



Peer-to-Peer Fundraising 101

September 10, 2020

FOUNDATION

The background of the entire image is a dense, repeating grid of small, semi-transparent photographs. These photos depict various groups of young women, presumably Alpha Phi members, in different settings: some are posing for group portraits, others are at social events, and some are in academic or professional contexts. The overall color palette of the collage is a range of reds, from deep maroon to bright, almost white highlights, creating a textured and celebratory backdrop.

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

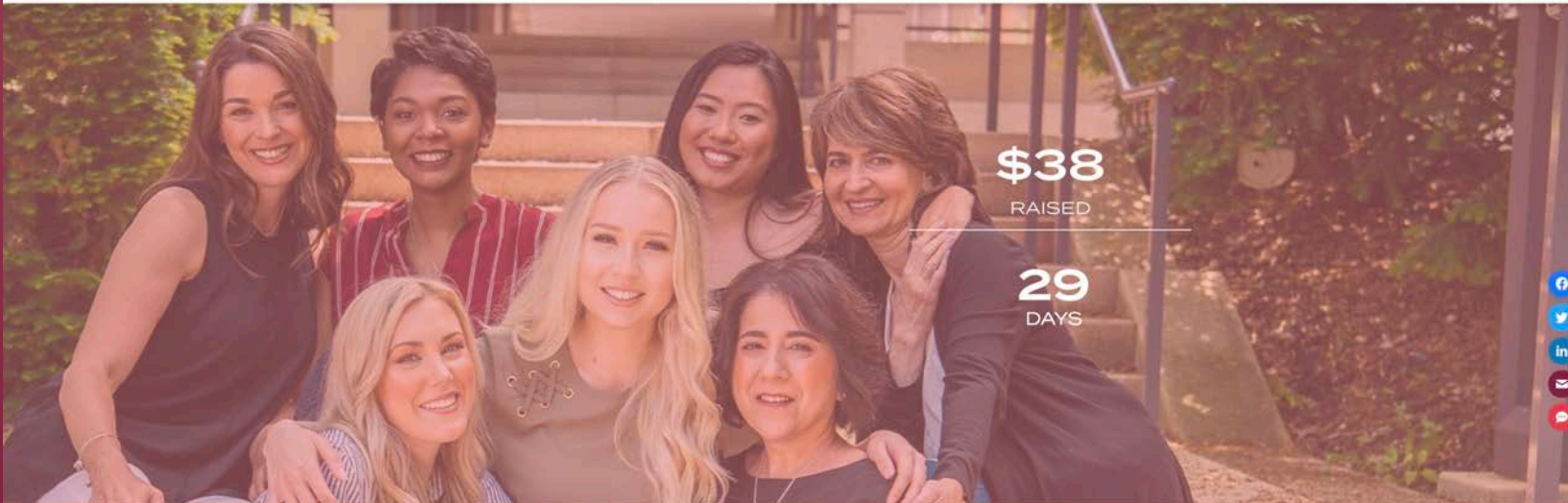
Alpha Phi Founders Day of Giving | X +

← → ↻ 🔒 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! [Timeline](#)

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.

