



Peer-to-Peer Fundraising 101

September 10, 2020

FOUNDATION

The background is a dense, semi-transparent collage of numerous small photographs. These photos depict various scenes of people, likely members of Alpha Phi, in different settings such as social gatherings, group photos, and individual portraits. The overall color palette is a monochromatic, muted red or maroon.

save the date

OCT 9-10

ALPHA PHI FOUNDERS DAY WEEKEND

10/09/2020: Alpha Phi Founders Day of Giving

10/10/2020: Launch of Alpha Phi's 150th Celebration

What is Peer-to-Peer Fundraising

Peer-to-peer (P2P) fundraising relies on peers reaching out to each other on behalf of a cause, like Alpha Phi Foundation, and amplifying their efforts!

- You are megaphones 📣 for Alpha Phi Foundation impact and can use P2P fundraising to share its mission and reach new audiences!
- The key to P2P is sharing your story (and page) with your networks including sisters, family, friends, colleagues, and more, and asking them to give!
- Personalized pages perform best!
- For the 2020 Founders Day of Giving, fundraisers will use the fundraising and P2P platform, Everydayhero.

Your Fundraiser Timeline

Start a
fundraising
page

Update
your social
media
images

Plan a
virtual
event

Share your
page

Share Alpha Phi
Foundation
posts the week
of

Donate on
FDOG

Alpha Phi Founders Day of Giv... X +

← → ↻ alphaphifounders.blackbaud-sites.com 🔍 ⭐ 📄 🌐 🗄️ ⚙️ 🌐

FOUNDERS
**DAY of
GIVING**
ALPHA PHI OCT. 9, 2025

ABOUT TOOLKITS CHALLENGES LEADERBOARDS **DONATE** **FUNDRAISE**



\$38
RAISED

29
DAYS

Thank You! [lineman](#)

We Are Alpha Phi.

In honor of Alpha Phi's founding year, Founders Day of Giving offers 18 hours and 72 minutes to celebrate 148 years of remarkable women and to support Alpha Phi's future. Founders Day of Giving launches Friday October 9 at 6:00 AM Eastern.

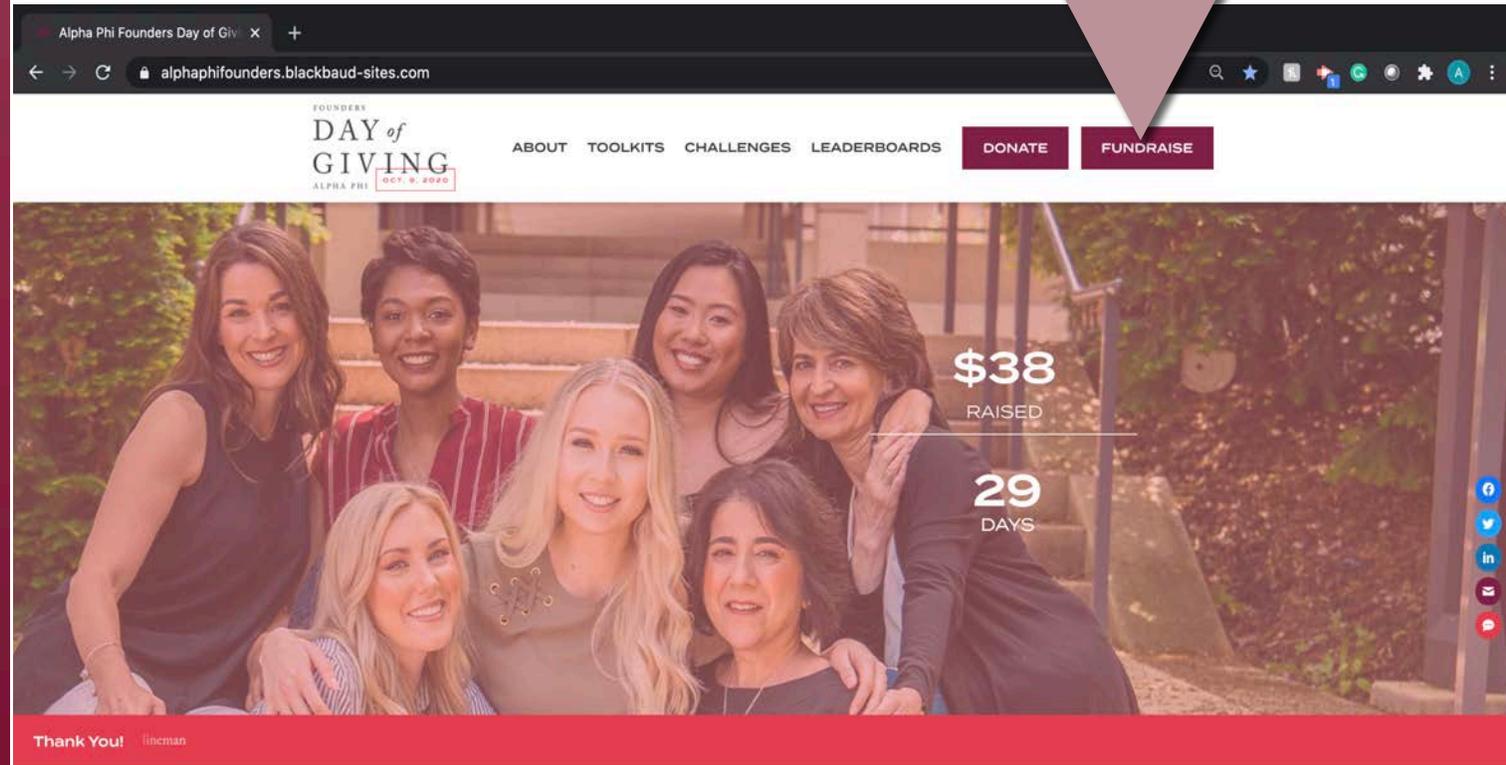
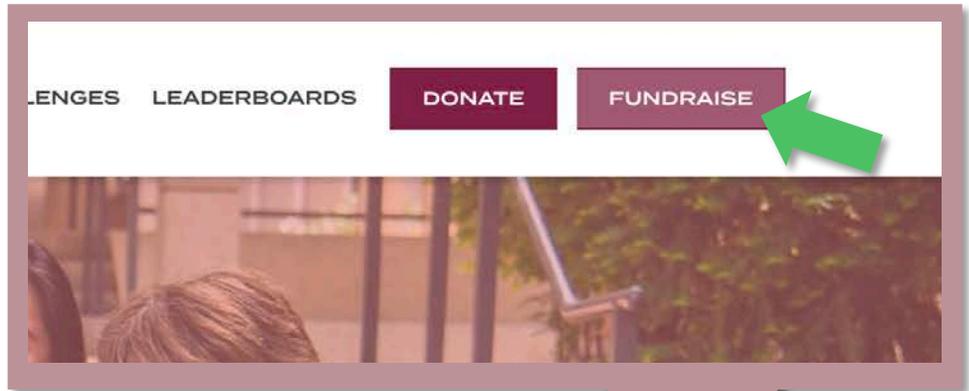
Together, we can pave the way for Alpha Phi to maintain its relevance as a premiere leadership organization while providing opportunities and programming for Alpha Phis to grow into leaders with the skills and heart to influence positive change.

