Summary

Click Here To Become a Peer-to-Peer Fundraiser!
Click here to log in

As the Trump administration doubles down on its attacks on climate action and fossil fuel giants continue to threaten our communities, grassroots power is more essential than ever. At 350 Wisconsin, we know that real change comes from the ground up, and peer-to-peer fundraising is a critical tool in our fight for climate justice. This toolkit is designed to help you harness your network and raise the resources we need to keep pushing for a just and livable future. Together, we can build the power to take on corporate polluters, stand in solidarity with frontline communities, and demand bold climate action.

Sound interesting? Keep reading! And let kristen.clark@350wisconsin.org know you want to take part.

The fundraising drive

You'll get a **personalized fundraising page** where you can choose photos and a message, as well as set an individual target.

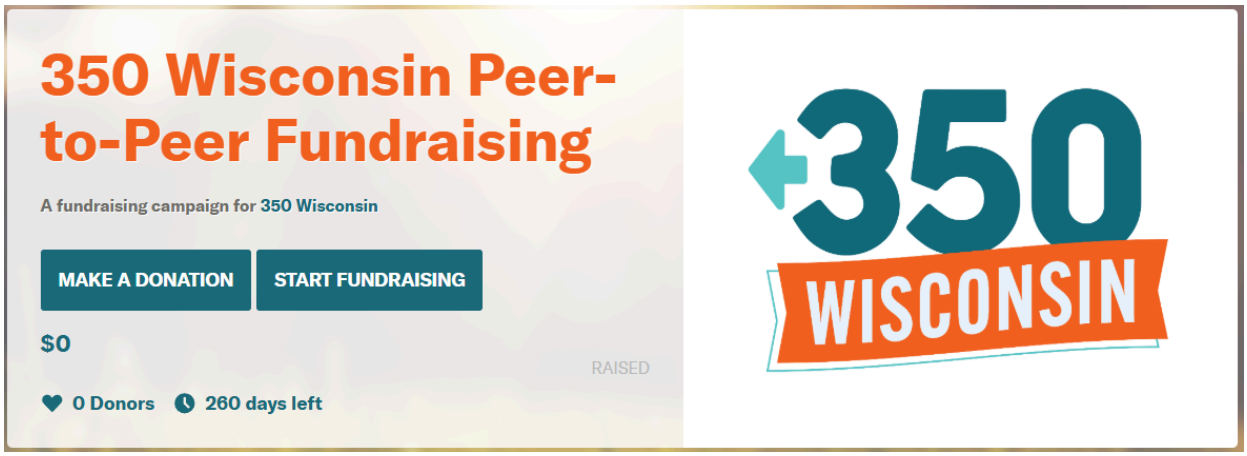
Target - you get to set your own target! Be realistic, but also feel free to choose a stretch goal. You can always lower the goal later on if you want to or raise it if you hit it early. You could raise $100, $350, or $1,000, or anything else.

Resources - in this toolkit below, we will continue to add sample emails, social media posts, shareable graphics, videos, and anything else we can think of that will make your fundraising experience easy and effective.

