**Peer-to-Peer Recruitment Samples**

This resource is a way in which nonprofits can engage potential Champions and Sponsors via email and mail for Give Local. Each section will contain suggested subject lines, suggestions for additional information to provide within the body of the email and an email template(s). Nonprofits can copy and paste templates, editing the highlighted sections to fit their organization. It is not required that participating nonprofits must use any or all of the resources provided by the Community Foundation and may edit templates however they see fit.

* **Champions**
  + Suggested subject lines:
    - Be a/n [*INSERT ORGANIZATION’S NAME]* Champion!
    - Give Local 2020 is coming soon!
    - Support us during Give Local 2020
  + Suggested links to include:
    - Your organization’s Give Local story page
    - Your organization’s social media pages
    - [Platform help page](https://help2.communityfunded.com/knowledgebase-category/champions/)
  + Attach PDF with instructions for setting up a champion page
  + Sample emails:

Hi [NAME],

As one of our star supporters, I wanted to personally reach out and ask for your help as a Peer-to-Peer Fundraising Champion for [ORGANIZATION]. From November 9-20, we're participating in Give Local 2020 and we'd love for you to share your story with friends and family as to why you support [ORGANIZATION] as much as you do!

If you've never fundraised before, don't worry! After signing up as a champion, you will be provided with a host of fundraising tools. We'll even have messaging samples you can reference when talking with your friends and families.

If you're unable to participate as an official fundraiser, we'd still love your help! You can spread the word about Give Local 2020 on Facebook, Twitter, and other social media outlets by linking to our campaign LINK TO PROFILE and including the hashtag #spsgives #GiveWhereYouLive!

If you have any questions or would like more information, please let me know!

Sincerely yours,

Dear [NAME],

**THANK YOU!**

Thank you for supporting [*ORGANIZATION]* with your generous $[*AMOUNT]* gift to our fundraising page as part of Give Local 2019 [*OR INSERT MOST RECENT FUNDRAISER]*.

**Let’s keep making a difference**

Your ongoing support means a lot to us, so we wanted to take this opportunity to let you know that you can continue to make a difference by fundraising for *[ORGANIZATION]* during Give Local 2020 from November 9-20.

Funds raised from this event will continue to fund important programs that support *[INSERT HOW DONATED FUNDS ARE USED/WHO DONATED FUNDS HELP]*.

**Register now and start fundraising**

1. Register now to participate in Give Local 2020 [*INSERT LINK TO ORGANIZATION’S STORY PAGE]*

2. Make your participation in Give Local count by raising money for [*ORGANIZATION]*

During the registration process you can set a personal goal for Give Local 2020 and have your own fundraising page automatically set up for you. It’s easy!

Can’t commit? We would still love you to support our participants by making an online donation through our Give Local page. *[INSERT LINK TO ORGANIZATION’S STORY PAGE]*

All funds raised through the run will help us continue our work in [*INSERT ORGANIZATION’S PRIMARY SERVICE AREA]*. To find out more about [*ORGANIZATION]* and the work we do click here. [INSERT LINK TO ORGANIZATION’S WEBSITE]

Thank you again for your support.

Kind Regards,

Dear \_\_\_\_:

You can help change *INSERT IMPACTED COUNTY/COUNTIES* by participating in Give Local 2020! Join us here at *[ORGANIZATION’S URL]* on **November 9** as people across Thurston, Mason, and Lewis Counties come together to support their favorite causes.

Give Local is an annual two-week giving campaign, hosted by the Community Foundation of South Puget Sound, meant to encourage philanthropy in our local communities. Starting November 9, you can become a part of this growing movement to change lives by supporting a cause that is dear to your heart.

With your gift to *[ORGANIZATION],* you’ll be helping [*INSERT INFORMATION OF HOW FUNDS WILL BE USED BY ORGANIZATION]*.

Keep an eye on your inbox for more information as Give Local 2020 approaches!

Sincerely yours,

* **Sponsors**
  + Suggested subject lines:
    - Support [*INSERT ORGANIZATION’S MISSION/GOALS]* this Fall
    - Exciting partnership opportunity to support [*INSERT ORGANIZATION’S MISSION/GOALS]*
    - Increase your community impact during Give Local 2020
  + Additional information to provide:
    - Social media tags
    - Contact information
    - Give Local URL
    - Organization’s website
  + Online samples:
    - [Kids Now](https://www.flipcause.com/secure/cause_pdetails/MjA2MTg=)
  + Sample email:

Dear [*NAME OR COMPANY*],

At [*ORGANIZATION*], we value each and every donation we receive from our supporters.

