

Peer-to-Peer Fundraising Toolkit



You deserve to be loved.

iwantrest.com | lisa@iwantrest.com | (206) 550-0163

Welcome Fundraising Friend!

Introduction

Thank you for supporting our mission to make a profound impact on the lives of sex trafficking victims and survivors. With your help, we can contribute to RESToring Freedom, Safety, and Hope for those facing unimaginable challenges.

We're grateful for your unwavering support and excited that you've chosen to become a fundraiser on our behalf. Your partnership, in supporting our shared cause, takes it to the next level by introducing us to your friends and family.

We've created this toolkit to ensure you're equipped with the right tools, tips, and tricks, serving as your comprehensive guide to a successful peer-to-peer fundraising campaign. Thank you for being an essential part of our mission. Together, we can make a lasting difference.

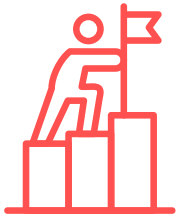


Setting Up Your Fundraising Campaign

Getting Started

- **Set Your Goal:**

- Define a realistic fundraising goal that aligns with your network's capacity and willingness to contribute.
- Consider the impact: What could your fundraising achieve in terms of providing resources, support, and empowerment?



- **Create Your Personalized Campaign Page:**

- Tell your friends and family why this cause matters to you and the difference your supporters can make.
- Feel free to add videos and images to connect with potential donors emotionally.

PRO TIP: To jumpstart your campaign, be the first one to donate! Showcasing that you're not only a supporter but also a donor will encourage your network to give.

Spread the Word

- **Social Media Blitz:**

- If you want, you can develop a content calendar to share engaging posts or videos leading up to and during your campaign.
- Utilize our provided graphics and messaging to maintain a consistent and impactful online presence.



- **Email Outreach:**

- Send emails (optional email templates on pages 7-11) to share your story and encourage your friends and family to join you in supporting your fundraiser.
 - Things you can include statistics, success stories, and the tangible impact their contribution can make. (Resources on page 13).
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Ideas for Your Fundraising Campaign

Engage Your Community _____

- **Host Virtual Events:**

- Organize online events like webinars, Q&A sessions, or virtual hangouts to create a sense of community among your supporters.
- Use these events to share information about sex trafficking, our mission, and the progress we've made together.



- **Challenge Your Network:**

- Set up challenges or milestones tied to donations to create friendly competition and boost engagement.
- Encourage participants to share their accomplishments on social media, spreading awareness and inspiring others to contribute.

PRO TIP: Reach out personally to a select few close family and friends as you announce your campaign, as their support can encourage others in your network to contribute.

Recognition & Appreciation _____

- **Celebrate Milestones:**

- Acknowledge and celebrate milestones reached throughout your campaign.
- Share updates on the impact of the funds raised, thanking your supporters for their contributions.



- **Personal Thank You's:**

- Send personalized thank-you messages to donors, expressing gratitude for their generosity.
 - Consider featuring some of these messages on your campaign page to showcase the collective effort.
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Fundraising Best Practices



Communication _____

- If you are able, we recommend communicating with your network during these key milestones of your fundraising campaign:

1. Campaign launch
2. Midway goal
3. Final push
4. Campaign end or goal reached
5. Thank you

- An easy way to maintain momentum with one to two social posts and a weekly email between milestone communications.
- During the final push, it is a good idea to increase social posts to a few a day (again only if this is doable for you).
- Also, you can plan your communications ahead using tools like Google Calendar or Sheets for a stress-free and effective campaign.



Ready, Set, Fundraise! _____

Now that you've learned all the fundraising tips, tricks, and best practices, it's time to jump into it with confidence!

On the next pages, we've included pre-written communications for you to use at every major campaign milestone, along with a suggested campaign communication timeline to make fundraising as easy as pie.

Copy, paste, personalize, and start fundraising. Happy fundraising!

Campaign Communication Timeline

CAMPAIGN LAUNCH

Send this message immediately after setting up your fundraising page. The announcement is to inform your online network (IRL & social media friends, family, peers, colleagues, neighbors) that you've committed to raising funds for a cause close to your heart and need their help. Spread the word to everyone you know to help reach your fundraising goals. The key is to share, share, share!

MIDWAY GOAL

Send this message when you're halfway to meeting your fundraising goal. The purpose of this midway announcement is to share that you're halfway to meeting your fundraising goals and still need help to get to the finish line. The tone should be excited, motivating your network to help you reach your goals.

LAST PUSH

Send this message one (1) day before the fundraiser ends. The purpose is to inform your network that time is running out, and they can help you reach your goals by donating and/or sharing your fundraiser with their network. These messages create a sense of urgency with a time-sensitive deadline, so your network knows they only have a little time left to help you reach your goals.

