



Peer-to-Peer Fundraising Toolkit

Use this toolkit for successful fundraising efforts to support homeowners in Milwaukee and Waukesha Counties.

Our Mission

Transform communities by providing free, critical home repairs and comprehensive services to low-income veterans, seniors, and people with disabilities.

Name Your Campaign: Support those in need of critical home repair.

If you're running a time-bound campaign, explain why you're asking your supporters to fundraise, what impact it will make, and why you need their support now.

The Power of your donations! I am fundraising for a mission I truly believe in. I support Revitalize Milwaukee in their mission to transform communities by providing free, critical home repairs and comprehensive services to low-income veterans, seniors, and people with disabilities.

Create Your Fundraising Page

1. **Click on Become a Fundraiser** and choose your fundraising style from the available choices.
 - A. **As an Individual** - Sign up to get started right away and fundraise on your own for the cause you love
 - B. **Join a Team** - If your employer, friend or group has already created a team, join them to make an even greater impact
 - C. **Create a Team** - If you plan on recruiting your friends and family to set up fundraising pages in addition to yourself, make sure to create a team so you can work together



2. **Set your fundraising goal** - There is a pre-populated goal set, but you can customize that goal to whatever is right for you. Keep in mind that you can come back to edit your goal at any time. Here are some ideas of how the money you intend to raise will impact our mission.
 - A. \$X - Help
 - B. \$X - Help
 - C. \$X - Help

- \$50 provides a new grab bar for an older adult
- \$100 provides a new faucet to stop water and gas leaks
- \$250 provides a new ADA toilet
- \$500 provides a new entry and security door
- \$1,000 provides a new porch
- \$2,500 provides a new hot water heater

The screenshot shows a form titled 'Create your page'. The first field is 'Set your fundraising goal *' with a dropdown menu set to 'USD' and a text input field containing '\$ 500.00'. Below this is the 'Fundraising end date *' field with a calendar icon. The next field is 'Your Page's Headline *' with a large text area and a character count '0/255'. At the bottom, there is a field for 'Set your Fundraising Page's Short URL (optional)'.

3. **Choose a fundraising end date** – Set a deadline for when you would like to have all of your contributions. Although, our fundraisers for our events do not have a deadline, they are helpful in

This screenshot is identical to the one above, but with a red circle highlighting the 'Fundraising end date *' field.

4. **Add your headline** - Share a short blurb about why you are fundraising for our organization. Here are some ideas to get you started:

- A. A home repair is more than a home repair
- B. Transforming the community

5. **Choose what you're fundraising for** - This ensures that the funds you raise will go toward the specific program/goal/community you're advocating for (Block Build, Golf, Gala, General funding)

- A. You can specify a program, personal cause, or just for fun. All money raised towards our annual golf outing and Gala funds our Emergency Repairs Program.
- B. Any donations received without specification goes towards general funding which supports all 15 of our programs and services.

6. **Set a short URL** - This allows you to easily share your page with your friends and family

Example: give.yourorganizationsname.org/yourfundraisersname

7. **Upload a photo** - Make your page more personalized and recognizable for your friends and family. You can always come back and change it at any time!

To learn more about editing and personalizing your page, explore Classy's support article [here](#).

This screenshot shows the 'Set your fundraising goal' section. It includes a dropdown for 'USD' and a text input for '\$ 500.00'. Below that is a 'Fundraising end date' field with a calendar icon. The 'Your Page's Headline' field is highlighted with a red oval and contains a large empty text area with a '0/255' character count at the bottom right.

This screenshot shows the 'Set your Fundraising Page's Short URL (optional)' section. It features a text input field containing the URL 'https://give.classy.org/ExampleShortUrl', which is highlighted with a red oval. Below the input is a checkbox labeled 'It's okay to contact me in the future.' and a grey 'NEXT' button at the bottom.

Tell Your Fundraising Story

People love giving to people they know!

Adding personal touches to your fundraising page, like why you're fundraising, your connection to our organization, or personal photos and stories, helps your friends and family connect more with our mission. Your personal supporters will feel more compelled to give because they understand your unique relationship to our cause and what our organization means to you. So don't forget to personalize your page to reflect your reason for fundraising and share updates as your progress grows!

PRO TIP: Be the first to donate to your fundraising page to show how dedicated you are to the mission. You're bubbling up your own progress bar and removing any fear of donors being the first to "join the party"!