With this in mind, it’s our goal to show donors how they can make the most of their contributions, including steering them toward matching gifts.

[*COMPANY NAME*] has a robust corporate philanthropy program in place, including a matching gifts programs for your employees.

Since [*ORGANIZATION*] and [*COMPANY NAME*] share so many community members, we’d like to enter into a partnership with your organization.

Particularly, we would be interested in being a featured nonprofit on your matching gifts program web page or a matching pledge to our Give Local 2020 campaign. In turn, we would highlight your business on our Give Local 2020 web page and promotional communications.

Hosted by Community Foundation of South Puget Sound, [Give Local](https://give.communityfunded.com/o/community-foundation-of-south-puget-sound/i/give-local-2020/p/about) is an online giving campaign to support nonprofits across Thurston, Mason, and Lewis Counties. From November 9-20, everyone who loves the South Puget Sound can support their favorite local causes by donating to one or more participating nonprofits.

Through this partnership, we hope to help [*COMPANY NAME*] make the most of your corporate philanthropy budget while ensuring your employees maximize the impact of their gifts to our cause.

If this excites your team, we’d love to continue this conversation. Please reach out to us at *[CONTACT INFORMATION*]. We’re excited to hear from you!

Sincerely,

Dear *[NAME OR COMPANY]*,

Every year, [*ORGANIZATION*] achieves [ORGANIZATION’S MISSION] with the help of numerous community members and valued sponsors like you.

During this trying time, your support is more important than ever for us to continue [*HIGHLIGHT SERVICES AND/OR PROGRAMS ORGANIZATION PROVIDES*] and support our mission of [*MISSION STATEMENT*]. To do that, we are asking for your support during our participation in Community Foundation of South Puget Sound’s annual online giving campaign, Give Local.

[Give Local](https://give.communityfunded.com/o/community-foundation-of-south-puget-sound/i/give-local-2020/p/about) is an online giving campaign to support nonprofits across Thurston, Mason, and Lewis Counties. From November 9-20, everyone who loves the South Puget Sound can support their favorite local causes by donating to one or more participating nonprofits.

[HIGHLIGHT *ORGANIZATION’S VALUES*] values are so important to [*COMPANY NAME*], so it seems like a perfect fit for our two organizations to come together.

To show our appreciation of your sponsorship, we would commit to including your company in our Give Local 2020 promotional communications and [weekly/monthly] email newsletters.

Is [*COMPANY NAME*] ready to help support *[ORGANIZATION’S MISSION]* by sponsoring [*ORGANIZATION]* during Give Local 2020?

Please reach out to us at *[CONTACT INFORMATION]* to get this partnership off the ground.

Sincerely,

Dear [*NAME OR COMPANY NAME],*

My name is [*YOUR NAME]*, and I’m part of the team at [*ORGANIZATION]*. We’re proud to announce our participation in the Community Foundation of South Puget Sound’s annual online giving campaign, Give Local. This campaign not only helps raise funds for [*HIGHLIGHT ORGANIZATION’S SERVICES/PROGRAMS]*, but it will also raise awareness for our cause throughout South Puget Sound.

[Give Local](https://give.communityfunded.com/o/community-foundation-of-south-puget-sound/i/give-local-2020/p/about) is an online giving campaign to support nonprofits across Thurston, Mason, and Lewis Counties. From November 9-20, everyone who loves the South Puget Sound can support their favorite local causes by donating to one or more participating nonprofits.

Since the campaign’s inception in 2017, community members throughout Thurston, Mason, and Lewis Counties have helped local nonprofits raise over $850,000! Last year, we raised $[*AMOUNT]* and this year, we plan on raising even more as the need has grown exponentially.

The work [*ORGANIZATION]* does wouldn’t be possible without the support of local companies who provide valuable sponsorships and matching funds so that we can continue [*ORGANIZATION’S MISSION]*.

**Would you be willing to sponsor [*ORGANIZATION]* during Give Local 2020 to help [*ORGANIZATION’S CONSTITUENTS – I.E. YOUTH, LGBTQ\*, ETC.]*?**

If you wish to support us, I would be happy to provide you with additional information.

Thank you for your consideration. With your help, we’re one step closer to [*ORGANIZATION’S GOAL]*!

Sincerely,