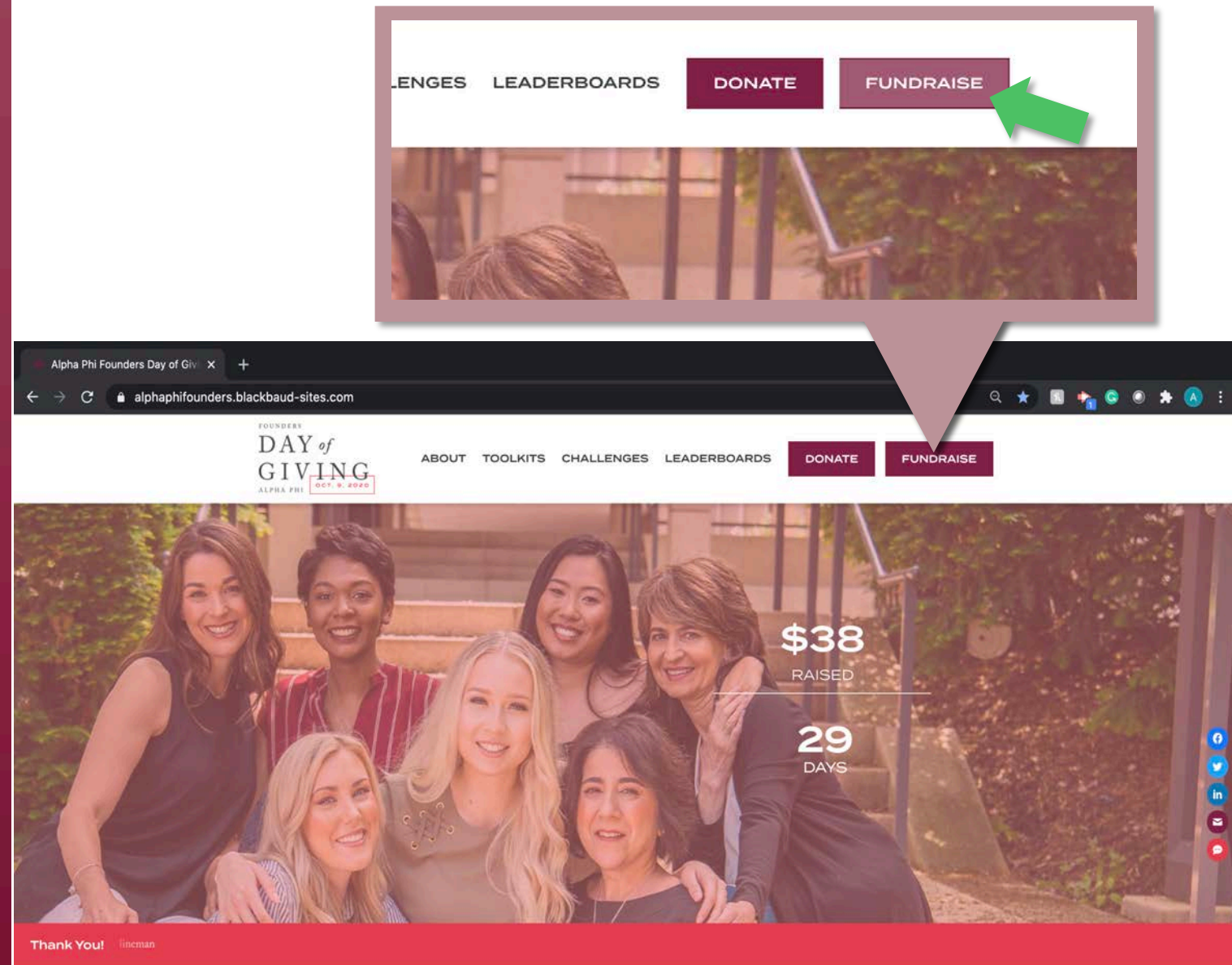
Together, we can pave the way for Alpha Phi to maintain its relevance as a premiere leadership organization while providing opportunities and programming for Alpha Phis to grow into leaders with the skills and heart to influence positive change.

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*.



