



PEER TO PEER TOOLKIT

supporting the 2021 Extraordinary Give



WHAT IS THE MISSION OF THE EXTRAORDINARY GIVE?

[The Extraordinary Give](#) (Extra Give) is Lancaster County's largest day of giving! On November 19, you can join thousands of people across your community and the world to support more than 500 local organizations and have your donation STRETCHED by a pool of more than half a MILLION dollars from the Lancaster County Community Foundation, Rodgers & Associates, The High Foundation, and our other community sponsors!



The Alliance has participated in the Extraordinary Give annually since 2017, when the Pennsylvania office relocated to Lancaster. Taking part in the Extra Give empowers the Pennsylvania team to grow its network and increases dollars raised that can grow our programs in the Commonwealth.

WHAT IS A PEER-TO-PEER FUNDRAISER?

A Peer-To-Peer (P2P) Fundraiser is a steward who joins around our cause to fundraise. The Alliance has a goal in place that we are hoping to reach during Extra Give, and you have the ability to help us reach that goal. **As an Alliance P2P fundraiser,**

- You will create your own fundraising page to support the Alliance's Extra Give profile
- You will share your page with your family and friends.
- You are passionate about our work in the Chesapeake Bay watershed, and want to use your voice to make a difference!
- Most importantly, you are responsible for having fun with your fundraising efforts and working to share enthusiasm and support for the Alliance.

You should set an individual goal for your fundraiser to let your friends and family know what portion of the Alliance's goal you are hoping to help achieve. Additionally, create a fun video and colorful, passionate thank you message. These small gestures can go a long way for your fundraising efforts!

HOW CAN I GET INVOLVED?

Share your email address with the Alliance. We will send you an email invitation to begin creating your fundraising dashboard.

1

Become a Champion

Show the Alliance you're rooting for them by raising funds on their behalf

2

Tell Your Story

Use your Fundraising Dashboard to customize your message with images, text, and video.

3

Spread the Word

Use your Fundraising Dashboard to customize your message with images, text, and video.

NEXT STEPS

Become a Champion

When you're name and email are added to GiveGab - the fundraising platform used during the ExtraGive - you will receive an email like this one on the right.

This email provides instructions on how to set up your P2P profile, customize your message, and begin sharing with friends and family.



Welcome to ExtraGive

Jenna Mackley has invited you to fundraise for **ExtraGive**.

They wrote:

Thanks for signing up to be an Extra Give P2P fundraiser.

Your Login Info

Email: jmackley@allianceforthebay.org

If you have any problems or questions, please contact Jenna Mackley via jmackley@allianceforthebay.org.

You have been invited to be a Fundraising Champion for ExtraGive which can only mean one thing - YOU ROCK! As a Fundraising Champion, you have the potential to make a HUGE impact by reaching out to your network and promoting a great cause!

Start gathering support right now by sharing this link to your fundraising page: <https://www.extragive.org/p2p/223867/jenna-mackley>

To personalize your fundraising page or access helpful tools, [visit your fundraising dashboard](#).

Looking for even more support? Read about [Peer to Peer Fundraising on GiveGab](#), or check out our [Customer Success Headquarters](#) for more resources on how to be a successful Fundraising Champion, and start spreading the word!

[Get Started!](#)

Any Questions?

Feel free to [contact our support team](#) if you need help.

1

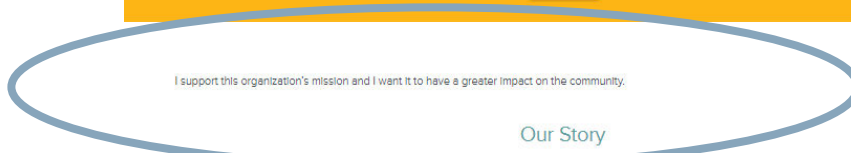
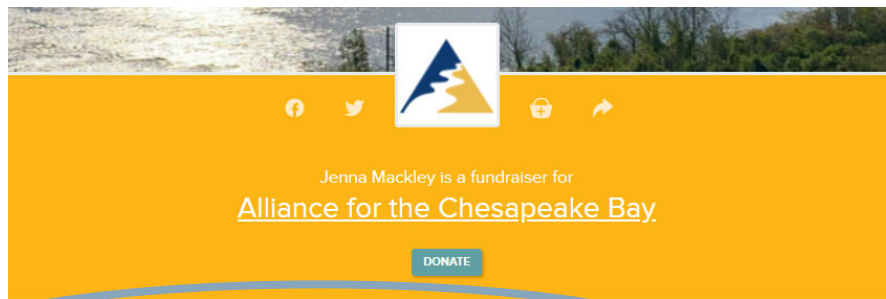
**Become a
Champion**

NEXT STEPS

Tell Your Story

As a peer-to-peer fundraiser, you have access to a customizable “fundraising dashboard.”

