



Building Better Futures

Habitat LA Peer 2 Peer Fundraising Guide & Tool Kit

We at **Habitat LA** thank you so much for **building better futures** with us through your fundraising efforts! We put this guide together to support your role as a **Peer Fundraiser** in the Youth Give campaign, and help you meet your fundraising goal. Here you will find more details about your role and responsibilities, tips for setting up and sharing your personal fundraising page, and sample messaging for your social media posts, texts, and emails.

Peer fundraisers (or P2Ps) are members of the community who raise funds on behalf of the causes they care about. P2Ps create custom fundraising pages for Habitat LA and share their personal fundraising story with their networks of friends, family, classmates, teachers, and neighbors. Peer fundraising is fun and fulfilling, and anyone can be a successful fundraiser, including kids*. People who set up P2P Pages may be students, teachers, or community supporters. A P2P Page can also be run by a group of individuals such as a club, class, school, team, scout group, and more.

P2P FUNDRAISER ROLE & RESPONSIBILITIES:

- Setup your P2P Fundraising Page (it's quick and easy)
- Share your P2P Page with your peers!

**Kids must be 13-years or older to set up their own P2P Page. If you have fundraisers under this age, they can still participate with parent permission and the fundraising page must be set up with the parent's email address.*

Put the FUN in FUNdraising!

Create a bit of friendly competition by creating a video challenging other schools, classes, teams or groups to compete for the most funds raised.

Your Habitat LA representative can help you coordinate prizes and fundraising incentives for the winning team!

Want more ways to give?

Consider hosting one of the following fundraisers with your group:

Lemonade Stand
Bakesale
Social Media Campaign
Car Wash
Yard Sale
Craft Sale
Class Donation Jar
Host a raffle
Dine and Donate
and more...

GOT QUESTIONS?

Contact Thelma Valenzuela,
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