



# Peer-to-Peer Fundraising Toolkit

Use this template to set up and develop your personal fundraising page.

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## Create Your Fundraising Page

Click on **Become a Fundraiser** and get your page set up to fundraise on behalf of Sisters. Visit our [Peer to Peer Fundraising Page](#) and click “Become a Fundraiser”

**Set your fundraising goal** - There is a pre-populated goal set, but you can customize that goal to whatever is right for you. Keep in mind that you can come back to edit your goal at any time.



Create your page

Set your fundraising goal \*

USD \$ 500.00

**Set the fundraiser end date for December 31st.** That is when the Sowing Solidarity peer to peer fundraiser will end, but don't worry, people will still be able to click the donate button to get those last minute donations in.

Fundraising end date \*

Calendar icon

**Personalize your page to share WHY you're fundraising for Sisters -** Share a sentence or two about WHY you are fundraising for Sisters.

- Portland needs Sisters of the Road
- Sisters of the Road got me back on my feet
- I loved volunteering at Sisters of the Road
- Sisters of the Road has a place in my heart forever
- Sisters of the Road is where I'm donating this year

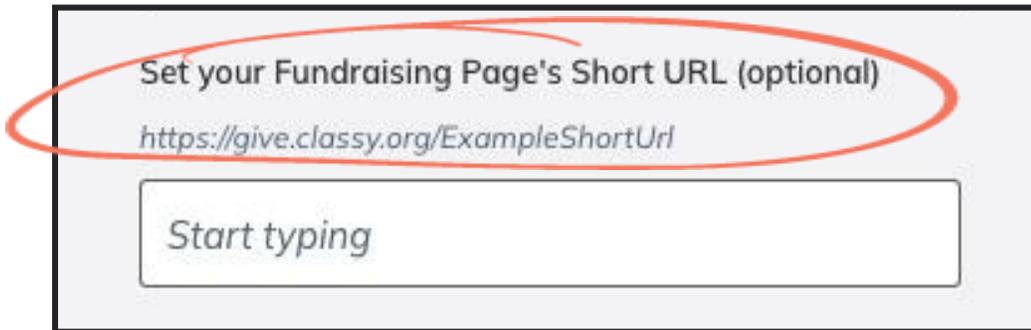
Your Page's Headline \*

0/255



**Set a short URL** - This allows you to easily share your page with your friends and family

(Example: [give.sistersoftheroad.org/yourfundraisername](https://give.sistersoftheroad.org/yourfundraisername))



## Add a Personal Touch

People love giving to people they know! Personalizing your fundraising page helps friends and family connect more with your mission. Your personal supporters will feel more compelled to give because they understand your unique relationship to our cause and what our organization means to you.

### Edit Your Fundraising Page

- Add a photo of yourself to your profile
- Edit your story to include your personal connection to Sisters
  - Why are you fundraising for Sisters?
  - Did you ever work for or volunteer for Sisters?
  - Do you have a story you can share?



## Include Key Messages:

Key messages can be included in your story when you reach out to ask for support. They're also great to share with your friends and family to share what our organization does in the community.

- Sisters of the Road exists to support low-income and houseless individuals through charitable and educational programs, including providing affordable, healthy, and delicious meals in a space that welcomes all to dine with dignity.
- Sisters seeks systemic solutions that reach the roots of homelessness and poverty in order to end them forever.
- Sisters practices gentle personalism, a philosophy in which every person is seen as unique and valuable and deserves to be treated with respect and dignity.
- Sisters works with community leaders who have lived experience of poverty and homelessness and supports their presence at the table with policy makers when harmful or dehumanizing policies are being created.

## How to Edit:

The Details tab is where you can edit the key details of your fundraising page such as your profile picture and fundraising goal. Simply make the edits you need and select "Save Changes" when you're finished.

- **Profile Picture** - Use **Upload** to change your profile picture. You can also use **Remove** to remove your picture and use the default picture that we chose.