www.alphaphifoundation.org/founders

Account Set-Up

Go to the Founders Day of Giving site:
www.alphaphifoundation.org/founders

In the upper right-hand corner,
select *Fundraise*.



We Are Alpha Phi.

In honor of Alpha Phi's founding year, Founders Day of Giving offers 18 hours and 72 minutes to celebrate 148 years of remarkable women and to support Alpha Phi's future. Founders Day of Giving launches Friday October 9 at 6:00 AM Eastern.

Together, we can pave the way for Alpha Phi to maintain its relevance as a premiere leadership organization while providing opportunities and programming for Alpha Phi to grow into leaders with the skills and heart to influence positive change.

Account Set-Up

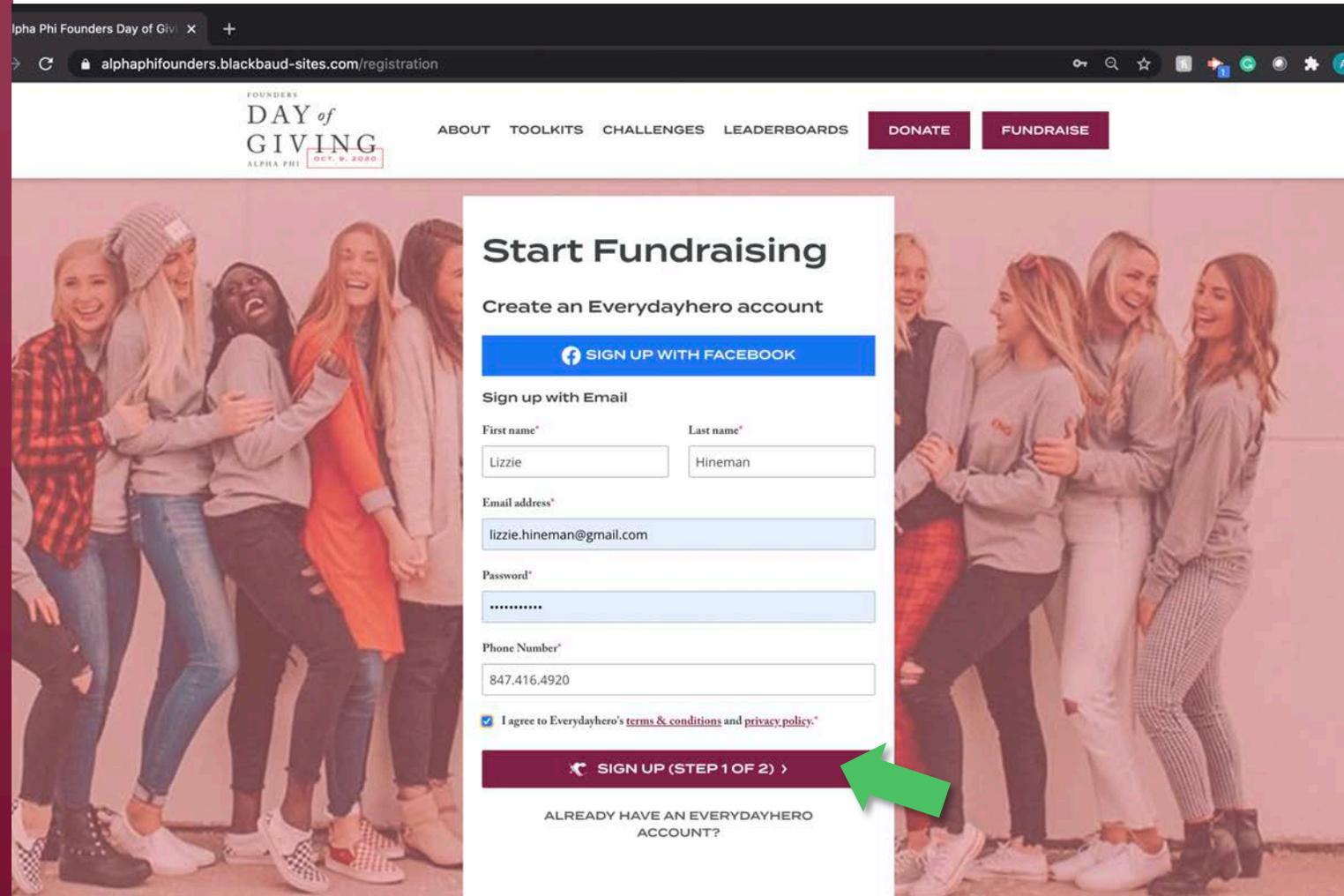
Go to the Founders Day of Giving site:
www.alphaphifoundation.org/founders

In the upper right-hand corner,
select *Fundraise*.

Create your Everydayhero account.

PRO TIP: Sign up with your preferred name and email address to help us best link *your* fundraising to *your* donor profile.