GOAL REACHED OR CAMPAIGN END

Send this message when the campaign ends or you've hit your goal. The purpose of this is to let your network know that the campaign has ended and/or you've reached your fundraising goals. The tone should be congratulatory and should thank your network for their contributions of donations/shares. This is also a great way to share the impact of their support.

THANK YOU

Send this message one (1) week after the campaign has ended. The purpose is to express gratitude to everyone who supported you in reaching your fundraising goals with a personal message.



Campaign Launch

Email

Subject: Join Me in Making a Difference!

Dear [Friend/Family's Name],

I hope this message finds you well. I am excited to share that I've embarked on a journey to support an important cause that is close to my heart. I've started a fundraising campaign for REST, and I'm reaching out to invite you to join me in making a positive impact.

I'm committed to raising [\$Goal] which will help expand pathways to freedom, safety, and hope for sex trafficking victims and survivors. Every donation, large or small, makes a difference and moves REST closer to ending sex trafficking.

Are you down to make a lasting impact? Please visit my fundraising page at [URL] and make a donation today! If you want to make an even larger impact, you can sign on as a supporter, too, and create a fundraising site [Link to Campaign Site Landing Page] of your own, set your personal fundraising goal, and start spreading the news! Can't donate or become a supporter? No worries. Please consider forwarding this email to your friends and family to get the word out.

Your support means the world to me, and together, we can make a difference. Thank you for considering joining me on this meaningful journey.

Warm regards,
[Your Name]

X/TWITTER

Hey friends, I've signed on to help @REST_Seattle raise funds to help them [Project/Goal]. Help make a lasting impact by donating today: [shortlink] #iwantrest [and/or specific campaign hashtag]

FACEBOOK

Hey friends, I've signed on to help @RESTSeattle raise funds to help them [Project/Goal]. Are you down to help make a lasting impact? Please share with your friends and family and donate today: [shortlink] #iwantrest [and/or specific campaign hashtag]

INSTAGRAM

Hey friends, I've signed on to help @rest_seattle raise funds to help them [Project/Goal]. Are you down to help make a lasting impact? Please share with your friends and family and donate today: [shortlink] #iwantrest [and/or specific campaign hashtag]

TEXT

[Name], I've signed on to help REST raise \$XX for their [Goal/Project]. Please help by donating today: [shortlink]

Midway Goal

Email

Subject: Milestone Unlocked: Thanks to You!

Dear [Friend/Family's Name],

I'm thrilled to share some exciting news! Thanks to everyone's generous support, we've reached the midway point of our fundraising goal for REST. This contribution has made a significant impact, and I'm genuinely grateful for everyone's belief in this cause.

All the money raised will help REST expand more pathways to freedom, safety, and hope for sex trafficking victims and survivors. Pretty awesome, right?

As we continue our journey, I invite you to keep the momentum going. Let's achieve even more together!

Will you help me move the needle forward with a donation? Visit my fundraising page [insert link] to see our progress and contribute if you can. Every bit counts toward making a lasting impact.

Thank you for being a part of this incredible journey.

In appreciation,
[Your Name]

X/TWITTER

Ohhh, we're halfway there—only \$XX more to go to meet my fundraising goal to help @REST_Seattle [Project/ Goal]. Please help me move the needle forward by donating today: [shortlink] #iwantrest [and/or specific campaign hashtag]

FACEBOOK

Ohhh, we're halfway there—only \$XX more to go to meet my fundraising goal to help @RESTSeattle [Project/Goal]. Help me get all the way there and share/donate today: [shortlink] #iwantrest [and/or specific campaign hashtag]

INSTAGRAM

Ohhh, we're halfway there—only \$XX more to go to meet my fundraising goal to help @rest_seattle [Project/Goal]. Help me get all the way there and share/donate today: [shortlink] #iwantrest [and/or specific campaign hashtag]

TEXT

[Name], guess what? I'm halfway to meeting my fundraising goals for REST! Please help by donating today: [shortlink]

Last Push

Email

Subject: Final Days - Let's Finish Strong!

Dear [Friend/Family's Name],

I hope this message finds you well. We're in the final stretch of my fundraising campaign for REST, and I wanted to reach out one last time to ask for your support.

Believe it or not, I've raised [Amount Raised] for REST to help expand pathways to freedom, safety, and hope for sex trafficking victim and survivors. I'm only [\$XX] away from reaching my fundraising goal. If you haven't donated yet, please consider making a donation before the campaign ends [insert link]!

If you've already donated, consider one more gift: share this link campaign with your family, friends, and social networks. Imagine how much more can be accomplished if everyone joins in. Let's do it!