- **Fundraiser Nickname** - This is the name that will display on your fundraising page.
- **Page Headline** - This is the headline that appears on your fundraising page. We recommend keeping it brief.
- **Goal** - Set the amount you plan on raising. If you reach your goal early, we recommend increasing your goal for an even greater challenge and impact.
- **Vanity URL** - This is simply a shorter version of your fundraising page's website address. Short URLs are easier to share and look nicer on social media.

## Write a Personal Email or DM

Below are 2 email templates you can use to send to your family and friends. Make sure to add the recipient's name, your name and fill in the [words in light blue](#) with your own language below.



## Sample Emails

### Template A:

Dear <Family and Friends (a personalized name is better)>,

I am writing to you today about an organization that I think is worthy of our support, Sisters of the Road. They are a social justice non-profit that exists to support low-income and houseless individuals. Over the last 44 years, Sisters has accomplished a lot. Sisters of the Road has shared hundreds of thousands of meals, had thousands of hours of barter work, and run numerous programs aimed at developing leadership and community organizing skills.

Many media outlets that report on food and housing insecurity often share a negative view, using harmful narratives that blame individuals and not the systems in place that failed those individuals. If we look closer, we can see that our unhoused neighbors are as varied as our housed neighbors when it comes to their abilities, attitudes and behaviors. I can't imagine that living outside is easy for anyone.

Sisters of the Road follows the philosophy of gentle personalism, showing each person that their humanity and worth is seen, no questions asked. This is the first step to integrating everyone into a shared community, and I agree.

**Here, we have an opportunity to come together.**

History tells us that even in the most challenging circumstances, humanity has the fundamental ability to rise above poverty, inequality and chaos. Promoting the idea that those facing housing and food insecurity are without hope dehumanizes their efforts to change the social and economic conditions within their communities. There is always hope.

In the current climate, organizations that promote healthy and resilient communities are crucial.



Sisters is funded mostly by individuals like you and me. The most impactful way to give is to become a recurring donor. Many people donate monthly what they would spend on a coffee once a week or on a meal out once a month. If you can only donate one time, that's great too. If you can't donate right now, for whatever reason, that is ok. It is not always your turn to give - but, please consider passing this message along. Alone we are limited, but together we are powerful.

Sisters of the Road is aiming to raise \$115,000 in online donations through their Sowing Solidarity winter fundraiser and I have set my personal goal as to ask [<X number of people><to donate / to donate X amount>](#). All donations made are tax deductible and will go towards ensuring that Sisters can carry out their systemic change programs and successfully oversee the building project.

**In solidarity with these folks, I am supporting Sisters of the Road in their next chapter. I hope you'll join me.**

Sincerely,

[<name>](#)



## Template B:

Dear <Family and Friends (a personalized name is better)>,

I am really excited to share an opportunity with you to support an organization that is near and dear to my heart, Sisters of the Road.

I support Sisters because <add the reason why you support Sisters><If you have a personal experience at Sisters, please share it here>

I invite you to help me support Sisters of the Road with a donation.<Here write what it would mean to you to have their added support for Sisters>

Sisters is funded mostly by individuals like you and me. The most impactful way to give is to become a recurring donor. Many people donate monthly what they would spend on a coffee once a week or on a meal out once a month. If you can only donate one time, that's great too. Any amount that you have to give will help because it all adds up. If you can't donate right now, for whatever reason, that is ok. It is not always your turn to give - but, please consider passing this message along. Alone we are limited, but together we are powerful.

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To find out more about Sisters of the Road, you can visit their website at <https://sistersoftheroad.org/>

It's time to unite in solidarity with both our sheltered and unsheltered neighbors.

Thank you for supporting me while fundraising on behalf of Sisters! I am grateful for your support.



Best,

<your name>

## Sample Social Media Messages

We will be posting on [Instagram](#), [Facebook](#), [Tik Tok](#), [Twitter](#), and [Bluesky](#) that you can use. The best way to show support is to make your own art or share your personal story with pictures, a video or a post you designed and use our tags [#sowingsolidarity](#) and [#SistersoftheRoad](#)

### Sample messages:

**Facebook** (160 characters): Please donate to my fundraiser for [#SistersoftheRoad](#), a social justice organization uprooting the systems that fuel the violence of poverty since 1979.