If you already have an account, you can sign in by clicking *Already Have an Everydayhero Account?*



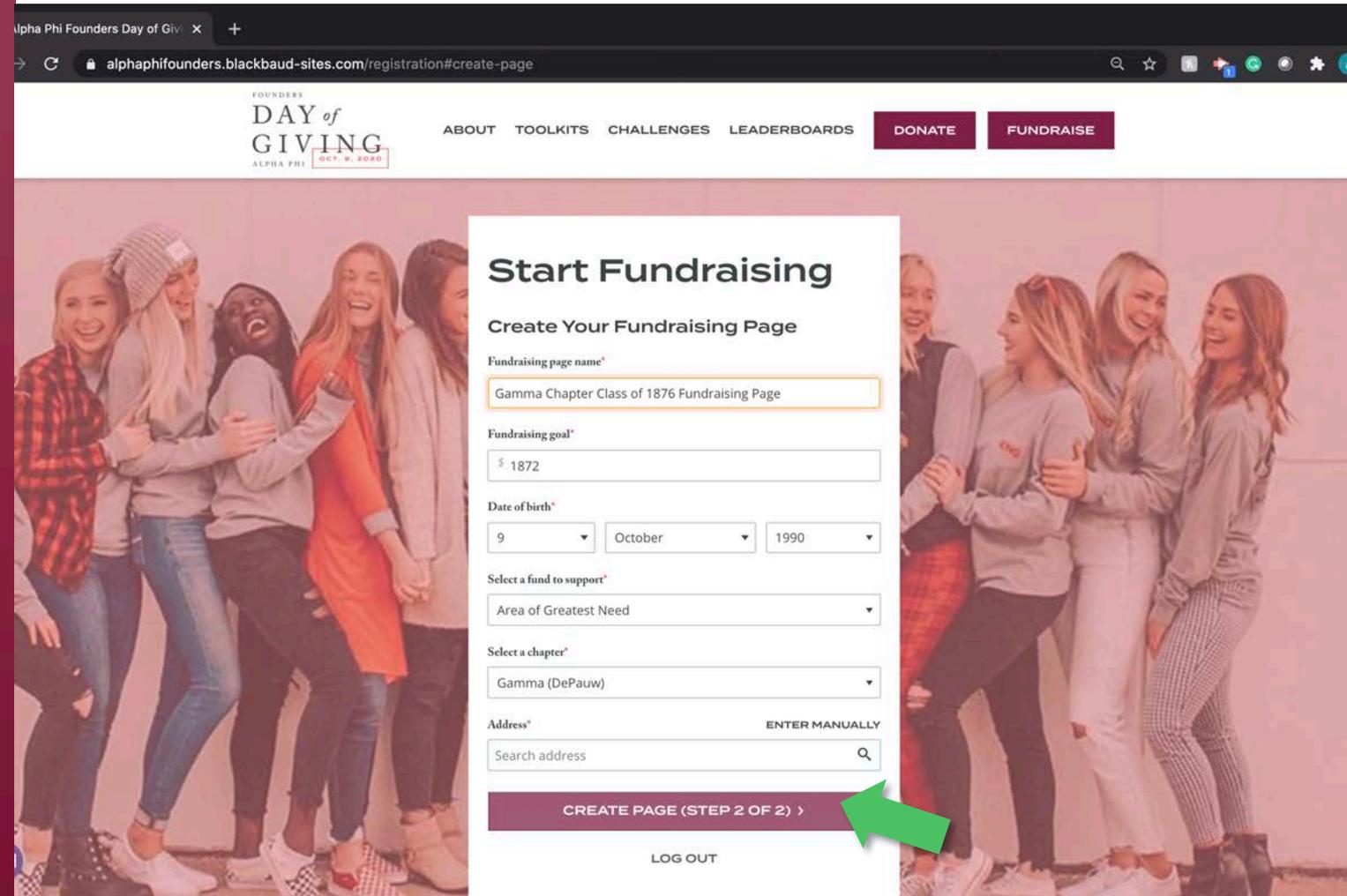
The screenshot shows a web browser window with the URL alphaphifounders.blackbaud-sites.com/registration. The page header includes the logo for 'FOUNDERS DAY of GIVING ALPHA PHI OCT. 9, 2020' and navigation links for 'ABOUT', 'TOOLKITS', 'CHALLENGES', 'LEADERBOARDS', 'DONATE', and 'FUNDRAISE'. The main content area features a large image of a group of young women and a white registration form titled 'Start Fundraising'. The form prompts the user to 'Create an Everydayhero account' and offers three options: 'SIGN UP WITH FACEBOOK', 'Sign up with Email', and 'ALREADY HAVE AN EVERYDAYHERO ACCOUNT?'. The 'Sign up with Email' section includes fields for 'First name*' (Lizzie), 'Last name*' (Hineman), 'Email address*' (lizzie.hineman@gmail.com), 'Password*', and 'Phone Number*' (847.416.4920). A checkbox is checked for 'I agree to Everydayhero's terms & conditions and privacy policy.*'. A green arrow points to the 'SIGN UP (STEP 1 OF 2) >' button.

Page Set-up

Now that you have an account, **it's time to create your fundraising page!**

You will be asked for the following:

1. Fundraising page name
2. Fundraising goal
3. Your date of birth
4. Select a fund to support
5. Select a chapter
6. Your address



The screenshot shows a web browser window with the URL `alphaphifounders.blackbaud-sites.com/registration#create-page`. The page header includes the logo for 'FOUNDERS DAY of GIVING ALPHA PHI OCT. 9, 2020' and navigation links for 'ABOUT', 'TOOLKITS', 'CHALLENGES', 'LEADERBOARDS', 'DONATE', and 'FUNDRAISE'. The main content area features a 'Start Fundraising' form titled 'Create Your Fundraising Page'. The form fields are: 'Fundraising page name*' (filled with 'Gamma Chapter Class of 1876 Fundraising Page'), 'Fundraising goal*' (filled with '\$ 1872'), 'Date of birth*' (filled with '9', 'October', and '1990'), 'Select a fund to support*' (filled with 'Area of Greatest Need'), 'Select a chapter*' (filled with 'Gamma (DePauw)'), and 'Address*' (with a search box and 'ENTER MANUALLY' text). A green arrow points to the 'CREATE PAGE (STEP 2 OF 2) >' button, and a 'LOG OUT' link is visible below it. The background of the page shows a group of young women smiling.

