Alexandria's Walk for Animals
Peer-to-Peer Fundraising
Toolkit

Getting Started

Thank you for participating in 2016's Alexandria's Walk for Animals!

The annual Walk for Animals is one of the biggest fundraisers of the year for the Animal Welfare League of Alexandria (AWLA). The 1.5-mile Walk through Alexandria's Old Town on May 1, 2016, may be the main event, but the most important footwork for Walk participants begins long before that: In the months leading up to the Walk, the AWLA relies on participants to appeal to their family, friends, coworkers, neighbors, and other community members to raise money for the shelter by sponsoring them in the Walk.

What is Peer-to-Peer Fundraising?

Simply put, peer-to-peer (sometimes abbreviated to P2P) fundraising empowers an organization's supporters to raise money on their behalf. The AWLA is a small organization, and peer-to-peer fundraising helps us put boots on the ground to raise awareness and money for the shelter. Fundraisers compete for the position

of top fundraiser (in individual and team categories), and the AWLA offers incentives to keep the top teams and individuals motivated.

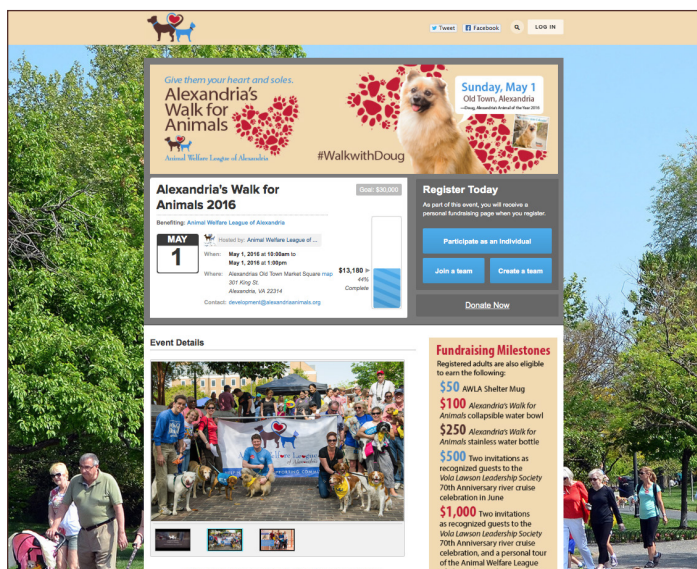## How Does Peer-to-Peer Fundraising Work?

The Platform

For this year's Walk, the AWLA is using a peer-to-peer fundraising platform called Classy. On Classy, we've set up a site where Walk participants can register, create teams, and start fundraising.

How the Platform Works

Each person who registers for the Walk through our Classy site will receive a personal fundraising page. Teams will also have their own fundraising page. This page will look similar to the registration page, but you have many options for customization to make it personal. When you're fundraising, share your personal or team URL (link) so people can donate directly to your page or your team's page.
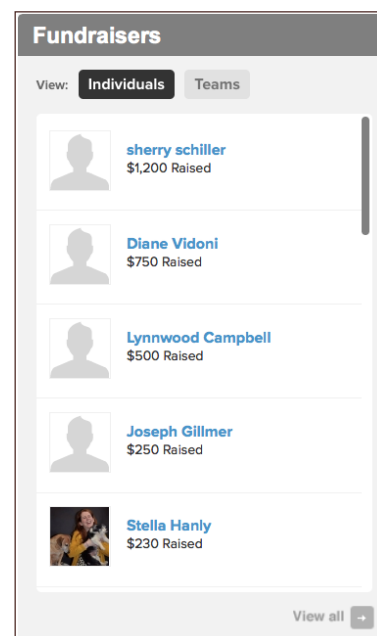

The Leaderboard

The top fundraisers will be ranked on a leaderboard on the registration page, divided into Individuals and Teams. You can also click "View All" to see all the individuals and teams registered for the Walk.

Setting Up a Fundraising Page

Classy will automatically generate a fundraising page for you when you register, which you can customize to make your fundraising appeal personal.