Your fundraising dashboard is autopopulated with information about the Alliance and allows you to add a personalized message about why you support the Alliance.



The Alliance for the Chesapeake Bay works regionally to protect and restore the rivers and streams that flow into the Chesapeake Bay.

Our mission is to bring together communities, companies, and conservationists to improve our lands and waters throughout the Chesapeake Bay watershed.

In Lancaster County, we support farmers, businesses, residents, and municipalities in making tangible changes that heal our waterways, ecosystems, and communities.

WHO WE ARE

For over 50 years, the Alliance has believed that the best results come from bringing people together to find common ground and working to deploy “boots on the ground” to bring clean water projects to fruition. Building partnerships is in our DNA. The Alliance remains highly effective in forming collaborative efforts that successfully support local governments, watershed and conservation groups, community organizations, residents, farmers, and businesses, in their efforts to improve water quality and wildlife habitat in Lancaster County.

In the County, the Alliance is working with local agencies, organizations, and community members to improve drinking water quality, building a framework with Turkey Hill Dairy to support their farmers in achieving environmental goals, and operating an environmental jobs training program for disadvantaged adults to build careers in green infrastructure and more.



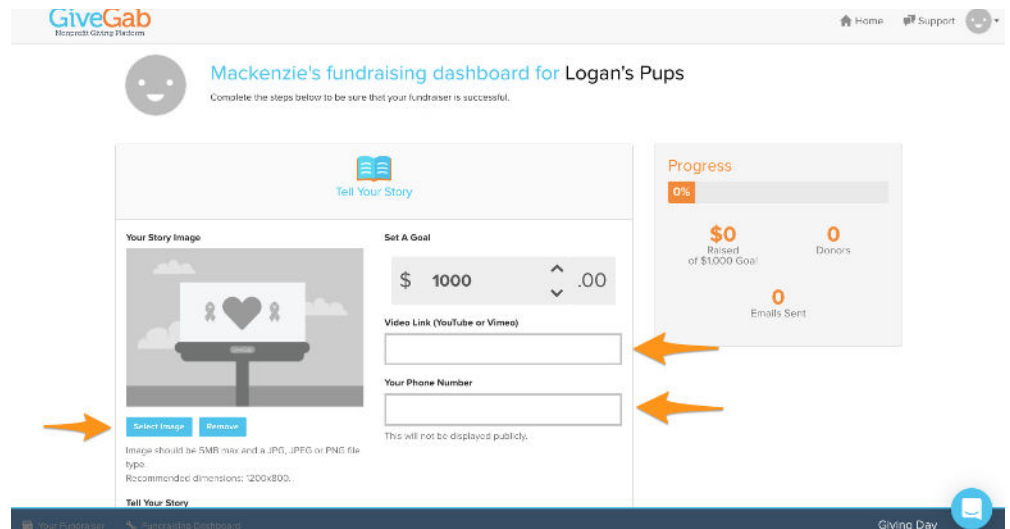
This is where you tell your story!

2
Tell Your
Story

NEXT STEPS *Tell Your Story continued*

Once you create your Give Gab account. Please customize your fundraising dashboard.

1. To do so, log in to Give Gab and click on "Dashboard" under "Your Personal Fundraisers" from your personal dashboard.



2. Personalizing your fundraising dashboard:
 - A grey smiley may appear on your Dashboard and on your Fundraising page. This is your profile photo.
 - If you wish to update this, click on the grey smiley on your Fundraiser Toolkit.
 - You'll be brought to your "Personal Settings" page where you can upload and save your profile picture.
3. Tell Your Story
 - Within the first tab of your P2P Fundraising Dashboard, you can tell the story of why you are a P2P fundraiser for the Alliance. Here you can add your personal story, set a goal for yourself, upload a custom image, or even swap it out with a video link from YouTube or Vimeo.
 - If you have both a custom image and a video link entered in, only the video will appear on Note: your profile.
 - Notice that there is also a section to add your phone number. This is optional and will only be shared with authorized group administrators.
4. Made a Donation
 - Within the second tab of your P2P Fundraising Dashboard, you can add a seed donation to your campaign. Setting an example for other donors by donating shows you're committed to the campaign so they should be too.

