

FROM TRAILS TO TRIALS

FUND DEMOCRACY IN ACTION

Peer to Peer Fundraising Toolkit

Quick Start Guide

Welcome! This toolkit has everything you need to launch and run a successful peer-to-peer fundraising campaign for Our Children's Trust. Use the sections below to access templates, assets, and guidance. **This document will help you stay on brand and appropriately use images of our youth.**

Feeling savvy? [Click here to create your fundraising page now!](#)

The campaign officially starts Tuesday 11/25/2025. Create your page at any time before the end of the year!

Look for sample text to fill out your page or send to others in **purple** throughout this document.

Want your page created for you? Email nicole@ourchildrenstrust.org as soon as possible.

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This Year's Campaign Theme

Core Message: ***This Is What Democracy Looks Like***

Subthemes:

- 🇺🇸 **Youth are breathing life into democracy NOW** – In courtrooms, on mountain trails, and in their local communities. They're not waiting for permission because there's no time left.
- 🚶 **Movement creates momentum** – From hiking endangered landscapes to marching into courtrooms to protect their rights, youth prove democracy thrives through action.
- 💪 **Healthy democracy, healthy planet, healthy youth** – Democracy is like a living body that needs a strong pulse to survive. Youth are that heartbeat, keeping democracy alive through their energy, action, and refusal to accept a broken system. When we protect their health and futures, we protect democracy itself.

Key message for donors:

- These youth aren't the leaders of tomorrow—they're democracy's pulse today, securing our future while others debate it.
- Support the youth who prove democracy works when we take action.
- Every gift powers young people who refuse to accept that democracy and our planet are dying. They're making constitutional rights real by defending both today.

Getting Started

1. 🌐 **Visit our fundraising page.**
 - This link will take you to our main peer-to-peer page, where the goal meter shows everyone's combined fundraising. Here, anyone can select a campaign to donate to, or start their own fundraising page!
2. 🔑 Click "**Create a Fundraising Page**" on the left. This will prompt you to log in. If you've ever donated or received an email from us, chances are you already have an account in our system. **To create a password and prevent the creation of a duplicate account, select "having trouble logging in?"** to reset/create a password.
3. ✨ Once logged in, you can navigate to your **fundraiser portal**. Select "**fundraising pages**" on the left, and then "**create fundraising page**" in the upper right.
4. 💰 Enter your fundraising page details. Feel free to change the name or make a custom url. You will be asked to **set a fundraising goal**. Here are three quick tips for setting your goal:

- **Use the 10-20 Rule:** List 10-20 people you'll personally reach out to, then multiply the number of contacts by \$100. That's your baseline goal. (Example: 10 close contacts × \$100 = \$1,000 goal)
 - **Start Lower, Celebrate Sooner:** Set a goal you're 80% confident you can hit, then add stretch goals at 150% and 200%. Early wins build momentum and motivate both you and your donors. You can edit your goal if you reach it!
 - **Match Your Network:** Consider your audience. Mostly young friends? Try \$500-\$1,000. Professional network with corporate matching? Aim for \$5,000+. Mixed network? Land in the middle at \$2,000-\$4,000.
5. 📖 Enter your **fundraising page story**. You can create your own narrative, or copy and paste the one below, adding personal details. Remember, the more personalized your page is, the more compelling it will be to donors! Alternatively, you can feature a [plaintiff's story](#) on your page.

Youth aren't just the leaders of tomorrow; they are democracy's pulse today. In courtrooms, at hearings, and on the threatened landscapes they're defending, they're proving that democracy thrives when we actively practice it.

[Optional: Add why this matters to you personally - a sentence or two about why you're supporting youth climate defenders, or the moment that inspired you to fundraise for Our Children's Trust]

Our Children's Trust powers these young defenders as they make constitutional rights real and secure a livable future for us all. From trails to trials, youth aren't waiting to inherit democracy—they're breathing life into it today, while there's still time.