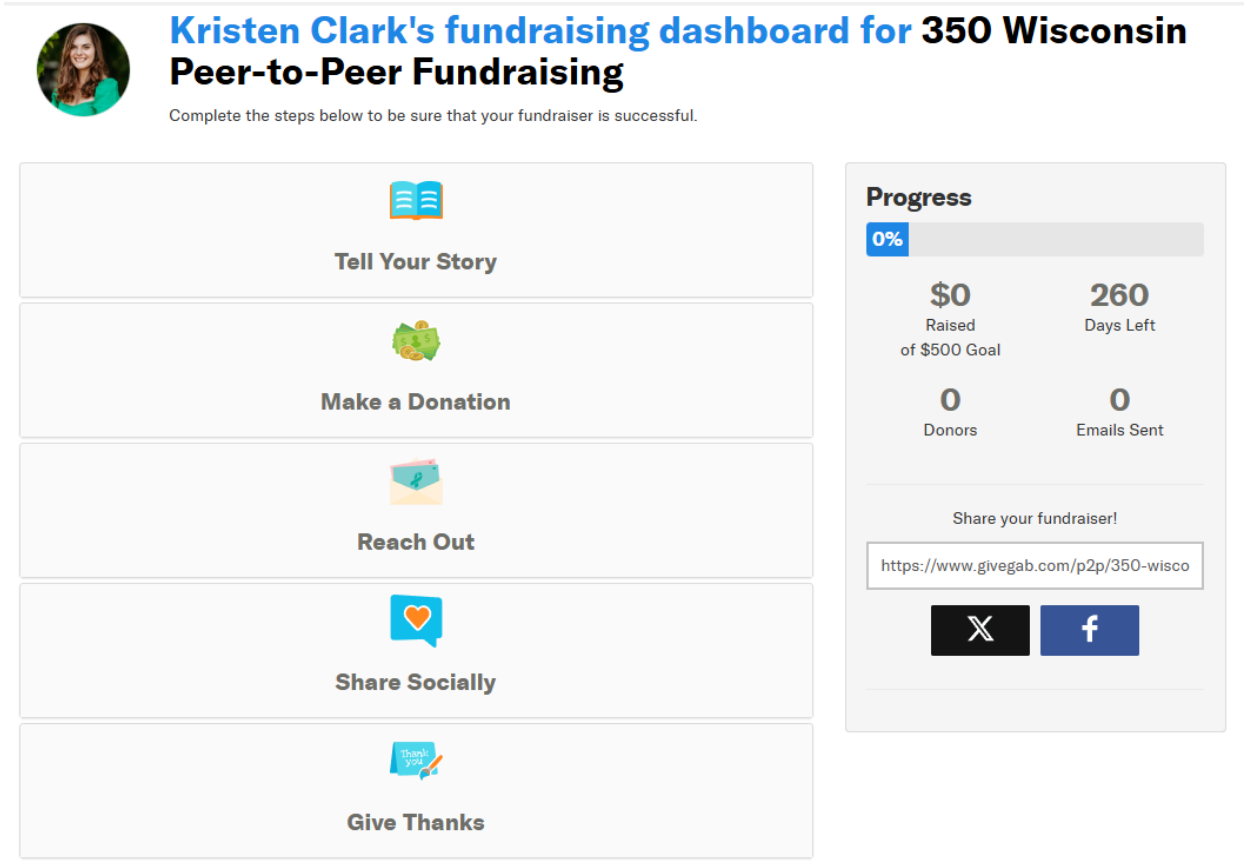
Coaching - Kristen will be available to answer your questions, help you plan, and talk through any details. Email me at kristen.clark@350Wisconsin.org

Create Your Fundraising Page Here!

