

#DoGood




THE
great Give[®]
MAY 4-5, 2021

A 36-hour, online-giving event
to support local nonprofits

PEER
TO PEER
FUNDRAISING
GUIDE

2021 The Great Give[®] Mission



Wayne was broken when we first met him. After gaining work skills in our employment training program, the veteran is now working full-time, living on his own, and feeling like he's in charge of his life.



Charles, an Air Force veteran with PTSD, was discharged from the program two years ago, but continues to stay connected. "They saved my life, and I am so grateful."



"The Veterans Recovery Support Program provides Safety, Purpose, Direction and Accountability," says **Joey**, who got help for co-occurring substance abuse, TBI and PTSD.

For The Great Give[®] 2021, Continuum is **raising money to open another home for our Veterans Recovery Support Program.**

Approximately 115 veterans come through our program annually to recover from mental health or substance use crisis in a comfortable home surrounded by support. We help them stabilize, and we provide case management and therapies before they are ready to transition to living independently in the community.

It is such an effective alternative to psychiatric hospitalization that Veterans Affairs has asked us to triple in size, and open another larger facility in New Haven.

The new facility will open this year, and your support is greatly needed.

Why We Need You

People are more likely to donate to a cause their friend or family feels strongly about. So gather your family and friends, and inspire with your passion.

Peer to peer fundraising (P2P) is a form of crowdfunding:

- We will help you create your own fundraising page
- Then, you share your page with your personal network of friends, family, community members, etc.

As a **P2P fundraiser**, you will be the rock star **introducing Continuum to new donors**, and help us reach **new networks of supporters**.

On average, **nonprofits using peer-to-peer (P2P) fundraising** during Giving Days **raised 3x more than those who did not.**



You Can Win!

The Top 3 Individuals or Teams (of up to 10 people) who raise the most money will win...

1ST Place: \$200 worth of Amazon Gift Cards

2ND Place: \$150 worth of Amazon Gift Cards

3RD Place: \$100 worth of Amazon Gift Cards



*And the
Winner is...*

Getting Started



Deborah Cox has invited you to fundraise for **The Great Give (New Haven)**. They wrote:

Welcome to the Team!

Your Login Info

Email: janday.wilson@gmail.com

Password: [REDACTED]

If you have any problems or questions, please contact Deborah Cox via dcox@continuumct.org.

Start gathering support right now by sharing this link to your fundraising page: <https://www.thegreatgive.org/p2p/80333/janday-wilson>

To personalize your fundraising page or access helpful tools, [visit your fundraising toolkit](#).

Looking for even more support? Read about [Peer to Peer Fundraising on GiveGab](#), or check out our [Customer Success Headquarters](#) for more resources on how to be a successful Fundraising Champion, and start spreading the word!

[Get Started!](#)

Any Questions?

Feel free to [contact our support team](#) if you need help.

Your invitation to be a fundraiser will come from Give Gab's email:

notifications@givegab.com

(name on email will be Deborah Cox)

Be sure to add this to your email's "Safe Senders" list

Your Dashboard



Janday's fundraising toolkit for The Great Give (New Haven)

Complete the steps below to be sure that your fundraiser is successful.



Tell Your Story

Why are you fundraising? Tell a story about this organization, add an image, and set your fundraising goal!



Make a Donation

Make the first donation to show your commitment.



Reach Out

Send emails to friends and family and ask for support.



Share Socially

Share to Facebook and Twitter.



Give Thanks

Email your donors and say "Thanks!"

Progress

0%

\$0
Raised
of \$500 Goal

45
Days Left

0
Donors

0
Emails Sent

Share Your Fundraiser!

<https://www.thegreatgive.org/p2p/8033>



Need some inspiration?

Check out [these great fundraising ideas](#) over on the GiveGab blog.

Logging in takes you straight to your page's Dashboard.

Your Story

- Ideal Length: no more than 300 words
- Image: Picture of one face or a close-up
- Option to include Video Link (**Note:** video replaces the picture)
 - Continuum’s “Your Support Make a Difference” video
<https://youtu.be/IDg45HOTI4k>

Example Story:

I work for Continuum of Care, an organization I care passionately about. Continuum has been helping individuals who are challenged with mental illness, substance use, and intellectual disabilities to turn their lives around for over 50 years.

Continuum understands that true healing and recovery cannot be achieved without looking at the whole person and addressing their specific needs. **Every day they turn hopeless cases into true miracles.**

Their Veterans Recovery Support Program provides a peaceful home and support to veterans in desperate need of a safe space to recover and re-enter the community. Already, hundreds of lives have been rebuilt. **I am honored to fundraise in support of their goal to expand the program. Won't you join me?**

Example Page

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#DoGood

A fundraiser for:

Continuum of Care

Rebuilding Lives

Causes: Homelessness & Housing, Disability Services

Manage this on GiveGab

DONATE



0%

\$0 Raised \$500 Goal 0 Donors



Janday Wilson

Hi, I'm Janday Wilson and I'm fundraising for [Continuum of Care](#).



I'm supporting Continuum of Care's Great Give Campaign (May 1 - 2) because their mission of rebuilding lives of people with mental illness is deeply personal to me and my family.

'Your Story' will be at the top of your page, and Continuum's Great Give Profile – with Pre-Set Giving Levels – will be at the bottom.

Ways to Share

- **Email your page to Donors**
 - Can use personal email or the email button on your page
 - You can also keep your page link in your email signature
- **Social – share on all the platforms you use**
 - Hashtags bring more viewers to social content (bolded #s are most important; try to limit to 5-6 #s)
 - **#ContinuumofCare #RebuildingLives #givegreater #thegreatgive #donate #DoGood #fundraiser #NHVEvents #NHV #nonprofit #mentalhealth #autism #makeadifference** You can also repost content from Continuum’s pages
 - Search for ‘Continuum of Care’ on Facebook, Twitter, Instagram and LinkedIn



**Giving Starts
April 19**

Are You...
Social? Competitive?
Enthusiastic? Persuasive?
You could win a prize...

Example of a Continuum
Facebook post

Schedule

- Have your **page ready by Friday, April 23**
 - This is **when Advanced Giving starts**
- **Suggested emailing schedule**
 - 1 email before the giving day.
 - 2 different emails on the giving day.
 - 1 Thank You email after the day.
- **Social posting schedule**
 - 4 posts before the giving day.
 - 3 posts on the giving day (include progress updates).
 - 1 Thank You post after the day.

Best Practices

- **Images**
 - Use pictures with only one face, or close-ups if possible
- Make it clear they **ONLY donate through your page on thegreatgive.org website** and NOT through Continuum's website or Facebook
- **Make sure to thank donors** immediately or the day after via email, social media or a handwritten note

Resources

- [Your The Great Give® Peer Fundraiser Guide](#)
- [How to support as a peer-to-peer fundraiser](#)
- [6 Actions Successful Peer-to-Peer Fundraisers Take](#)
- [Email templates](#)
- [Social media templates](#)
- [Give Gab Help Center](#)
 - Customer Support Email: CustomerSuccess@givegab.com

Your Great Give email from Give Gab also has links to these resources.

Questions?

Feel free to reach out to jwilson@continuumct.org or dcox@continuumct.org.

Janday is available to help set up profiles.

We will provide other helpful tools:

- Pre-made graphics to share
- Continuum client stories
- Timelines for sharing
- Templates

THANK YOU FOR DOING GOOD

