



# PEER-TO-PEER

## Guide for Volunteer Fundraisers



## What is peer-to-peer fundraising?

Peer-to-peer fundraising allows Setting Scoliosis Straight's inspired supporters, like you, to fundraise on our behalf by easily enabling individuals to reach out to their personal networks and share our mission.

- Supporters get their own fundraising page
- Use unique keywords to share on social media
- Showcase donations in real-time

## Getting Started

### Step 1: Set-up your fundraising page

Personalize your fundraising page with a profile photo (a square photo works best). Write a personally meaningful message about why you are raising money for Setting Scoliosis Straight. You can also use a personal photos or a video on your page. You will need to contact [info@ssshsq.org](mailto:info@ssshsq.org) to have them load this onto your page.

### Step 2: Set your goal

Setting a goal also gives you a built-in reason to update your audience and follow-up with them after they have donated.

### Step 3: Identify your network of support

Think about all the people who can help you reach your fundraising goal. This doesn't have to be just people who can donate – it may include local businesses that can provide items that you can use to incentivize people to support your campaign or friends that will help spread the word about your campaign.

Get creative as you make your list. Think beyond the family and friends that you see every day. Consider people like colleagues, acquaintances, and others who have expressed interest in scoliosis. **Many people want to give to a great cause...all you need to do is ask!**

### Step 4: Be the First to Donate

Inspire others to donate by making the first donation yourself. Make your donation the same amount you hope for your supporters to contribute. When you start reaching out to your friends and family, encourage others to match this donation.

## During the Campaign

**Be proud and excited to share the good you are doing on behalf of Setting Scoliosis Straight.**

Using multiple communication channels to reach friends and family is the most effective way to get the word out and bring in donations. Here are some of the communications types that you can use:

- Social media
- Video
- Email

- Text
- Thank-you messages, once someone makes a gift

### **It is easy to start sharing your fundraising page.**

To start, you can:

- Text or email 10 friends asking for \$10 each
- Make a \$25 donation to yourself and ask 3 colleagues to match your efforts.
- Share your fundraising page link on Facebook, Twitter and your other social networks.
- Add a line with a link to your fundraising page to your email signature.
- Don't feel guilty about asking. You will find that people will be honored to be included in your fundraiser. Lots of people plan on donating, but simply forget due to your email getting buried in their inbox - follow up and encourage them to donate early.

**FUN FACT:** Statistics show the more often you ask, the more you will fundraise – in one study, those who sent more than 25 emails fundraised at least \$1,300

### **Raise the profile of Setting Scoliosis Straight in the community**

Introduce Setting Scoliosis Straight to new people and increase trust between the organization and potential supporters.

Some ways to do this are:

- Record and share a 'selfie' video explaining why you support Setting Scoliosis Straight and share across all social media.
- Include your personal reasons for supporting Setting Scoliosis Straight, and what it means to you in all your communications.

**FUN FACT:** Pages promoted using personal videos raise 150% more than those without videos

### **Serve as cheerleader for Setting Scoliosis Straight**

- Share a story, article, or video about scoliosis with your friends and family—let them know how excited you are about the great things Setting Scoliosis Straight is doing.
- Re-tweet or share content that Setting Scoliosis Straight shares during the campaign period.
- Change your social media profile pictures and banners to your campaign name.

You should keep people updated about your progress towards your goal.

Share updates in your fundraising efforts with your friends and family:

- Post weekly social media updates on where you're at in reaching your goal.
- Send a bi-weekly email with a fundraising update and reasons why you are fundraising - [don't forget to include a donation ask!](#)

- Text when you have achieved milestones

**FUN FACT:** Crowdfunding campaigns get 126% more donations when fundraisers update supporters

## Make a difference

You are participating in this fundraising campaign to make a difference for a cause that you believe in.

Remember to follow up each donation with a thank you and a note about what their gift will mean for the people Setting Scoliosis Straight serves.