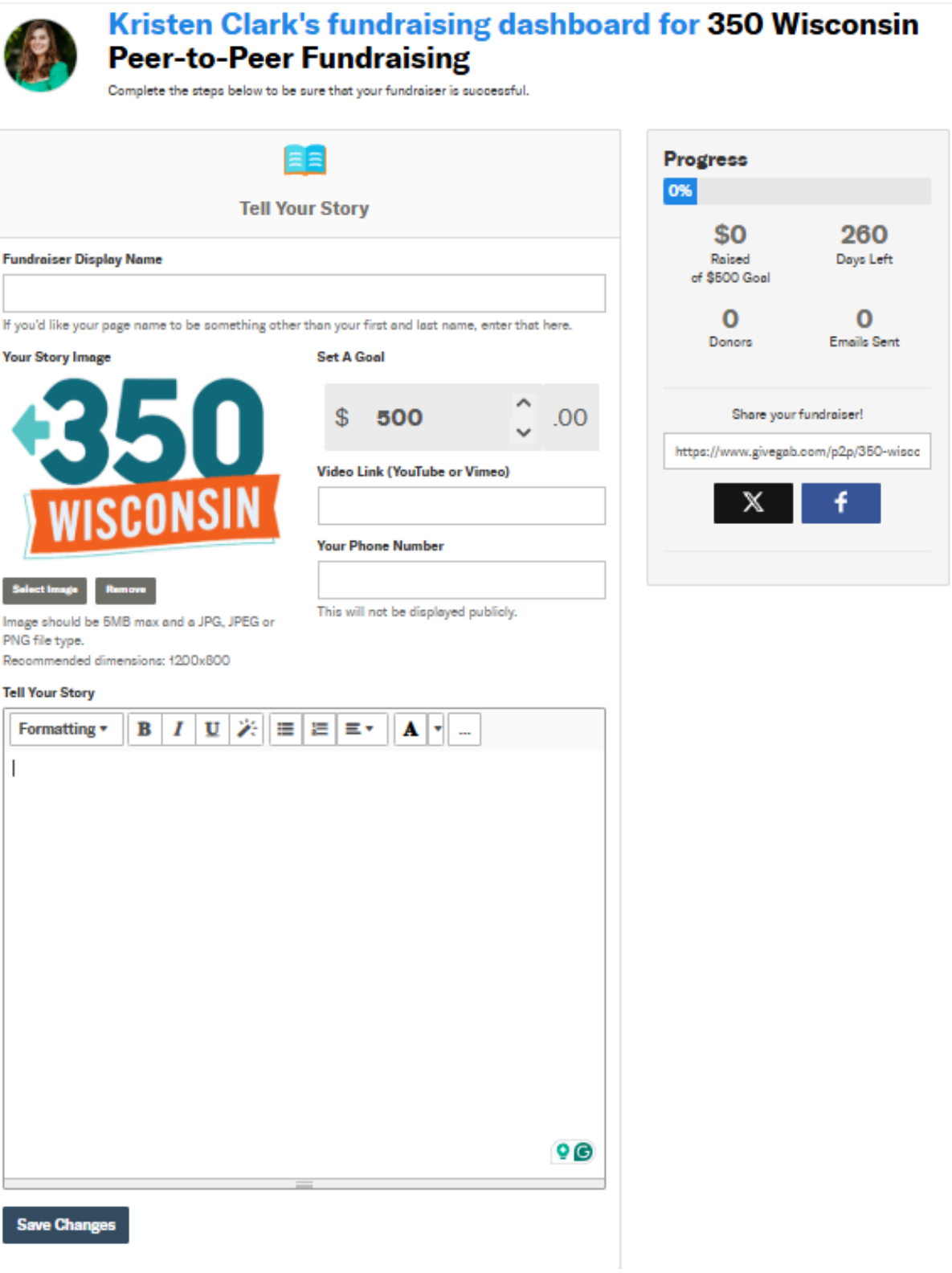
1. Click "Start Fundraising"