Personalize Your Page

Way to go! You've created your own fundraising page. With a few small improvements, you will have an all-star page!

Complete your page with the 4 "S" steps:

1. Selfie (Profile Picture)
2. Story
3. Share your page
4. Self-donate

Founders Day of Giving Fundraisers
09 OCT 2020

SEARCH LIZZIE

\$1,000 MY GOAL \$38.33 GIVEN \$961.67 STILL NEEDED Give Now Share

MY STORY

I've created this page because I want to make a difference. I'm inspired by the work of Alpha Phi Foundation and want to support them by fundraising for Founders Day of Giving.

Please help me help them by giving whatever you can using the 'Give Now' button. The more people that know about Alpha Phi Foundation, the greater their impact, so please also spread the word by sharing my page with your friends and family.

Thank you in advance for your generosity, it means a lot!

Post an update

PHOTO FITNESS

LIZZIE HINEMAN'S FUNDRA...

Edit this Supporter Page

Remember to post on Facebook

THANK YOU TOP SUPPORTERS

Lizzie Hineman \$38.33

FOUNDERS DAY OF GIVING FUNDRAISERS 09 OCT 2020

Visit this campaign

DONATIONS SUMMARY

Number of donations	1
Average donation	\$38.33
Donated so far	\$38.33

Personalize Your Page

Update your **Selfie!**

Hover over the page/profile photo square and a black rectangular button that reads *Update Page Photo* will appear.

Click the *Update Page Photo* button.

The screenshot shows a web browser window displaying a fundraising page for 'Founders Day of Giving Fundraisers'. The page features a main image of three women holding large balloons that spell '48'. Below the image is a progress bar showing a goal of \$1,000, with \$38.33 given and \$961.67 still needed. A 'Give Now' button and a 'Share' button are visible. The page includes a 'MY STORY' section with text about the fundraiser, a 'Post an update' form, and a 'DONATIONS SUMMARY' table. A green arrow points to a black button labeled 'Update Page Photo' that appears over the profile photo on the right side of the page.

everydayhero: Founders Day

fdog-fundraisers.everydayhero.com/us/pay-it-forward-with-lizzie-hineman

Founders Day of Giving Fundraisers
09 OCT 2020

SEARCH LIZZIE

Update Page Photo

LIZZIE HINEMAN'S FUNDRA...

MY STORY

I've created this page because I want to make a difference. I'm inspired by the work of Alpha Phi Foundation and want to support them by fundraising for Founders Day of Giving.

Please help me help them by giving whatever you can using the 'Give Now' button. The more people that know about Alpha Phi Foundation, the greater their impact, so please also spread the word by sharing my page with your friends and family.

Thank you in advance for your generosity, it means a lot!

Post an update

PHOTO FITNESS

THANK YOU TOP SUPPORTERS

Lizzie Hineman \$38.33

FOUNDERS DAY OF GIVING FUNDRAISERS
09 OCT 2020

Visit this campaign

DONATIONS SUMMARY

Number of donations	1
Average donation	\$38.33
Donated so far	\$38.33

https://fdog-fundraisers.everydayhero.com/us/pay-it-forward-with-lizzie-hineman/edit#edit-photo

Personalize Your Page

Update your **Selfie!**

Hover over the page/profile photo square and a black rectangular button that reads *Update Page Photo* will appear.

Click the *Update Page Photo* button.

In *Page Options*, find *Page Photo* and upload a selfie or other Alpha Phi photo.

PRO TIP: Fundraisers who upload a profile picture raise over 3x more on average than fundraisers who don't.

everydayhero: Founders Day

fdog-fundraisers.everydayhero.com/us/pay-it-forward-with-lizzie-hineman/edit

Page Options

Page Title Required: Lizzie Hineman's Fundraising Page

Goal (\$) Required: 1000.00

Fitness Goal (mi): 0

URL Required: pay-it-forward-with-lizzie-hineman
https://fdog-fundraisers.everydayhero.com/us/pay-it-forward-with-lizzie-hineman

My Story: I've created this page because I want to make a difference. I'm inspired by the work of Alpha Phi Foundation and want to support them by fundraising for Founders Day of Giving.

Page Photo: Upload

Expiration Date: 01 Nov 2020

Select a fund to support: Area of Greatest Need

Select a chapter: Gamma (DePauw)

Disable this page

Lizzie Hineman's Fundraising Page

ALPHA PHI FOUNDATION CHARITY

Personalize Your Page

Update your **Story!**

All pages will begin with the default story. This is great, but your supporters want to hear **YOUR** story, **YOUR** why.

Also in your *Page Options*, find *My Story* and share with your supporters why you chose to be a part of Founders Day of Giving and how Alpha Phi has impacted you and your sisters. Your genuine story is the most compelling of all!

PRO TIP: Fundraisers who tell people why they are fundraising raise over 4x more on average than those who don't.

everydayhero: Founders Day

fdog-fundraisers.everydayhero.com/us/pay-it-forward-with-lizzie-hineman/edit#edit-photo

Page Options

Page Title Required: Lizzie Hineman's Fundraising Page

Goal (\$) Required: 1000.00

Fitness Goal (mi): 0

URL Required: pay-it-forward-with-lizzie-hineman
https://fdog-fundraisers.everydayhero.com/us/pay-it-forward-with-lizzie-hineman

My Story

I've created this page because I want to make a difference. I'm inspired by the work of Alpha Phi Foundation and want to support them by fundraising for Founders Day of Giving.

Please help me help them by giving whatever you can using the 'Give Now' button. The more people that know about Alpha Phi Foundation, the greater their impact, so please also spread the word by sharing my page with your friends and family.