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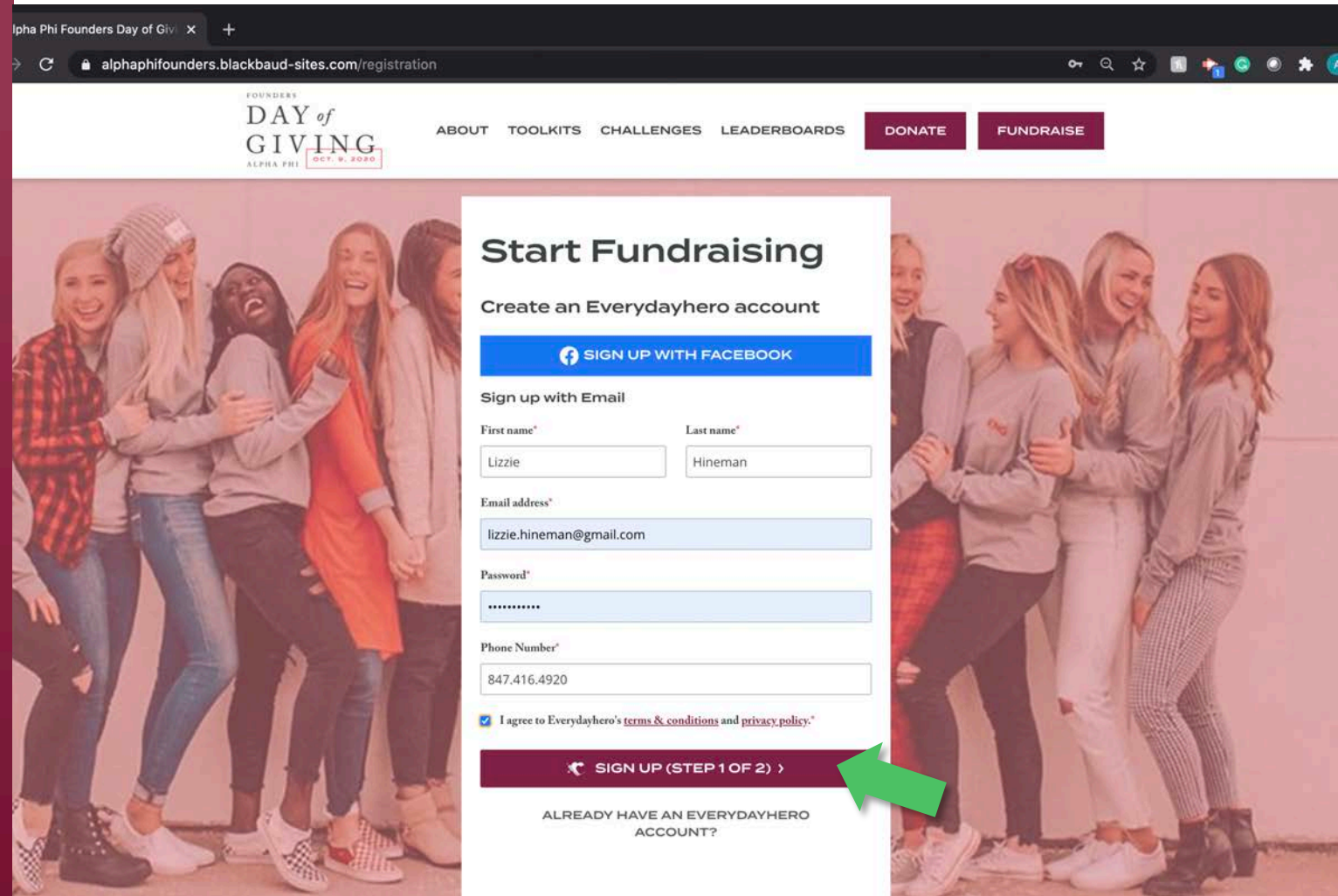
Go to the Founders Day of Giving site:
www.alphaphifoundation.org/founders