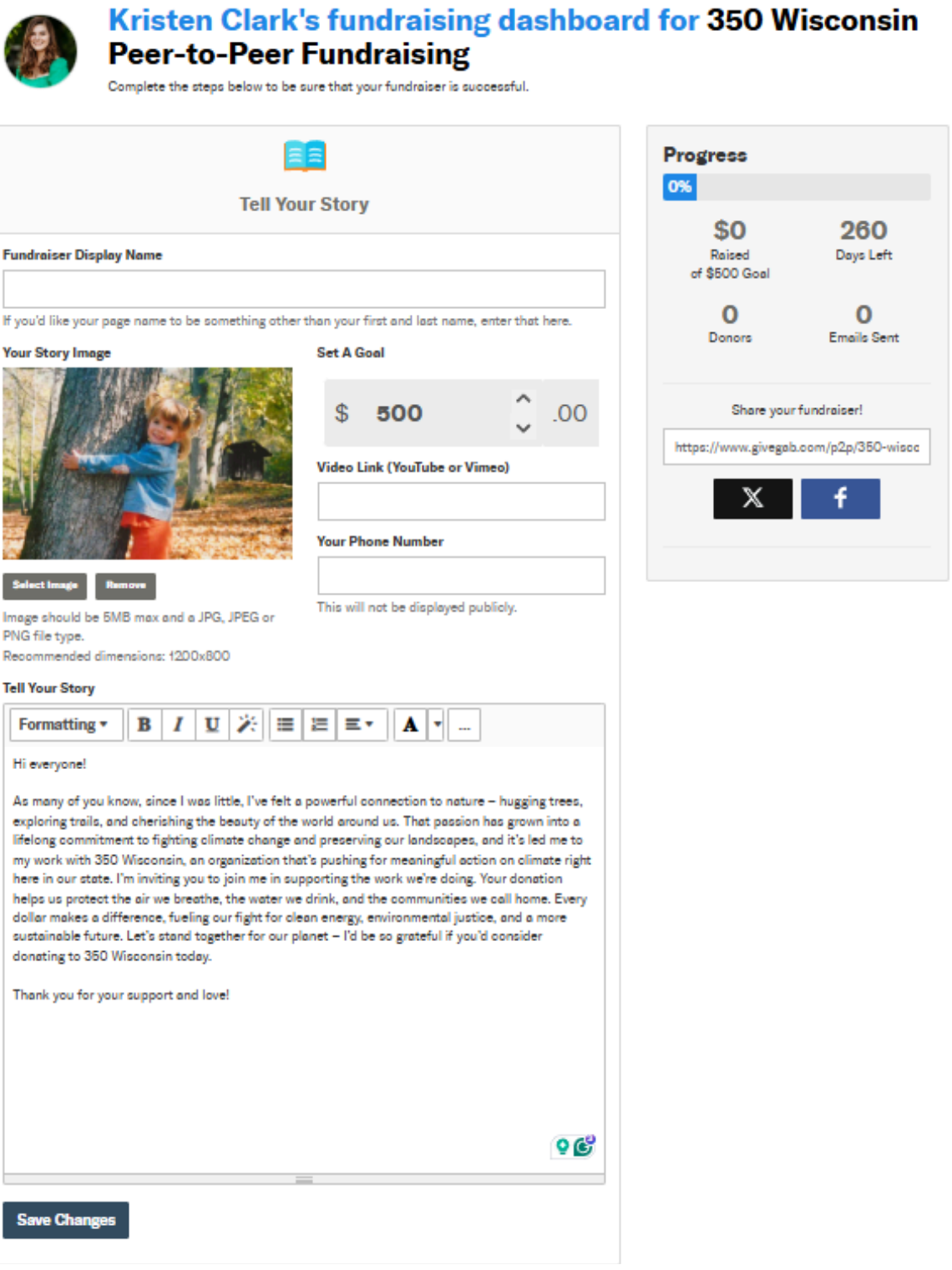
2. Click "Tell Your Story"



