

# Peer Fundraising Campaign Planner

Create a peer-driven campaign to exceed your reach and raise more money this year.

# About These Templates

Want to grow your donor base and meet your fundraising goals? Our campaign cheat sheet will give you a template for creating a peer-driven fundraising campaign that rallies your supporters to spread your message and collect donations on your behalf. This easy, step-by-step blueprint will help you:

- Create your campaign goals and timeline.
- Identify and recruit passionate fundraisers.
- Write effective messages your fundraisers can share with their networks.

Plan your most successful campaign ever! Let's get started.



## About the Author

This guide was written by Caryn Stein, Vice President of Communications and Content for Network for Good. Caryn leads Network for Good's training programs and is the editor of [the Nonprofit Marketing Blog](#). As a nationally recognized speaker and coach, Caryn has helped hundreds of nonprofits improve their online fundraising strategy and donor communications.

# Your Campaign Details

## Your Campaign Focus

To really inspire fundraisers and donors, your campaign needs a focal point. Take a minute to think about your campaign goals and the ultimate impact a fundraiser will have. What good will come as a result of this campaign?

## Your Fundraising Goal

If you don't have a clear goal in mind for your campaign, it's hard to plan what you'll need to do to reach your target. It also makes it difficult for fundraisers and donors to understand how they fit into the big picture. This simple step is incredibly important.

When considering your goal, ask yourself these questions:

1. Your destination postcard: If you took a picture of the end result of a successful campaign, what would be in the frame?

2. What specific and tangible result will come from a fundraiser's efforts?

Once you've decided on your campaign's impact, set your fundraising goal. Start with the total amount you'd like to raise. Not sure? Think about your goal in terms of units.

For example: If you'd like to create a campaign to help rehome 200 dogs, and it takes \$50 to cover the adoption costs, then you'll need to raise a total of \$10,000. Breaking your goal into this framework will also help you clearly articulate how each donor can help.

Think about the right goal for your campaign, and write it down:

Our campaign goal is to raise \_\_\_\_\_ |\$ Amount| by \_\_\_\_\_ |Date| in order to \_\_\_\_\_ |Impact of Reaching Campaign Goal|.

If you have secondary goals for your campaign, such as the total number of donors or number of fundraisers, note these goals below:

## Your Campaign Timeline

Why set a time frame for your campaign? It all comes down to one word: URGENCY.

People are more likely to act when there is an urgent need or a deadline.  
Bonus: Setting a start and end date for your campaign will also make it a lot easier to create a clear action plan.

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Note: Some campaigns can work as open-ended events. You'll need to come up with a different sense of urgency (matching funds, risks of inaction, etc.) to keep everyone motivated.

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Our campaign will begin on \_\_\_\_\_ and end on \_\_\_\_\_

\_\_\_\_\_ drives our campaign's sense of urgency.

# Your Campaign Story

To rally fundraisers and donors, you need a clear and compelling story. Encourage your fundraisers to personalize their outreach, but you'll want to define the key components of your campaign story to help make your impact clear.

a) **Your beneficiaries:** Who will benefit from this campaign? Be specific. (Example: homeless families; seniors in Travis County).

b) **The issue:** What is the problem or challenge a donation will help solve? (Example: There is a lack of safe temporary housing in Springfield; homebound seniors receive poor medical care.)

c) **Your specific impact:** What specific impact will this campaign help achieve? (Example: Build 10 new homes in Garfield; provide in-home checkups to homebound seniors.)

d) **The end result:** What is the ultimate end result of achieving your goal? What is your bigger vision? (Example: A pathway out of poverty for your neighbors; a more independent senior community.)

# Campaign Design

Your campaign materials (including your emails, website, and fundraising pages) should have a consistent style, including matching colors and your organization's logo.

Research shows that having a consistent design improves your conversion rate and makes donors more likely to donate larger amounts.

## Your Campaign's Branding

### Images

Your campaign is all about telling a compelling story that gets people to act. The right image can amplify the power of your message and will reinforce your call to action.

An effective image is emotionally engaging. A close-up shot of a face is almost always emotionally engaging; we have entire parts of our brain dedicated to facial recognition.