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?*



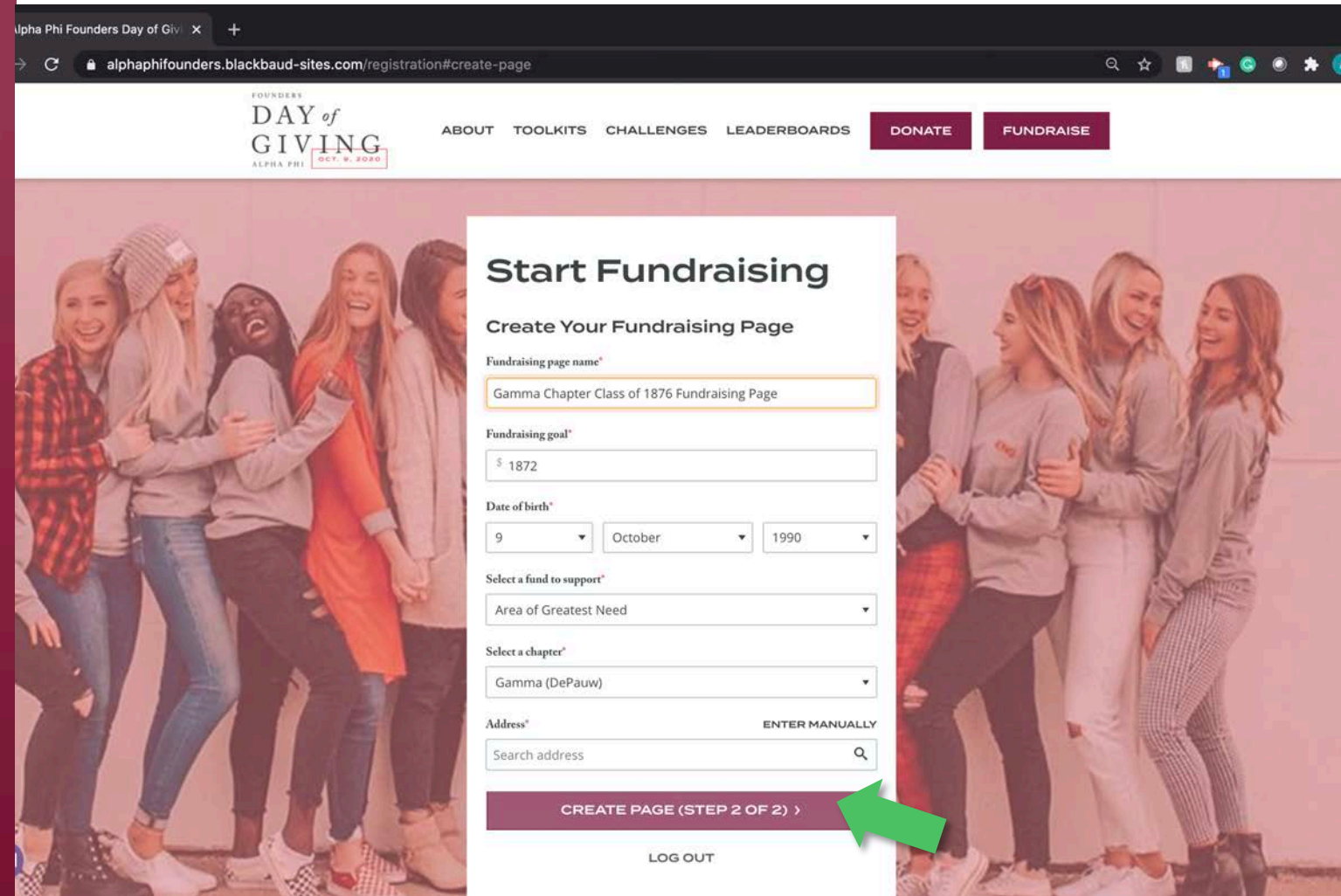
The screenshot shows a web browser window with the URL alphaphifounders.blackbaud-sites.com/registration. The page header includes the "FOUNDERS DAY of GIVING" logo, navigation links (ABOUT, TOOLKITS, CHALLENGES, LEADERBOARDS), and buttons for "DONATE" and "FUNDRAISE". The background features a group of young women posing together. A white registration form titled "Start Fundraising" is overlaid on the right side. The form includes a "SIGN UP WITH FACEBOOK" button, a "Sign up with Email" section with fields for First name (Lizzie), Last name (Hineman), Email address (lizzie.hineman@gmail.com), Password, and Phone Number (847.416.4920). A checkbox for "I agree to Everydayhero's terms & conditions and privacy policy." is checked. At the bottom of the form, a green arrow points to a button labeled "SIGN UP (STEP 1 OF 2) >". Below this button is a link for "ALREADY HAVE AN EVERYDAYHERO ACCOUNT?".

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 features a header with the "FOUNDERS DAY of GIVING" logo, navigation links for "ABOUT", "TOOLKITS", "CHALLENGES", and "LEADERBOARDS", and buttons for "DONATE" and "FUNDRAISE". The main content area is titled "Start Fundraising" and "Create Your Fundraising Page". It contains a form with the following fields: "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 bar and "ENTER MANUALLY" link). A green arrow points to the "CREATE PAGE (STEP 2 OF 2) >" button. A "LOG OUT" link is at the bottom.

Alpha Phi Founders Day of Giving

FOUNDERS DAY of GIVING
ALPHA PHI OCT. 9, 2020

ABOUT TOOLKITS CHALLENGES LEADERBOARDS

DONATE FUNDRAISE

Start Fundraising

Create Your Fundraising Page

Fundraising page name*

Gamma Chapter Class of 1876 Fundraising Page

Fundraising goal*

\$ 1872

Date of birth*

9 October 1990

Select a fund to support*

Area of Greatest Need

Select a chapter*

Gamma (DePauw)

Address* ENTER MANUALLY

Search address

CREATE PAGE (STEP 2 OF 2) >

LOG OUT

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

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!

[Edit Story](#)