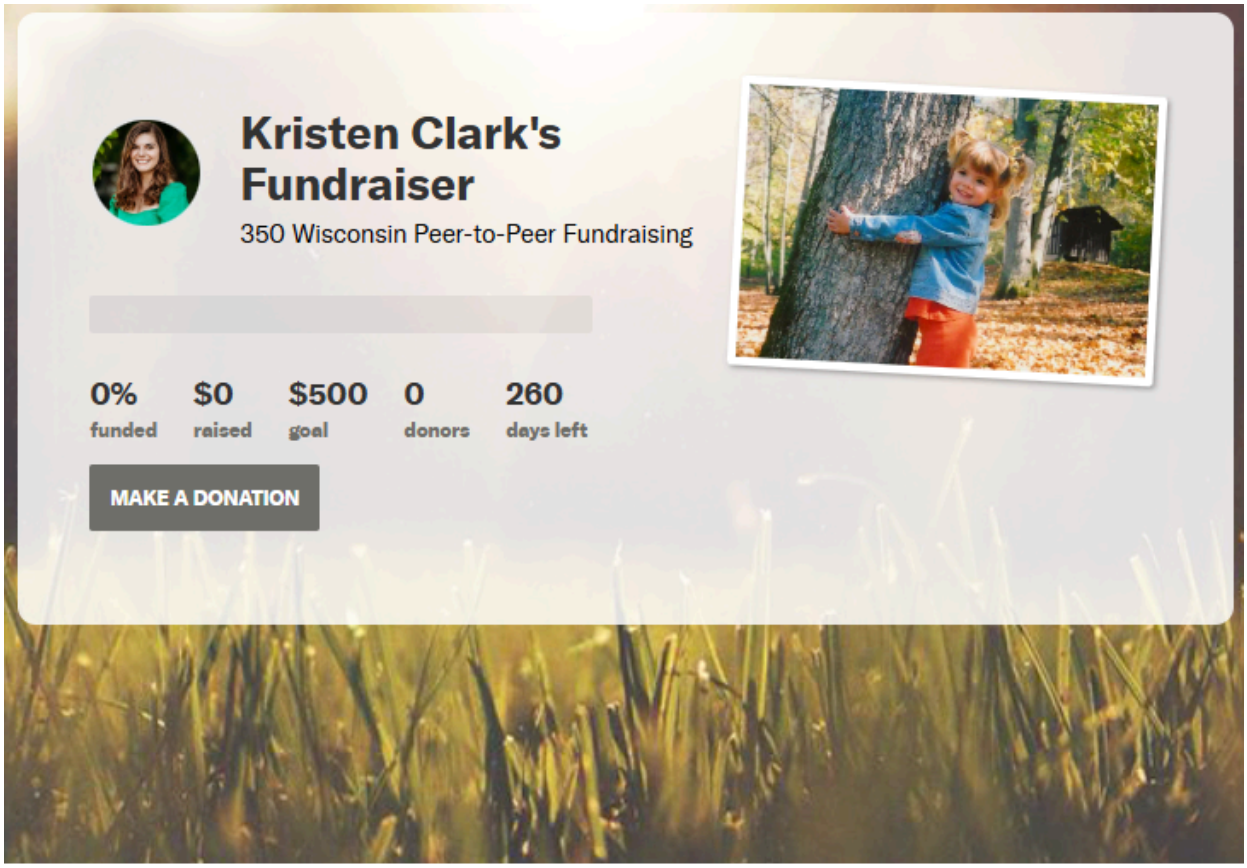
3. Add a picture + tell your story! (Don’t forget to hit save at the bottom!)



4. **Here's what mine looks like!**



5. **FINAL Live View (Add a profile picture in account settings!)**





Kristen Clark

Hi everyone!

As many of you know, since I was little, I've felt a powerful connection to nature – hugging trees, exploring trails, and cherishing the beauty of the world around us. That passion has grown into a lifelong commitment to fighting climate change and preserving our landscapes, and it's led me to my work with 350 Wisconsin, an organization that's pushing for meaningful action on climate right here in our state. I'm inviting you to join me in supporting the work we're doing. Your donation helps us protect the air we breathe, the water we drink, and the communities we call home. Every dollar makes a difference, fueling our fight for clean energy, environmental justice, and a more sustainable future. Let's stand together for our planet – I'd be so grateful if you'd consider donating to 350 Wisconsin today.

Thank you for your support and love!

Outreach Templates:

Email/Text Message:

Hi [Recipient's Name],

I hope this message finds you well. As you know, I'm a passionate member of the 350 Wisconsin community, a dedicated grassroots organization working to safeguard our environment and combat climate change. To get a closer look at the impactful work we do at 350 Wisconsin, please click here!

