

# Peer-to-Peer Fundraising Toolkit



**Thank you** so much for supporting Easterseals Northern California by hosting a fundraising event. We are so thrilled to have you on our team, working to create a more inclusive and equitable world where individuals with autism and other intellectual disabilities (I/DD) can choose their own path. From benefit concerts to bake sales, every event helps drive change. Each dollar raised supports innovative solutions and expanded services, directly improving access to care for those who need it most.

**Peer-to-Peer fundraising typically refers to a fundraising event or initiative held by supporters, donors, community members or other groups and individuals to raise funds for a charity or non-profit.**

For over 90 years, Easterseals Northern California has served individuals with autism and other I/DD and their families. As a leading provider of home and community-based services in the region, we're committed to closing gaps in care and support across every stage of life. From early intervention in childhood to job training, behavioral health services, and ongoing support for adults, our programs are designed to evolve with each person's unique journey.

Last year, we provided just over 216,000 hours of service to over 5,000 families in and around Northern California, from the Bay Area to the Oregon border. We're focused on increasing the impact of Easterseals Northern California because too many individuals still go without care. Your support helps our clients and their families in so many aspects their lives.

## We're Ready to Provide You Support

Our fundraising experts are available for any questions or concerns throughout all the stages of your event from planning, to wrapping up and thanking your attendees. We want to ensure that you have a fun and meaningful experience as you put together your fundraiser and we're here to support you through the process.

That's why we created this Peer-to-Peer Fundraising Toolkit to help you kickstart your event. Here, you'll find helpful tips for planning, promoting and achieving a successful event. You can also find the Peer-to-Peer Fundraising Proposal form at the end of the toolkit.



# Peer-to-Peer Fundraising Toolkit



## Planning Your Fundraiser

Fundraisers come in many forms, and we're excited to see what type of fundraiser you're interested in hosting. There are plenty of great and creative options whether you are looking to bring people together for an event, hosting an online initiative or bringing a new idea to the table, we're thrilled to help you get started.

**Here are a few examples that you may want to consider depending on your audience or your overall goals for the fundraiser:**

Centralizing Community Connections	Putting More Purpose into Your Passions	Self- Challenge	Challenge for Others
Host a barbeque, car wash, bake sale, yard sale, walk-a-thon, car show, or benefit concert	Teach a cooking or baking class, put together a dance class, be a tour guide on your favorite hiking trail or host a sports clinic	Collect pledges to try and break a personal record from running, dancing or hosting a live stream of your favorite game	Host any kind of tournament from kickball to golf

## Setting Goals

Prioritize setting goals that are specific, measurable, achievable, relevant, and time-bound (SMART). This approach will help guide your planning and keep your event on track. Start by establishing a clear fundraising goal-one that's ambitious but realistic for you and any committee members involved. A defined target not only gives your efforts direction but also motivates donors to contribute. As you set your goal, be sure to factor in any potential expenses, such as supplies, rentals, or other necessary items, so you can plan effectively and maximize your impact.



### Form a Planning Committee

Planning a fundraiser alone can be tough. Form a planning committee with friends, family, or existing clubs to share the work and leverage diverse skills.

### Schedule the Event

Stay mindful of weather and holidays when picking a date. For example, hosting events in December may result in low attendance due to holiday travel, and avoid hosting outdoor events during rainy season.

## Complete a Fundraiser Proposal Form

Once you have all the details for your fundraiser, fill out our Peer-to-Peer Fundraiser Proposal form. You can submit this via email at [development@esnorcal.org](mailto:development@esnorcal.org) or via mail. to:

**2730 Shadelands Dr. Building 10, Walnut Creek, CA 94598**

Need help or have questions? Reach out to our us at [development@esnorcal.org](mailto:development@esnorcal.org).

# Peer-to-Peer Fundraising Toolkit



## Promoting Your Fundraiser

Promoting your event is essential to ensuring its success. In the “Ways to Give” section of our website, you’ll find promotional materials available for your use. Please note that all event materials must clearly state that Easterseals Northern California is the beneficiary of proceeds raised, and not the event organizer or sponsor. Any advertisements or promotions that do not align with Easterseals Northern California’s values may be subject to removal from social media and other platforms.

**Easterseals Northern California encourages fundraising events and promotional materials that are compatible with our values.**



## Successful Promotion

- Share your event on all your social media platforms including Facebook, Instagram, LinkedIn and any other platforms you frequent.
- Share your message: Share what brought you to fundraise for Easterseals Northern California and why others support your cause.
- Ask friends, family and colleagues to share your posts on their timeline or feed to reach more potential attendees and donors.
- Respond to interactions with your posts by liking and replying to comments.

## Collecting Donations

**Online:** We can help you set up an online fundraising page where you can share your story and inspire your guests and participants to donate.

**In-Person:** Use the pledge form and remittance envelopes to collect cash or check donations and be sure to capture accurate contact information that will be utilized to issue tax receipts.

Be sure to reach out if you have any questions on collecting donations.

## Thanking Donors

A simple thank you can make all the difference to your donors and participants. Be sure to thank everyone involved - from your attendees to your biggest sponsors in the room. Make them all feel appreciated for supporting your cause. If you have someone who went above and beyond in their support, let us know so we can thank them too.



# Peer-to-Peer Fundraising Proposal Form



## Contact Information

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip Code: \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## Event Information

Event Name: \_\_\_\_\_

Event Venue: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip Code: \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Estimated # of Attendees: \_\_\_\_\_ Fundraising Goal: \_\_\_\_\_

Please tell us why you choose to support Easterseals Northern California.

# Peer-to-Peer Fundraising Proposal Form



Please describe your fundraising event or activity including all parties involved with the event.

Please describe how you'll be promoting your event (social media, advertising).  
NOTE: You must submit copies of materials to be used such as invitations, flyers, brochures, signs and advertising content before issuing, publishing or distributing these materials.

Would you like help from Easterseals Northern California to set up a fundraising website to collect electronic donations?

Yes ☐

No ☐

Please let us know if there's any additional assistance that you'd like to request from Easterseals Northern California.