Thank you in advance for your generosity, it means a lot!

Why have you decided to work towards this cause?

Page Photo Upload

Expiration Date: 01 Nov 2020

Lizzie Hineman's Fundraising Page

ALPHA PHI FOUNDATION CHARITY

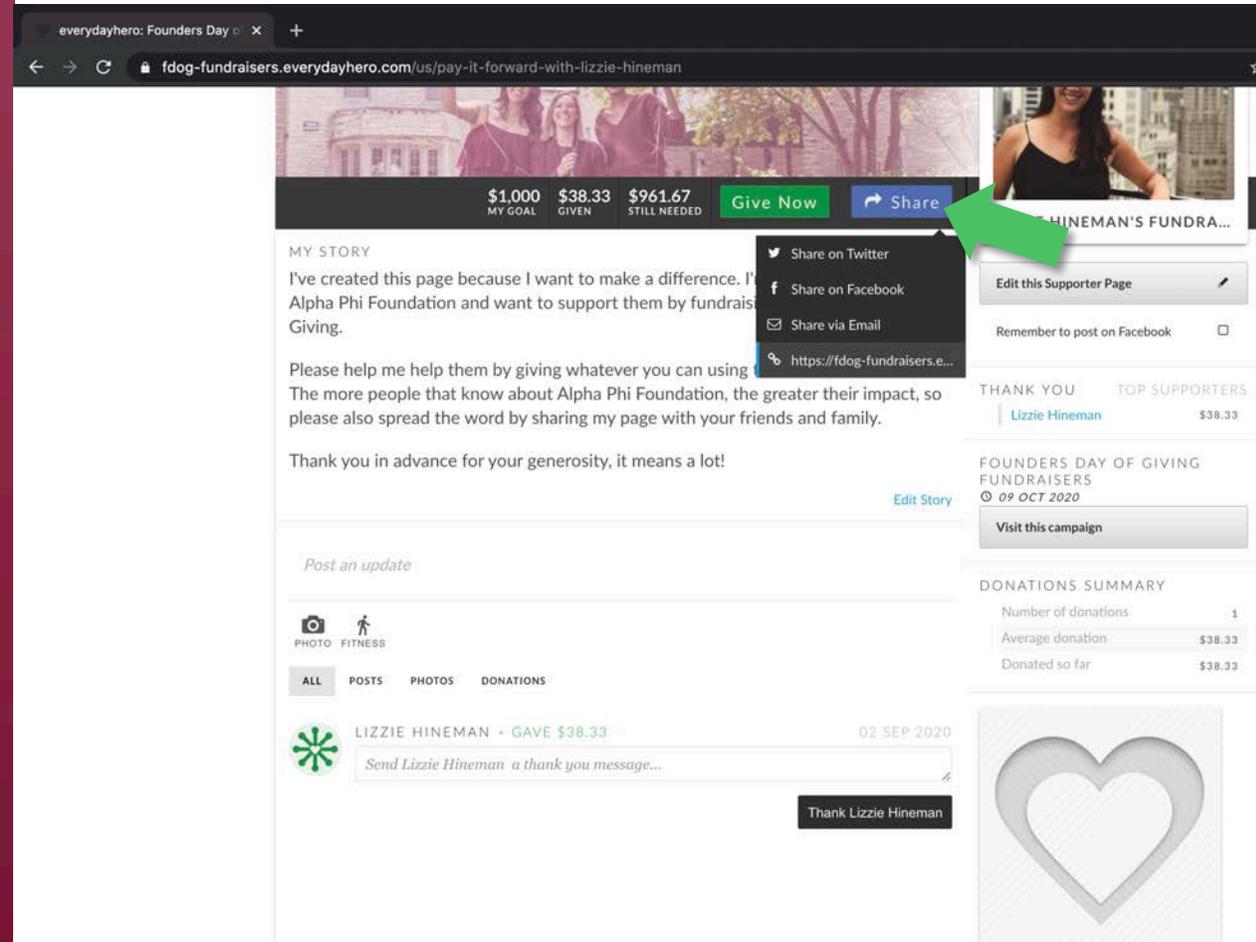
Personalize Your Page

Now that your page looks like you, it's time to **share** it with your networks!

From your fundraising page, click the *Share* button and choose one of the options.

Better yet, copy the URL link and paste it in your group text message with sisters or your Alpha Phi Facebook groups!

PRO TIP: The best way to get donations is to ask! Share your fundraising page via email and social media. The more you ask, the more donations you will receive!



The screenshot shows a fundraising page for 'LIZZIE HINEMAN'S FUNDRA...' on the website 'everydayhero.com'. The page features a progress bar at the top with the following statistics: MY GOAL \$1,000, GIVEN \$38.33, and STILL NEEDED \$961.67. There are 'Give Now' and 'Share' buttons. A green arrow points to the 'Share' button, which has a dropdown menu open showing options: 'Share on Twitter', 'Share on Facebook', 'Share via Email', and a URL 'https://fdog-fundraisers.e...'. Below the share menu, the 'MY STORY' section contains text: 'I've created this page because I want to make a difference. I'm part of Alpha Phi Foundation and want to support them by fundraising. Please help me help them by giving whatever you can using everydayhero.com. The more people that know about Alpha Phi Foundation, the greater their impact, so please also spread the word by sharing my page with your friends and family. Thank you in advance for your generosity, it means a lot!'. There is an 'Edit Story' link. Below the story is a 'Post an update' section with 'PHOTO' and 'FITNESS' icons. A 'DONATIONS SUMMARY' table is visible on the right side of the page:

DONATIONS SUMMARY	
Number of donations	1
Average donation	\$38.33
Donated so far	\$38.33

At the bottom, there is a 'THANK YOU' section with 'Lizzie Hineman' listed as a top supporter with a donation of \$38.33. A 'Send Lizzie Hineman a thank you message...' input field and a 'Thank Lizzie Hineman' button are also present.

