

Peer-to-Peer Donations Educational 1-Sheet for Nonprofit Supporters

Many nonprofits' supporters participated in peer-to-peer (P2P) fundraising, working on their own to raise and then disburse money to their favorite nonprofit. We provided this 1-sheet to nonprofits that they could then give to their supporters, educating them on how to incorporate Giving Assistant into their campaigns. The first page is my attempt at putting the original copy in context, I think in order to then place my copy edits into it, and see it. (I think. It's been awhile.) My copy edits as provided to the charity team are on the last pages; I provided an image to show where each piece of copy should go, and then the actual text to make it easy for them to copy/paste into the document.

(See content after page break)



Peer-to-Peer Fundraising with Giving Assistant

With Giving Assistant, you'll **meet more personal fundraising goals faster** through your community's everyday online shopping at over 3,000+ brands. Here's how it works:

1

Your supporters **sign up for Giving Assistant for free** using your unique, personal fundraising sign-up page

2

They earn an average 10% cash back shopping online at their favorite stores, **which is automatically donated to your campaign.**

3

Your fundraising campaign benefits from your community's normal online shopping, raising nearly \$10 for every \$100 they spend!

WHY ADD GIVING ASSISTANT TO YOUR FUNDRAISING TOOLBOX?

- **Meet campaign goals 20% faster**—the average rate, reported by our nonprofits!
- **Increase visibility and connection:** Your supporters think of you with every purchase.
- **Fun, memorable, passive:** They shop. You raise recurring donations in your sleep.
- **Anyone can help.** Share your campaign's unique Giving Assistant sign-up link with your team, your friends, your family—anyone who shops online.

Raise more donations and
celebrate more personal
fundraising wins—



—just by asking your community
to shop online.

To connect your peer-to-peer fundraiser with
Giving Assistant, visit GivingAssistant.org or email
isabel@givingassistant.org

COPY EDITS

GIVING ASSISTANT

GOAL!

1 Peer-to-peer Fundraising with Giving Assistant

2 With Giving Assistant, you'll meet more personal fundraising goals faster through your community's everyday online shopping at over 3,000+ brands.

Celebrate more peer-to-peer fundraising wins.

At over 3,000 brands, Giving Assistant transforms your community's everyday online shopping into free, automatic donations.

HERE'S HOW IT WORKS:

3

1 Your supporters sign up for Giving Assistant for free using your unique, personal fundraising sign-up page.

2 They earn an average 10% cash back shopping online at their favorite stores, which is automatically donated to your campaign.

3 Your fundraising campaign benefits from your community's normal online shopping, raising nearly \$10 for every \$100 they spend!

Your supporters sign up for Giving Assistant through your unique fundraising page.

They shop like normal, earning cash back (10% on average) that gets donated to your campaign.

You raise nearly \$10 for every \$100 they spend: effortless, extra funds towards your goal!

WHY ADD GIVING ASSISTANT TO YOUR FUNDRAISING TOOLBOX?

4

Meet campaign goals 20% faster
the success rate, reported by our nonprofits!

• Increase visibility and connection
Your supporters think of you with every purchase.

• Fun, memorable, passive
They shop. You raise recurring donations in your sleep.

• Anyone can help
Share your campaign's unique Giving Assistant sign-up link with your team, your friends, your family—anyone who shops online.

5

Raise more donations and celebrate more personal fundraising wins just by asking your community to shop online.

Boost your fundraising for free with cash back donations. Visit GivingAssistant.org or email isabel@givingassistant.org to get started.

uppercase T

To connect your peer-to-peer fundraising campaign, visit GivingAssistant.org

1. Celebrate more peer-to-peer fundraising wins.
2. At over 3,000 brands, Giving Assistant transforms your community's everyday online shopping into free, automatic donations.
3. Your supporters sign up for Giving Assistant through your unique fundraising page. / They shop like normal, earning cash back (10% on average) that gets donated to your campaign. / You raise nearly \$10 for every \$100 they spend: effortless, extra funds towards your goal!
4. Uppercase T
5. Boost your fundraising for free with cash back donations. Visit GivingAssistant.org or email isabel@givingassistant.org to get started.