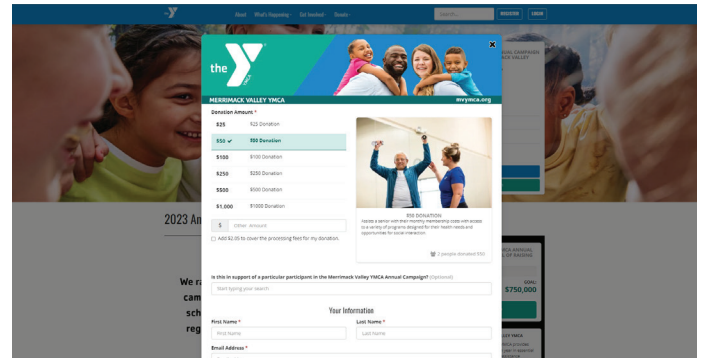


PEER TO PEER

Tips to Become a Successful P2P eCampaigner

BEST PRACTICES WHEN CREATING A P2P PAGE

1. Make your personal statement paragraph just that, personal! Tell potential donors why you are passionate about the Y.
2. Use a great photo to support your personal statement or link to a campaign video.
3. Utilize online campaigner resources to help you find a great photo, video and wording to include on your page at <https://p2p.onecause.com/mvymca2024>
4. Proofread your content. Don't distract a donor with spelling and/or grammatical errors.



BEST PRACTICES FOR SHARING A P2P PAGE

1. Carefully select your list of prospects for electronic solicitation.
2. Don't mass email. If possible, send personal messages to each prospect
3. Keep your message short. This is especially important when posting on Facebook. Long posts get overlooked.
4. Include a link in your email or social media post to direct them to more information on your eCampaigner page where they also can donate.
5. Send a follow up email a couple email of days after the first message to highlight progress and/or denote urgency.
6. Prioritize donors for future cultivation.

GET STARTED

Visit <https://p2p.onecause.com/mvymca2024> for a link to create your eCampaigner page and begin fundraising by promoting your eCampaigner page to family and friends by email, text, Facebook, Instagram and twitter!