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

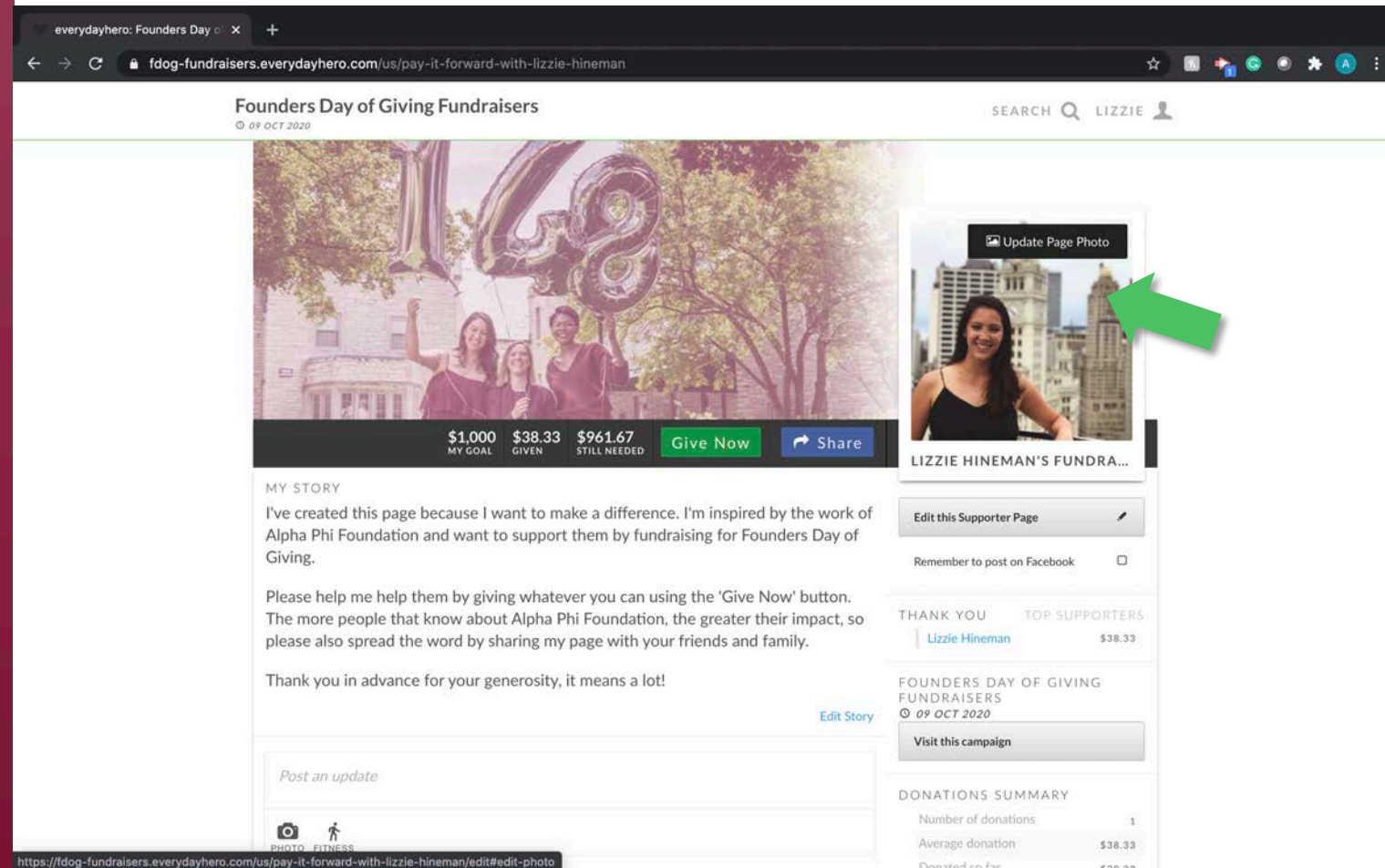
Number of donations	1
Average donation	\$38.33
Donated so far	\$38.33

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.



everydayhero: Founders Day of Giving Fundraisers

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!

[Edit Story](#)

[Post an update](#)

[PHOTO](#) [FITNESS](#)

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

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.

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 of Giving

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

Page Options

Lizzie Hineman's Fundraising Page

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

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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!

Page Photo: Upload

Expiration Date: 01 Nov 2020

ALPHA PHI FOUNDATION CHARITY

Why have you decided to work towards this cause?