Thank you for being a part of this journey.

,
[Your Name]

X/TWITTER

I've already raised \$XX to help @REST_Seattle reach its fundraising goals! There's only one day left and I need your help. Donate now! [shortlink] #iwantrest [and/or specific campaign hashtag]

FACEBOOK

I've already raised \$XX to help @RESTSeattle reach its fundraising goals! There's only one day left and I need your help. Share/donate now! [shortlink] #iwantrest [and/or specific campaign hashtag]

INSTAGRAM

I've already raised \$XX to help @rest_seattle reach its fundraising goals! There's only one day left and I need your help. Share/donate now! [shortlink] #iwantrest [and/or specific campaign hashtag]

TEXT

[Name], I've already raised \$XX to help REST and my goal is almost reached. There's one day left and I need your help. Donate now! [shortlink]

Goal Reached or Campaign End

Email _____

SUBJECT LINE: We did it!

[Name], with your help and support, I raised [\$XX] for REST! I can't thank you enough.

Your contribution means the world to me, and it will significantly impact REST's ability to expand pathways to freedom, safety, and hope for sex trafficking victims and survivors – a substantial accomplishment.

I truly hope you recognize the positive impact your generosity will have, as I am deeply grateful for your support.

Looking forward, I aspire to continue aiding organizations like REST in reaching their fundraising milestones. Changing the world is a gradual process, and I am grateful we were able to contribute to this cause together. Until our next endeavor!

With sincere thanks,
[Your Name]

X/TWITTER

We did it! Thank you to all who helped me reach my fundraising goal of \$XX for @REST_Seattle. I'm thrilled we were able to make a difference together. Look at what we achieved: [shortlink] #iwantrest [and/or specific campaign hashtag]

FACEBOOK

We did it! Thank you to all who helped me reach my fundraising goal of \$XX for @RESTSeattle. World change happens one person at a time, so I'm thrilled we were able to make a difference together. Look at what we did: [shortlink] #iwantrest [and/or specific campaign hashtag]

INSTAGRAM

We did it! Thank you to all who helped me reach my fundraising goal of \$XX for @rest_seattle. World change happens one person at a time, so I'm thrilled we were able to make a difference together. Look at what we did: [shortlink] #iwantrest [and/or specific campaign hashtag]

TEXT

[Name], thank you! I've reached my fundraising goal of \$XX for REST. I'm thrilled we could make a difference together. Look at what we did: [shortlink].

Thank You

Email _____

Subject: Heartfelt Thanks for Your Support!

Dear [Recipient's Name],

I am overwhelmed with gratitude as I write this message. Thanks to your support, I met my fundraising goal of \$XX for REST. They're now one step closer to achieving their mission of ending sex trafficking.

It was awesome having my friends and family team up to raise money for such a worthy cause! Hitting our goal shows how strong social fundraising can be when we all pitch in.

Your generosity is not just a contribution; it's a beacon of hope for those who need it most. Big thanks for your part—you rocked it!

I sincerely hope you take pride in the positive impact you've made. Looking forward to creating more fundraising magic together in the future.

With deep gratitude,
[Your Name]

Social Media Specs

Facebook

- **Image size: 1080 px x 1350 px**
 - Multiple placements are available for your image posts on and off your Timeline. You can check the detailed [recommended sizes here](#).
 - Facebook will auto-crop or resize when you exceed limits, so always test your image.

Twitter

- **Image size: 1600 px x 900 px**
 - Minimum size: 600 by 335 pixels
 - Supported formats: GIF, JPG, and PNG
 - The maximum file size is 5 MB for images and GIFs on mobile and 15 MB on the web.
 - X /Twitter will crop and resize based on the image you use.

Instagram

- **Image sizes:**
 - **1080 px x 1080 px (square)**
 - **1080 px x 566 px (landscape)**
 - **1080 px x 1350 px (portrait)**
 - 1080 px is your limit – anything over, and you'll have to crop your image.
 - Always remember how it looks on mobile is more important than on desktop.

PRO TIP: We recommend using square and vertical formats when posting on Facebook and Instagram. This maximizes the space you take up in the feeds, as most people use their phones to browse through these channels.



Resources

REST Resources

- [2023 Impact Report](#)
- [Book and Film Resources](#)
- [Destiny's Survivor Story](#)
- [Brooklyn's Survivor Story](#)
- [Newsroom](#)

Additional Resources

- [U.S. Department of State Human Trafficking Information](#)
- [Bureau of Justice Human Trafficking Statistics](#)
- [National Human Trafficking Hotline Statistics: Washington](#)
- [Washington State Department of Commerce: Human Trafficking Data](#)

