



Peer-to-Peer

Fundraising Toolkit

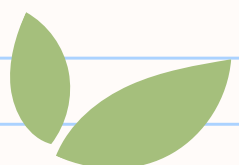
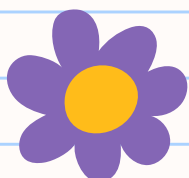
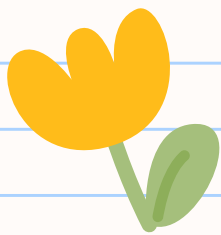


The **Big Give**



Hello Amazing Fundraiser!

Get ready to embark on an incredible journey with AVA, where your enthusiasm and dedication shine brightly! We are beyond thrilled to have you as a true champion for our cause. Your commitment and energy are the sparks that ignite our mission and propel us forward. Dive into this toolkit packed with exciting email templates, vibrant social media posts, eye-catching graphics, and clever tips to make your fundraising adventure a blast! Our team is right by your side, cheering you on every step of the way. Your passion not only makes a world of difference but also inspires others to jump on board with us. Thank you for being the unstoppable force that drives our community forward—let's make some magic happen!





Crash Course on Peer-to-Peer



Step 1 Click on this link to go to the [AVA profile page](https://www.thebiggivesa.org/organizations/american-volkssport-association-inc) on the [Big Give website](#):
<https://www.thebiggivesa.org/organizations/american-volkssport-association-inc>

Step 2 Click on **FUNDRAISE** and you will then be directed to log in or sign up.

Step 3 After you log in, click on Get Started! We have designed a fundraiser template to simplify the process for you. Under Build Your Fundraiser, you will have the option to utilize this template. Click on Launch Page Manager.

Step 4 You will then be directed to your [Peer-to-Peer](#) dashboard. Share your story, set a fundraiser goal, and add a photo or video link to show your experience of AVA. You would not be reading this if AVA didn't add something to your life.

Step 5 Be sure to click Save after finalizing your story. Then, scroll back to the top and select Publish. You can always come back to your dashboard to make any edits.

Step 6 Share your campaign link to family, friends, and even the people you only see on Facebook. Don't forget to reference our Peer-to-Peer toolkit to enhance your fundraising experience.

Here is a [Tell Your Story](#) template for your [Peer-to-Peer page](#); some inspiration 😊:

Hello all, my name is ____*(name)*____. I have been walking with the AVA for ____*(time)*____.
My favorite part of walking with this organization is...

Example: I have been able to experience more mornings outside in my hometown because of my walking group. I rise and I'm out with the sun! This always makes me feel like I can enjoy the day. And when my pet and my spouse join me, it's even better! Donating to the AVA supports many people like me, who are having fun experiences while working towards their mental and physical health. You are supporting the fun, fitness, and friendships of communities of walkers across the U.S. Thank you for your support and if you're ready, come walk with us!

If you need further help setting up your page, make sure to watch our video on [How to Set Up Your Peer-to-Peer Fundraiser](#).



Days or Day Before Email Template

Subject: Join Me in Supporting America's Walking Club on Their 50th Anniversary!

Dear [Name],

Ready to lend a helping hand? I need your support as we celebrate a milestone! Please join me in raising funds for an organization that holds a special place in my heart, America's Walking Club, celebrating its 50th anniversary this year. Being a part of the AVA has been life-changing; its unwavering dedication to promoting health and wellness for people of all ages and abilities has deeply inspired me and transformed my life. Your support on September 23-24 can make a real difference by contributing to my personal fundraising campaign for America's Walking Club. Every donation, no matter the size, carries the power to change a life and bring hope to those who need it most.

Your generous contributions through my fundraiser page will count towards America's Walking Club's \$100,000 goal for the Big Give campaign. Visit [personal fundraiser link] to donate to America's Walking Club. Remember, online giving will begin at 6 PM CT on September 23 and end at 6 PM CT on September 24, so please don't miss the chance to make your gift count!

If you have any questions or need more information, please feel free to reach out. [Add your contact information]. Thank you from the bottom of my heart for your generosity and for taking the first step to make a difference!

Sincerely,
[Name]

Day of Email Template

Subject Line: TODAY is the DAY! Put Your Giving Shoes On.

Hello Wonderful Friends,

Ever dreamed of making a lasting impact? Now's your chance to be part of something great!

Join me to support America's Walking Club. Their mission to promote health and wellness has profoundly influenced my health journey. Your contribution to my fundraising campaign can make a real difference. Every donation, no matter the size, can pave the path to a healthier tomorrow.