[Optional: Add your fundraising goal and/or your connection to nature/the outdoors]

Every dollar keeps democracy's heartbeat strong. Will you join me in supporting the youth who prove democracy lives where they lead?

6. 📷 **Add an image.** The best photos will be of **you** engaging in an outdoor activity. The second best photos are of our youth! You can [download any of these photos](#) to use on your page.
7. 🎉 **Done!** You're ready to fundraise!
- Share your fundraising page URL far and wide. It will also be sent to you via email. Don't know where to start? Keep reading!

Stuck? Reach out using one of the ways [below](#).

Outreach

General Tips for All Outreach

✔ Do:

- Be specific with ask amounts
- Share YOUR personal connection
- Make it easy (send direct links)
- Follow up 1-2 times
- Thank people whether they give or not
- Tell people about the *impact* Our Children's Trust has on youth and the environment

✘ Don't:

- Apologize for asking
- Pressure or guilt people
- Take "no" personally
- Make it all about the fundraising goal - keep our organization's *mission* central

Email Templates

We recommend you send at least a few emails out during your campaign. Emails remain effective, especially for contacts who do not use social media. Here are prewritten emails and subject lines that you can use as-is (removing the purple prompts) or personalize!

Each email is a new tab in [this document](#). Feel free to include a [photo from this folder](#)!

1. [Launch Announcement - "My Fundraising Page is Live"](#)
2. [Giving Tuesday](#)
3. [Mid-Campaign Update - Progress Report](#)
4. [Final Push - Year-End Urgency](#)
5. [Thank You Message](#)

Personal Outreach Scripts

[Phone Call Script/Talking Points](#)

[Text Message Templates](#)

[In-Person Conversation Guide](#)

Visual Assets & Graphics

Social Media Graphics

- Consider using the graphics linked above for Instagram posts or stories, Facebook posts or stories, sharing on LinkedIn, X, Bluesky, and more!
- You may also want to reshare or repost content from Our Children's Trust. Find us on:
 - [Instagram](#) @youthvgov
 - [Facebook](#)
 - [X](#) @youthvgov
 - [LinkedIn](#)
 - [Tiktok](#) @youthvgov
 - [Bluesky](#)
 - [Youtube](#)

General Pictures

- Mix these into your social media posts and emails!
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Social Media Content Calendar

6-Week Campaign Suggested Schedule

Use the Social Media Graphics & Videos linked above!

Week 1: Launch

- Announce your fundraising page (link to your page). Explain your personal connection to Our Children's Trust/our work
- Feature a youth plaintiff story or [image](#), or a picture of yourself/your family enjoying the outdoors - in motion!

Week 2: Education & Giving Tuesday

- Share on [Giving Tuesday](#) (12/2) and donation match
 - Potential caption for FB, Instagram, LinkedIn: This is what democracy looks like! Youth standing up in courtrooms across the country, demanding their right to life, a livable climate, and democracy. 🌍✊ On this @givingtuesday, support Our Children's Trust (@youthvgov) and help fund their fight for a safe climate. ✨ Every dollar given today will be **MATCHED!** Give here: [\[share your unique giving](#)

page link. You can also shorten it at <https://bitly.com/>] #YouthvGov #DemocracyinAction #YouthLead #GivingTuesday

- Potential Caption for X, Bluesky and Threads (280 characters max): This is what democracy looks like! Youth are standing up in courtrooms across the country, demanding their right to life, a livable climate, and democracy. This @givingtuesday, support @youthvgov and help fund their fight for a safe climate. Give: [share your unique giving page link. You can also shorten it at <https://bitly.com/>]
- [Explain OCT's work and constitutional climate rights](#)
- Share courtroom victories [in your state](#) if applicable