- Tag supporters in social media when they donate

**FUN FACT:** 80% of donors say a simple 'thank you' would convince them to make a second donation

## Social Media Guide

One of the best ways to make your fundraiser successful is by sharing it with friends and family on social media. Sharing what you are doing and why you are doing it will help get others involved. Here are a few "Dos and Don'ts" to help you share your fundraiser successfully through social media.

Do's	Don'ts
<ul style="list-style-type: none"> <li>• Use the Share buttons on your fundraising page</li> <li>• Tag Setting Scoliosis Straight in your posts</li> <li>• Use the hashtag #SCOLIOSIS</li> <li>• Tag your friends who have donated to say, "thanks"</li> </ul>	<ul style="list-style-type: none"> <li>• Make duplicate posts on multiple walls</li> <li>• Send @ replies with duplicate or unsolicited content</li> <li>• Post any nudity or suggestive images</li> <li>• Make every post an ask. Share inspiring and positive anecdotes as well</li> </ul>

## Sample Communications

The content and language below are just a suggestion, you are welcome to edit to fit your style and personality.

### Email: What Setting Scoliosis Straight Means to me

Subject Line: Join me in supporting Setting Scoliosis Straight

As you may know, I recently got involved with Setting Scoliosis Straight because of the amazing work they do for the scoliosis community.

This means a lot to me because... **State your reasons for creating awareness about scoliosis.**

If you would like to learn more about the Setting Scoliosis Straight, please visit:  
[www.settingscoliosisstraight.org](http://www.settingscoliosisstraight.org)

Warmly,  
**YOUR NAME**

### **Email: What I'm Thankful For**

*As [Thanksgiving/Day of Giving/Upcoming Holiday] approaches, share what you are thankful for with your friends and family. Let them know why you are thankful and why you are supporting Setting Scoliosis Straight. You can use the sample social media post and language below or create your own. Remember, pictures and videos get priority in Facebook's algorithm.*

#### **Subject Line: Why I'm Thankful**

This (Thanksgiving/Day of Giving/Upcoming Holiday) I am thankful for Setting Scoliosis Straight and their commitment to support discoveries and help advance techniques in the treatment of spinal deformities in children and adolescents worldwide. As you know, I have scoliosis and have been able to receive treatment. However, not everyone is as lucky. That is why I have chosen to fundraise for them. Please learn more about my campaign by texting **KEYWORD to SHORTCODE** or going my page: **LINK**

Thank you for your support!

### **Social Media: Announcement with Image**

***For this post, include the attached campaign announcement image.***

"Hey Family and Friends! Please join me in #SCOLIOSIS by supporting me in my fundraiser for Setting Scoliosis Straight. To donate, please visit my personal page: ([www.url.com](http://www.url.com)). Any amount helps!"

### **Social Media: Interesting Fact or Content**

"Did you know **Scoliosis** affects 2-3 percent of the population, or an estimated six to nine million people in the United States." I am passionate about helping those people affected by scoliosis, and I am excited to be fundraising on behalf of Setting Scoliosis Straight. Click here to learn more: **Link**"

### **Social Media: Throwback Thursday**

*On a Thursday, post a picture of one of your favorite scoliosis memories on social media. Use the hashtags **#SCOLIOSIS** and **#throwbackthursday**—don't forget to tag any friends in the picture with you. Be sure to include your personal text keyword and the link to your fundraising page!*

## Social Media: Selfie/ Video

*Why not make a short video about your fundraising? Or do a Facebook Live and answer questions about scoliosis? You could also tell others about your scoliosis journey. We can provide you with all the information you need. You want your friends to know why you've chosen to support Setting Scoliosis Straight.*

## FAQs

### **Q: How do the funds I raise benefit Setting Scoliosis Straight]?**

A: Your funds help further research to support discoveries, and advance techniques, in the treatment of spinal deformities in children and adolescents worldwide.

