



**AMERICA'S
WALKING CLUB**
— ESTABLISHED 1976 —

Peer 2 Peer Toolkit

big
glve
09.10.2020

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Calling All Fundraiser Champions!

This year's Big Give will take place from 12:00 AM to 11:59 PM on Thursday, September 10, 2020. The Big Give website will open one week before (on September 3) for early giving.

Champion (Peer-to-Peer) pages are personal fundraisers on behalf of the AVA. Every dollar your friends give to your champion page will count towards our fundraiser goal. That means more money raised, more opportunities for prizes, and more donors to meet! Last year, the majority of our new donors were gained through Peer to Peer campaigns. One campaign can bring up to four new donors! We are the champions for our cause, let's keep our mission going.

We hope this Peer to Peer toolkit makes fundraising easy and fun for you! Thank you for your support.

Email Templates

SEND TWO WEEKS PRIOR TO BIG GIVE

SUBJECT LINE: You're Invited to the Big Give on September 10!

BODY: Hi [NAME]!

I'm excited to announce that I am supporting AVA: America's Walking Club during the Big Give 2020 by taking on the role of a fundraising champion. My fundraising will help America's Walking Club continue its mission of promoting health and wellness through noncompetitive sporting events.

I'm supporting the Big Give 2020 because [THE REASON FOR YOUR CAMPAIGN].

Please consider donating to my fundraiser by clicking on this link [INSERT FUNDRAISER LINK]. My fundraiser will start accepting donations beginning September 3rd and will close at 11:59pm on September 10th. Give \$10 or more on September 10th during these Match Minutes [SEE BELOW FOR TIMES & SELECT TIME ZONE] and your donation will be matched dollar for dollar up to \$100!

If you're unable to donate at this time, I'd appreciate it if you'd share my page on social media or forward this email to people in your network.

Thank you for supporting me and AVA: America's Walking Club.

Best,
[NAME]
[LINK TO PEER-TO-PEER PAGE]

Match Minutes by Time Zone:

Pacific Time: 7:15am, 10:15am, 1:15pm, 4:15pm & 9:15pm

Mountain Time: 8:15am, 11:15am, 2:15pm, 5:15pm & 10:15pm

Central Time: 9:15am, 12:15pm, 3:15pm, 6:15pm & 11:15pm

Eastern Time: 10:15am, 1:15pm, 4:15pm, 7:15pm & 12:15am (Sept. 11)

Email Templates

DAY BEFORE PROMOTIONAL MESSAGE

SUBJECT LINE: Tomorrow is the Day: September 10!

BODY: Dear [NAME],

Tomorrow is the BIG day to fundraise with the Big Give for AVA: America's Walking Club!

If only [INSERT NUMBER] people donate [INSERT DOLLAR AMOUNT] to my fundraiser, I would [be able to meet my fundraising goal/make significant progress toward my fundraising goal]. Would you be able to help me accomplish this?

To donate, just click the link to my fundraiser below:
[LINK TO PEER-TO-PEER PAGE]

It would also really help to #KeepAVAonitsfeet if you could donate \$10 or more on September 10th during these Match Minutes [SEE BELOW FOR TIMES & SELECT TIME ZONE]. Your donation will be matched dollar for dollar up to \$100!

If you are unable to donate at this time, please share my fundraiser link with everyone you know. The more eyes on my fundraiser, the better! I appreciate all your support.

Sincerely,
[NAME]
[LINK TO PEER-TO-PEER PAGE]

Match Minutes by Time Zone:

Pacific Time: 7:15am, 10:15am, 1:15pm, 4:15pm & 9:15pm

Mountain Time: 8:15am, 11:15am, 2:15pm, 5:15pm & 10:15pm

Central Time: 9:15am, 12:15pm, 3:15pm, 6:15pm & 11:15pm

Eastern Time: 10:15am, 1:15pm, 4:15pm, 7:15pm & 12:15am (Sept. 11)

Email Templates

SEPTEMBER 10 - GIVING DAY!

SUBJECT LINE: Today's the Day, Giving Day!

BODY: Hi [NAME],

The Big Give is TODAY, and I am asking you to join me in giving \$10 or more on this day, September 10th!

