

A photograph of two young women standing outdoors, smiling broadly and celebrating. They are surrounded by a shower of colorful confetti. The woman on the left has long dark hair and is wearing a light-colored, floral-patterned dress. The woman on the right has long blonde hair and is wearing a denim vest over a light-colored top. The background is slightly blurred, showing some greenery and a building.

**#ALPHAPHI** *Gives*

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Peer-to-Peer Fundraising Toolkit

## Introduction

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As Alpha Phi Foundation continues to grow and expand our reach, we want to give you, our faithful donors, an easier way to raise money for the programs you care deeply about. Our expansion to our peer-to-peer giving platform, *#AlphaPhiGives*, could not be done without your assistance and we appreciate all your work. Your passion ensures our future and we are glad you are choosing Alpha Phi Foundation for your philanthropic efforts.

This toolkit will provide the guidance you need to harness the power of your philanthropy and show the impact made when *#AlphaPhiGives*.

*#AlphaPhiGives* is a peer-to-peer fundraising tool powered by JustGiving, the world's most trusted platform for online giving. Through *#AlphaPhiGives*, volunteer fundraisers can rally their Alpha Phi Sisters, family, and friends to support the Alpha Phi Foundation program closest to their heart.

Questions? Contact Dana Kuehn, Manager of Annual Giving, at [dkuehn@alphaphifoundation.org](mailto:dkuehn@alphaphifoundation.org).

# Getting Started

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## What is Peer-to-Peer Fundraising?

Peer-to-peer fundraising is a fundraising effort that relies on peers reaching out to each other on behalf of a cause. You've probably heard of crowdfunding. Well, peer-to-peer fundraising is a specific type of crowdfunding! Become a fundraiser and share your Alpha Phi story to inspire others to support our sisterhood and *enhance the lives of women*.

## Intrigued? Here's how to fundraise through #AlphaPhiGives:

### Step 1. Select an Existing Fund

Visit the [#AlphaPhiGives fundraising hub](#) to view all active campaigns.

From here, select our Annual Fund to support Alpha Phis all over the world, or select a Chapter Leadership Fund or Chapter Scholarship Fund if your chapter has an active fund.

### Step 2. Set Up Your JustGiving Account

Click on the "Start Fundraising" button on the fund of your choice and once again on the fund page.

Enter your information into the following fields and click "Sign up."

- a. First name
- b. Last name
- c. Email
- d. Create password

## Getting Started (continued)

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### Step 3. Claim Your Personal Page

Confirm the details of your fundraising page, including your selected fund and your fundraising URL.

Continue reading for answers to frequently asked questions about #AlphaPhiGives and peer-to-peer giving.

### Step 4. Start Fundraising!

#AlphaPhiGives allows you to raise money for Alpha Phi Foundation with the help of your friends, family, personal community, and network.

Here are some fun ideas to get you started!

- Host a birthday fundraiser.
- Celebrate your initiation date or Foundation milestones.
- Start a fundraiser in honor of a special Alpha Phi sister or advisor.
- Raise money for a chapter leadership or scholarship fund.

# Frequently Asked Questions

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## 1. What peer-to-peer platform powers #AlphaPhiGives?

#AlphaPhiGives is powered by JustGiving, a global online social giving platform.

## 2. Do I need to raise a certain amount?

There is no required or minimum fundraising goal through JustGiving. Every donor is able to send their own goal for their page.

## 3. What if I want to support a specific fund or project as an Ambassador?

Great! Within this toolkit are step-to-step instructions on how to create a campaign for the fund you want to support.

## 4. Can I personalize my page to include my own images and story?

Of course! We highly encourage you personalize your page with your own Alpha Phi story.

## 5. Will Alpha Phi Foundation know who donates to my page?

Yes, JustGiving links directly to our database so our team will know who has made a gift to your fundraising page.

## Frequently Asked Questions (continued)

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### 6. Can I fundraise multiple times through JustGiving?

JustGiving is up all year so you can run multiple pages throughout the year. We recommend having one page at a time.