**Twitter** (280 characters): "We cannot afford to let people who are afraid of the homeless be the ones exclusively responsible for making policy about their lives."  
- Genny Nelson

Please donate to my fundraiser for [#SistersoftheRoad](#), a nonprofit uprooting the systems fueling violence and poverty since 1979

**Text** (160 characters): Please donate to my fundraiser for Sisters of the Road, a non-profit I stand behind that addresses the root causes of homelessness in an attempt to end them.



**Instagram:** I'm excited to share that I am helping fundraise for #SistersoftheRoad in their #sowingsolidarity fundraiser to support them in addressing the root causes of homelessness.

## Sample Thank You Message

It's critical to thank every one of your donors. Your success wouldn't have been possible without them! Send a personalized email or thank you note, acknowledge them on your fundraising page by leaving a comment, or by giving them a shout out on social media. **We can even give you thank you cards to send to your donors.**

Subject - Thank you for your support!

Dear <Name>,

Thank you so much for donating to my fundraiser for Sisters of the Road!

I am extremely grateful for the support you have shown.

You are now part of the community we are gathering to stand in solidarity with Sisters and ensure their success over the next year.

Together we are sowing solidarity for Sisters of the Road and their mission to seek systemic solutions that reach the roots of homelessness and poverty in an attempt to end them.



I encourage you to follow Sisters of the Road on [Instagram](#), [Facebook](#), [Tik Tok](#), [Twitter](#), and [Bluesky](#) to stay up-to-date and see how your donation is fueling their progress.

Thank you again for your generosity.

Warmly,

<Name>

## Where Should I Share My Page?

You're on your way to fundraising success! Now it's time to spread the word and take strides toward your goal.

Once your page is set up, it's time to start reaching out to your network. You'll start with the people closest to you. The best way to ask for support is in person. The next best way is to ask using a person's preferred method of contact if you know it. If they're introverted and text is the best way to reach them, do that. If it's your auntie and you know she loves to hear from you, give them a call! If you can't meet someone in person and you don't know how they prefer to be reached, a call goes a long way. And if nothing else, an email or direct message is a great backup.

Make sure to keep in mind that sharing your page multiple times will yield the best results. Post about your efforts a few times on social media. A natural way to share is to post when you've reached 25%,



50% and 75% of your goal. You can also post once a week and share a reason why you love Sisters.

Don't hesitate to make a follow up call or send a reminder email. In my personal experience, people often read my text or email and want to donate, but forget in the midst of their to-do list. They are always grateful for the reminder when I reach out again.

We suggest starting by creating a list of people you plan to reach out to.

**Start with your closest inner circle** - This is a great group to contact for your first few donations, as they are more likely to respond to your personal outreach. It's always nice to get some quick wins in the beginning!

- Friends
- Family
- Roommates

**Cast a wider net** - Don't be afraid to look beyond your immediate connections and expand your list. Some people in your wider network may have a personal connection to our mission, and it could spark some great conversations beyond just a donation towards your goal! Ideas of where to look:

- Social media followers



- Co-workers
- People at your place of worship
- Neighbors
- A group or club you are part of such as a book club or kickball league
- People in the same course you're taking
- Alumni from a school you went to
- Friends of the family

## How to Share Your Page

### Mobile

1. Access your fundraising page
2. Select the **menu icon** at the top of your phone screen
3. Select **Share this page**
4. Choose to share your page through **Facebook, Twitter, Email, or Text**

### Desktop / Laptop

1. Access your fundraising page
2. Select the **Share arrow** at the top-right
3. Choose to share your page through **Facebook, Twitter, or Email**

### How do I share on Instagram?



Since Instagram does not have the option to add hyperlinks to Instagram stories, we recommend adding a link to your fundraising page in the website section of your account bio. Then, in your Instagram story, you can mention the link in your bio so others can easily access your page.