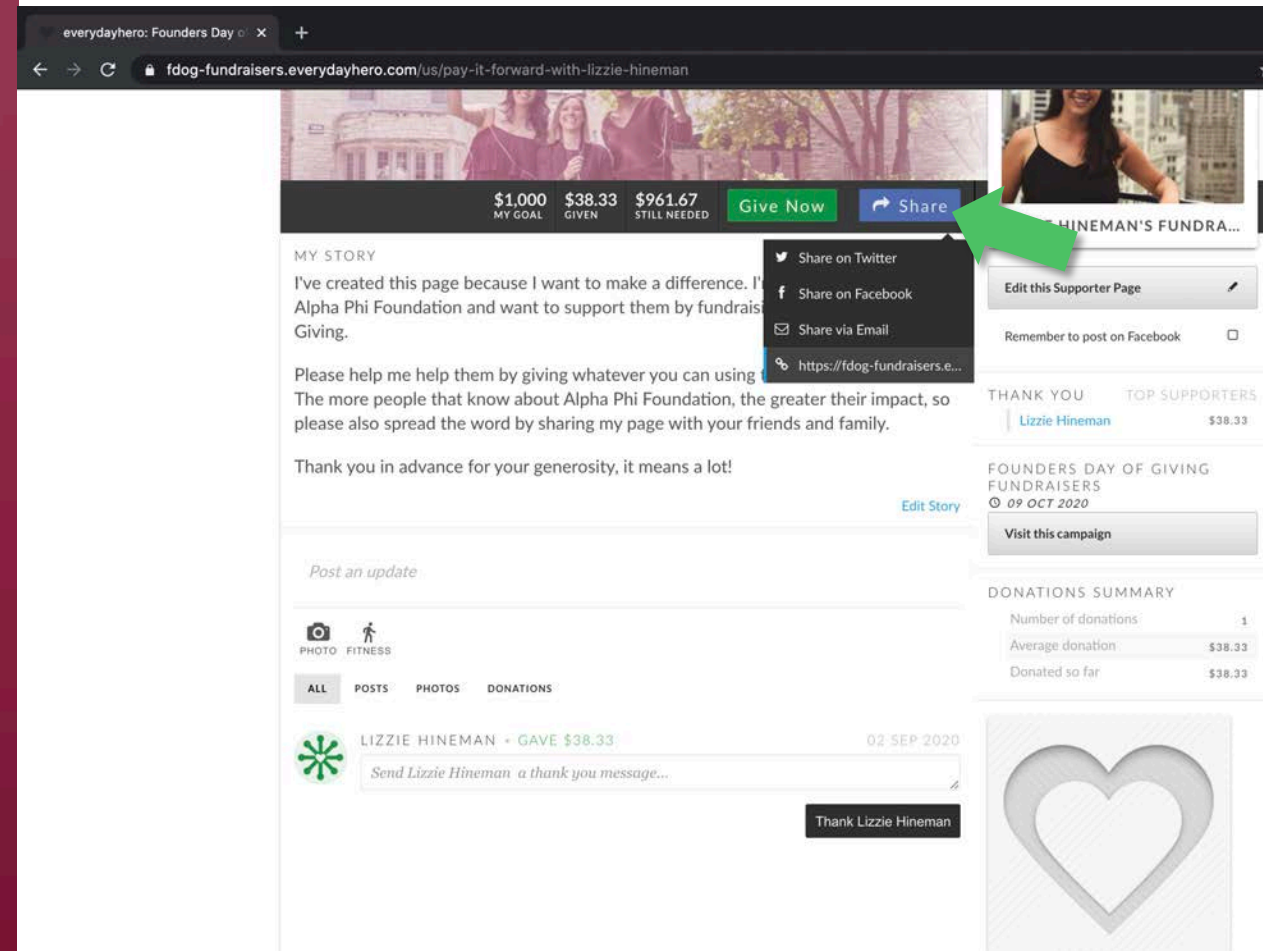
Personalize Your Page

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!



