



3rd Party and Peer to Peer Fundraising Toolkit

A **3rd Party Fundraiser** is when a volunteer, board member or other person (not a member of the staff) outside of your organization with a passion for the organization's mission hosts a fundraiser on the organization's behalf. The volunteer collects the donations, takes out expenses and donate all the proceeds to the organization.

Peer-to-Peer Fundraising is when a volunteer, board member or other person fundraises on behalf of the organization by reaching out to peers through their social networks.

Steps to coordinate a 3rd party fundraiser:

1. Choose the "right" event
2. Set the date and location
3. Contact 518 ElevatED (mchurch@518elevated.org) with date and event details, to obtain logos and other materials and if someone from 518 ElevatED is expected to be at the event.
4. Form a planning committee, if needed
5. Identify your target audience
6. Develop a budget and timeline
7. Advertise
8. Take pictures at the event
9. Collect all funds
10. Pay all expenses
11. Say thank you to participants!
12. Send pictures and donate proceeds to 518 ElevatED

3rd Party Fundraiser Ideas

Super Bowl Squares – January/February

Setting up a Super Bowl Squares fundraiser is a fun way to split the pot where winners receive half and the organization receives the other half. Use the following information to create a flyer or social media post. If you need a sample grid or other assistance email mchurch@518elevated.org. At the end of the fundraiser, simply donate the proceeds to 518 ElevatED.

It's SUPER BOWL TIME! Let's raise \$<insert amount> for 518 ElevatED and have fun doing it! Good luck!

Cost: \$<insert amount> per square. We must fill all squares to play! Half the pot will be donated to 518 ElevatED, which supports local students by connecting them with mentors, resources, and opportunities to help them earn college degrees. Learn more at: 518elevated.org.

Please email <insert email of person running the fundraiser> with the subject line SUPER BOWL and include how many squares you want, and Venmo @<insert name of person running the fundraiser>. Squares will be selected randomly. After the grid is filled, numbers will be pulled and added in the order they are selected.

Winnings per quarter, and the reverse are listed below <enter appropriate amounts based on total pool>.

Quarter 1: \$

Reverse: \$

Halftime: \$

Reverse: \$

Quarter 3: \$

Reverse: \$

Quarter 4: \$

Reverse: \$

March Madness Bracket – March/April

Setting up a March Madness fundraiser is easy. Use the following sample script to send to your friends/family/colleagues and let the fun begin! After the winners have been paid out, simply send the proceeds to 518 ElevatED.

It's almost that time of year again – when the world stops to watch the best collegiate athletes on the planet try to etch their names in the history books as a National Champion. Over 10 Million People tune in annually to watch March Madness, with over 70 Million brackets filled out. What better time to introduce your friends, family and colleagues to 518 ElevatED!

Cost

\$10 per Bracket, and you should feel free to submit as many as you want!

How to Play

Please email <insert email for the person running the fundraiser> with the subject line March Madness and we will send you a link to follow. The link will bring you to a page that will allow you fill out your bracket! You will be able to follow along online with how your bracket is doing as the tournament goes on! If you have any issues with the link and would prefer to do a manual bracket, just let me know via email.

How to Pay

Once your bracket is filled out, please send \$10 for every bracket filled out to @<insert name of person running the fundraiser> on Venmo. If you don't have Venmo, we can

make other arrangements to get payment, but any payment not in hand prior to the first game will not be eligible to win!

What do I Win?

Half of each entry will go to 518 ElevatED as a donation, the other half will go into the pool. That remaining pool will go to the winner! So that means the more people who play, the more you can win, and the more we can support promising youth in the Capital Region!

Questions about 518 ElevatED?

No problem, email me @ <insert email of the person running the fundraiser> and I will be happy to answer them. And please feel free to send this around to your community, the more people who know about the program the better!

[Paint for a Purpose](#)

Choose a local art studio and set up a fundraiser in which you invite a group of friends to paint at a specific date and time and a portion of the ticket sales will go back to 518 ElevatED.

[Dine to Donate](#)

Many restaurants will set a specific a date and time and give a percentage of the proceeds to the organization. They provide the flyer and a coupon, you spread the word. 518 ElevatED will promote on their social media sites as well. Here are some restaurants that participate:

- Core Life Eatery
- Chipotle
- Blaze Pizza
- Panera
- Buffalo Wild Wings
- Appleby's
- Cheesecake Factory

[Bottle Donation Drive](#)

Ask friends and family bottles and cans and bring them a 6-cent redemption center then donate the money. Redemption centers may be willing to take the bottles/can directly during a certain period.

[Hoffman's Car Wash](#)

Helping Hands allows your group to sell Full-Service or Exterior Hoffman Car Wash tickets and keep 50% of the funds raised goes to the organization. Use traditional order forms and coupons or use online ordering to increase selling opportunities through e-tickets delivered right to the customer's email or mobile device. Helping Hands also offers online organizational tools with great social media features.

Virtual Gaming

Gaming fundraisers, especially when they include a livestreaming component, can be an excellent way for nonprofits to raise funds — regardless of their mission. While the idea may seem a little odd at first, these fundraisers have proven to be quite effective. If you have an interest in running a gaming fundraiser, try reaching out to local gaming communities or looking for gaming events that have occurred in your area.

Peer to Peer Fundraising Ideas

Facebook Fundraiser

A Facebook fundraiser can be set up for your birthday, Giving Tuesday (the Tuesday after Thanksgiving) or any other occasion that you choose and 100% of the funds raised goes directly to 518 ElevatED at the end of the month that the fundraiser was held.

On your computer, login to your Facebook account.

In your News Feed, go to the menu on the left-hand side of your page and select Fundraisers.

Type into the search bar 518 ElevatED and select.

In the left-hand column, set your fundraising \$ goal, an end date and the name of your fundraiser.

Text should already appear under the ‘Why are you raising money’ section. You can choose to customize that if you prefer.

Click create.

A message will pop up that congratulates you on creating your fundraiser. From there, you can invite your friends to donate, share your fundraiser in your News Feed, or donate to the fundraiser yourself.

Be sure to let 518 ElevatED know that you’ve created the fundraiser by emailing mchurch@518elevated.org.

Create Your Own

Work with 518 ElevatED staff to create your own fundraising page with messages, pictures, or videos to invite your friends, family, and colleagues to learn about and invest in 518 ElevatED’s mission. Email mchurch@518elevated.org to get started.

Other Ways to Help Raise Money

AmazonSmile

If you're shopping with Amazon, be sure to use Amazon Smile and choose 518 ElevatED as the organization you support. It's easy! We'll get 0.5% of the value of every order as a donation for our programs.