

Peer-to-Peer Fundraising Toolkit

The Keys to Success



THE
FUTURE
NEEDS
US **NOW**

All fundraising resources available at [wiscmedicine.org/fundraise/resources](https://www.wiscmedicine.org/fundraise/resources)

The Future Needs Us Now — the Campaign for Wisconsin Medicine

UW Health and the University of Wisconsin School of Medicine and Public Health are ushering in a new era of medicine — one that builds on breakthroughs to save more lives by simultaneously predicting the future and creating it.

By blazing the trail for the next frontier of health care, Wisconsin Medicine is integrating patient care, research, and academics in an unprecedented partnership for one critical purpose: human wellness.

At precisely this moment, UW Health and the UW School of Medicine and Public Health are making cutting-edge breakthroughs and inspiring the next generation to spark new ideas with creativity and empathy that is unmatched. We're redefining the patient experience, uncovering new treatments, and creating lifesaving cures. But there's more work to be done. And it's up to all of us — the local and global community alike — to join with the brightest minds in research and care to improve lives. Let's lead the charge and illuminate endless opportunities for a healthier tomorrow.

It's time to shape the future of health care.

The Keys to Success

Before you begin your fundraising approach, take a moment to map out your strategy. An effective fundraising campaign begins with thoughtful planning to help accomplish your impact ambitions and streamline your execution. Wisconsin Medicine provides a thoughtful approach with ample communication samples to take the heavy lifting off your shoulders.

Samples

Visit [wiscmedicine.org/fundraise](https://www.wiscmedicine.org/fundraise) for specific letters, email, and social media samples for inspiration as you promote your fundraiser.

Build your plan.

Building a plan is critical to fundraising effectively. Getting off on the right foot and following the recipe for success is essential.

- **STEP 1** – Make sure you are satisfied with your fundraising page. Did you customize your story on WHY you are fundraising? Did you update your profile picture? Is your fundraising goal amount set? If not and you need additional assistance, visit our '[Getting Started](#)' resource.
- **STEP 2** – Identify the people you plan to reach out to by creating a list. Specify those closest to you and/or your cause who may be most likely to provide your first few donations. Having a solid base for your campaign is helpful before you begin promoting to a broader audience.
- **STEP 3** – Formulate a timeline. A shorter campaign duration will increase the cadence of your messages. Consider the length of your campaign as you move forward with targeting your communication dates.

Spread the word.

You have your fundraising page created and a plan - now it's time to spread the word and reach your goal! Using tools like handwritten letters, email and social media are the best ways to tell your network about your campaign and ask them to support your cause.

- **STEP 1** – Show your commitment. Other people are more likely to donate to your page when they see that someone has already contributed. Donating some of your own money demonstrates to potential supporters that you are serious about your care cause — and they should be, too. It can also help you feel more comfortable asking others since you have already contributed. Your active contribution will make others more likely to get involved.
- **STEP 2** – Email close contacts. It is most effective to start by emailing your close contacts because they are the most likely to support your ambition. Provide a personalized message to those in your inner circle to establish a foundation to your campaign.
- **STEP 3** – Email broader audience. Once you have a solid foundation of donations to your campaign, utilize one of our email templates at wiscmedicine.org/fundraising/resources while customizing and distributing to your email contact list.

Push yourself to expand your list. Although it might feel comfortable to limit your outreach to those closest to you, you never know who may have a personal connection to your cause and will want to play an active role.

- **STEP 4** – Engage on social media. Once you've sent your first batch of emails, it's time to turn to social media. One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you. Does your care cause have a social media account? Visit our list of accounts at

wiscmedicine.org/about/social-media Be sure to mention/tag them to amplify your message!

- **STEP 5** – Re-engage with email. Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

Don't be afraid to ask. The success of your campaign hinges on how many people you can reach! Remember why you're fundraising. You are not asking for you, you're asking on behalf of the most vulnerable members of your community. People will salute and admire your efforts.

- **STEP 6** – Focus on engagement. As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

Thank each and every one of your donors. During your campaign, be sure to recognize your donors and their impact on your care cause. Do this through direct outreach (email / handwritten letter templates available here), directly on your fundraising page, and/or publicly via social media.

- **STEP 7** – Gratitude. As your campaign develops, take a moment to recognize the impact you're having on your care cause. You are doing something special and all those affected by your care cause are grateful you are making a real difference!

Utilize our tools. Be sure to visit wiscmedicine.org/fundraise/resources periodically throughout your campaign for new samples and inspiration to accomplish your fundraising goal!