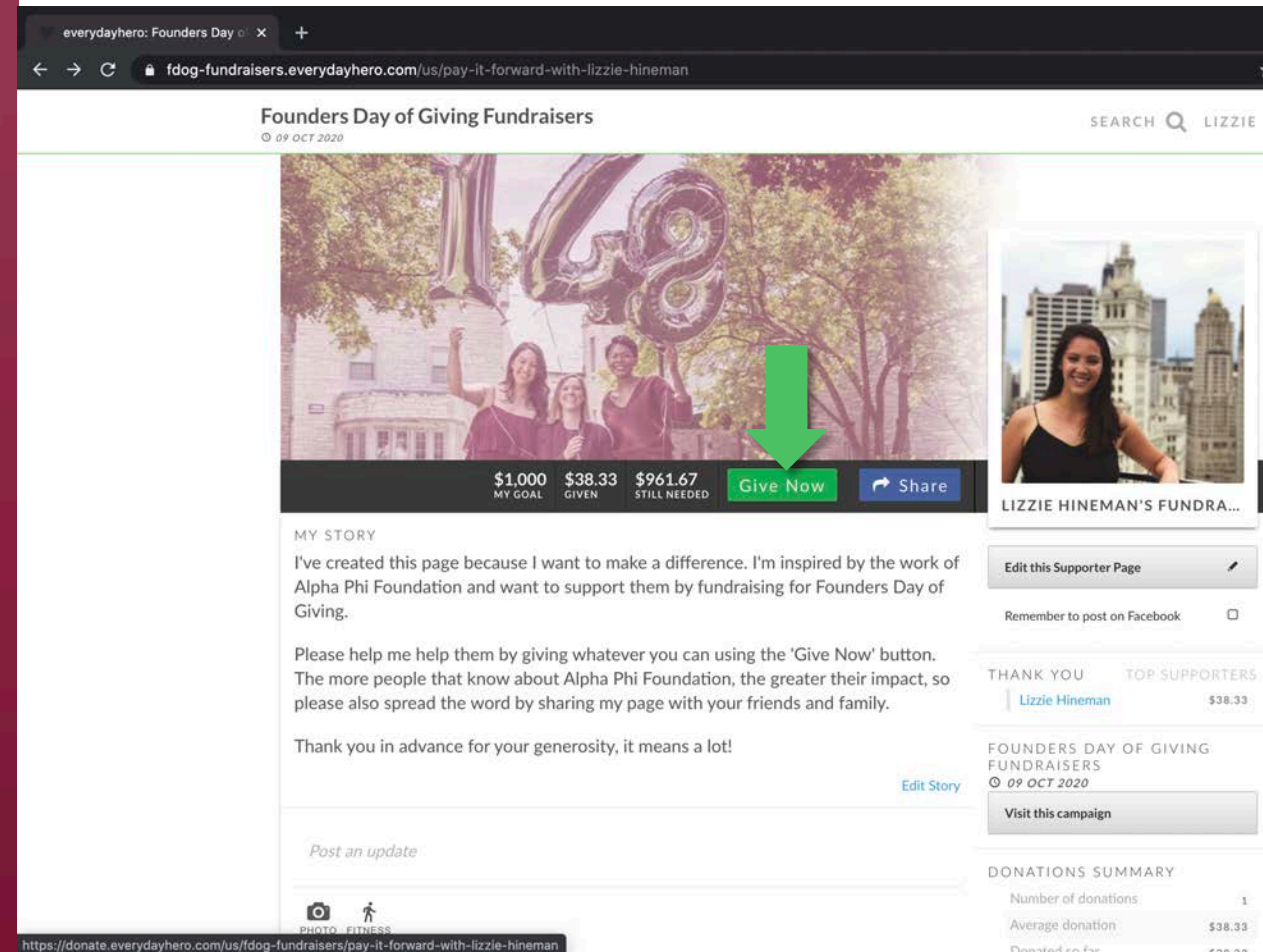
Personalize Your Page

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 of Giving Fundraisers

Founders Day of Giving Fundraisers
09 OCT 2020

SEARCH LIZZIE

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[Give Now](#) [Share](#)

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

[Edit Story](#)

[Post an update](#)

[Lizzie Hineman's Fundraiser](#)

[Edit this Supporter Page](#)

Remember to post on Facebook ☐

THANK YOU **TOP SUPPORTERS**
[Lizzie Hineman](#) \$38.33

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09 OCT 2020
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<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.

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 "AMOUNT" and "DETAILS".

AMOUNT SECTION:

HOW MUCH CAN YOU GIVE?

40 70 100

☒ I'm awesome - I want to cover the transaction fee. I will give \$43.76.

DETAILS SECTION:

HOW MUCH CAN YOU GIVE?

40 70 100

☒ I'm awesome - I want to cover the transaction fee. I will give \$76.33.

A green arrow points to the "70" button and the "I'm awesome" checkbox in the "DETAILS" section.

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 screenshot shows a web browser window with the URL `donate.everydayhero.com/us/fdog-fundraisers/pay-it-forward-with-lizzie-hineman`. The page features a search bar labeled "SEARCH FOR YOUR STREET ADDRESS" with a magnifying glass icon and a dropdown menu showing "US". Below this is a checkbox labeled "I'm happy to be contacted by Alpha Phi Foundation" which is checked. A green arrow points to this checkbox. The page is divided into sections by dotted lines, with labels "MESSAGE" and "PAYMENT" visible. At the bottom, there are logos for Mastercard, VISA, American Express, and Discover, followed by a 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

everydayhero: Founders Day

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

SEARCH FOR YOUR STREET ADDRESS

US

☒ I'm happy to be contacted by Alpha Phi Foundation

MESSAGE

YOUR PUBLIC NAME (OPTIONAL)
Lizzie Hineman

YOUR PUBLIC MESSAGE OF SUPPORT (OPTIONAL)
AOE!