We're racing against the clock to reach our \$100,000 goal for the Big Give campaign, and we can't do it without you! Visit [personal fundraiser link] and make your heartfelt donation to America's Walking Club today. Remember, the clock stops ticking at 6 PM on September 24, so don't miss the chance to make your gift count! To celebrate AVA's 50th milestone, if you donate \$50 or more within the 24 hours of online giving, your contribution will be matched dollar for dollar, thanks to a generous \$50,000 match from AVA's Board Chair. Additionally, if you donate during any of the minutes in the graphic below, your donation will be matched dollar-for-dollar up to \$100.

If you have questions or need more info, feel free to reach out. Thank you for your generosity.

With gratitude and excitement,

[Your Name]
[Your Contact Information]



The Big Give MATCH MINUTES

MAKE A DONATION ON

WEDNESDAY, SEPT. 23 @ 6PM

THROUGH

THURSDAY, SEPT. 24 @ 6PM

DURING THE MATCH MINUTES DEPICTED BELOW



Pacific Time

Sept. 23 | 4:13 PM
Sept. 23 | 5:13 PM

Sept. 24 | 8:13 AM
Sept. 24 | 11:13 AM
Sept. 24 | 1:13 PM
Sept. 24 | 3:13 PM

Mountain Time

Sept. 23 | 5:13 PM
Sept. 23 | 6:13 PM

Sept. 24 | 9:13 AM
Sept. 24 | 12:13 PM
Sept. 24 | 2:13 PM
Sept. 24 | 4:13 PM

Central Time

Sept. 23 | 6:13 PM
Sept. 23 | 7:13 PM

Sept. 24 | 10:13 AM
Sept. 24 | 1:13 PM
Sept. 24 | 3:13 PM
Sept. 24 | 5:13 PM

Eastern Time

Sept. 23 | 7:13 PM
Sept. 23 | 8:13 PM

Sept. 24 | 11:13 AM
Sept. 24 | 2:13 PM
Sept. 24 | 4:13 PM
Sept. 24 | 6:13 PM

YOUR DONATION WILL BE MATCHED DOLLAR FOR DOLLAR. UP TO \$100!



Thank You Email Templates

Subject: You've helped us get closer to our goal for The Big Give!

[Salutation],

Thanks to your generous donation, we are [\$ amount] closer to reaching our goal of \$100,000 raised for the Big Give 2026! To help us cross the finish line, please share the attached 'I Gave' graphic across your social media accounts, directing your peers to our campaign page <https://www.thebiggivesa.org/organizations/american-volkssport-association-inc>.

We appreciate your support and look forward to providing updates on all the great things we'll be able to accomplish thanks to your generosity.

Thank you,
[Name]



Subject: We can't thank you enough for your generosity!

[Salutation],

We are still in awe of the generosity shown to America's Walking Club during The Big Give. On September 23-24, our organization took part in our local Day of Giving to connect with our community of supporters and raised [amount raised].

As we celebrate our golden anniversary, your donation is more than a contribution. It is an investment in the future of our organization and the people we serve. Because of thoughtful individuals like you, we can continue to empower people to invest in their health and lead longer, healthier lives. You're not just a supporter; you're a cherished member of our community, sparking change and fostering well-being.

Thank you for believing in the power of health and wellness and for making such a remarkable difference. Your kindness is deeply appreciated.

Your relationship with America's Walking Club is important to us, and we want to share news and updates with you.

Stay connected by following us on our social media channels.

Facebook - <https://www.facebook.com/Americaswalkingclub/>

Instagram - <https://www.instagram.com/americaswalkingclub/?hl=en>

With Gratitude,
[Name]

P.S. Your gift receipt was automatically sent to your email from support@mightycause.com. If you need a copy of your receipt, please reach out to samanta2@ava.org for assistance.

Social Media Posts

- 🎉 Exciting News! The annual fundraiser, the Big Give, is here, and I'm thrilled to be raising funds on behalf of America's Walking Club. Join us from September 23 at 6 PM CT through September 24 at 6 PM CT as we aim to reach our \$100,000 goal. Your donations will support their mission to provide health and wellness for people of all ages and abilities. Every contribution counts! To give, please visit [link to personal fundraiser] #BigGive2026 #HealthForAll #AmericasWalkingClub #PavethePath
- ☀️ Mark your calendars! The Big Give is just around the corner, and I'm honored to be part of this giving celebration. Starting September 23 at 6 PM CT, you have 24 hours to make a difference. Help America's Walking Club reach its \$100,000 goal and support their health and wellness programs. Together, we can pave the path to a healthier future! ❤️ To donate, please visit [link to personal fundraiser] #StepForward #BigGive2026 #AmericasWalkingClub #PavethePath
- 🚀 The Big Give is set to launch on September 23 at 6 PM CT, and I'm thrilled to support my favorite walking organization, America's Walking Club, in raising funds. Let's join forces to reach AVA's goal of \$100,000. Your donations will expand access to health and wellness in underserved communities and foster the development of innovative digital tools that connect, motivate, and inspire healthier lifestyles across the nation. Please consider donating, sharing, and helping to spread the word! You can contribute at [link to personal fundraiser] #GiveNow #BigGive2026 #AmericasWalkingClub #StepForward #PavethePath
- 📅 Countdown to the Big Give! On September 23 at 6 PM CT, America's Walking Club 24-hour fundraising event begins, and I'm proud to support the organization by being a Peer-to-Peer fundraiser this year. Help us achieve our \$100,000 goal to continue providing essential health and wellness education and activities for all. Join us in the journey of transforming lives by taking the first step and making a contribution to my fundraiser page [link to personal fundraiser] #PavethePath #HealthforAll #BigGive2026 #AmericasWalkingClub
- ☀️ Today's the day to make a difference! 🎉 Donate to our fundraiser right now, and AVA's Board Chair will match your donation dollar for dollar for gifts of \$50 or more—up to \$50,000! But hurry, this incredible opportunity is only available if you give online in the next 24 hours. Let's double the impact together and help America's Walking Club reach their \$100,000 goal to support health and wellness for all. Donate here: [link to personal fundraiser] #DoubleYourImpact #BigGive2026 #AmericasWalkingClub #PavethePath #GiveNow

