



HOW TO HOST A
FEARLESS FUNDRAISER

Rally Your Community

We wouldn't be here without you. Through it all – legislative restrictions on abortion, defunding efforts, smear campaigns, and a global health crisis – you've had our back. Your support has enabled us to protect and expand access to comprehensive reproductive health care – including safe, legal abortion – for all Ohioans.

We're excited for you to throw a Fearless Fundraiser! Peer-to-peer fundraising lets you rally your community – your friends, family members, and networks – to band together and support Planned Parenthood Advocates of Ohio (PPAO). It is incredible to see how donations of \$5, \$10, or \$20 can add up.



Why peer-to-peer fundraising?

Peer-to-peer fundraising relies on the power of many to amplify your impact. By hosting a Fearless Fundraiser, you can leverage the power of your network through storytelling to help support PPAO. Share your Planned Parenthood story – maybe you were (or still are) a patient; maybe Planned Parenthood helped a friend or family member; or maybe you just know that everyone deserves access to comprehensive reproductive health care and education. Whatever your story, your Fearless Fundraiser lets you share what Planned Parenthood means to you with your community as you encourage them to stand with you in supporting PPAO. For information on hosting a successful peer-to-peer fundraiser, check out this tip sheet at ppgoh.org/fundraising-tips.

Prepare to Party

Create your Fearless Fundraiser: What kind of Fearless Fundraiser would you throw? Maybe it's a spoken word or open mic night, an evening of wine and cheese, or a dance-a-thon. You could also use your birthday or wedding as a platform for your fundraiser.

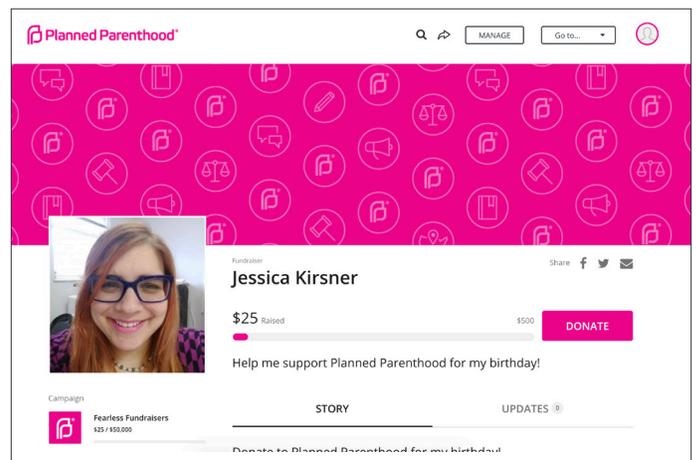
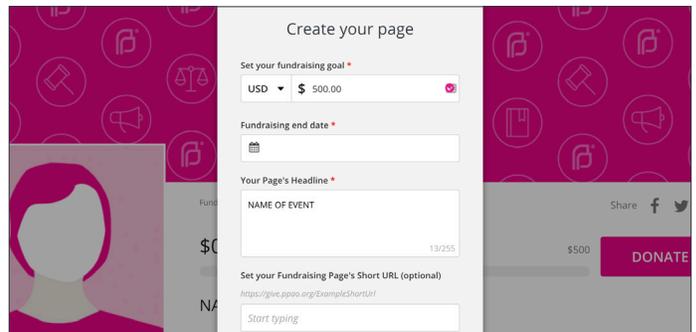
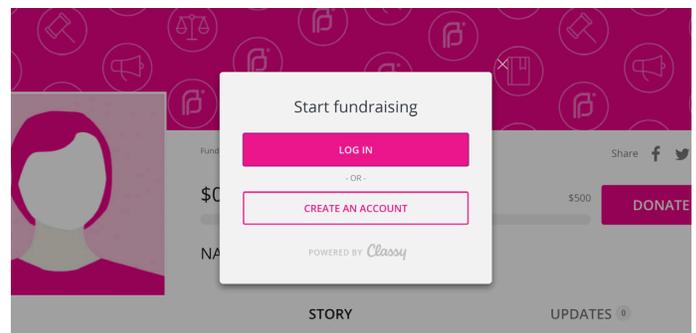
After you decide on the kind of fundraiser you'll throw, create your Fearless Fundraiser webpage at give.ppao.org/fearless. You'll be able to choose your fundraising goal, add a custom photo and description, and receive a personalized fundraising link to share in all of your communications.

Consider setting a goal that reflects impact – the more money that is raised, the more people in your community who can be registered to vote, or trained to lobby for reproductive rights.

Share your story and show your commitment.

On your Fearless Fundraiser page, take the time to share why you support Planned Parenthood and the reasons you're so passionate about reproductive freedom. To demonstrate your support further, make the first donation before asking others to contribute.

Create your guest list – and make it long. Not everyone you invite will attend your Fearless Fundraiser, but many will donate even if they can't make it.