Personalize Your Page

It's all happening! Get your fundraising started by **self-donating!**

From your fundraising page, click the *Give Now* button. This will take you to the donation page.

Self-donating is a great way to demonstrate your commitment to Alpha Phi Foundation and its mission.

PRO TIP: Want to get your donations flowing? We've found fundraisers who donate to their own page raise over 120% more on average.

everydayhero: Founders Day

fdog-fundraisers.everydayhero.com/us/pay-it-forward-with-lizzie-hineman

Founders Day of Giving Fundraisers

09 OCT 2020

SEARCH LIZZIE

\$1,000 MY GOAL **\$38.33** GIVEN **\$961.67** STILL NEEDED [Give Now](#) [Share](#)

LIZZIE HINEMAN'S FUNDRA...

[Edit this Supporter Page](#)

Remember to post on Facebook

THANK YOU **TOP SUPPORTERS**

Lizzie Hineman \$38.33

FOUNDERS DAY OF GIVING FUNDRAISERS
09 OCT 2020

[Visit this campaign](#)

DONATIONS SUMMARY

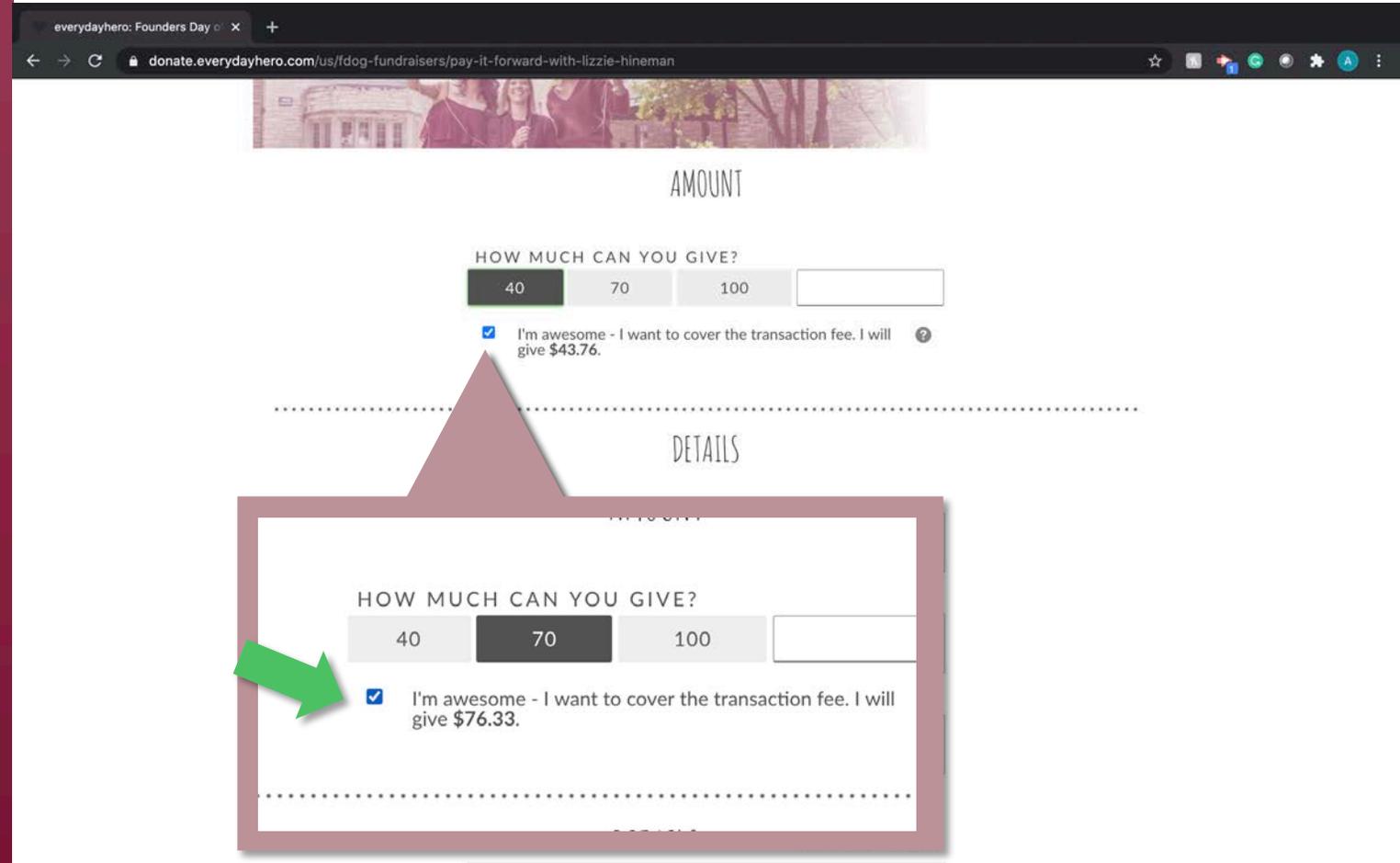
Number of donations:	1
Average donation:	\$38.33
Donated so far:	\$38.33

<https://donate.everydayhero.com/us/fdog-fundraisers/pay-it-forward-with-lizzie-hineman>

Donation Page FAQs

Why cover the transactions fees?

Every donation has a transaction fee deducted – by checking the option you'll cover that fee and Alpha Phi Foundation will receive 100% of your donation amount.

