**Peer-to-Peer Fundraising for Aaron’s Acres**

Peer-to-Peer Fundraising (or P2P) is defined as a fundraising approach that connects with the networks of existing supporters of a nonprofit organization in order to create awareness and to help raise funds. Classic, well-known examples of peer-to-peer fundraisers include Fun Runs, No-Shave November and The Ice Bucket Challenge.

*How can you get involved?* By serving as a P2P supporter and fundraiser for Aaron’s Acres, you can energize your friends, family and co-workers to help provide support for children and young adults with disabilities!

**To help us out with this effort, we invite you to help Aaron’s Acres by doing the following:**

* First, register as a Fundraising Champion for Aaron’s Acres and edit your personal page by clicking here: <https://secure.givelively.org/donate/aarons-acres>. You will then click on the **“I want to fundraise for this”** button on the bottom right side of the page.
* Then choose your platform(s) for sharing the link to your personal fundraising page – decide if you will use Facebook, Instagram, Twitter and/or email to share this.
* Do your friends and family know about Aaron’s Acres and why you are involved with us? Think about your personal “why” and how you’d like to tell this story. Maybe upload a short video too. We’ll provide some facts and suggested text as well!
* Add to your story by including photos – we will provide you with several options that you can add to help show the important mission you believe in!
* Here are some quick tips:
  + Set a goal. Pick a number that you feel is achievable for your personal fundraising goal – you can always edit this on your page if you need to. Keep in mind that donors like to follow along with your progress and are more motivated to give if the goal is within reach!
  + Use your creativity to generate interest and start engaging your personal network with your fundraising efforts.
    - Create a list of people you’d like to reach out to.
    - Promotion is key. Share your fundraising page on Facebook, post about it on Instagram and Twitter, and email your supporters asking them to consider a donation.
    - Start small and reach out to a core group of people first – they will help to generate excitement and interest in what you’re doing!
    - Keep everyone updated and provide deadlines. Let your donors know when you’ve reached certain milestones or if there has been an exciting update!
  + Be sure to say THANK YOU!

**And WE would like to say a huge thank you to YOU! We are grateful for your support as we work to raise vital funds that will help to improve the lives of young people with disabilities in our community!**

***Need help?*** Please feel free to reach out to Kate Mullen, Director of Development and Community Relations, at Aaron’s Acres: [katemullen@aaronsacres.org](mailto:katemullen@aaronsacres.org) or (717) 917-6101, ext. 105.

**Sample Story/Introductory Text:**

Since 1998, Aaron’s Acres has provided children and young adults with disabilities something very unique—possibility. The possibility to learn, to grow, and to succeed despite any challenges. With every family served, the goal of Aaron’s Acres is always the same: to provide social and recreational programs that nurture important socialization and communication skills in a supportive, inclusive environment. All children, regardless of ability, can partake in the Aaron’s Acres experience. Join me in providing possibilities and opportunities for young people with disabilities in our community!

Please join with other caring individuals to help the participants and families served by Aaron’s Acres. Your donation will enable Aaron’s Acres to say YES to all who need their programs!

Below are examples of how your donation can help:

$25 can help cover the cost of arts and crafts supplies.

$50 can help support a visit from trained animals.

$100 can help provide a music therapy or fitness session.

A donation of any amount makes a difference and is greatly appreciated! Thank you!

**Email Template**

Subject line: "YOU Can Help Change Lives!”

Dear {Name},

I'm emailing to let you know that I'm raising money for Aaron’s Acres and it would mean so much to me if you could support my campaign with a donation.

Please **Click Here** {INSERT LINK TO YOUR FUNDRAISING PAGE} to give. Any donation, large or small, is greatly appreciated!

Here are some quick facts about Aaron’s Acres...

•Year-round recreational programs serving children and young adults, ages 5-21 with disabilities in Central PA, focusing on socialization and communication

•Accepting children with varying abilities and disabilities

•Staff to child ratio is 1:1 or 1:2; Supervisory staff is professional (i.e. special education teachers); Nurses are present at all programs

•Camp is comprised of 6 weeks during the summer (half day and full day programs); school year program offered monthly on Friday and Saturday nights

Again, to support my campaign please **Go Here** {INSERT LINK TO YOUR FUNDRAISING PAGE} and click on the Donate button.

Thanks so much for your support of young people with disabilities at Aaron’s Acres!

{YOUR NAME}

**Social Media Templates**

LAUNCH your campaign with this message:

I’m helping to create life-changing opportunities for children and young adults with disabilities by raising $XX for Aaron’s Acres! Please join me by donating **here** {INSERT LINK TO YOU FUNDRAISING PAGE}. For example, a $25 donation provides arts and crafts supplies for programs at Aaron’s Acres, and every donation amount makes a difference!

UPDATE your supporters with this message:

I’m close to reaching my goal of raising $XX to help @Aaron’sAcres support young people with disabilities and their families! Will you consider a gift to sponsor me and help me reach my goal? {INSERT LINK TO FUNDRAISING PAGE}

THANK a donor with this message:

Thank you {@nameofdonor} for donating to support me and this important cause! Together, we are making a difference in our community!

CELEBRATE your successful campaign with this message:

We did it! With your support, I raised {$TOTAL}! Together, we are helping @Aaron’sAcres carry out its mission to provide therapeutic recreational programs for young people with disabilities. Thank you!