

## Set Yourself up for Success with Peer-to-peer Fundraising

### Webinar Handout

**KNOW YOUR SUPPORTERS:** Think about which supporters or groups of supporters you could ask to be peer-to-peer fundraisers for your organization.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**KNOW YOUR ORGANIZATION:** Which peer-to-peer fundraising ideas seem like a good fit for your organization? Think about X, Y, and Z.

- Birthdays, Weddings & Special Events
- Board, Staff, & Volunteer campaigns
- Corporate & Community Partners
- Third Party Events
- Time-bound or Project-specific Campaigns

Ideas:

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Starting a new fundraising initiative can be intimidating.

**We're here to help!**

Use this worksheet to brainstorm campaign and outreach ideas and build out an action plan to reach your fundraising goals.

**ACTION STEPS:** Put your fundraising plans into action. Identify three key outcomes – either internal or external goals – that you would like to accomplish with a Peer-to-peer fundraising program over the next year. Next to each key outcome, identify the steps you will take in order to make these a reality.

\*Key Result

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Action Steps:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

\*Key Result

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1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

\*Key Result

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Action Steps:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_