

Peer to Peer
Fundraising Tips

Thank you for deciding to raise funds for the Life of Joy Foundation!

We are grateful that you have a heart for people who are struggling with mental illness and may even be contemplating suicide. With your help - and that of your network of friends, family, and colleagues - we will be able to provide more and more resources to our neighbors, whether they are among the “worried well” or living in acute crisis.

Whether you fundraise through Facebook or create a page on our platform, follow the guide below to set, meet, and exceed your goal!

Thanks for **Doing Your PART** to create a life of joy for those who need our help.

PREPARE

Get ready to ask.

- Think about why you are raising funds for Life of Joy and write it down! Sharing your passion for mental health and suicide prevention will inspire more people to support your campaign.
- Set your goal. Every dollar you raise will go far in expanding our workshops on mental health & suicide prevention, developing specialized support programs, and creating our online hub of resources for integrative healing. All peer to peer fundraisers who raise \$200 or more during the campaign will be entered to win an awesome giveaway!
- Create a list of people - you can start with just 10 - who you'll ask to donate. Remember, mental illness affects everyone, and no gift is too small, so don't count anyone out!

ASK

Don't be shy - start requesting support for the Life of Joy Foundation!

- Use your “why” that you worked on to craft an email, social media post, or letter. Then, hit send, publish, or raise that flag on your mailbox!
- Incentivize giving - promise folks who support your efforts a friendship bracelet, some freshly baked cookies, or even an original limerick or haiku about them! Or consider a challenge - pledge to do a push up for every dollar donated.
- Donate your birthday! Ask your community to make donations to LOJ instead of giving you birthday gifts.
- Ask for other things too - invite people to like LOJ social media accounts, to sign up for our e-newsletter, to attend an LOJ Builder event, or to become a volunteer. Once they learn what we're all about and experience LOJ, they'll be even more excited to give.

REMNIND

We all get forgetful...don't let this be the reason people don't give!

- Send email reminders to your list, including updates on your progress and information about the impact their gift will have. Don't forget to always include a link to your fundraising page or facebook campaign!
- Post, repost, and post again! Use the Stories and Live features too - hearing you talk about why you're fundraising for Life of Joy will inspire and remind your community to donate. And tag your friends to get their attention!
- People are often motivated by deadlines, so send one final reminder right before the end of your campaign, letting them know how much you still hope to raise!

THANK

Expressing your gratitude is so important!

- As soon as you learn of somebody's gift to your campaign, thank them - before you forget! Email or text them, give them a shoutout on social media, or send them a hand-written note. We'll send them a note from LOJ too.

Thank you for doing your PART!