



# Fundraising Guide

**PEER-TO-PEER**



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## Additional Links

EarthCorps Online . . . . .	<a href="#">Take Me There</a>
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Instagram. . . . .	<a href="#">Take Me There</a>
LinkedIn. . . . .	<a href="#">Take Me There</a>
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Media Gallery . . . . .	<a href="#">Take Me There</a>
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## Get Involved:

At EarthCorps, we envision an equitable world where *all* people and nature thrive together. During the yearlong program, corps members learn leadership and restoration skills by working collaboratively, leading volunteers, and executing technical projects along shorelines, trails, and forests. After graduating, they've developed the tools and skills to tackle pressing and relevant issues, such as climate change, pollution, ecological degradation, and environmental justice.

If you're looking for a way to support environmental justice in the Puget Sound region and beyond, read on for EarthCorps' fundraising tools and resources. By organizing a peer-to-peer fundraiser and raising awareness, you're investing in a healthy and sustainable Puget Sound - all while supporting local and global environmental leaders!

Thank you for supporting our mission to cultivate leaders and community partnerships to advance environmental justice.

Learn more about EarthCorps' program at [www.earthcorps.org](http://www.earthcorps.org)

**We're here to help!**

Reach out to the Development Team at [development@earthcorps.org](mailto:development@earthcorps.org).



# Where Your Gift Goes:

We believe honesty is the best policy. For every dollar earned, 79% goes directly back into our program. By fundraising for EarthCorps, you can make a significant and lasting impact on the communities we serve - which includes over 41 U.S. states and 80 countries represented through our robust alumni network.

## **\$50 Plants**

Plants are central to our reforestation and green space projects. Shrubs, ferns, and trees are microhabitats and home to wildlife, while sedges and rushes help wetlands function.

## **\$100 Safety and Daily Gear**

Our corps members work in all environmental conditions and need safe, breathable, everyday wear such as UVB protectant shirts, gloves, and hard hats.

## **\$250 Tools**

Sometimes you need some extra tools in your belt. From brush cutters to hori horis and shovels - our tools are integral for everyday work but face normal wear and tear.

## **\$500 All-Weather Gear**

The corps often work in extreme conditions and need specialized gear. From waders to life vests, and backcountry essentials, all-weather gear provides crews with the resources they need to do the job!

## **\$1,000 Community Engagement**

Community is central to EarthCorps, so we strive to engage organizations and leaders to celebrate cultural diversity and community green spaces through hands-on restoration activities.

## **We're here to help!**

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# Step-by-Step Fundraising Guide:

## **WHO:**

Identify who your fundraiser is targeted towards. Think about who might be interested in supporting EarthCorps or learning more about our mission and vision. Don't forget to consider family, friends, neighbors, colleagues, and community groups.

## **WHAT:**

Think about a fundraising idea, ask, or activity. Feeling stuck? Check out "[EarthCorps' Fundraising Ideas](#)" on page 9.

## **WHERE:**

Is your fundraiser in-person, hybrid, or virtual? Choose a place or platform to hold your fundraiser. If you're planning a virtual fundraiser, we recommend Facebook and have a handy guide on "[How to Create a Facebook Fundraiser](#)" on page 10.

## **WHEN:**

Determine your fundraiser's timeline or date and time. Don't forget to consider special holidays and seasons - like Earth Day!

## **WHY:**

Set a fundraising goal with a specific ask. It will be much easier to encourage people to get involved if you have a clear goal! Curious about where your gift might go? Check out "[Where Your Gift Goes](#)" on page 4 for an idea of how to set your goal.

**We're here to help!**

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# EarthCorps' Fundraising Ideas

Here are ten ideas to jumpstart your peer-to-peer fundraiser. If you would like to discuss other ideas, please reach out to EarthCorps' Development Team at [development@earthcorps.org](mailto:development@earthcorps.org).



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## E is for "EXPERT TALK"

Host a virtual or in-person Expert Talk or Nerd Night - a quick presentation about your topic of choice with 7 minutes and 20 slides.

## A is for "ARTS AND CRAFTS"

Feeling crafty? Sell your arts and crafts and donate your proceeds to EarthCorps!

## R is for "RAFFLE"

Do you have a cool household item you've never used? Are you a talented cook? Raffle off a skill, activity, or item!

## T is for "TALENT SHOW"

Organize a talent show with your friends and family. Have a laugh with stand-up comedy or show off your singing or magic skills.

## H is for "HOLD AN ONLINE FUNDRAISER"

Set up a fundraiser on Facebook and ask your friends and family to help promote your fundraiser within their own networks.

## C is for "CLIMB A MOUNTAIN"

The Puget Sound region has its fair share of mountains and hills. Challenge yourself, and your peers, to sponsor a trek.

## O is for "ODD JOBS"

Help out around your neighborhood by doing odd jobs. Grocery run? Gardening? Woodworking? Have fun with those odd jobs!

## R is for "RUN A RACE"

Fundraise for EarthCorps at your next race or marathon - or plan your own! Use a free mobile app, like Strava, to track your progress!

## P is for "POTLUCK DINNER"

Host a global potluck dinner with friends, family, or colleagues! Test out that new recipe you've been wanting to try.

## S is for "SILENT DISCO"

Organize a silent disco with your friends and family! Dress up in your best 70s style and dance the night, or day, away!

# Resources and How-To:

## HOW TO CREATE A FACEBOOK FUNDRAISER:

- On your computer, login to Facebook.
- Navigate to EarthCorps' Facebook profile: [www.facebook.com/EarthCorps](http://www.facebook.com/EarthCorps).
- Locate the "Featured" panel on the right side of EarthCorps' profile and select "Raise Money" from the "Fundraisers" window.
- In the lefthand column, you can update the preset details (goal, currency, timeline, title, description, and photo).
- Tap "Create".

## HELPFUL RESOURCES FOR YOUR FUNDRAISER:

### Sample Copy:

"Want to help restore and protect the Earth? Join me in supporting EarthCorps - a Seattle-based nonprofit that cultivates leaders and community partnerships to advance environmental justice. Invest in a healthy and sustainable Puget Sound by helping me reach my goal of \_\_\_\_\_!"

### Graphics and Video:

- Visit [EarthCorps' Media Library](#) for photos and logos.
- Visit [EarthCorps' YouTube](#) channel for videos.

### Other:

- Manage donor information with our [Sponsor Sign-Up Sheet](#).

## We're here to help!

Reach out to the Development Team at [development@earthcorps.org](mailto:development@earthcorps.org).

# Thank You:

Your support enables EarthCorps to tackle the most pressing challenges facing our planet. Thanks to supporters like you, we are able to equitably work towards environmental restoration in the Puget Sound region and beyond. People of all ages, abilities, and backgrounds should have the opportunity and ability to breathe fresh air and enjoy the great outdoors. With your help, EarthCorps is realizing its vision of an equitable world where all people and nature thrive together.

## LET'S STAY IN TOUCH!

Stay up to date on everything EarthCorps by signing up for our monthly newsletter and following us on social media @EarthCorps: [www.earthcorps.org/newsletter-signup](http://www.earthcorps.org/newsletter-signup).





An equitable world where all people and nature thrive together.

**EARTHCORPS.ORG**