

Using Give Lively Peer-to-Peer Fundraising Features

We have gathered some ideas, sample language and instructions to help you create online peer-to-peer fundraising campaigns using your new platform. Give Lively also has many resources at <https://www.givelively.org/peer-to-peer-fundraising>.

Campaign Ideas

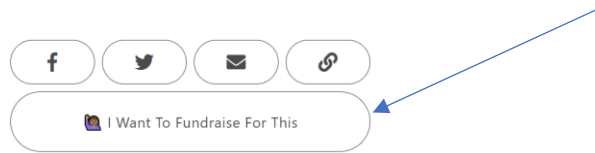
Following are ideas to turn your champions, alumni or other fans into fundraisers for your Dollars for Scholars!

1. **Dollars for Scholars Board Member “Give or Get” Challenge** – Your board establishes a total dollar amount that each board member will donate and/or get others to donate to your Dollars for Scholars by a specific time. This is a great way to get familiar and test the peer-to-peer feature.
2. **Dollars for Scholars Community Champions** – You know people in your community who seem to “know” everybody and aren’t afraid to rally people around a great cause—your Dollars for Scholars! Ask them to join your elite group of Dollars for Scholars Champions to raise funds using the online tool. You can either set the fundraiser up for your champions to make it easier, or let them create it themselves.
3. **Class of ___ Challenge** – *Example 1:* Class members within a graduating year can set up their own Peer-to-Peer fundraising pages to create a friendly competition amongst their class. *Example 2:* Set up a friendly competition across differing classes of high school alumni. Designate a champion from each graduating class to raise funds among their fellow classmates, with the class that raises the most money getting the chance to name the scholarship that all the funds would go to support. This could be a great way to fund a renewable scholarship.
4. **Student Alumni Campaign or Challenge** – Your scholarship alumni have continued with their lives, more successful because of your scholarship. Sharing an online fundraising page with their personal and professional networks will help them give back to the Dollars for Scholars that made a big difference on their college journey. You could create a friendly competition among your alumni to spark sharing among their individual networks.
5. **High School Level Class of ___ Challenge** – Have your high school’s students compete to lead a fundraising charge. They could do this around school spirit week or homecoming week, and could name the scholarship in honor of a classmate or favorite teacher. This could also be done at the elementary/junior high school level if the school is a feeder for the high school. Representatives from the elementary class that raises the most money could be invited to present the scholarship at the high school awards night—and you could get a local pizza place to donate a pizza party for the winning class.
6. **Named Scholarships** – If a teacher or local community leader is retiring, you could ask champions to raise funds for a scholarship in their honor. Give Lively allows you to upload a picture on the peer-to-peer feature, perfect to focus attention on the person being honored.
7. **Anniversary or Goal Based Scholarships** – You could have champions raise money in honor of your Dollars for Scholars anniversary. For example, if you are celebrating a 15th anniversary you might have champions ask for a \$15 donation from 15 friends/family members. Or a Dollars for Scholars that has awarded their 100th scholarship may have champions ask for \$100 gifts in honor of the milestone. The possibilities are endless!

How to: Set up a Peer-to-Peer Fundraising Page on Give Lively

Follow these instructions to get your network of champions fundraising for you! All funds raised go directly to your Dollars for Scholars Give Lively account.

1. Go to your Dollars for Scholars Give Lively landing page (from the **Click to Donate button**). Click “I want to fundraise for this.”



2. Follow the directions to **create a Peer-to-Peer fundraising account** using a generic password that can be customized later.
3. **Fill in the name of the person doing the fundraising.** Add a note about why the person is fundraising for your Dollars for Scholars, and the fundraising goal.

A screenshot of the fundraising page setup form. It has three main sections. The first section is titled "Name on Page" and contains a text input field with the placeholder "Name of person doing the fundraising". A red arrow points from the word "Name" to this field. The second section is titled "Add A Note: Why are you passionate about this campaign?" and contains a text area with the placeholder "State why you support your local Dollars for Scholars, and how you want to see more of your hometown students succeed." followed by a yellow dot icon. A red arrow points from the text "Add A Note: Why are you passionate about this campaign?" to this text area. Below the text area is a small note: "We'll display this publicly on your team page under a section called 'A Note From Despina'". The third section is titled "Your Fundraising Goal" and contains a text input field with a dollar sign icon and the number "250". A red arrow points from the text "Fundraising Goal" to this field. Below the input field is a small note: "Set a goal for this campaign in dollars (e.g., \$500). No commas nor decimals necessary."

Example Note Copy

Chapter Alumni

[Name] Dollars for Scholars helped me write my success story. My scholarship enabled me to graduate from [XYZ University] and pursue my [field] career. Now I'm giving back and ask you to support my efforts. Your gift will help yet another student put their best foot forward in achieving their dreams.

Community Champions

[Name] Dollars for Scholars has worked for the past [X] years to create brighter futures for [x community's] students. They've raised and awarded [\$dollars] in scholarships to [#] students. I am asking you to join me in keeping the Dollars for Scholars mission alive for our students and for our community, especially now as we emerge from the pandemic. Any amount raised will go directly to supporting scholarships for students pursuing their education and career dreams.