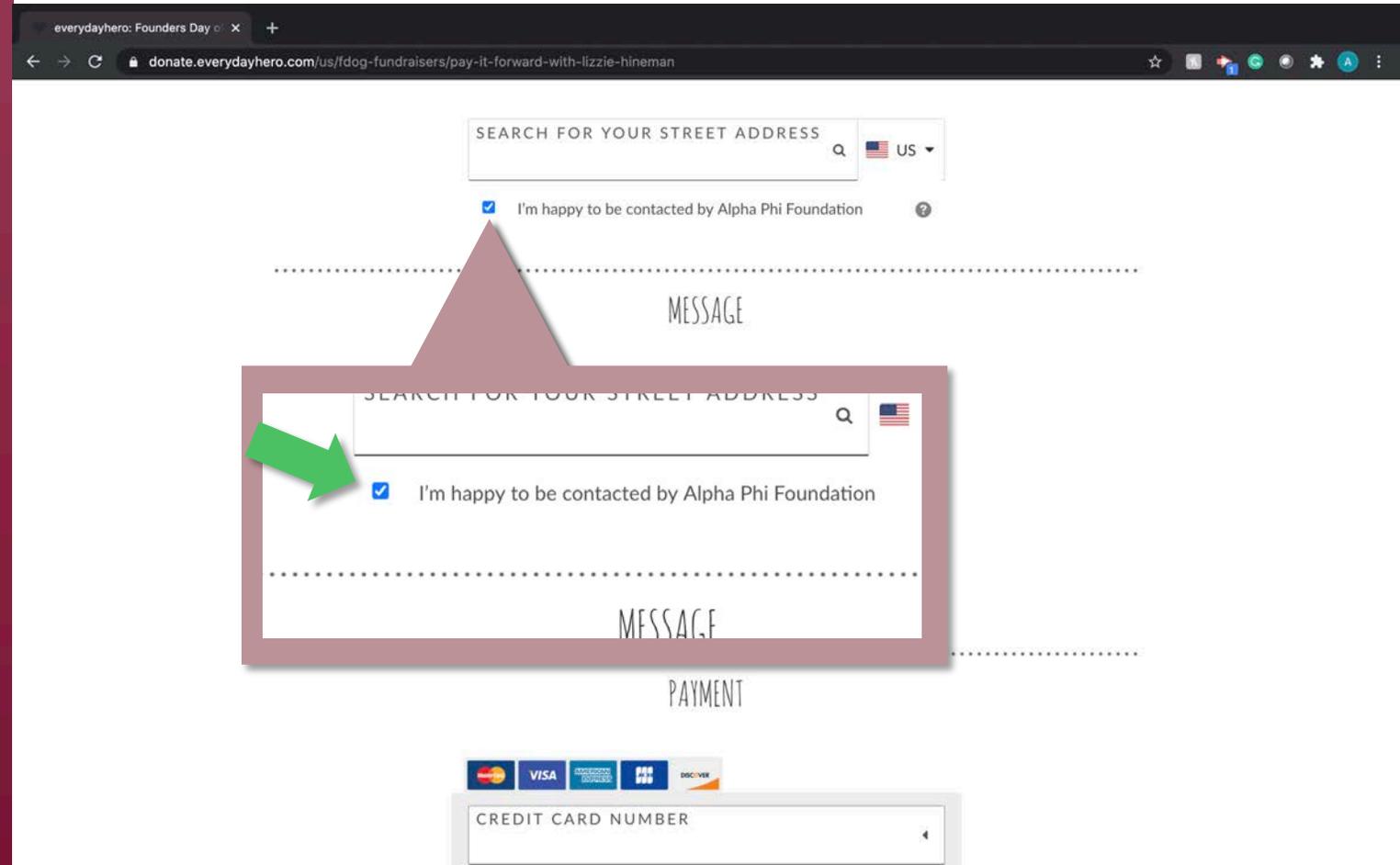


Donation Page FAQs

Why would Alpha Phi Foundation contact me?

Alpha Phi Foundation would like to contact you occasionally to let you know how your gifts have made an impact. If you are happy to hear more from us, checking will let us know.

We will not share your data and you can unsubscribe at any time.



The image shows a screenshot of a web browser displaying a donation page. The browser's address bar shows the URL: `donate.everydayhero.com/us/fdog-fundraisers/pay-it-forward-with-lizzie-hineman`. The page content includes a search bar labeled "SEARCH FOR YOUR STREET ADDRESS" with a magnifying glass icon and a dropdown menu set to "US". Below the search bar is a checkbox labeled "I'm happy to be contacted by Alpha Phi Foundation" which is checked. A green arrow points to this checkbox. Below the checkbox is a dotted line and the word "MESSAGE". Below "MESSAGE" is another identical search bar and checkbox section, also with the checkbox checked. Below this second section is another dotted line and the word "MESSAGE". Below "MESSAGE" is the word "PAYMENT". At the bottom of the page, there are logos for Mastercard, VISA, American Express, Discover, and Debit-Ver, followed by a text input field labeled "CREDIT CARD NUMBER".

Donation Page FAQs

Should I share my name and email with the fundraiser?

If you wish for your donation to remain anonymous to the fundraiser and the public view of the fundraising page, please uncheck the box.

Checking the box includes your name and email address in the donation notification email sent to the owner of the fundraising page

The screenshot shows a web browser window with the URL `donate.everydayhero.com/us/fdog-fundraisers/pay-it-forward-with-lizzie-hineman`. The page is titled "MESSAGE" and contains a search bar for a street address, a country dropdown set to "US", and a checked checkbox labeled "I'm happy to be contacted by Alpha Phi Foundation". Below this is a section titled "MESSAGE" with a text input field for "YOUR PUBLIC NAME (OPTIONAL)" containing "Lizzie Hineman" and a green checkmark. Below that is another text input field for "YOUR PUBLIC MESSAGE OF SUPPORT (OPTIONAL)" containing "AOE!". At the bottom of this section is a checked checkbox labeled "Share my name and email with Lizzie.". A red arrow points to this checkbox. Below the "MESSAGE" section is a section titled "PAYMENT" with a "MESSAGE" sub-section containing the same name and message fields as above. A red arrow also points to the "Share my name and email with Lizzie." checkbox in this section. A small inset window on the right shows a notification message.

Engage on your page

On your fundraising page, you can post updates, photos, and you can thank you donors!

Here are some tips:

1. Make sure you thank the people who donate to your fundraising page.
2. Post a photo of you and a donor to thank them for the memories and their support!
3. Post updates of your progress or of the Founders Day of Giving progress to keep the conversations and fun going!

