



Biglife /

PEER-TO-PEER FUNDRAISING PLAYBOOK



Thank you

for becoming a Biglife Ambassador! We appreciate you turning your passion into action to help us multiply discipleship.

MISSION

This year, we faced new challenges that led to impact like never before. Now, Biglife has been blessed with an incredible opportunity—a commitment for \$1.5 million in matching gifts, if we can raise the same amount. **But we can only accomplish this if we come together to launch a movement.**

We are calling on Biglife Ambassadors to help us raise funds for this historic opportunity. **By starting your own peer-to-peer campaign, you can directly raise funds and spread awareness for our mission.** Every gift—dollar for dollar—between now and December 31st will be matched to help train new disciples, distribute Bibles, and transform lives in 2021.

HOW TO GET STARTED

STEP 1

Send us your name, photo, and a paragraph about why the mission of Biglife is important to you.

STEP 2

We'll create a personal fundraising page for you and email you the link.

STEP 3

Share your fundraising page with friends and family through social media, email, and more.

STEP 4

Follow up with your donors to show your appreciation.

BEST PRACTICES FOR A SUCCESSFUL CAMPAIGN

SET YOUR FUNDRAISING GOAL. Big or small, a fundraising goal gives you and your donors something to strive for. This can be changed at any point during your campaign.

TELL YOUR STORY. Everyone has their own "why"—why they decided to take action. Our stories are what connect us. Sharing your personal story is an effective way to motivate others to donate on your behalf.

MAKE THE FIRST DONATION. It can be scary being the first donor to a fundraiser. Seeing \$0 on your page can be intimidating, and donors may opt to come back later. Show your commitment and encourage others by being the first donor on your page.

REACH OUT ONE-TO-ONE. We all have those friends, family members, and co-workers who are always ready to help. Reach out to them personally and make them feel special.

EMAIL YOUR NETWORK. A SUCCESSFUL FUNDRAISING EMAIL INCLUDES:

- Your story and why this is important to you
- A heartfelt ask for a donation on your behalf
- The link to your fundraising page

SHARE ON SOCIAL MEDIA. Social media is a great way to get the word out about your campaign and encourage others to share it. Make sure to include your fundraising link in your post.

SAY THANK YOU. Send a personal thank you message to each donor and let them know how much you appreciate their support.

WE ARE HERE TO *Help*

Thank you for being a Biglife Ambassador—we couldn't do this without you. We are here to help and support you during your fundraising journey.

Please email p2p@big.life if you have questions, or if there is anything we can do to help you be successful.