## Fundraising Tips

- We find the best way to ask for support is to ask in person. Invite someone to coffee or dinner. The next best thing is a phone call.
- The most powerful way to get support is to share what Sisters means to you personally. Did Sisters impact you or someone you know? Another option is to share why YOU personally donate to Sisters.
- Make donating easier by including a donation link in your email or text message. If you are speaking with someone over the phone or in person, walk them through the donation process.
- If you have the ability, make a donation to your own page, even if it is just \$1. Show people that your support is serious. Other people are more likely to donate to your page when they see that someone has already contributed.



- Individually ask your inner circle first to get the ball rolling. It will start building momentum. When you start asking people you don't know as well as your inner circle, it will show them that people are already behind you and they'll be more likely to support you.
- Make the most out of social media
  - Use our hashtags #sowingsolidarity and #SistersoftheRoad
  - Don't make every post an ask - share inspiring anecdotes about Sisters and personal stories
  - Share when someone donates, tag and thank them
  - Share when you reach milestones of your goal such as 25%, 50% and 75%
- Host an event such as a dinner potluck and ask people to donate what they can.
- REMIND people that you want their support by sending a follow up text, email, DM or call - often people will see your post or email and want to respond, but are not able to at the time they see it. A reminder will give them another opportunity to support you.
- Make a "last chance" ask at the end of the campaign. Sometimes people are motivated to help you reach your goal at the last minute.

## FAQ

- Once I've created my page, is that it?

Not quite! The next step is to share your page. Start with the people closest to you, such as your family, friends and roommates. Those



are the people most likely to support you in your efforts to fundraise for Sisters because they care about you. Then, share your page to your social media on facebook, tik tok, instagram, bluesky and twitter or share via email or text.

- How many times do I need to share my page?

Share, share, share! Most people do not respond the first time they see a post - not because they don't want to - but because they are busy. Often, people will see a post and want to return to it, but forget it by the end of their day because they get caught up in other things. Most people are grateful for a reminder text, email or to see another post giving them the chance to participate.

- My friends are asking why they should donate, what should I say?

The best reasons to share are why you personally support Sisters. What does Sisters mean to you? Why do you support Sisters?

Are there any philosophies that Sisters holds or projects that Sisters works on that you know the person you are talking to cares about?

If you're still not sure, you can say:

Sisters consistently addresses the root causes of poverty and homelessness rather than only providing day-to-day assistance to the people in our community who are suffering. They speak out against harmful policies and narratives around people experiencing poverty and homelessness. They uplift the voices of people with lived experience, knowing they are the experts on the issues of poverty



and food insecurity. Sisters' work shows up in their advocacy, providing testimony at city and county meetings, supporting others to give testimony, sending out emails and posting educational messages about homelessness, criminalization and false binaries.

Sisters of the Road runs a food justice program called the Fresh Change Program which increases access to local fresh food for those experiencing housing and food insecurity. Sisters advocates for fareless transit, ending Enhanced Service District's, the Right to Rest, and decriminalizing being unhoused. They are also working with PSU and other organizations in Portland to conduct a collaborative housing survey and research on available affordable housing programs and the barriers people face in accessing them

The most well known program from Sisters of the Road is the barter work program run out of their cafe. They traditionally offered a meal and drink for \$1.50 which can be paid for with cash, EBT benefits or 15 minutes of barter work. The barter work program will resume in their new space. The program was developed in direct response to street outreach done by Sisters' founders. Their hot meals program functions primarily as a way of bringing people together in a radical cross-cultural space to build connections and solidarity. From there, they listen to and share power with their customers and greater community with an aim to develop additional programs and/or provide additional supplies that address both the immediate needs of the community and the root causes of those needs.



As the new building is getting repaired, we need to keep Sisters running smoothly and prepare to operate in the new location.

## Need More Help or Have Questions?

Contact Elle at Sisters of the Road with any questions you may have:

503-223-2192

[elle@sistersoftheroad.org](mailto:elle@sistersoftheroad.org)