You can customize your fundraising page when Classy prompts you to "Continue to Your Fundraising Page," and you can also customize and edit your page afterward. Classy will offer you a "tour" if you've just registered and are visiting your page for the first time.

Your Registration is Complete!

You are now attending Alexandria's Walk for Animals 2016. Soon, you will receive a confirmation email from Animal Welfare League of Alexandria.

Continue to Your Fundraising Page

The options bar is your dashboard for customizing your page, sending updates, and tracking donations you've received:

My Story | Updates | Edit Your Page | Donations
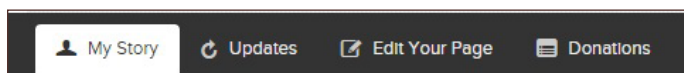
To customize your page, click on the "Edit Your Page" icon.

You will have the option to:

- Change your name (if it's different from the one you registered with).
- Create a page title.
- Set a fundraising goal.
- Create a custom page URL to share (for instance, donate.alexandriaanimals.org/suziewalks).
- Upload an icon to represent you or your team.
- Personalize your fundraising appeal and tell your story.

Your fundraising page is the place you will be sending people who want to sponsor you for the Walk, so use this space to really sell yourself! Add a compelling story, colorful photos, even a video, to persuade people to sponsor you.

You also have access to a space to post "Updates" (which acts a blog) to keep your friends, family members, coworkers, etc., engaged in your fundraising campaign for the AWLA. You can use this space to thank those who donate to you, issue challenges (like matching donations for a day), and share stories/updates with your supporters. Teams have the ability to post comments on their page so the whole team can get involved in posting updates, comments, and thank-yous.

Below is information about how to personalize your page and navigate the editing tools available to you.

Personalizing Your Page

This box at the bottom of your Edit page will be your key to personalizing your page. Here, you can type in your fundraising appeal.
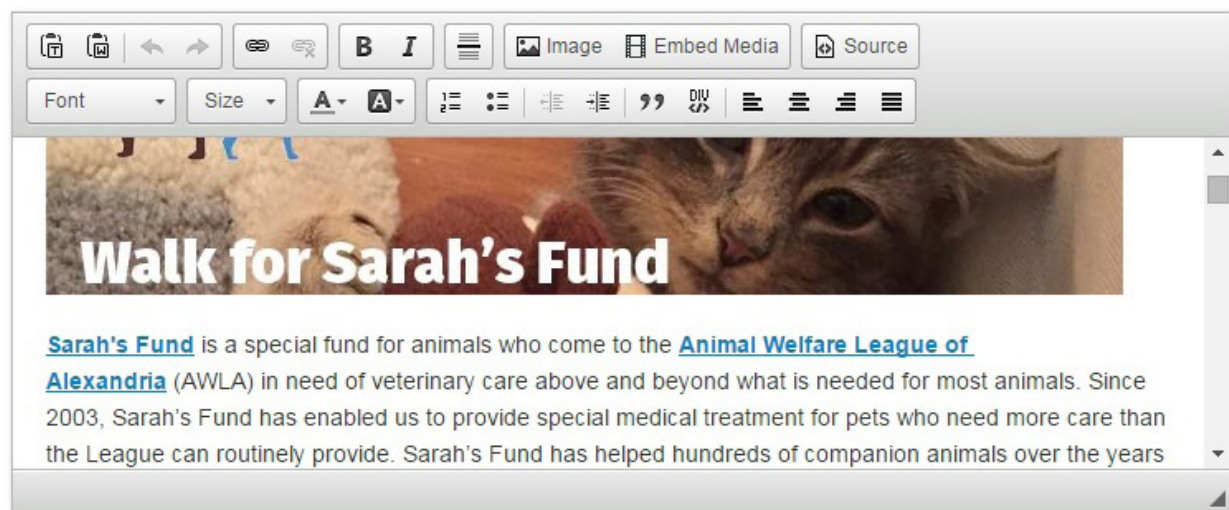
What should you put in your appeal? Here are a few suggestions:

- Write about why you're so passionate about fundraising for the AWLA and animals in general. Did you adopt an animal from the AWLA? Share their story and photos! (Everyone loves animal photos, trust us.)
- Tell a personal story about your connection to the AWLA: Did the shelter help you out when you needed it? Did it help your pet? Do you volunteer at the shelter? Why do you want to help the AWLA?

