



GIVING
TUESDAY

NYLAG

New York  Legal Assistance Group

Peer-to-Peer Fundraiser
WORKBOOK



THANK YOU!

Thank you for fundraising on behalf of the New York Legal Assistance Group (NYLAG). Your dedication is truly making a difference, and we deeply value the impact you're bringing to our movement to create a more just New York City for all.

By harnessing the power of your personal networks, you help us amplify our reach and ensure New Yorkers have an advocate in their corner during their time of need. The ripple effect of your actions is far-reaching and transformative.

Recognizing the essential role you play in our mission and to make your fundraising journey smoother and more effective, we've created this Peer-to-Peer Fundraising Workbook. This workbook is designed to be a companion for you – a tool that will walk you through each step, providing tips, best practices, and resources. Our aim is to make your fundraising experience as seamless and impactful as possible.

By joining as a volunteer fundraiser, **you have become a pivotal ambassador, driving trust, momentum, and impactful change for social, racial, and economic justice in New York City.** Thank you again and we wish you the very best in your fundraising journey. Remember, you're not alone in this - we're here to support you every step of the way!

In solidarity,

Nichole Guerra,
Director of Philanthropic Partnerships

VISIT

nylag.org

FOR MORE INFO

FUNDRAISING CONTACT

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QUICK NOTES:

WHAT YOU NEED TO KNOW

What is GivingTuesday?

GivingTuesday is a global movement that unleashes the power of radical generosity around the world. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Today, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.



This year we want to raise \$15,000 to provide free civil legal aid in NYC.

What does a Peer to Peer Fundraiser (P2P) do?

Your job is to get the word out about NYLAG and encourage people to support them on GivingTuesday day: November 28!

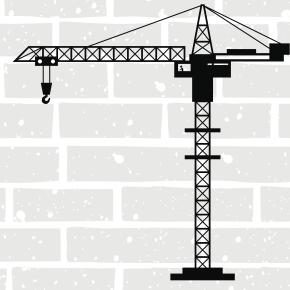
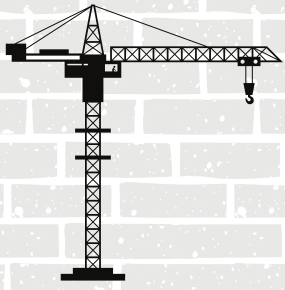
All you have to do to prepare is set up your personal fundraising page. The next few pages will walk you through it.

Use the Roadmap to Success at the end of this workbook to let your friends and family know how they can help you!



5 Easy Steps to

BUILD YOUR FUNDRAISING PAGE



STEP

1

Set Your Goal.

Your efforts are key to NYLAG reaching our overall goal. Use the tips at the bottom of this page to set an ambitious, yet realistic goal.

STEP

2

Write Your Story.

Why did you want to support this event as a P2P Fundraiser? The most effective "pitch" is sharing why this is important to you in your own words..

STEP

3

Pick out your profile picture.

Use a selfie or headshot so people can identify your page and know they are in the right place.

STEP

4

Choose a Feature Image or Video

Don't worry - we've got you covered on this one, too! You'll find some ready-to-go options at the end of this workbook.

STEP

5

Make an Icebreaker Donation

It helps to make the first donation yourself, to break the ice for future donors and demonstrate your own support.

Setting Your Personal Goal

1 NYLAG's overall goal is \$15,000. To help us reach this goal, we ask that you consider a goal of \$500 as a starting point.

2 Think about your network and their potential interest in our cause. If you have a large social media following or a wide circle of friends and family, you might set a higher initial goal. If your network is smaller, be modest but optimistic in your target.



Psst...first time as a peer to peer fundraiser? It's okay to set a more conservative goal.

Remember, it's better to surpass a smaller goal (and you can even raise it on the day) than to fall short of an overly ambitious one.



YOUR GOAL: \$ _____

*I can
&
I will*

DISCOVERING YOUR “WHY”

Your 'Why' is the heartbeat of your fundraising journey. It's the reason you're dedicating time, effort, and passion to a cause. Understanding and articulating your 'Why' not only fuels your own motivation but also connects emotionally with potential donors. Here's some exercises to help you navigate this introspective journey:

Have you had an experience or moment that made this cause important to you?

Reflect on that time and consider the feelings it evoked.

How do you see your fundraising making a difference?

Visualize and describe the positive impact of meeting your goal.

If you could share just one story or fact about this cause to a stranger, what would it be and why?

***“REMEMBER, EVERY EFFORT COUNTS. THE HEART THAT GIVES, GATHERS.”
- TAO TE CHING***

Your NYLAG Story Mad-Lib

To kickstart your personal fundraising page, we've crafted a simple mad-lib for your story. Remember, you don't need elaborate wording. Your genuine reason for caring about this cause is enough. Imagine you're sharing your passion with a close friend, and let your authentic voice shine through.

