



## Creating Your Peer-to-Peer Campaign

**Welcome!** We are delighted, excited and grateful that you have decided to join one of our Campaigns. As a Campaigner, all we ask is that you share your story and let people know why PRASAD and the work we do matters to you. When you do this, you will help PRASAD

- Raise Awareness
- Meet new people
- Raise Funds

When you tell your story to your network – friends, family, co-workers, etc. – they will listen and be inspired. And, the best part is, pretty much every action you take to be successful in your campaign will achieve all three goals. It's that simple.

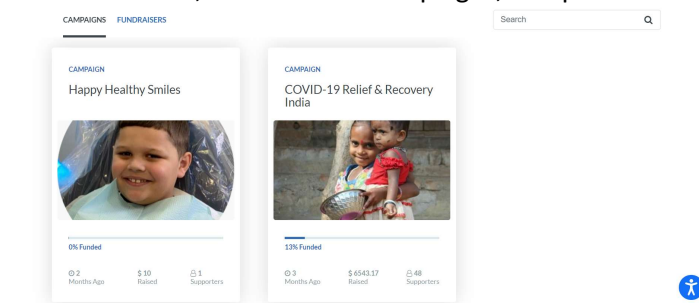
## How It Works

PRASAD has set up a home page on Donately, on which you will find our campaigns. We are asking people like you to support our campaigns by setting up your own peer to peer campaign by following these simple steps:

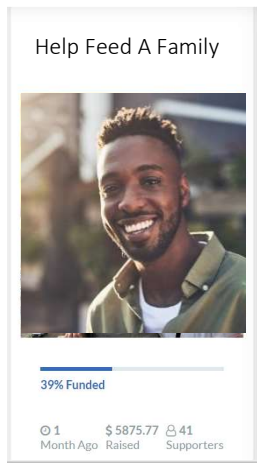
1. Set up your own fundraising page on Donately (instructions below)
2. Send an email to your network asking them to support your campaign (sample below)
3. Post on social media about your campaign
  - Share your page directly from Donately with the “Share” button
  - Post your progress with the link to your fundraising page (we'll provide images and sample posts)
4. Encourage others to set up their own fundraising pages!

### 1. Set Up Your Own Fundraising Page

- Go to our [campaign home page](#)
- Scroll down, click into our campaigns, and pick one to support



- Click into other's fundraiser pages in your chosen campaign – this is what your fundraising page will look like



**Why I'm Doing This** is YOUR story – why PRASAD's work matters to you; the reason you are raising funds for PRASAD

**What I'm Raising Money For** is PRASAD's story – our main campaign page

- Decide on YOUR story – (see below for tips)
- Decide how much you think you'd like to raise, including the amount you will contribute
- Build your page – click the “Start A Fundraiser” button on your chosen campaign page - it will take 2 minutes



- Make the first donation to your page – yours!

## Tips for Building Your Fundraising Page

To build your page you will need

- Your name
- Your email
- A title for your campaign
- A description – this is YOUR story
- A fundraising goal
- An image – it's best if it's of yourself, to help friends identify that it's your campaign

## Here are some pointers:

- Title – simple, short, clear, compelling
- Description: try to keep it to 150 words max
  - The case/Why it means something to YOU/Personal connection if you have one

- How people can help
- Your goal
- The ask

*It's important to make it as personal as possible – how does this relate to you or your experience or values. Why do you care about doing this and helping these people? Your network is supporting YOU. If they give, it's because YOU asked.*

*Make sure you make an ask. It doesn't have to be for a specific amount, but you do have to ask for support. It also shouldn't feel like a specific amount is required, but it's good to provide a suggested amount so people have context.*

*State your goal – this is what you want to achieve with the money raised – i.e. sponsoring 25 kitchen gardens. It's good to pick a relatable amount – i.e. your dollar amount is a multiple of the initiative you want to support. This way people have a tangible understanding of how much of what they are supporting. You can figure this out from the information on PRASAD's main campaign page.*