I am writing to ask you to spare a minute of your time to give to my organization, the AVA: America's Walking Club. Today, there will be several opportunities to give called Match Minutes, where your donation will be matched dollar for dollar up to \$100! These minutes are golden; a chance for you to give once and see your donation doubled!

[SEE BELOW FOR TIMES & INSERT TIME ZONE]

Your donation of any amount will help #KeepAVAonitsfeet and allow us to keep doing what we love and what keeps us healthy!

Here is how you can make a HUGE difference today:

- Donate [LINK TO PEER-TO-PEER PAGE]
- Spread the word. Text a friend. Forward this email. Post on Facebook, Twitter and Instagram using the hashtag #BigGive2020

Thank you,

[NAME]

[LINK TO PEER-TO-PEER PAGE]

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Email Templates

DAY AFTER THE BIG GIVE / THANK YOU!

SUBJECT LINE: Thanks to You!

BODY: Dear [NAME],

Thank you so much for all of your support during the Big Give. Because of you, I was able to raise \$X for AVA: America's Walking Club! From all of us, the members of the AVA, I wanted to say thank you for your donation.

Your support is essential! You have helped many people to continue actively participating in their health care. During this time especially, I am thankful that AVA: America's Walking Club keeps me on my feet!

Come join us in our journey to Walk Long, Stay Strong! Visit ava.org and search for our events near you. We hope to see you on the trails soon!

Sincerely,
[NAME]

Suggestion: Attach our THANK YOU GRAPHIC!



AMERICA'S WALKING CLUB
Thanks you for your gift.

Social Media Posts

POST TWO WEEKS PRIOR TO BIG GIVE

Facebook:

Save the date - September 10! I need YOUR support to make the #BigGive2020 a success for AVA: America's Walking Club in just 2 weeks! Visit my personal fundraising page for the Big Give to learn more about how your contribution can make a difference: [PERSONAL FUNDRAISING LINK]

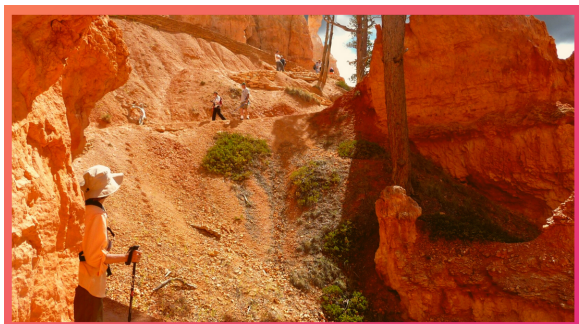
Suggestion: Post with SAVE THE DATE GRAPHIC or NANCY WITTENBERG'S QUOTE



Twitter:

We're only two weeks away from #BigGive2020 and I'm thrilled to be a part of it! Visit my personal fundraising page to learn how you can make a difference. [PERSONAL FUNDRAISING LINK]

Suggestion: Post with SAVE THE DATE GRAPHIC or NANCY WITTENBERG'S QUOTE



Social Media Posts

SEPTEMBER 3RD : EARLY GIVING

Facebook:

Early donating for #BigGive2020 starts today! If you are unable to donate on September 10, please consider making a gift today to my fundraiser. By donating to the Big Give, you are helping the AVA continue its mission of promoting health and wellness through physical fitness activities. Give now. [PERSONAL FUNDRAISING LINK]

Twitter:

Unable to Give \$10 on September 10? Early donating for #BigGive2020 starts today. Please consider making a gift now to my fundraiser. Your contribution will help AVA: America's Walking Club continue its mission. [PERSONAL FUNDRAISING LINK]

DAY BEFORE PROMOTIONAL MESSAGE

Facebook:

Double your impact and give \$10 or more on September 10 to help AVA: America's Walking Club reach its \$80,000 goal. Health and wellness drive the mission of AVA: America's Walking Club. Can we count on you to continue it? Visit my #BigGive2020 fundraiser page to donate. Give during the times below to have your donation matched dollar for dollar, up to \$100! [PERSONAL FUNDRAISING LINK]

Suggestion: Post with MATCH MINUTES GRAPHIC

**GIVE \$10 ON
SEPTEMBER 10**
No gift is too small.

On September 10, 2020, visit thebiggivesa.org and donate during the minutes below to have your donation matched dollar for dollar (up to \$100):