Hello! I'm _____, and I'm excited to share that I'm raising
Name
funds for _____. This cause means a lot to me because
Organization

[personal reason/connection, e.g., "my sister was diagnosed with XYZ" or "I've always been passionate about animal welfare"].

By supporting NYLAG, we can [specific impact of fundraising goal, e.g., "combat social and economic injustice" or "protect the rights of New Yorkers"].

My personal goal is to raise \$ _____ as part of GivingTuesday.
Your Goal

With your support, I believe we can make a tangible difference.

Any personal commitment or challenge, e.g., "For every \$100 raised, I will run a mile!"

If you'd like to support my campaign, you can donate here:

Link to your personal fundraising page

Every bit helps, whether it's \$10 or simply sharing my campaign with your friends and family.

Together, with your support, we'll not only reach our goal but also advance social, racial, and economic justice for the New Yorkers who need it most.



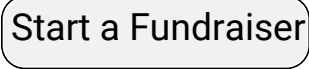


NUTS + BOLTS

Step-by-Step Instructions to Launch Your Page

NYLAG is dedicated to supporting you through each step of your fundraising journey. Use the following sections as a guide when you're ready to craft your unique fundraising page.

1. Step-by-Step Instructions:

- Step 1: Navigate to nylag.org/givingtuesday
- Step 2: Click 
- Step 3: Fill out the details for your fundraising page!

2. Accessing & Using Visual Assets:

- We've pre-designed images and graphics to give your page a professional touch. Follow the link to download and share on your social pages!



3. Crafting Your Content:

- Your Personal Story: Revisit the story you drafted in the previous section. It's the heart of your fundraiser, so make sure it's front and center.
- Tip: Be authentic. Potential donors resonate with genuine passion and commitment.

SHARING YOUR PAGE



Explain to your supporters how to find and share the link created for their fundraising page. You can also share the link to our webpage so they can learn more about our mission!

nylag.org/mission-values

YOUR DIGITAL PLAYBOOK: PROMOTING YOUR CAMPAIGN

Each social media platform offers unique opportunities to connect and resonate with your audience. Understanding the nuances of these platforms can amplify your fundraising efforts. In this section, we'll guide you through the specific strengths of each channel and provide actionable tips to enhance your outreach.



Facebook:

- Share stories, updates, photos.
- Post 3-4 times a week.
- Optimal Timing: Weekdays between 9am-3pm.



Twitter:

- Share concise appeals, engage with relevant hashtags and retweets.
- Post 1-2 posts per day.
- Optimal Timing: Weekdays 12pm-1pm.



LinkedIn:

- Showcase donation impact and tap into professional networks.
- Post 2-3 times a week.
- Optimal Timing: Weekdays from 9am-11am.



Instagram:

- Share visuals, utilize IG Stories, and choose impactful images
- Post 4-5 posts a week.
- Optimal Timing: Weekdays between 10am-12pm and 7pm-9pm and weekends: 9am-11am

TIPS FOR GETTING THE WORD OUT ON SOCIAL



- **Build Anticipation:** In the days leading up to GivingTuesday, tease upcoming activities, spotlight beneficiaries, and rally your network with reminders to participate and spread the word.
- **For the Day of Giving:** Amplify your updates throughout the day on social platforms. Precede with anticipatory posts, share real-time progress, and wrap up with gratitude and post-event reflections.
- **Mix it Up:** Blend your content with progress snapshots, beneficiary testimonials, donor appreciation, and interactive elements like polls for engagement.
- **Highlight Milestones:** Commemorate reaching 25%, 50%, and 75% of your goal with personal notes or videos to energize supporters.
- **Diversify Platforms:** Don't put all your eggs in one basket. Different platforms reach different audiences. Make sure to tailor your content appropriately for each platform.
- **Engage & Respond:** Foster a two-way conversation. Reply to comments, acknowledge shares, and encourage questions about your cause to deepen connection and trust.

Gratitude - & - Self Care

After the momentum of your peer-to-peer fundraising campaign begins to wind down, it's crucial to close with intention and gratitude. The conclusion of a campaign isn't merely an end but an opportunity to strengthen relationships with donors, celebrate achievements, and set the stage for future initiatives.

WRAPPING UP AS SIMPLE AS ABC



Appreciate

Craft heartfelt thank you emails or messages, showing gratitude for each contribution.



Broadcast Achievements

Publicize the overall funds raised, emphasizing the cause's progression due to this collective effort.



Contemplate and Reflect

Reflect on the campaign's highs and lows to extract valuable lessons for future endeavors.

THANK YOU!