☒ Share my name and email with Lizzie.

PAYMENT

MESSAGE

YOUR PUBLIC NAME (OPTIONAL)
Lizzie Hineman

YOUR PUBLIC MESSAGE OF SUPPORT (OPTIONAL)
AOE!

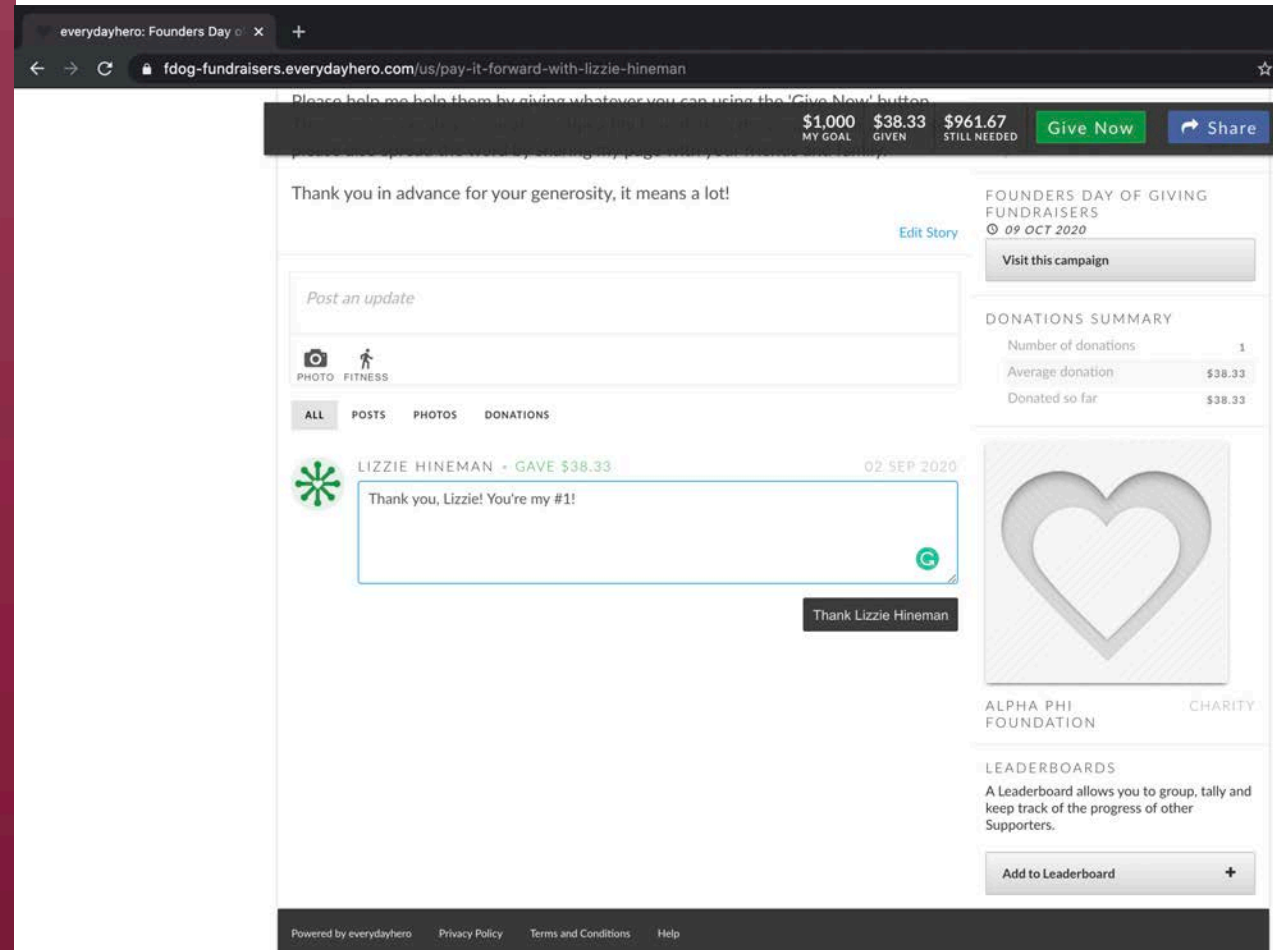
☒ Share my name and email with Lizzie.

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!





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!

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gmartinez@alphaphifoundation.org

402.699.5014 (cell)

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FOUNDATION