I'm reaching out because I believe we can make a real difference in the fight for climate justice. Right now, fossil fuel companies are threatening our communities, and the Trump administration is putting our climate at even greater risk. But we're fighting back.

I'm raising funds for 350 Wisconsin, a grassroots organization that is working to halt new fossil fuel infrastructure, hold corporate polluters accountable, and push for bold climate solutions. Can you chip in today to help power this work? Every dollar fuels action!

[Insert Fundraising Link]

Thank you for your support, and together, we can create a greener, more sustainable future!

Warmest regards,

[Your Name]

Social Media:

Fossil fuel companies are threatening our climate and our water, while the Trump administration continues to put profits over people. But we're not backing down.

As you probably know, I'm a (supporter/volunteer) at 350 Wisconsin, a fantastic grassroots nonprofit working hard to push for strong policies to combat the climate crisis. I'm raising money for 350 Wisconsin to support their fight to halt new fossil fuel infrastructure, hold corporate polluters accountable, and push for bold climate action. Grassroots power is what wins change, and I need your help! Every dollar goes toward organizing, advocacy, and direct action.

Donate now: [Insert Fundraising Link]

Grassroots Fundraising 101

Grassroots fundraising is small donations from lots and lots of people. About 65% of adults in the US give away money. More people give away money than vote!

The three main reasons why people give are:

1. They are ASKED! (Studies show that 80% of people made their most recent donation "Because someone asked me.")
2. Because they have a personal connection with the asker
3. Because they are shown that their contribution will have a positive impact

Grassroots fundraising is literally that simple. Asking someone to give an amount that you think they have the capacity to give is the number one most effective way to raise money.

Your job is to get across why you care about this issue, why their contribution will have a positive impact, and then to simply make an ask.

Other things to consider

- **Seed donation**
    - When you launch your campaign it is common to have a little bit of money already donated, maybe getting the campaign to 10%. For whatever reason, people don't like to be the first donor! You could make that first donation or ask someone you think will be a solid donor ahead of time to make that first contribution.
- **Matching**
    - If you're interested in donating a larger sum (or have a parent or friend who is), you could consider having a matching campaign. For example you will match every dollar donated up to $500. People love to have their contributions doubled in this way and will be encouraged to give more!
- **House Parties**
    - Host a party, poker tournament, talent show, storytelling evening, or jam session at your house and have folks contribute to your fundraiser. Someone from 350 Wisconsin can probably attend and speak about the organization, although it might be more effective coming from someone they know and trust (i.e., you!).

Fear of asking

If the idea of asking for money fills you with anxiety, disgust, dread, or some combination of those feelings, you're among the majority of people. There's a social taboo on talking about money in US culture. Asking someone how much their car or house costs, or how much they earn, is considered rude by a lot of people.

Getting over our anxieties around money, and creating healthier attitudes around money is an important goal of liberation-minded social movements.

RESOURCE - Getting Over the Fear of Asking - a great resource exploring our relationship with money and how to move past our fear. It explains it better than we can in this toolkit!

Some tips:

- Don't think of it as soliciting; think of it as giving others a great opportunity to invest in a worthy cause. Believe in yourself and the mission — if it's truly worth fighting for, then your friends and family will find value in seeing you succeed.
- Separate out the feelings of asking vs. the feelings of giving. Think about a time you were asked to give and could say yes. The feeling of giving can be a wonderful feeling. So don't confuse your anxious feelings of asking with how the person you're asking might feel.
- Rejection is the number one fear. Unfortunately, this will happen at least as often as being told yes, so it's important to understand and expect that you'll be rejected at least half the time. When someone says no, they likely have a good reason: they've just been hit by an unexpected expense; they've already given what they can this month, or they're just not in the mood. None of those reasons are about you and your relationship. When someone says no, politely thank them for considering it, and move on to the next person.

Resources

Info about 350 Wisconsin

- About 350 Wisconsin!
- Photos you can use!