Key Messages

Here are a few key messages that can help you get started with your outreach. They're also great to share with your friends and family if they ever ask you what our organization does in the community.

- Provides critical home repairs
- Serves the elderly, veterans, and those living with a disability
- Transforming communities: Home by home, block by block

Spread the Word

You're on your way to fundraising success! Now it's time to spread the word and take strides toward your goal.

We suggest starting by creating a list of people you plan to reach out to.

1. **Start with your closest inner circle** - This is a great group to target for your first few donations, as they are more likely to respond to your personal outreach. It's always nice to get some quick wins in the beginning!
2. **Cast a wider net** - Don't be afraid to look beyond your immediate connections and expand your list. Some people in your wider network may have a personal connection to our mission, and it could spark some great conversations on top of a donation towards your goal!

Email Examples

Email is one of the easiest and most effective ways to fundraise. This should be the first place you start in your outreach strategy.

PRO TIP: Keep your message clear, direct, and timely! Don't be afraid to add some visual and personal elements to catch donors' attention and inspire immediate action.

Example 1:

Subject - [Add Powerful Subject Line]

Dear **[Name]**,

I'm raising money for **[Revitalize Milwaukee]** and it would mean so much if you could help me reach my goal!

Please Click Here **[Add Your Fundraising Page]** to give.

Here are some quick facts about **[Revitalize Milwaukee]**'s mission:

- We are the largest provider of home repairs to eligible homeowners in Southeast Wisconsin
- We are the only provider of free critical home repairs in Southeast Wisconsin
- **92** percent of our customers are elderly
- **22** percent of our customers are veterans
- **66** percent of our customers are living with a disability

Thanks so much for your support!

[Name]

Example 2:

Subject - [Add Powerful Subject Line]

Hey **[Name]**,

I'm fundraising for **[Revitalize Milwaukee]**, an organization that **[Why you support our organization]**. The money raised will go towards **[Revitalize Milwaukee's Impact]**.

I'm trying to raise **[\$ Fundraising Goal]** by **[DEADLINE]**. If I can inspire just five people to contribute **[\$ Fundraising Goal/5]** or more, I'm there.

It's really important for me to help **[Revitalize Milwaukee's Mission]** because **[Your unique connection to the cause]**. I hope you'll support me and **[Revitalize Milwaukee]** by making a gift to my fundraising page below.

Thanks so much for your support!

[Name]

Example 3:

Also, feel free to write your own! You know your audience best, be original!

Subject - [Add Powerful Subject Line]

Hey **[Name]**,

[Content]

Thanks so much for your support!

[Name]



Example Social Media Posts

Example posts for Facebook, Instagram, Twitter, and LinkedIn

Join me in raising money for Block Build MKE! Block Build MKE is a weekend when over 500 volunteers join Revitalize Milwaukee (RM) in repairing up to 30 homes that are owned by low income elderly, veterans, and/or those living with a disability.

#Transformcommunities

Example 2 posts for Facebook, Instagram, Twitter, and LinkedIn

Join me in raising money for Revitalize Milwaukee! They are the largest provider of home repairs to eligible homeowners in Southeast Wisconsin and the only one that provides them for *free*. While we directly impact individuals and families, we also improve economic stability by keeping long-term, existing homeowners in their homes.

#Transformcommunities

Example Thank You

It's critical to thank every one of your donors. Your success wouldn't have been possible without them! Send a personalized email or thank you note, acknowledge them directly on your fundraising page by leaving a comment, or give them a shout out on social media.

Subject - **[Add Powerful Subject Line]**

Dear **[Name]**,

My fundraising campaign has officially wrapped, but the impact of your contribution will continue! I am extremely grateful for the support you have shown for **[Your Organization]**.

With your help, I have raised **[\$X]** towards **[Your Organization's Mission]**. I encourage you to follow **[Your Organization]** on Facebook, Instagram, and Twitter to stay up to date on their work, and see how your donation is fueling their mission.

Thank you again for your generosity.

[Name]

Use social media to bolster your communication outreach. This is a great way to reach people who fall outside of your inner circle. To make this even easier, take advantage of the built-in social sharing options on your fundraising page!

PRO TIP: All social channels are good social channels. Your network on Facebook will be vastly different from your network on LinkedIn, but each offers its own unique value. Don't be shy about promoting your campaign across all of them to spread the word!