The screenshot shows a fundraising page for the "FOUNDERS DAY OF GIVING FUNDRAISERS" on everydayhero.com. The page features a progress bar at the top with a goal of \$1,000, \$38.33 given, and \$961.67 still needed. A "Give Now" button and a "Share" button are visible. Below the progress bar, there is a "Thank you in advance for your generosity, it means a lot!" message. A "Post an update" section includes a text input field, a "PHOTO" icon, and a "FITNESS" icon. A donation summary table shows 1 donation with an average of \$38.33. A post from Lizzie Hineman, dated 02 SEP 2020, says "Thank you, Lizzie! You're my #1!". A "Thank Lizzie Hineman" button is below the post. The page also includes a "LEADERBOARDS" section with an "Add to Leaderboard" button. The footer contains "Powered by everydayhero", "Privacy Policy", "Terms and Conditions", and "Help".

Category	Value
MY GOAL	\$1,000
GIVEN	\$38.33
STILL NEEDED	\$961.67

DONATIONS SUMMARY	
Number of donations	1
Average donation	\$38.33
Donated so far	\$38.33

LEADERBOARDS	
A Leaderboard allows you to group, tally and keep track of the progress of other Supporters.	
Add to Leaderboard	+

Let's try it out!

FOUNDATION

Unique Scenarios

There are multiple fund initiators

- Scenario A: Each fund initiator has their own story that they would like to share and have separate networks of Alpha Phi sisters, friends and family.
 - Create separate fundraising pages and personalize to fit your interests.
- Scenario B: Fund initiators share a story for starting their fund and would like to share their shared story with their networks.
 - Create **one** fundraising page and share across your personal networks.
 - Name the fundraising page as the chapter name.

Unique Scenarios

Supporting a challenge and your fundraising page

- The 12 Founders Day of Giving Challenges are separate from your P2P fundraising page. To support both, you can give a separate gift to the challenge(s) of your choice while still encouraging your network to give to your fundraising page.

Unique Scenarios

Multiple fundraising pages for a single chapter leadership or scholarship fund

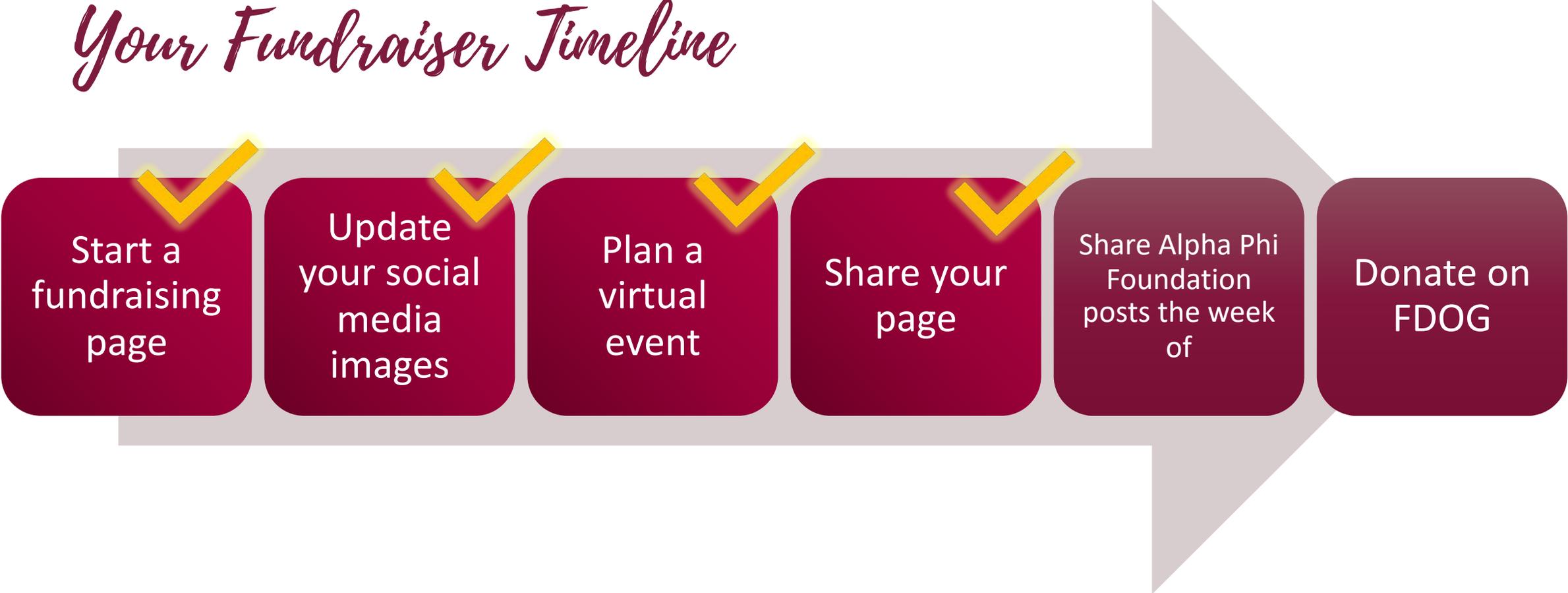
- This is great! When there are multiple sisters creating their own fundraising pages to support a single fund, that allows each sisters to share their own unique Alpha Phi story with their networks. When sisters create their own fundraising page and share it with their networks, our collective Founders Day of Giving efforts will reach a wider audience than before

Questions?

FOUNDATION

WHAT YOU CAN DO TODAY!

Your Fundraiser Timeline



Start a fundraising page

Update your social media images

Plan a virtual event

Share your page

Share Alpha Phi Foundation posts the week of

Donate on FDOG

Thank you!

Gabby Martinez

Manager of Annual Giving

gmartinez@alphaphifoundation.org

402.699.5014 (cell)

Linda Schnetzer

Major Gifts Officer

lschnetzer@alphaphifoundation.org

312.605.6092 (cell)

Lizzie Hineman

Marketing and Communications Manager

lhineman@alphaphifoundation.org

847.316.8949 (office)

Laura Keene Demmer

Major Gifts Officer

ldemmer@alphaphifoundation.org

303-475-5988 (cell)

FOUNDATION