Personalize your Page:
Add text, photos, and videos to your page and tell people why you are passionate about raising funds for this cause.

Walk for Sarah's Fund

Sarah's Fund is a special fund for animals who come to the Animal Welfare League of Alexandria (AWLA) in need of veterinary care above and beyond what is needed for most animals. Since 2003, Sarah's Fund has enabled us to provide special medical treatment for pets who need more care than the League can routinely provide. Sarah's Fund has helped hundreds of companion animals over the years

You can add text, links, photos, and videos from the "Personalize you Page" box. Here's what the icons mean:

These buttons allow you to paste text; the clipboard with a "T" allows you to paste it "plain text" (meaning formatting like links will not carry over) and the clipboard with the "W" is for pasting text from Microsoft Word.

These buttons allow you to insert (and remove) a hyperlink from your page. Just click the chain link and enter the URL you want to link to; if you want to make text into a hyperlink, highlight the text and then click the chain link. To remove a hyperlink, highlight the link in your text and then click the chain link with the X below it.
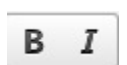
These buttons allow you to make text bold and italic, respectively.

This button will insert a thin, light gray line on your page—it useful for separating different portions of your page to make it easier to read.
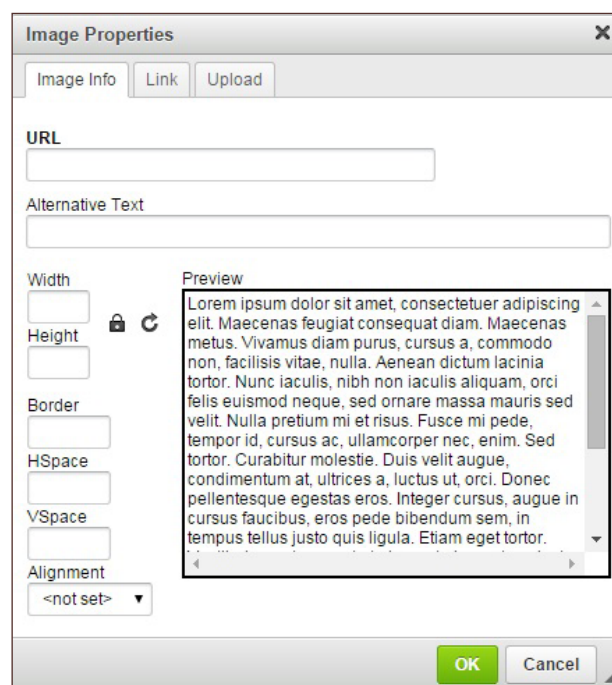
These buttons allow you to insert photos and videos onto your page.

Uploading images

A window will pop up where you should enter in information about your photo.

If you're uploading an image directly from your computer, you will first need to upload the file to a Classy server in order to link to it on your page.
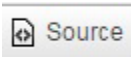
Choose the "Upload" tab, choose your file, and hit the "Send it to the Server" button. Once that is complete, click back to the "Image Info" tab to finish adding your image.

If you're uploading from a URL (meaning your file is stored on the web, through a personal site or a site like Photobucket or Flickr), click on the "Link" tab and copy-paste the URL into the box.

From this window, you can change the width and size of your image, but it is recommended that you use a photo editing service for this, as your photo may get distorted if you try to resize here. You can also add a border, add horizontal and vertical space around your photo on your page (HSpace and VSpace, respectively), and set your photo's alignment.

Embedding Videos

Classy will let you embed videos from YouTube or Vimeo. If you already have a YouTube or Vimeo account, upload your video on the site of your choice and copy-paste the embed code. If you do not have an account with either site, you will need to sign up in order to embed a video onto your page. Both Vimeo and YouTube offer free basic accounts.

