

PREPARING YOUR PEER-TO-PEER CAMPAIGN

Building Your Case

What made you decide to make your first gift? _____

What made you decide to join the Board of Directors? _____

What do you wish everyone knew about this cause? _____

Why do you enjoy giving to our organization? _____

What is your favorite program or service to donate to? _____

How do you feel after making a gift to our organization? _____

Since you've been supporting this cause, is there a moment that stands out to you where you truly felt your impact? _____

Planning Your Goals

What is your overall fundraising financial goal? _____

How many donors will you solicit? _____

How many new donors will you solicit? _____

Building Your Toolkit

How do you plan to communicate with your potential donors?

- Email
- Social Media
- Telephone
- Other: _____

I plan to have a fundraising page for Giving Tuesday and will need:

- Photos
- Social Media templates
- Email templates
- Contact Information for my prospects/donors
- Story (build compelling copy from the first page)
- Other: _____

Identifying Your Campaign Prospects

(Use guideline on next page to help you identify potential donors to your campaign. List names and/or sources of names)

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

YOUR CENTER OF INFLUENCE