A bad photo—one that is dull (and let's face it, most group shots and shots of buildings are dull), or doesn't convey a feeling—is probably worse than no photo at all.

List some possible images you could use to tell your campaign's story:

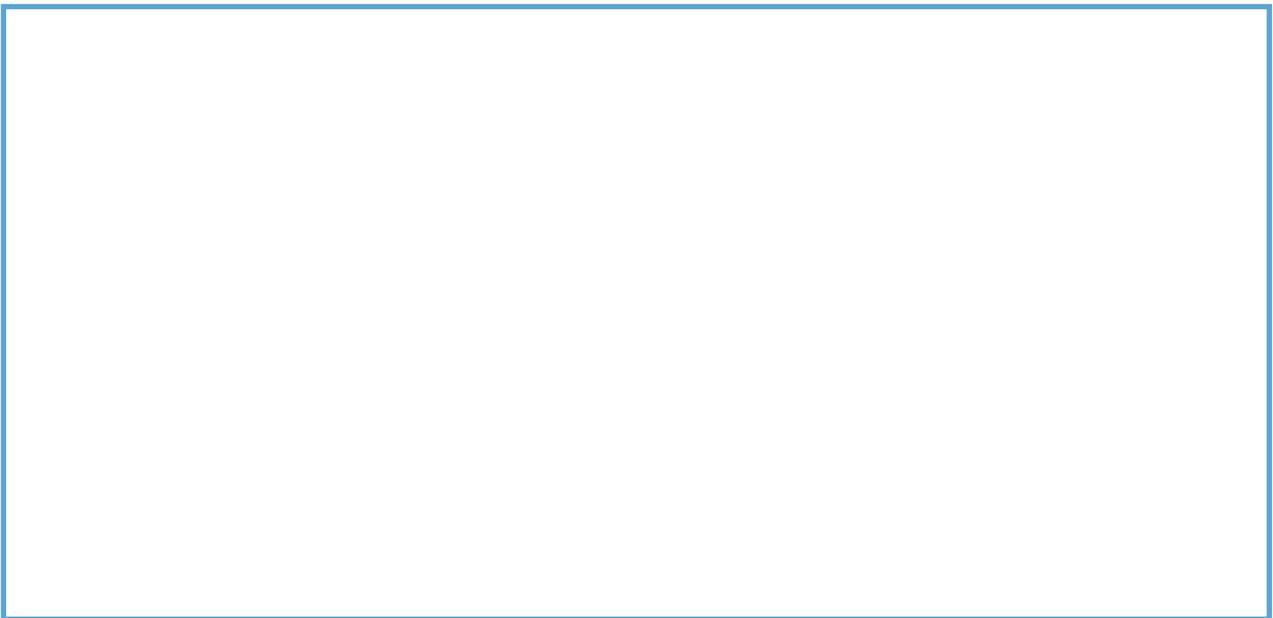


## Video

Video can be an effective way to get your message across in a personal and compelling way. A good video is short and illustrates your mission, why it matters, and what impact fundraisers and donors will have.

Your video doesn't have to be professionally produced, but it should be believable and evoke emotion. If you don't have a video that meets these requirements, don't force it. A bad (or boring!) video is worse than no video at all.

Outline a simple video that might help tell a story (or describe an existing video that works for your campaign).



# Your Fundraisers

## Identify Your Fundraisers

How many fundraisers should you recruit? We recommend you start with at least five to 10. Who are your most passionate fundraisers? They might be supporters who've been affected by your work, regular donors, volunteers, board members, staff, or younger supporters who can amplify your reach through their social networks.

## Recruit Your Fundraisers

Tap into your board. Help your board fulfill their give or get commitment by making it easy for them to launch their own personal fundraising page. Your board members are passionate about your work, and they likely have the most influence over a larger network.

## Leverage Your Volunteers

Ask your volunteers to help you spread your message via social media and their personal connections. Their dedication to your work is the kind of inspiration that will make others want to join in.

## Let Donors Do More

Once a donor gives, invite them to share your work with others and encourage them to create a personal fundraising page to help reach your goals.