Feel free to use any of the Big Give graphics in your toolkit to accompany your posts or emails.

FUNDRAISING TIPS

- Establish a realistic fundraising goal.
- Craft a captivating narrative that resonates with potential donors, highlighting how the organization has influenced your life.
- Stress the significance of their contributions.
- Build relationships by connecting with your audience through personalized communication and expressing genuine gratitude.
- Leverage social media and online platforms to broaden your outreach and engage a wider audience.
- Explore traditional methods such as word of mouth, email, flyers, and classic mailers.
- Encourage friends, family, and local community members to help spread the word as well.
- Post regular updates about your fundraiser
- Thank your donors and thank them again

NEED SOME INSPO FOR YOUR FUNDRAISER STORY?

Think about these questions to help you share your personal connection to our organization and mission.

- ☐ What made you decide to get involved in the AVA?
- ☐ Why did you choose to participate in the Peer-to-Peer fundraising initiative?
- ☐ What do you wish everyone knew about the AVA?
- ☒ What is your favorite program or service and why?
- ☐ How do you feel after volunteering or participating in our programs?
- ☐ Why do you enjoy giving to the AVA?
- ☐ Why do you enjoy walking?
- ☐ Share your favorite walking story.

PEER-TO-PEER FUNDRAISING

7 STEPS TO RAISE \$500



Make the First Donation
to your own fundraiser to set an
example. (\$25)



Ask 3 Best Friends
To donate \$25 each to your
campaign. (\$100)



Make 4 Facebook Posts
to encourage support for your fundraiser
and get 5 friends to donate \$15 each.
(\$175)

Go on a Group Walk
and ask 5 fellow walkers to give
\$15 to your campaign. (\$250)





Send an Email

to 5 family members, asking them for \$25 each. (\$375)

See if 5 people

from your neighborhood, church, walking club, or book club will donate \$20. (\$475)



Challenge 5 coworkers

to skip their morning coffee to help support health and wellness and donate \$5 to your campaign instead. (\$500)

Don't Get Discouraged!

Not everyone will give. If someone says no, you can always make up the donation amount in one of the other steps. You'll be surprised at how generous people can be.

The **Big Give**



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

PEER-TO-PEER FUNDRAISING

7 STEPS TO RAISE \$1,000



Make the First Donation

to your own fundraiser to set an example. (\$50)



Ask 3 Best Friends

To donate \$50 each to your campaign. (\$200)



Make 4 Facebook Posts

to encourage support for your fundraiser and get 10 friends to donate \$20 each. (\$400)

Go on a Group Walk

and ask 6 fellow walkers to give \$25 to your campaign. (\$550)





Send an Email

to 10 family members, asking them for \$25 each. (\$800)



See if 8 people

from your church, walking club, or , book club will donate \$20. (\$960)



Challenge 8 coworkers

to skip their morning coffee to help support health and wellness and donate \$5 to your campaign instead. (\$1,000)

Don't Get Discouraged!

Not everyone will give. If someone says no, you can always make up the donation amount in one of the other steps. You'll be surprised at how generous people can be.

The **Big Give**



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



HELP US STRIDE TOWARD A HEALTHIER FUTURE

**SUPPORT
AMERICA'S WALKING AND
GIVE ONLINE ON
SEPTEMBER 23-24, 2026
| 6PM - 6PM.**



GO TO AVA.ORG OR SCAN THE
QR CODE TO GIVE ONLINE.



FUN



FITNESS



FRIENDSHIP



**Donate by Mail, now through October 31,
2026. Mail your contribution to the
American Volkssport Association:
1032 S Alamo St, San Antonio, TX 78210.**



[LINK TO WE ARE AVA VIDEO](#)