4. Upload a picture of the fundraiser (champion, alumni) or a campaign photo.

The screenshot shows the 'Profile Image' and 'Hero Image' sections of a fundraising page setup. The 'Profile Image' section has a circular image placeholder with a photo of four students and an 'Upload new image' button. The 'Hero Image' section has a rectangular image placeholder with the text 'Things are looking UP' and an 'Upload new image' button. To the left of the 'Hero Image' placeholder are four buttons: 'Default Image', 'Image', 'Video', and 'No Media'. A blue box with red text contains the instructions: 'Use a photo of the fundraiser in the profile image, Or, Add new Peer to Peer graphic resources sent from your Engagement Director'. Blue arrows point from this box to the 'Profile Image' and 'Hero Image' placeholders.

Profile Image:

Upload new image

Hero Image:

Pick a large, high-quality image for the right side of your page.

Default Image

Image

Video

No Media

Things are looking UP

Upload new image

Use a photo of the fundraiser in the profile image,
Or,
Add new Peer to Peer graphic resources sent from your Engagement Director

5. Click the **Save** button at the bottom of the page, and your finished Peer-to-Peer fundraising page will appear.

6. Use the **Copy link** or **Share This Page** buttons to spread the word for your Dollars for Scholars!

The screenshot shows the bottom of a fundraising page. At the top is a red 'Donate' button. Below it are two buttons: 'Copy Link' and 'Share This Page'. Below these is a small logo and the text 'I'm Fundraising For'. A blue box with a close button (X) is overlaid on the page. Inside the box, the text reads: 'Help spread the word! Please take a moment to share as widely as you can on your social networks and messaging apps. This fundraiser can only succeed with your help.' Below this text is a section titled 'Post A Link To Your Social Networks:' with four buttons: 'f Share', 'Tweet', 'Copy Link', and 'in Share'.

Donate

Copy Link

Share This Page

I'm Fundraising For

Help spread the word!

Please take a moment to share as widely as you can on your social networks and messaging apps. This fundraiser can only succeed with your help.

Post A Link To Your Social Networks:


f Share

Tweet

Copy Link

in Share

Sample Peer-to-Peer Page



Fundraiser Page

Donate to Name of the champion's Fundraiser


\$0 of \$250

0 Donors

Donate

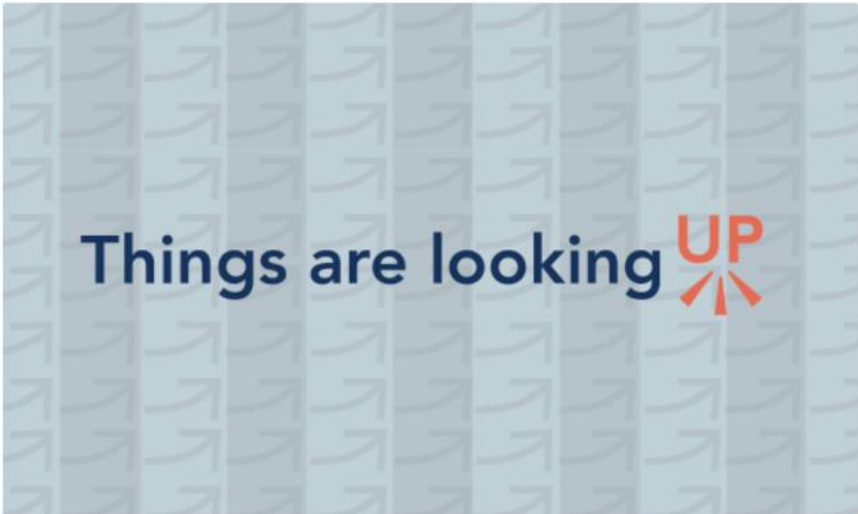
Copy Link


Share This Page

 I'm Fundraising For

A Note from Name of the champion

State why you support your local Dollars for Scholars, and how you want to see more of your hometown students succeed.





It is the mission of Dollars for Scholars to provide financial support through our scholarships to the deserving students of the : community. These scholarships can be used at two and four year colleges and universities or for a vocational school or program. It is our intention to help as many students as possible as they graduate from high school. In addition, we provide Continuing Education scholarships for our students throughout their college career. We believe that it is through post-secondary education that our students will be given the best chance in life to succeed.

Our organization is almost 30 years old and we have given out scholarships to over 326 students with a worth of more than \$551,875.00.

- Once your champions/alumni sign up to fundraise for your Dollars for Scholars, they receive a **Start Fundraising** email message to manage their page. All funds go directly to your Give Lively account, not to the people fundraising for you. Good luck and have fun!



Start Fundraising!

Hi

Congratulations! You're now fundraising for **Your Dollars for Scholars**

You control a Fundraising Page where friends, family, and colleagues can donate to your cause, see who else is supporting you, and easily share your page with others!

Fundraising only works when you share:



Or copy the link here:

<https://secure.givelively.org/>

How to edit your Fundraiser:

You can edit your page anytime.

- Go to your [Fundraising Page](#).
- If not already logged in to your Give Lively account, click "log into your fundraising page" under the "I Want to Fundraise for This" button.
- After logging in, click the "Edit Fundraiser" button to adjust your photo, note, and fundraising goal.

What Is Give Lively?

Give Lively is a tech company that builds fundraising tech for nonprofits and gives it away for free :)

How is **Your Dollars for Scholars**

affiliated with Give Lively?

Dollars for Scholars is a Give Lively Nonprofit Member, which means they have unlimited access to our free fundraising technology.

Powered by **give lively**

Dollars for Scholars has partnered with Give Lively to provide access to this fundraising platform. Use of the platform is subject to Give Lively's [Terms](#) and [Privacy](#).

Your Dollars for Scholars