Week 3: Youth Spotlights

- Highlight plaintiff stories, reshare posts from Our Children's Trust
- Post a [story](#) on Instagram or Facebook with your fundraising page link
- Celebrate [young defenders](#)
 - Potential caption for Facebook, Instagram, and LinkedIn: Youth are the pulse of our democracy—and they're taking systemic action for our climate. 🌱🌿 Support Our Children's Trust (@youthvgov) this Giving Season and help fund democracy in action. Every dollar fuels youth—from Alaska and California to Wisconsin, Florida, and Canada—defending their constitutional rights to a safe, livable climate. Give today: (share your unique giving page link. You can also shorten it at <https://bitly.com/>) #YouthvGov #DemocracyinAction #YouthLead #ClimateAction
 - Potential caption for X, Bluesky and Threads (280 characters max): Support @youthvgov this Giving Season and help fund democracy in action. Every dollar fuels youth—from Alaska and California to Wisconsin, Florida, and Canada—defending their constitutional rights to a safe, livable climate. Give today: (share your unique giving page link. You can also shorten it at <https://bitly.com/>)

Week 4: Progress & Recognition

- Share an update on your fundraising progress
- Thank early donors publicly - tag them on social media. Use your own outdoors photo or [one of ours](#).
- TBD: Share campaign impact - stay tuned for the updated graphic/goal meter from us!

Week 5: Community Engagement

- Share a picture of you outdoors along with your personal reason for fundraising this year
- TBD: Share donation match details - stay tuned for an email from us about when matches start and end)
- Engage followers with calls to action. Follow up on previous asks.
- Post a [story](#) on Instagram or Facebook with your fundraising page link

Week 6: Final Push

- Create urgency messaging for last-chance appeals - reshare countdown from Our Children's Trust's pages.
 - Celebrate results - share how much you have raised and thank your donors by name
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Fundraising Strategy & Best Practices

Campaign Timeline

Pre-Launch (Week 1)

- Set up your fundraising page
- Secure pre-commitments from close network
- Test your fundraising page link to make sure it works on computer and mobile.
- Keep an eye on your inbox for information on **matching challenges** throughout the campaign. We will let you know if/when we get matching funds that will be used to double the donations you receive! This can encourage people to give right in the moment. Dates are to be determined.

Launch Week (Week 2)

- Public announcement (in person, email, social media, etc.)
- Immediate outreach to close network
- Share on all social channels

Mid-Campaign (Weeks 3-4)

- Broader promotion, share info about Our Children's Trust
- Regular updates on your progress toward your goal
- Engage new audiences - who hasn't heard from you yet?

Final Push (Week 5-6)

- Urgency messaging - time is running out!
- Thank those who have already donated

Network Segmentation Strategy

Inner Circle (Family/Close Friends)

- Higher ask amounts; encourage setting up a recurring donation
- Personal stories and direct calls
- One-on-one conversations

Extended Network (Friends/Acquaintances)

- Focus on campaign education
- Social media and email outreach
- Group messaging

Professional Contacts

- Issue-based approach
- Highlight corporate matching opportunities
- LinkedIn engagement

Social Media Followers

- Broader awareness building
- Smaller ask amounts
- Shareable content

Support & Resources

Compliance & Best Practices

- **Legal & Ethical Guidelines:** We trust you with the important responsibility of protecting our youth. Please keep all content from this guide, especially photos of young people, strictly within this fundraising campaign. Do not use these materials elsewhere to protect the privacy and safety of the children we serve.
- **Brand Standards and Messaging:** As an ambassador for our mission, consistency matters! We've provided specific phrasing, images, and colors in this guide to help supporters instantly recognize and trust our work. Please stick to these approved materials in your fundraising efforts. Please do not use the Our Children's Trust logo on any materials you create yourself. Check out our [pre-approved assets](#) ready for you to use instead!

Get Help

- **Virtual Office Hours Q&A Sessions on Teams (click link to join)**
 - [Wednesday November 12](#), 12:00-1:00pm ET
 - [Tuesday November 18](#), 3:00-4:00pm ET
 - [Monday November 24](#), 3:00-4:00pm ET
- **[Book One-on-One Assistance](#)**
- **Other support:** Email Nicole Hicks at nicole@ourchildrenstrust.org with any questions or concerns.

Together, we're supporting the youth who prove democracy lives where they lead.