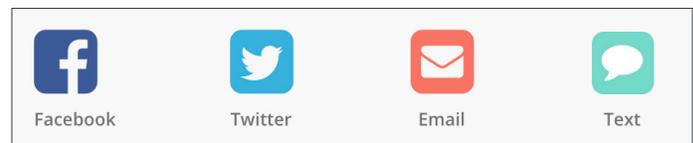
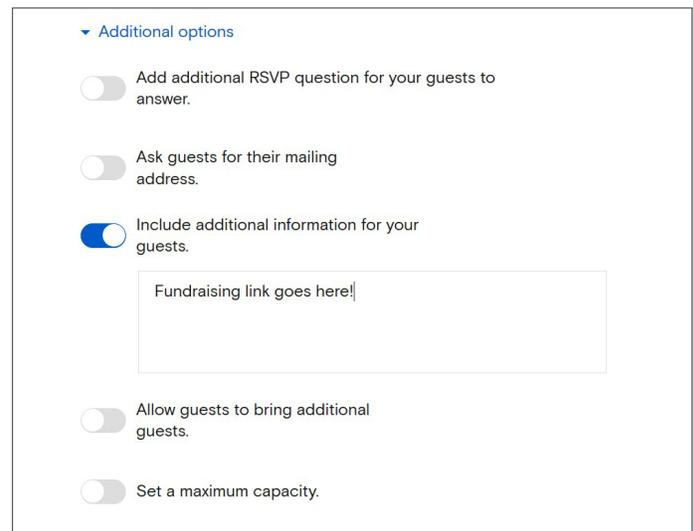
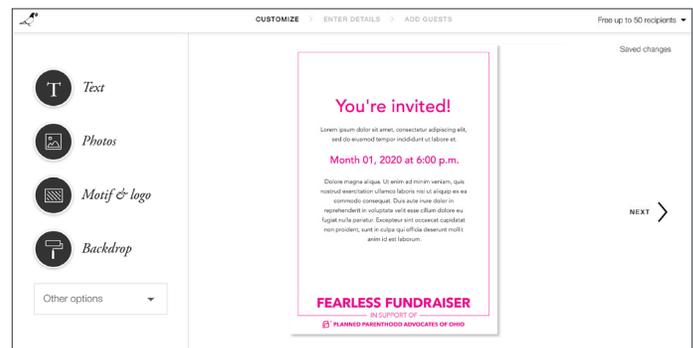
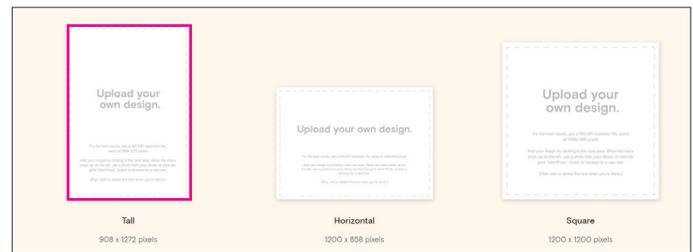
Spread the Word

Create your event invitation. You don't have to make your own; our premade graphic can be uploaded to paperlesspost.com using their customizable templates at paperlesspost.com/upload-your-own. Just remove the optional liner and envelope to keep the invite free to send, then use tools to add in details about your event, including the date, time, and location. Where the site gives you "additional options," select the button that allows you to include more information – that's where you'll put the link to your fundraiser.

- Download our custom Fearless Fundraiser graphic for Paperless Post here: ppgoh.org/fundraising-invitation
- For a live event, send your invitations at least a month in advance so folks know to clear their calendar. Make sure to include the link to your fundraiser.

Social media is a powerful tool for a successful peer-to-peer fundraiser, enabling you to engage your entire network and amplify the impact that much more. Be sure to share your Fearless Fundraiser on all of the social media platforms you use. Even if someone can't attend in person, they can still donate to ensure reproductive health care for everyone in their community.

Text and email your network to remind people of your fundraiser. Following up with a text or email is a great way to encourage donations, especially as your fundraiser wraps up.



Time to Host

- **Ask for support.** Share your story again, and remind your invitees that every dollar matters. Peer-to-peer fundraising is all about many people giving what they can, and every gift – big or small – is meaningful.
- **Get creative** – incentivize people to donate. Consider matching donations up to a certain amount, or giving \$3 for every donation made. You could also create a reward system for people who donate. Maybe you offer a personal compliment or a drawing of their pet. Maybe you run or bike a mile for every donation you get. Offering a small prize is a great way to get people to participate.
- **Report back** to those who participated on the impact they made. If it's an ongoing event, update folks when you're halfway or closing in on your donation goal, and encourage them to donate more to get you there.



After Hours

- Remember to say thank you! Send a short message to everyone who made a donation to your Fearless Fundraiser.
- Follow up and share your fundraiser one last time with anyone who hasn't donated. Remind them that it's never too late to give.
- Bring in any check or cash donations. You can deliver all payments to your local PPGOH office in person or via mail.
 - When you drop off or mail in these gifts, please include your name and a list of all enclosed gifts with each donor's name, gift amount, and how the gift was made (cash/check).
 - This will ensure that we can accurately record all donations from your Fearless Fundraiser. If you have any questions about how to get donations from your fundraiser to PPAO, please contact Jessica Kirsner, Donor Engagement Manager.



*When in doubt,
reach out!*

Contact Jessica Kirsner, Donor Engagement Manager, at **614-390-5661** or **Jessica.Kirsner@ppao.org** for any support you may need.