



Snowshoe for Peru 5k

Peer to Peer Fundraising Toolkit

The 10th Annual Snowshoe for Perú 5k is dedicated to helping post-orphanage youth in Perú receive safe housing, education, and hope for the future! By deciding to fundraise for your race, TOGETHER we can change the future of youth in Perú!

The event will be held in person on Saturday, February 4th, 2023 at 10 am at Sylvan Lake State Park in beautiful Eagle, Colorado or run virtually by that date.

Why We Snowshoe

You are so important in helping provide safe housing and education to youth in Perú! Fundraising for your race is how we will reach our event fundraising goal of \$15,000. As you fundraise for your race, you will engage your network to participate in nonprofit giving and help others.

Snowshoe for Peru 5k is an event on behalf of Corazón de Esperanza 501(c)3. All donations collected during this fundraiser will go toward safe housing and education for post-orphanage youth in Perú.

That's who we are, now let's talk about you.

Prizes & Your Role

As a peer-to-peer fundraiser for the Snowshoe for Perú 5k, you will:

- Use new and existing connections to help reach your fundraising goal
- Share our mission with your network
- Use your passion for community participation to make it a priority for others

If you raise \$100 for your race, you will receive an insulated Corazón de Esperanza camping mug. Top fundraisers will be recognized at the celebration ceremony after the race and via social media channels.

Fundraising Basics

We've broken down the main principles of fundraising for you! Follow these steps to host a successful fundraiser

Make Your Fundraising Page and Set Your Goal

[Create an account](#) at Corazón de Esperanza to create your own fundraising page. Customize your page, add images, and a personalized donation ask. When setting your goal it's important to start small and work your way up.

Setting and reaching an initial \$100-200 goal is better than setting an initial \$1,000 goal that may intimidate potential donors.

Inspire your supporters by explaining why you have chosen to participate, what the event and charity mean to you, and how their contribution can help youth in Perú.

Connect and Share

Using your own words or the templates below, talk about the cause and share your page on email and social media channels. Ask friends and family members to support your fundraising efforts with a donation. The more personal the ask, the better! Show your commitment by making a personal donation.

Always remember to say 'please' and 'thank you.'

- **Social Media** is a casual and fun way to have direct conversations with supporters, share fundraising updates, build awareness for the cause, and inspire giving.
 - Share your story - create a video and/or post pictures sharing the reasons what it means to you
 - Use our hashtag - #SnowshoeForPeru - stories with hashtags will generate more traffic and boost your fundraising
 - Interact with your friends in real-time while you engage and grow your audience by showcasing your unique story via posting a story
 - Always include the link to your page in each of your posts and stories! Make it easy to give!
 - Post 1-2 times per week until the event, updating supporters about your goal and why you are participating.
- **Emails, Phone Calls, and Text Messages** - a personal ask still works and will likely bring in multiple donations from your friends, family, and professional contacts.
- **Word of Mouth** - is the most powerful way to spread a message. In fact, 90% of people trust a personal recommendation - so ask others if they want to join in your fundraising.

Fundraising Resources

Please use our Graphics, Hashtag, and Social Media Handles in coordination with your written posts.

#snowshoeforperu / Facebook: @snowshoeforperu / Instagram: @cdehope

[Click here](#) to access and download social media graphics and logos.

Communication Templates

Social Media

Example post #1 -

I will be participating in the @snowshoeforperu 5k race on February 4th. I hope to fundraise [GOAL] to support the race. 100% of the proceeds donated through my link will provide safe housing and education to vulnerable youth in Perú. #snowshoeforperu

Will you help me make a difference? [LINK TO YOUR FUNDRAISING PAGE]

Example post #2 -

Friends and family, I've committed to raising [GOAL] for my 5k Snowshoe race @snowshoeforperu. 100% of the proceeds donated through my link will go to provide safe housing and education to vulnerable youth in Perú. So what do you say?#snowshoeforperu

Will you help me make a difference? [LINK TO YOUR FUNDRAISING PAGE]

Thank You Post #1 -

Thank you @[NAME] for your generous donation! Thanks to you we're one step closer in reaching our goal! #snowshoeforperu

Thank You Post #1 -

Thanks for your donation @[NAME]! Your support is invaluable to me and the good work through @cdehope.org. #snowshoeforperu

Emails

Email Template

Dear [NAME],

I have until February 4th to raise [GOAL] and I need your help! This year, I'm participating in the Snowshoe for Peru 5k put on by Corazón de Esperanza.

All funds raised go to provide safe housing, education, and hope to vulnerable youth in Perú. The overall goal is \$15,000 to bring more youth into safety.

Would you donate and help us reach this goal? Please use the following link to make your donation. [LINK]

Thank you for your support,

[NAME]

To learn more about what your donation can do - visit cdehope.org

Email thank you template

[NAME],

I reached my goal!

Thanks to your donation, I met my [GOAL] fundraising goal for the Snowshoe for Perú 5k race, helping Peruvian youth in the programs of Corazón de Esperanza.

Watching everyone come together for a cause like this was amazing to see. Thank you for all you've done and all that you continue to do!

Sincerely,

[NAME]

To learn more about what your donation has done - visit cdehope.org

General Tips

- **Shoutout to Donors:** Acknowledging donors ensures that they feel appreciated. It also shows other people in your network that you're already receiving donations.
- **Ask More Than Once:** Follow-ups and additional asks can help increase the probability of securing donations.
- **Make the First Donation:** This is a good way to get the ball rolling. It's also a good way to show people that you are passionate enough about the cause to donate your own funds.
- **Be Enthusiastic:** All of your communication about the fundraiser should show your passion and enthusiasm and more people will be inclined to donate.
- **Be Creative:** Use your creativity to make your fundraising efforts stand out. Make a short and fun video, post a story, or pose for a photo. Find new and creative ways that make your fundraiser stand out.
- **Compete:** Watch other fundraisers and see if you can beat their goal! Post your friendly competition and get others involved!
- **Don't Get Discouraged:** Every dollar you raise helps youths find hope! Be positive! You are a rock star for participating in this way!