Match Minutes

Pacific Time: 7:15am, 10:15am, 1:15pm, 4:15pm & 9:15pm
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Social Media Posts

DAY BEFORE CONT'D

Twitter:

Health and wellness drive the mission of the AVA: America's Walking Club. Can we count you to continue it? Visit my #BigGive2020 fundraiser page to donate and help AVA reach its \$80,000 fundraiser goal. [PERSONAL FUNDRAISING LINK]

Suggestion: Post with MATCH MINUTES GRAPHIC



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**big
give**
09.10.2020
thebiggivesa.org

 **AMERICA'S
WALKING CLUB**
EST. 1988 • 501(c)(3) • 508-888-1111

Social Media Posts

SEPTEMBER 10 - GIVING DAY!

Facebook:

#BigGive2020 is here! Over the next 24 hours, you have the power to make an impact in your community. Please spare a minute of your time today and consider donating \$10 or more to my fundraiser page. All contributions will help continue the mission of AVA: America's Walking Club. Donate during the times below to double your impact! [PERSONAL FUNDRAISING LINK].

Suggestion: Post with MATCH MINUTES GRAPHIC



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Wow! AVA: America's Walking Club has already raised [X AMOUNT] during the #BigGive2020! With only [X AMOUNT] hours left - will you help them reach their \$80,000 goal by 11:59PM today? Every gift helps AVA continue its mission. Donate now. [PERSONAL FUNDRAISING LINK]

Suggestion: Post with any FACEBOOK COVER GRAPHIC



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Social Media Posts

SEPTEMBER 10 - GIVING DAY! CONT'D

Twitter:

Now more than ever, it is important to exercise regularly to maintain a healthy body and mind. That is why I am supporting AVA: America's Walking Club during the #BigGive2020. Help me keep AVA on its feet by donating to my AVA fundraiser page. [PERSONAL FUNDRAISER LINK]

Suggestion: Post with MATCH MINUTES GRAPHIC



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Wow! AVA: America's Walking Club has already raised [X AMOUNT] during the #BigGive2020! With only [X AMOUNT] hours left - will you help them reach their \$80,000 goal by 11:59PM today? Every gift helps AVA continue its mission. Donate now. [PERSONAL FUNDRAISING LINK]

Suggestion: Post with any FACEBOOK COVER GRAPHIC



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Social Media Posts

SEPTEMBER 10 - GIVING DAY! CONT'D POST FOR AVA REGIONAL DIRECTORS

Facebook:

Are you up for the challenge? Your support is needed to help the [NAME OF YOUR REGION] win the Big Give Regional Challenge. The Walking Stick of Kindness will be awarded to the winning region. In addition, the regional winners will be recognized during the 2021 AVA Biennial Convention and will receive a Front of the Line Pass to all social events and gala dinner. Donate now to help us win the Regional Challenge. Visit <https://www.thebiggivesa.org/organizations/american-volkssport-association-inc> or [PERSONAL FUNDRAISER LINK]

Twitter:

Are you up for the challenge? Your support is needed to help the [NAME YOUR REGION] win the Big Give Regional Challenge. Donate now to help us win! Visit <https://www.thebiggivesa.org/organizations/american-volkssport-association-inc> or [PERSONAL FUNDRAISER LINK]

Suggestion: Post with REGIONAL CHALLENGE GRAPHIC



Social Media Posts

DAY AFTER BIG GIVE - THANK YOU!

Facebook:

Friends and Family, thank you for supporting my personal fundraiser during the #BigGive2020. Thanks to your generous hearts, we were able to raise [X AMOUNT] for AVA: America's Walking Club! I could not have done it without you! From the bottom of my heart, THANK YOU!

Suggestion: Post with THANK YOU GRAPHIC



Twitter:

Friends and Family, thank you for supporting my personal fundraiser during the #BigGive2020. Thanks to your generous hearts, we were able to raise [X AMOUNT] for AVA: America's Walking Club! I could not have done it without you! From the bottom of my heart, THANK YOU!

Suggestion: Post with THANK YOU GRAPHIC