*Start your campaign with a donation of your own. This can also be part of your ask – e.g. I'm supporting two families to have kitchen gardens; won't you join me?*

## Sample Fundraiser Description

**Title:** Help Feed a Family

**Description:** *This past year has been challenging for us all. But, I, like you, never had to worry about where my next meal was coming from. That's not true for everyone, especially in rural India where COVID is disrupting the economy and food supplies, and villagers already live precarious lives on the edges of poverty.*

*But you can help - for just \$50 you can help feed a family of five by sponsoring a Kitchen Garden that will provide a sustainable food source, as well as income from selling surplus fruits and veggies at market. This is also an opportunity to empower women, who most often manage the gardens and take produce to market. Having their own income gives women a voice in the family and in the community.*

*My goal is to raise funds for 25 Kitchen Gardens, and I'm personally sponsoring two families - won't you help me? Every \$ counts!!*

### How the above hits the elements:

**Personal Statement:** This past year has been challenging for us all. But, I, like you, never had to worry about where my next meal was coming from.

**The case:** That's not true for everyone, especially in rural India where COVID is disrupting the economy and food supplies ,and villagers already live precarious lives on the edges of poverty. AND

This is also an opportunity to empower women, who most often care for the gardens and take produce to market. Having their own income gives women a voice in the family and in the community.

**How you can help:** for just \$50 you can help feed a family of five by sponsoring a Kitchen Garden that will provide a sustainable food source, as well as income from selling surplus fruits and veggies at market.

**My goal:** My goal is to raise funds for 25 Kitchen Gardens

**The ask:** But you can help - for just \$50 you can help..... and ....I'm personally sponsoring two families - won't you help me? Every \$ counts!!

## 2. Send an email to your network asking them to support your campaign

**Don't be shy about sharing your fundraising page!** Your friends and family will always be happy to hear about what you're up to and what's important to you. And, they may even be inspired to support you at a level you never imagined!

Here is a sample template. Personalizing it, recognizing past support of PRASAD or other endeavors of yours or pointing out a connection to the work will help you win support.

Tell people what you are doing and that you are excited about it. Tell them a little about your campaign and refer them to your site. Tell them about your connection to PRASAD. Here's a sample:

*Dear X*

*Personal greeting...*

*I'm doing something that I'm really excited about! We've all read the news from India. COVID-19 has made life extra challenging for those on the edge of poverty. So, I'm doing something about it.*

*I'm raising funds to help [initiative – i.e. plant and nurture kitchen gardens in India] to help make sure tribal families have access to nutritious food at home, as well as a little extra to sell at market so they can buy necessities. This is part of the PRASAD Project's COVID relief and recovery program – helping people and communities to become self-sufficient again. Check out my fundraising page here (link) for more details.*

*I am hoping you will be inspired to support my campaign and The PRASAD Project. As you may know, I've been a long-time supporter and have a great deal of respect for the 30 years of experience and human values they bring to their work.*

*Thanks for considering this. Feel free to reach out with questions.*

*Sign off...*

### 3. Post on social media about your campaign

**Don't be shy about sharing your campaign!**

- PRASAD will provide images and suggested posts for your social media feeds – send a note to [prasad@prasad.org](mailto:prasad@prasad.org)...
- Vary your posts – i.e. don't overwhelm people with constant asks, but keep a thread going about your campaign, just as you would about any project or event you'd be excited about.
  - You can share about: your progress, stories and images PRASAD shares, shout outs to friends who support your campaign, the competition; friends who have set up a campaign page, etc.

### 4. Encourage others to set up their own fundraising pages!

**You never know who will be inspired to join in.** It never hurts to ask. It's a great point of engagement on social media. Emphasize how easy it is and that bringing new people into the fold is just as important as raising funds. In fact, attracting new friends is one of our big goals for this campaign.