This button will give you access to the source code for your fundraising page, or HTML. We don't recommend using this button unless you're skilled writing HTML; if you make a mistake, sections of your page might disappear! However, if you know how to write HTML and would like to add some extra structure and flourishes to your page, this button gives you the option.

These buttons allow you to change the type and size of your font. Your font options are limited to what are called "web-safe fonts," meaning they are able to be read by most browsers.

These buttons allow you to change the color of your font (left button) and add a highlight to your text (right button).

These buttons allow you to create lists on your page; the button on the right will create a numbered list, and the button on the right will create unordered bullet points.

The button with quotation marks will create what's called a "block quote"—this will realign and italicize your text to indicate that you are quoting something. For instance, if you wanted to include a quote from your favorite author on your page, you can highlight the quote text and turn it into a block quote. The button to the right of the block quote button creates a "div." A div acts as a container in HTML. If you aren't familiar with HTML and divs, we do not recommend using this button.

These buttons allow you to change the alignment of your text.

Alexandria's Walk for Animals
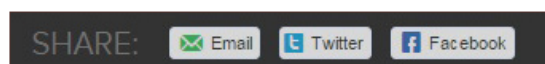## Peer-to-Peer Fundraising
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Fundraising Tips

Using Social Media

Once your page is set up and customized, you can start fundraising!

Classy makes it easy for you to share your fundraising page on social media and email:

SHARE: ✉ Email   Ⓣ Twitter   f Facebook

You can use these buttons to share the news that you're participating in the Walk for Animals on Facebook, Twitter, and email.

Facebook

Most Americans are on Facebook, and when it comes to peer-to-peer fundraising, you've got a built-in audience for your message! Facebook's famous, complex, and constantly evolving algorithm that determined what posts to show users can bury your posts in your friends' newsfeeds (or prevent them from seeing your posts at all). Here are some tips for asking people to donate on Facebook and make sure your posts are seen:

- ❤ **Get visual**: Bright, colorful, interesting photos grab people's attention on Facebook and keep them from scrolling past your post. Post personal photos that demonstrate why you're fundraising for the AWLA, share photos of your pets (again, people *love* cute animal photos), change your profile picture and cover photo to announce that you're fundraising for the Walk . . . the possibilities are endless! You can also use a free, user-friendly graphic design site like Canva to create text overlays, composites, and add effects to your photos.
- ❤ **Include a "call to action"**: What do you want people to do after seeing your post? It may seem obvious that you want them to donate to your fundraising page, but tell them in no uncertain terms. If you don't ask, you won't receive.
- ❤ **Mention the AWLA to increase your reach:** Tag the Animal Welfare League of Alexandria in your posts fundraising for the Walk—friends who also "like" the AWLA will be more likely to see your post in their newsfeeds! To tag us in a post, type the @ symbol, and Facebook will show the AWLA's Facebook page below. Click on it to select our Page.
- ❤ **Shoot a video:** Posting a video explaining why you are fundraising for the AWLA and asking Facebook friends to donate is a great way to start fundraising, and Facebook makes it easy to post

Important Dates

April 29, 2016, 12:00pm
Registration Closes

May 1, 2016
Alexandria's Walk for Animals

Important Links

Animal Welfare League of Alexandria:
AlexandriaAnimals.org
on Facebook:
www.facebook.com/alexandriaanimals
on Twitter: www.twitter.com/alexanimals
on Instagram: www.instagram.com/alexanimals
Alexandria's Walk for Animals Registration Page:
AlexandriaAnimals.org/walk

https://donate.alexandriaanimals.org/alexandria/events/alexandrias-walk-for-animals-2016/e71287

a video: If you have the Facebook app, you can share videos directly from your phone! No need to upload it to an outside site like YouTube; in fact, Facebook's algorithm prefers what it calls "native video," meaning video that is uploaded directly to Facebook. (Also, have we mentioned that cute animal videos are almost always a hit? Film your pets being their adorable selves!)