2
**Tell Your
Story**

NEXT STEPS *Spread the Word*

You'll want to share the link created for your fundraising page found in your Fundraising Dashboard.

You can also share the Alliance's main campaign link (www.allianceforthebay.org/ExtraGive), and your supporters will still be able to donate to your specific page!

At this point you may be thinking, "How do I get the word out?" To get the word out about Extra Give, you'll want to communicate with your contacts through email messages, social media posts, and word of mouth. Check out some of the sample content below for ideas of what to post and when!

For social media, feel free to use the sample social media posts below to get the word out to your network! You can copy and paste or get creative - just make sure to always include your fundraising page link in all of your posts.

1. Facebook:

- The Alliance for the Chesapeake Bay is participating in ExtraGive, a 24-hour giving movement, on November 19! Join me in supporting the Alliance to restore Lancaster County's lands and waters. As a fundraising champion for the Alliance, I have my own fundraising page, so check out this link to donate to my personal fundraiser during ExtraGive: [FUNDRAISING PAGE LINK]
- ExtraGive is in less than [X] days away! My goal is to raise \$[X] for the Alliance, but I need YOUR help to get here. Make a long lasting contribution here: [FUNDRAISING PAGE LINK]
- TODAY IS THE DAY! I need your help in supporting the Alliance for the Chesapeake Bay so they can continue improving our local lands and waters. I am fundraising for the Alliance, because [IMPACT ORGANIZATION HAS HAD ON YOU]. Please consider making a contribution to my fundraising page here: [LINK TO FUNDRAISING PAGE]. Your gift will make a huge impact on communities across the Chesapeake Bay watershed!

2. Twitter:

- The Alliance for the Chesapeake Bay needs YOU! Join me in supporting their mission to bring together communities, companies, and conservationists to restore our local lands and waters!: [FUNDRAISING PAGE LINK]
- I am fundraising for the Alliance for the Chesapeake Bay during ExtraGive on November 19! Check out my page here [FUNDRAISING PAGE LINK] to donate and share!
- Thank you to the donors and supporters that have helped me reach [X]% of my goal! Help me get to 100% ExtraGive: [FUNDRAISING PAGE LINK]

3. Instagram:

- Use your own personal photos to show your support and tell your story, and make sure to use #hashtags in your post!
- Insert the link to your fundraising page in your bio, that way your supporters will be able to navigate to your fundraising page right from Instagram!

3
**Spread the
Word**

NEXT STEPS *Spread the Word continued*

4. Tips & 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).
- Hashtag Challenges: Hashtags are a great way to engage with your network! Use any hashtags associated with the organization you're fundraising for to promote their positive impact and to share reasons why being a fundraising champion is important to you.

5. Popular Hashtags

- Expand the reach of your fundraising page by inserting yourself into the ExtraGive conversation! Your posts will be searchable by anyone looking to be involved in the statewide giving celebration



#ALLIANCEEXTRAGIVE
#IGIVEEXTRA
#EXTRAGIVE2021

6. Graphics

- Utilize the suite of social share images on the ExtraGive website to make your fundraising posts stand out on social media.
- You can also enhance your own personal photos using free online editing resources like [Canva](#). Personalized graphics will highlight your story to make a greater impact when reaching out to friends and family through email and social media. And including the link to your fundraising page, the organization's name, and the ExtraGive hashtag on your image will make the graphic an even more powerful tool for fundraising!



GRAPHICS &
DOWNLOADS

[View](#)

3

Spread the
Word

NEXT STEPS *Spread the Word continued*

7. Email Template

Hello [FAMILY/COLLEAGUE/FRIEND'S NAME],

The Alliance for the Chesapeake Bay is participating in ExtraGive, a 24-hour giving movement, on November 19, to raise critical funds and restore Lancaster County's lands and waters.

As a fundraising champion for the Alliance, I have my own fundraising page and a goal to raise \$[X] for the Alliance. I need YOUR help to get there, so check out this link to donate to my personal fundraiser during ExtraGive: [FUNDRAISING PAGE LINK].

I am fundraising for the Alliance, because [IMPACT ORGANIZATION HAS HAD ON YOU].

Please consider making a contribution to my fundraising page here: [LINK TO FUNDRAISING PAGE].

The Extra Give is a 24-hour day of giving so be sure to donate before 11:59PM November 19th! Your gift will make a huge impact on communities across the Chesapeake Bay watershed!

Thank you!
[YOUR NAME]