

PEER FUNDRAISER CAMPAIGN GUIDE



Important Dates

Early Giving: Thursday, September 15 to Wednesday, September 21

LB Gives: Thursday, September 22

Extended Giving: Friday, September 23 @ 10 AM

THE GUIDANCE CENTER
Child & Family Mental Health • PROVIDING HELP AND HOPE SINCE 1946

What is a Peer Fundraiser?

A peer fundraiser is a community member with the valuable role of helping The Guidance Center fundraise during Long Beach Gives! This year, funds raised during Long Beach Gives benefit our *It's About T.I.M.E (Trauma-Informed Movement in Education)* program. Long Beach Gives believes that when we all come together, anything is possible. Thank you for contributing to the success of our campaign!



Scan to create your own page!

Select "create a fundraiser" 

The Basics

1. Setup your fundraising profile

TGC will provide mission statement, program description, and fundraising goal details, but be sure to add at least a sentence or two about why it's important to YOU! Add a profile picture or personalized video!

2. Share your fundraising profile

Ask people to save the date to support your campaign. Share through multiple streams: text, email, Facebook, Twitter, Instagram, LinkedIn, etc.

3. Thank your supporters

Donors will receive an automated receipt and thank you from TGC, but your personal thank you will mean the most to them. Encourage donations through public shout-outs on social media!



Social Media Tips

In a crowdfunding campaign, it is important to cheer on fellow peer fundraisers. Make sure to tag @TGC_LB and amplify your campaign by tagging @LongBeachGives. Utilize hashtags! #LongBeachGives #TheGuidanceCenter

Having trouble creating your profile? Contact Erin Green: egreen@tgclb.org (562) 216-2304

Sample promotion messages

During @LongBeachGives, a city-wide fundraiser, organizations from across Long Beach unite to invest in our community! Help support The Guidance Center's mission and raise funds for the It's About T.I.M.E program. #LongBeachGives #TheGuidanceCenter

@LongBeachGives is a citywide, fundraising effort to raise money and celebrate our nonprofit sector. This year's campaign kicks off with early giving on September 15 and culminates with a 24-hour giving event on September 22. Help #TheGuidanceCenter meet its \$10,000 fundraising goal!

Have you heard about @LongBeachGives? It's a citywide giving for over 200 nonprofits making a difference in Long Beach. Join me on September 22rd to help fundraise for @TGC_LB and the It's About T.I.M.E program. Let's help amplify their impact! #LongBeachGives #TheGuidanceCenter

Other hashtags: #MakeADifference #LongBeach #GivingDay #Nonprofits #WhyIGive #StrongerTogether

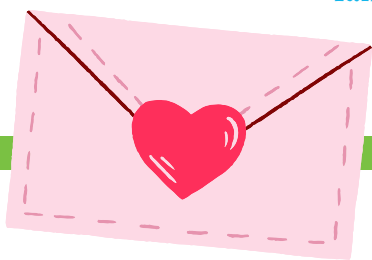
Sample giving day email

SUBJECT LINE: We have 24-hours to come together for The Guidance Center

BODY:

Hi *<personalize by sending each email individually>*!

I hope this finds you well. I've signed on to become a supporter of **The Guidance Center**, a non-profit that provides comprehensive mental health treatment to our community's most disadvantaged children and their families struggling with mental illness and abuse, and could really use your help. I'm committed to raising *<your fundraising goal>* towards their Long Beach Gives goal of \$10,000. With support from donors such as yourself, we can support *the* It's About T.I.M.E (Trauma-Informed Movement in Education) program. Every donation, large or small, makes a difference and moves The Guidance Center closer to their fundraising goal. Please visit my fundraising profile at *{your fundraising profile URL}* and make a donation today! Can't donate or become a supporter? No worries. Please consider forwarding this email to your friends and family to get the word out. Thanks so much for your support!



Sincerely, Your Name

Sample thank you message

Dear *<Supporter Name>*,

We did it! Thanks to your support, I met my fundraising goal of \$*<total amount raised>* for The Guidance Center. They're now one step closer to achieving their mission of creating a community where all children have the help they need to be healthy and happy through their It's About T.I.M.E (Trauma-Informed Movement in Education) program. How wonderful is that?

It felt so good to have my friends and family join me in raising money for such a great cause. Reaching this goal is a testament to the power of social fundraising and what we can achieve if we all work together toward a common goal. I hope you feel great about your contribution because I couldn't have done it without you.

Hope we can make some more fundraising magic in the future. Until then, thank you!

Sincerely, Your Name