### **Q: How do I share my page with friends and family?**

A: Use the social share buttons on your personal fundraising page to send messages with the donation form to your friends and family. You can also use your personal URL or keyword to share your page—add the link to your email signature or your social media profiles.

Your personal keyword is a great way to share your campaign verbally. When you are chatting with people about your fundraising efforts, ask them to pull out their cell phones and text your personal keyword to **71777**.

### **Q: What is my personal URL and Text keyword?**

A: Your URL and Keyword are in the email that you were sent when you registered as a fundraiser. This email also has a link for you to change your password and edit your page. We recommend keeping it available to you during the campaign.

### **Q: Who can give during my campaign?**

A: Anyone can give to your campaign! Even if you don't think someone will be interested in scoliosis, they may be interested in supporting you and learning more about why Setting Scoliosis Straight is important to you. Make sure to share your story and explain, in your own words, why Setting Scoliosis Straight is important to you and how it has impacted your life.

### **Q: My friends and family can't afford to give a lot, is that ok?**

A: Yes! Even a gift of \$5 will make a difference. When Setting Scoliosis Straight approaches foundations and corporations for larger grants, they look at community support when making funding decisions. One of the ways to demonstrate community support is through a growing donor base. So, every small gift is important in that it can be a critical part of helping to secure a large gift.

### **Q: Are the donations secure?**

A: Yes! Our donation forms are all PCI-Level one compliant which is the highest level of transaction security available.

### **Q: Can international donors contribute?**



A: Yes! However, due to security reasons, certain countries may have limited access. If someone in another country is having trouble giving, we recommend that they call Jamie Anderson at Setting Scoliosis Straight to process their gift over the phone. Their gift will still be attributed to you and counted toward your goal.

**Q: How do I personalize my page? What can I personalize?**

A: Click “Edit My Page” on the email you were sent when you signed up. You can add a picture (square pictures with a 1:1 ratio work best), change your goal, and write a personal message about why Setting Scoliosis Straight and your campaign is meaningful to you. If you would like to add a personal video message, contact [info@ssshsg.org](mailto:info@ssshsg.org) for assistance.

**Q: How will I know if someone donated to my campaign?**

A: You will receive an email when someone makes a gift to your campaign. Even though they get an automatic thank you note from Setting Scoliosis Straight, it is a great idea to reach out to them and thank them personally for their help.

**Q: How often should I reach out to family and friends?**

A: *Long campaigns:* At least once a week.

*Short campaigns:* Every day of the 7-day campaign (or customize—e.g. for days of giving multiple times throughout the day).

Statistics show, the more often you ask, the more you will fundraise. In one study, those who sent more than 25 emails fundraised as least \$1,300.

Use different channels to reach people—email, social media, text message, and phone. It can take up to 12 impressions to get the average donor to give.

**Q: My friend made a gift, but the gift didn’t get applied to my page. What should I do?**

A: Reach out to [info@ssshsg.org](mailto:info@ssshsg.org) with the donor name, gift amount, and phone number. It may take up to 5 business days to have the gift moved.

**Q: What types of gifts are accepted during [Campaign]?**

A: Gifts through credit card or PayPal using your personal giving form are the easiest and get immediately counted towards your fundraising goal. However, if someone wishes to make a gift via check, please send it to Jamie Anderson at Setting Scoliosis Straight 2535 Camino Del Rio South #325, San Diego, CA 92108 and it will get counted towards your fundraising goal.

**A: Are gifts made to Setting Scoliosis Straight tax deductible?**

A: Yes! Setting Scoliosis Straight is a tax-exempt organization under IRC 501(c)(3). Contributions are tax deductible to the full extent allowed by governing laws. Donors will receive a tax receipt for their contribution within moments of making their gift.

## **Good Luck with Your Campaign**

If you have any questions regarding the information in this guide or your peer-to-peer campaign in general, please feel free to contact Jamie Anderson at (619) 810-1430.

## **We wish you the best of luck with your fundraising!**