- **Link to your fundraising page:** When you paste a URL into Facebook, it will automatically generate an image, title, and description. This is called Facebook's "native link" or "standard link" format. Facebook has found that users prefer to click on their standard links because they can preview the content and feel more comfortable clicking on these links, and Facebook prioritizes standard links over links embedded in photo captions or status updates.
- **Stay away from text-only posts:** Facebook's algorithm prioritizes other kinds of content (videos, photos, links, etc.) when determining what to show in users' newsfeeds so text-only posts may not be seen by your friends.
- **Most importantly, use the *#WalkwithDoug* hashtag!** Hashtags aren't just for Twitter! Make sure to use the *#WalkwithDoug* hashtag in your posts—this will help build momentum for the Walk itself but also can help you connect with other fundraisers and AWLA supporters.

Twitter

With its 140 character-limit and hashtags, Twitter is the place to go when you want quick news, laughs, or interactions with friends (and even the occasional celebrity). Twitter can also be an effective fundraising tool when used well, and these tips will help you utilize Twitter to climb to the top of the leaderboard:

- **Get right to the point:** You only have 140 characters to work with on Twitter, so make them count! Be direct and ask people to help you support the AWLA.
- **Use the *#WalkwithDoug* hashtag:** Twitter is where hashtags began and it's still the best place to use them. Use the *#WalkwithDoug* hashtag in your posts about the Walk to help connect with others who are participating in the Walk.

- **Connect with other users:** Twitter helps connect people with similar interests, even if they don't know each other in person, so don't be shy about following people who love animals as much as you do, as well as other AWLA supporters participating in the Walk. Check to see who else is using *#WalkwithDoug* and follow them, tweet your support, and retweet fun or interesting posts from them!
- **Shorten your links:** If you find yourself getting frustrated with the 140-character limit, you can use a free, online service like Bitly to make your links shorter so you have more room to express yourself.
- **Schedule your tweets:** Love Twitter but finding it hard to tweet spontaneously? Twitter's got you covered: Tweetdeck allows you to schedule your tweets in advance, and it's 100% free.
- **Share photos and videos:** A captivating, funny, colorful photo or video can make Twitter users stop scrolling through their newsfeed and pay attention to your tweet.
- **Pin a tweet:** You can pin a tweet to the top of your Twitter profile page to let people know you're fundraising for the AWLA, or just bookmark a tweet you're really proud of. Here's a how-to for pinning tweets.

Other social media channels

Instagram: Instagram has over 200 million users, and it's one of the most popular social media channels around today. Because Instagram's main focus is photo-sharing, trying a text overlay in addition to adding a link to your fundraising page in your photo's caption would be a great way to start fundraising on your Instagram page. Instagram allows you to do limited photo editing with their app, but to make collages and add text overlays, search for free photo editing apps in the Apple and Google Play stores.

LinkedIn: LinkedIn is a professional networking site, but volunteerism looks great on a resume! You can use your blog on LinkedIn to share that you're fundraising for the AWLA and see if any professional contacts are interested in donating or getting involved.

Other Ways to Fundraise

You can still go offline and collect cash donations for the Walk for Animals! You'll just need to deposit that money to your fundraising page, since that's how we're tallying donations and keeping tabs on our top fund-raisers. Here are a few old-school suggestions to take your fundraising off the web and into the real world:

- ♥ **Host a party:** The promise of food, drinks, friends, and a good time for a good cause is more than enough for most of us to RSVP to a party! Host a party with a suggested donation that will help you reach your goal, raffle off a prize, or even offer to match the amount raise from your guests' donations as an incentive.

- ♥ **Have a yard sale:** If you have some stuff hanging around your house that you'd love to get rid of, have a yard sale and advertise that the proceeds benefit the AWLA.

- ♥ **Offer a service:** Do you make the best cookies or doggie biscuits in town? Do you have experience as a dog groomer? Do you know how to change the oil in a car, or paint amazing portraits? Offer a cool service in return for donations—it could be reserved just for donations over a certain amount or for donors who take you over a benchmark you've set for your fundraising, but offering a service is a great way to incentivize donating as well as thank those who donate.