## Turn Your Events into Challenges

Whether you host a large annual event, hold an open house, or are just celebrating a milestone, give event attendees the ability to raise funds before and during the event. Everyone likes a little healthy competition: Offer special incentives, recognition, or access to those who bring in the most dollars or donors.

Think about those who might be great peer fundraisers. Identify those groups and individuals here:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

# Your Communication Plan

Create your communication timeline by filling in the table below. Include dates, and assign to an individual in your organization.

	Weeks Before Campaign	Key Item	Date	Assigned To
Initial Planning		Finalize campaign details		
		Build campaign materials		
		Internal launch of your campaign		
Recruit Fundraisers		Start recruiting fundraisers		
		Public launch of your campaign		
		Recruitment email 1		
		Recruitment email 2		
		Recruitment email 3		
External Push		PR/Media outreach		
		Social media announcement 1		
		Social media announcement 2		
		Social media announcement 3		
Keep Momentum Going		Fundraiser outreach/update 1		
		Fundraiser outreach/update 2		
		Fundraiser outreach/update campaign finish		
Follow Up		Donor thank you		
		Fundraiser thank you		

# Crafting Your Message

## Call to Action

An effective call to action is clear, specific, and easy to visualize doing. This means that your headline should describe exactly what you want someone to do and why it matters.

Here are a few examples:

Provide Warm Beds to Homeless Vets

Give New Books to Inner-City Youth

Create More Trails in Springfield

It's okay to be creative, but make sure your primary call to action is short and easy to understand.

Write down some ideas for your campaign's call to action:

## Appeal Templates

You can help your fundraisers be even more successful by giving them the materials they need to reach out to their networks. By creating a sample letter for your fundraisers to use, you'll help them be more effective advocates and set the tone for your campaign.

Effective fundraising appeals are all about emotion and scripting the action you want someone to take. For best results, include the following elements in your fundraisers' appeals:

**A short, eye-catching subject line.**

**A strong, emotional opening (encourage fundraisers to include why this cause is so meaningful to them).**

**A brief description of the need and how donors can make an impact.**

**A clear call to action that tells donors exactly what you want them to do.**

**Create a sense of urgency: Explain why their support is needed right now.**

## Thanking Donors and Fundraisers

Thanking your donors and fundraisers helps reinforce that great feeling they get when giving to a good cause.

It also makes them more likely to stay involved with your organization's work. A great thank you is prompt, specific, personal, and focused on the donor.

Think about how you will thank your fundraisers and donors, as well as how you plan to keep them updated on your campaign and the impact of their work over time.

Who is responsible for thanking fundraisers?

Who will be responsible for thanking donors?

How will you communicate ongoing impact to both your donors and fundraisers for this campaign?

**Now that you have your basic campaign plan in place, it's time to go a little deeper.**

- For more on Peer Fundraising best practices, download our Guide: [Secrets of Social Fundraising Mini Guide](#).
- Get your campaign off the ground with the help of our [peer fundraising software](#).
- Call 888-284-7978, option 1 or email [sales@networkforgood.com](mailto:sales@networkforgood.com) to get started today!

# About Network for Good

Network for Good powers more digital giving than any other platform. Since 2001, we've processed over \$1 billion for more than 100,000 nonprofits. We are Level 1 Audited PCI Compliant and our Donor Advised Fund is accredited by the Better Business Bureau Wise Giving Alliance, meeting all 20 of its standards for charity accountability. Plus, we're registered in every state for online fundraising.

We're a mission-minded organization, like you, and we're passionate about seeing good causes succeed. We also believe in the power of communities to do great things.

Our online fundraising solutions come with all of the support and coaching you've come to expect from Network for Good. We're here to help you connect with donors and create more successful fundraising campaigns.

## Ready to get even more from your online fundraising campaigns?

We've got you covered.

We'd love to hear about your fundraising goals and how you're reaching out to donors online. We'll offer suggestions on the tools that are right for your organization and show you some great campaigns for inspiration. To schedule a demo or find out more, **contact us today: 888.284.7978, option 1**

Or [visit us online](#) to reserve a time with one of our fundraising consultants.

