



PEER TO PEER TOOLKIT

50th Anniversary Campaign



WHAT IS A PEER-TO-PEER FUNDRAISER?

A Peer-to-Peer Fundraiser is a steward who joins around our cause to fundraise. As an Alliance partner, you create your own fundraising page to share with your family and friends to help the Alliance raise unrestricted money. You are passionate about our work in the Chesapeake Bay watershed, and want to use your voice to make a difference in your community!

WHAT IS THE MISSION OF THE 50TH ANNIVERSARY CAMPAIGN?

In celebration of our 50th anniversary, our Board of Directors and other generous donors have raised a \$100,000 matching gift. This fall, you have an opportunity to help the Alliance DOUBLE that gift by becoming a peer-to-peer fundraiser. For every dollar you raise, our generous donors will match your donations 1:1, up to \$100,000.

We need YOU to help us to grow and accelerate a more inclusive movement for clean water across our Chesapeake watershed – join us in doubling this matching gift to help us prevent pollution upstream before it even reaches our waterways.

When you partner with the Alliance, you're making a direct impact on the health of our lands and waters throughout the Chesapeake Bay watershed. Your support allows us to plant trees, restore streams and rivers, enhance healthy forests, measure and track local water quality, create green jobs, and give a voice to all those who believe in clean waters and a healthy Chesapeake.

The time is right. The moment is now. The Bay and her rivers are important to all of us. Let's work together to make the long-term improvements that we need for our forests, for our streams, and for our future.

1

BECOME A CHAMPION

Show the Alliance you're rooting for them by becoming a peer fundraiser!

2

TELL YOUR STORY

Write your statement and share your headshot.

3

SPREAD THE WORD

Use your unique link and our media kit to share with your family and friends.

BECOME A CHAMPION

As a Peer-to-Peer Fundraiser, you're responsible for getting the word out about our 50th Anniversary campaign, and encouraging support for your fundraiser and the Alliance organization.

The Alliance has a goal to raise **\$100,000**. **You should set an individual goal for your fundraiser to let your friends and family know what portion of your organization's goal you are hoping to help achieve.**

Most importantly, you are responsible for having fun with your fundraising efforts and working to share enthusiasm and support for your organization and the causes and objectives you are helping to support. Consider creating a fun challenge between your family and friends, and send a colorful, passionate thank you message. **These small gestures can go a long way for The Alliance's fundraising efforts.**

A photograph of two people in a forest setting. One person is kneeling on the ground, and the other is standing next to a measuring tape. The background is a dense forest with trees and foliage.

1

BECOME A CHAMPION

TELL YOUR STORY

- ☐ Write a compelling statement explaining why someone should donate to this fundraiser. Your statement can include a personal story, an experience, or your enthusiasm for the Chesapeake Bay.

Example:



Kate Fritz

<https://htru.io/RQU7>

We all live downstream of someone else. The work of the Alliance for the Chesapeake Bay has been to work upstream on the land to prevent problems downstream in our waterways. Whether we are planting trees, educating our communities, assisting farmers, or re-building ecosystems, we work to prevent pollution where it starts. Over 18 million people live, work, and play in the Chesapeake Bay region, and we all live downstream from each other.

As the Alliance celebrates our 50th Anniversary this year, we are on a mission to engage new communities, plant more trees, and reduce greenhouse gas emissions! The mission of the Alliance is personally important to me - it is the work of collaboration across sectors, the inclusion of all viewpoints, and decisions based on data.

I hope you will consider joining us this year with a donation to an organization that has been part of history and is helping shape the next 50 years for the Bay. Your support allows us to plant trees, restore streams and rivers, enhance healthy forests, measure and track local water quality, create green jobs, and give a voice to all those who believe in clean waters and a healthy Chesapeake.

\$0 Raised

DONATE

- ☐ Find a headshot that best represents you and your statement.
- ☐ Send your statement and headshot to Lauren at Isauder@allianceforthebay.org.

2

TELL YOUR STORY

SPREAD THE WORD

What link do I share?

You'll want to share the link created for your fundraising page. Lauren (lsauder@allianceforthebay.org) will email your link directly to you.

You can also share the organization's main campaign link <https://evergreen.humanitru.com/web/campaigns/alliance-for-the-chesapeake-bay~50th-anniversary-peer-to-peer-fundraiser>, and your supporters will still be able to donate to your specific page!

How do I get the word out?

To get the word out about our 50th Anniversary peer-to-peer campaign, you'll want to communicate with your contacts through **email messages**, **social media posts**, and **word of mouth**, like **text messages**. Check out some of the sample content below for ideas of what to post and when!



MEDIA KIT

You can use these sample social media posts to get the word out to your social networks! You can copy and paste or get creative - **just make sure to always include your fundraising page link in all of your posts.**

Social Media/Text Messages:

- ☐ The Alliance for the Chesapeake Bay is celebrating their 50th Anniversary. Join me in supporting them to meet their \$100,000 match challenge! As a fundraising champion for the Alliance, I have my own fundraising page, so check out this link to donate to my personal fundraiser: [FUNDRAISING PAGE LINK]
- ☐ My goal is to raise \$X for the Alliance for the Chesapeake Bay to help them reach a \$100,000 match challenge, but I need YOUR help to get here. Make a long lasting contribution here: [FUNDRAISING PAGE LINK]
- ☐ The Alliance for the Chesapeake Bay needs you! Join me in supporting their mission to grow and accelerate a more inclusive movement for clean water across our Chesapeake watershed for the next 50 years. [FUNDRAISING PAGE LINK]
- ☐ Thank you to the donors and supporters that have helped me reach X% of my goal! Help me get to 100%: [FUNDRAISING PAGE LINK]
- ☐ TODAY IS THE LAST DAY! I need your help in supporting the Alliance for the Chesapeake Bay so they can bring together communities, companies, and conservationists to improve our lands and waters for the next 50 years. Please consider making a contribution to my fundraising page [FUNDRAISING PAGE LINK]. Your gift will make a huge impact on the 18 million people who live, work, and play in the Chesapeake Bay watershed.

Graphics

Utilize our suite of social share images to make your fundraising posts stand out on social media. Click the button to the right to download.

You can also use your own personal photos. More below!



DOWNLOAD GRAPHICS

[click to view](#)

TIPS AND IDEAS FOR FUNDRAISING

Social Media Challenge

Use social media as a way to interact with others close to the cause and to promote your fundraising efforts. Encourage your friends to share your fundraising page - maybe offer to make a \$5 donation in the name of anyone who shares your page or their own story (a great way to encourage participation if you were already going to make some donations).

Tag the Alliance in your challenge!

Instagram: @allianceforthebay

Facebook: /allianceforthebay

Twitter: /allianceforbay

LinkedIn: /alliance-for-the-chesapeake-bay

Hashtag Challenges

Hashtags are a great way to engage with your network! Use any hashtags associated with the Alliance to promote our positive impact and to share reasons why being a fundraising champion is important to you.

#allianceforthechesapeakebay #baystrong #moretreesplease #forourfuture

Personalized Photos

Use your own personal photos to show your support and tell your story! Personalized graphics will highlight your story to make a greater impact when reaching out to friends and family through text, email, and social media. Including the link to your fundraising page and the Alliance's name on your image will make the graphic an even more powerful tool for fundraising!

...and remember! Share your unique link.

Insert the link to your fundraising page in your posts and bio, that way your supporters will be able to navigate to your fundraising page.

THANK YOU!

If you have any questions, please contact Lauren Sauder
at lsauder@allianceforthebay.org