and will help build momentum. Then move on to your broader friend network, then finally share on social media with anyone who will listen! Studies show that people are more likely to donate the closer you are to your goal.
- Don't be afraid to follow up: everyone has a busy schedule and a crowded inbox, and it can be easy for people to overlook your initial outreach.



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### Tips for crafting a compelling email

#### *Writing a general email*

- Start by explaining why safe and healthy housing is important to you. Describing how the cause has impacted your life is the most persuasive argument you can make.
- Explain Rebuilding Together's work in a sentence or two (see below) to help donors understand where their money is going and why they should contribute.
- Be clear about what you're looking for and make a direct ask for support, including a link to your fundraising page.

#### *Writing to your closest contacts*

- Write with this specific person in mind; don't feel the need to stick to a formula (though feel free to refer to the outline for a general email if you're stuck). You know best!
- Be sure you make a direct request for support and include a link to your fundraising page.

### Quick facts about Rebuilding Together Charleston

#### *Our Vision*

Safe homes and communities for everyone.

#### *Our Mission*

Repairing homes, revitalizing communities, rebuilding lives.

- Rebuilding Together Charleston is the only organization in the Greater Kanawha Valley area that provides home safety and accessibility improvements for low-income homeowners completely free of charge.
- Since our inception in 1996, Rebuilding Together Charleston has turned over 1,700 dilapidated houses into safe and healthy homes.
- The average income of a family served by Rebuilding Together is \$18,263.
- Rebuilding Together Charleston hopes to serve 125 homeowners next year, but we can't do it without the help of supporters!
- On average, Rebuilding Together Charleston leverages every dollar invested in our programs into \$4 in market value home repairs.



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### **Social Media Samples**

#### *Facebook*

- Did you know? Rebuilding Together is the only organization in the Greater Kanawha Valley area that provides home safety and accessibility improvements for low-income homeowners completely free of charge. To celebrate my upcoming birthday, I'm going all in for our neighbors in need and I hope you will too. In lieu of gifts, please visit my MightyCause page and support my goal of raising \$4,000 to celebrate my 40<sup>th</sup> birthday!
- Rebuilding Together Charleston, a local organization I care deeply about, is working to help low-income families by providing safe and healthy housing in our community. Join me on my MightyCause page to support this critical work!

#### *Twitter*

- Joining my MightyCause campaign to support low income homeowners in need! @rtwv1996 [MightyCause link]
- Housing is a human right, but not everyone has access to it. Join my campaign to promote safe and healthy housing in our community! @rtwv1996 [MightyCause link]

**For questions or more information on how you can launch your own fundraiser, please contact Allison Brill at [info@rtwv.org](mailto:info@rtwv.org). Thank you for your generous support!**