### 7. How long should I run my campaign?

The length of your campaign is completely up to you, however our recommendation is no longer than a month. Make sure to utilize your page and update your donors.

### 8. Will I be able to see who donates?

Yes! You will be able to see who see who donates and send them a thank you email.

### 9. How do I start? Who do I reach out to?

Start with your network, share you why, and make it fun! Who do you already know? You can start by posting on social media, emailing your Alpha Phi sisters, and calling or texting friends and family.

# Communication Tips & Templates

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## Sharing Your Why

- Personalize your fundraising story with why you support Alpha Phi Foundation.
- Share a story about how you have been impacted by the program areas of the Foundation (e.g. receiving a scholarship, attending a Leadership Conference, etc.).
- Inspire Alpha Phi pride with your story so others will give.
- Be sure to include accurate and relevant information on Alpha Phi Foundation to properly educate on our work and what we fund.
- Visit Alpha Phi Foundation's website for more on our program areas, impact stories, and recent news.

## Phone Calls

Calling your friends and family is a great opportunity to let them know about your campaign. Get them excited about why you are raising funds and have your “elevator” speech prepared.

During your calls you can include:

- What is the significance of your fundraiser?
- Why are you passionate about supporting Alpha Phi Foundation through your fundraiser?
- Let your supporters know that their gift supports Alpha Phi Foundation and its five programs: Leadership Training and Programming, Scholarship, Women's Heart Health, Forget Me Not Grants, and Heritage.

# Communication Tips & Templates

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## Emails

Help build excitement by sending emails to your network. Here are some helpful tips:

- Most read their email on a phone or mobile device, so keep it short and sweet!
- Sharing why **YOU** give is the most compelling story of all!
- Pro tip: Make sure to check all your links work before sending it your friends and family.

## Sample Email

Dear <<**First Name**>>,

I am hosting an online fundraiser to support Alpha Phi Foundation on <<**Date**>>. Through this fundraiser, I have the opportunity to give back to an organization that has done so much for me! I support Alpha Phi Foundation because <<**List all the reasons you love and support Alpha Phi**>>.

Our gifts to Alpha Phi Foundation will advance women's lives through innovating leadership training and programming, life-changing scholarships, vital research and education initiatives for women's heart health, Forget Me Not Grants for our sisters in need, and heritage.

I hope you will consider making a gift - of any amount - during our fundraiser at <<**Campaign Link**>>.

Loyally, <<**Your Name**>>

# Communication Tips & Templates

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## Social Media

You have the network to make your campaign even more successful!  
You can support your campaign through social.

Here are some helpful tips:

- Lead by example and make your own gift first. This is the most powerful way to demonstrate your support. Afterwards, ask others to join you in giving.
- Sharing why you give is the most compelling of all!
- Always include the link to the fundraiser in your posts.
- If someone in your network shares that they donated on social media, thank them with a post, reply, or comment.
- Videos, pictures, and links before best on social media. Consider making a short video, sharing a selfie with a note about why you giving, or posting a photo of a fond Alpha Phi memory.

# Communication Tips & Templates

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## Thank You and Recognition Tools

### Email

Dear <<First Name/Family Member>>,

Thank you so much for supporting Alpha Phi Foundation with your \$<<X>> gift to my fundraiser on #AlphaPhiGives! Your donation means so much to me and makes the mission of advancing womens lives through the power of philanthropy possible. Thank you again!

### Text

Hey <<First Name/Family Member>>,

Thank you so much for your gift of \$<<X>> to Alpha Phi Foundation through my fundraiser on #AlphaPhiGives! I am proud to be an Alpha Phi and raising money for Alpha Phi Foundation ensures collegiate members will have a great experience.

## Additional Resources

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### Need more guidance?

Contact Dana Kuehn, Manager of Annual Giving, at [dkuehn@alphaphifoundation.org](mailto:dkuehn@alphaphifoundation.org) and we will be happy to give you guidance and a pep talk if needed!