



TIPS & TRICKS: P2P IS EASY AS 1-2-3!

Here are a few important items to remember and some tips and tricks to get you started and keep you going through your Habitat LA Fundraiser!

TIP #1: Set up your P2P fundraising page

Visit <https://app.mobilecause.com/vf/habidash>

Follow the steps on the page to create your personal fundraising page.

Make sure your fundraising page reflects your personal passion and the reason you are fundraising for Habitat LA. Include the following Habitat LA information:

Mission Statement: Seeking to put love into action Habitat for Humanity brings people together to build homes communities and hope.

Vision: A world where everyone has a decent place to live.

What are we fundraising for?

All funds raised will go toward Habitat LA's life-changing programs and services and further our vision of a world where everyone has a decent place to live.

Make it Personal: Add at least a sentence or two about why you're running in the Habi-Dash and why Habitat LA is important to YOU!

TIP #2: Share your P2P fundraising page

Once you've created your Habi-Dash P2P page, you can start sharing and asking people to support your campaign. Share via text, email, Facebook, Twitter, Instagram, LinkedIn, etc. You can even call your friends and family in advance to tell them to look for an email from you sharing more about why this is important to you. Email is generally the most successful way to reach out to potential donors as there is more room to explain why you're supporting the cause. Your network is more likely to see your emails than your social posts.

You can start your messaging (email, text, posts, etc.) as soon as you've created your P2P page. However, it is very important to plan your messaging to get the most support.

I've provided you with sample messaging in this guide that you are free to personalize and use. Don't forget to encourage your network to share your campaign with their friends, family, and colleagues after they give!

TIP #3: Ask Your Peers to Commit to Giving

Ask your top 10 potential donors to commit to making their donations early-on in your Habi-Dash fundraising campaign. Prepare personal social media shout-outs for them.



People love being thanked (they love being thanked in public even more!) and these posts will encourage other donors and set you up for a show-stopping beginning.

TIP #4: Have Fun and Be Creative!

Plan a fun challenge that you can share via video (FB or IG live is even better!) on your social media. Challenge others to join you in running in the Habi-Dash and raising funds for a great cause. Consider offering a reward to your donors for meeting your goal. For example: Wear something silly, sing your donors a song live, do a video dance routine and more!

Share your story of impact and personal connection to Habitat LA, share your journey to completing the run and why you are raising money.

Try Fundraising BINGO!

Ask your supporters to “Claim A Square” by making a donation for any amount shown. Provide updates to your supporters throughout your campaign and celebrate when you reach your goal. By filling the card in the example below you will raise \$500.

\$20	\$15	\$10	\$15	\$20
\$15	\$20	\$25	\$20	\$15
\$20	\$30	\$50	\$30	\$20
\$15	\$20	\$25	\$20	\$15
\$20	\$15	\$10	\$15	\$20

TIP #5: Support, Like and Cheer on Your Fellow P2Ps

This a crowdfunding campaign... and sharing, liking and commenting on Habitat LA and your group’s posts helps you and everyone. The more people that know about your campaign, the more likely you and your team will reach your fundraising goals. Don’t forget to tag @HabitatLA and use the hashtags #HabitatLA #BuildLA #HabiDash in



your posts. Make sure you are following all of Habitat LA's social media accounts on Facebook, Instagram, LinkedIn, Twitter, and YouTube.

TIP #6: Thank, Share, & Celebrate

A personal thank you and reminder to share your P2P page makes your donors more likely to give again and increases the number of individuals that see your page. Donors will receive a donation receipt as soon as they make their donation and we'll be sure to thank them as well, however your personal thank you will most likely mean the most to them. While, thank you notes and emails are wonderful, public shout-outs on social media during your campaign will encourage more donations, so try to post as many of these as possible.

PRO TIP: Include a personal photo of you and your P2P donor to share with your thank you post. Pictures are more likely to be 'liked' and seen so don't forget to tag them in the post/picture!

Check out our HabiDash landing page for more fun tools and inspiration!