



Peer-to-Peer (P2P) Fundraising Packet

Thank you for joining our efforts to support survivors of sexual assault and promote a culture of healing, justice, and awareness. Your involvement in this campaign will directly impact the vital services we provide—counseling, prevention, advocacy, and education—ensuring survivors receive the care and resources they deserve.

This packet is here to help you get started, with tips and tools to successfully fundraise and raise awareness in your community. Thank you for being a part of this important work.

FAQ:

What is Giving Tuesday?

- Giving Tuesday is a global day of giving that takes place annually on the first Tuesday after Thanksgiving, following the consumer-centric days of Black Friday and Cyber Monday.

What is SAC's Giving Tuesday Campaign Goal?

- SAC's 2024 Giving Tuesday campaign goal is **\$35,000**. To give a sense of impact, this is the cost for 23 survivors to receive a forensic exam (rape kit) in our Clinic and specialized therapy for one year.

How are funds being managed?

- All donation transactions will be directed to and processed by SAC's Network for Good campaign page. You will find QR codes and links that direct all recipients to this page.

What do I do with this packet?

- This packet includes text & email templates, graphics, captions, scripts and directions on how to align your personal fundraising efforts with Sexual Assault Center's branding and mission.

Tips for overcoming the nerves

Linked [here](#) is a very helpful video on how to overcome the natural mental obstacles of P2P fundraising. Some highlights:

1. **People will say no and that has nothing to do with you!**
2. **People will ask questions that you might not know the answer to and that is okay!**

1. A helpful resource is our website www.sacenter.org
2. Direct people to development@sacenter.org if you can't answer their question.
3. **It is uncomfortable to ask people for money - changing your mindset can help!!**
 1. Remember, you're not asking people to give money to you. You're asking them to support survivor healing and the work that SAC does to make your community safe.
 2. For many people, giving a gift can be a really meaningful way to engage and make a difference. Your ask might connect them with a cause they didn't know about. "I'm connecting people to a cause I believe in that they might not know about."

Tips for successful P2P Fundraising

- - Set a personal fundraising goal**
 - We recommend anything from \$100 to \$1,000+! Share that goal with your audience.
 - Make a small gift to your campaign**
 - If you're able, we recommend making a gift to your own campaign (\$5 or \$10 works!) It shows your commitment and brings you closer to your goal, inspiring others to join in.
 - Make it personal**
 - While we want to avoid direct disclosures of abuse or assault, sharing your connection to the cause or a compelling reason for why you are fundraising makes your pitch more impactful. What does SAC mean to you?
 - Use socials!**
 - One of the most effective ways to fundraise is social media! Utilize your Instagram, LinkedIn and Facebook to spread the message.
 - Create urgency**
 - Deadlines and matching challenges are a great way to create urgency for your audience.
 - Engage friends & family**
 - Say thank you!!**
 - It's important to show appreciation to supporters to encourage continued engagement.

P2P Fundraising Email Template

Instructions:

Simply Copy and Paste the Subject Line & Email Template into your email - don't forget to personalize the items in red (change to black before sending) to your recipient!

To	Person Person Person
Cc	Person
Bcc	Person
Subject	Help Me Reach My Fundraising Goal for Sexual Assault Center!

Hi **[Recipient's Name]**,

I'm excited to share that I'm fundraising for Sexual Assault Center as part of their Giving Tuesday Campaign, and I need your help to reach my goal of **[Your Fundraising Goal]**!

Here's how you can make a difference:

1. **Donate:** Any amount helps! Visit my fundraising page here: **[Fundraising Page Link]**.
2. **Share:** If you can't donate, sharing my page with your network would mean so much!

This cause is close to my heart because **[Brief personal reason/story]**. Your support, whether through a donation or sharing, will provide vital support and resources for survivors, helping create a safer community for all.

Thank you for helping us make a real impact!

With gratitude,
[Your Name]

[Your Contact Information]

P.S. Feel free to reach out if you have any questions!

Text Message Template

Copy and paste the below template into your text threads with your prospective donor!

Don't forget to change the name to make it personal!

Hi **name!** It was so great catching up with you at ***fill in this blank.*** I'm reaching out to ask if you have an organization in mind that you are supporting for Giving Tuesday? I am trying to raise ***\$ personal goal*** for Sexual Assault Center in Nashville to help fund programs like therapy, advocacy services and forensic exams (rape kits). I donated **[\$X]** and I am asking friends to match my donation! Here's their website - **www.sacenter.org** and a link to donate to my campaign!

Fundraising Links, QR Codes & Resources

SAC Website

www.sacenter.org

Link to P2P Fundraising Training Video

[How Socially Conscious People Can Maximize Their Impact Training - YouTube](#)

Link to Giving Tuesday Fundraising Page - Donate or Create your Fundraiser

<https://sexual-assault-center.networkforgood.com/projects/238003-giving-tuesday-2024>

Giving Tuesday QR Code



RESPONDING TO DISCLOSURES

When you call donors, you are an extension of SAC. To many people, this means hope and safety. Someone may disclose past sexual abuse to you. Here's how to respond:

- Thank them for sharing
- Let them know that SAC's services are always available, no matter what happened and no matter when
 - Give info if they are interested
- **866-811-7473** is SAC's 24/7 Crisis & Support line. SAC website has anonymous, 24/7 chat
 - End the call
 - Take care of yourself
 - Check in with others to process
- If you feel triggered later, call SAC's Crisis & Support line

Example response: "Thank you for sharing this with me. I want you to know that SAC is always here for you. Our Crisis & Support Line is 24/7 and there are always trained experts who are able to listen and help. Would you like me to share the number with you?"

Thank you again for giving to SAC – what you've shared makes your support mean even more. I hope you have a wonderful holiday season."

Posts / Stories

Caption:

I just started a fundraiser for SAC! Help me reach my goal to provide forensic exams for 23 survivors. #SAC #healingstartshere #givingtuesday2024

Directions to Adding links to Instagram stories:

Add downloaded picture to story > Click Smiley Face Square in top right corner (in between "Aa" and music note) > click "Link" option > paste the link to your personal fundraising platform or SAC's donation link (found in the Link section of this packet)

[Click to Download](#)

Posts:

GIVINGTUESDAY

December 3, 2024

Start Supporting Now!



[Click to Download](#)

Stories:



GIVINGTUESDAY

