

NYC NATURE 5K

Peer-to-Peer Fundraising Guide

Thank you for signing up as a fundraiser for the Natural Area Conservancy's NYC Nature 5k! This guide is intended to help you in your efforts.

Peer-to-peer fundraising is when individuals raise money on behalf of an organization. In recognition of a campaign, event, or celebration, you ask your community to support a cause you care about.



How to Get Started

Register

Sign up to our campaign on [Givebutter](#). You can fundraise on your own by joining "Team NAC" or start your own team. Gather a group of friends or coworkers, come up with a team name, and fundraise for the NAC!

Set Up Your Fundraising Page

Add a photo, your story, and why you are passionate about nature in NYC!

Add a Clear Fundraising Goal

Our suggested goal is \$350 for individuals and \$3,500 for teams.

Make the First Gift

Kickstart your fundraising by making your own donation!

Share With Your Network!

Email your closest friends and family and share via text and social media using our templates!

Tips for Effective Fundraising

1 Be brave when asking for donations. The answer is always “no” unless you ask! People are more generous than we assume, so there is no need to be worried about offending someone by asking if they will donate.

2 Know your audience and tailor your strategy. Maybe you know that your best friend responds better to a quick text with your donation ask, but your grandparents may need a phone call. Perhaps some people respond to urgency whereas some may respond to a heartfelt message and gentle reminders.

3 Be specific. Instead of vaguely asking “Can you donate?”, you can try “Can you donate \$25 to my campaign?”, or “I’m asking my friends and family to consider donating in the range of \$25-\$100. Can I count on your support?”

4 Be sincere! People are more likely to give to an organization when they feel connected to the mission personally, or when someone they know feels strongly about it.

5 Follow up! We all are bombarded by information on a daily basis: emails from companies selling us new products, the latest social media trends...it’s a lot. So maybe your text fell through the cracks when you asked your cousin to make a donation or your email landed in your coworker’s spam folder. Following up on donation requests is key to fundraising.

6 Say thank you! This is the most important step. No matter how much someone gives, everyone deserves to know that their donation is valuable.

July - September

Send first round of outreach

Continue outreach on a rolling basis

Mid-September

Share an update with your fundraising (add a photo!)

Early October

Follow up with people who haven’t given.

October - Final Push!



10/15 - Remind your network “Two days to help me hit my goal!”

10/16 - Fundraising totals will be reviewed by 5pm to determine winners.

10/17 - Race day! Thank your donors and send an update after your race.



Reminders and FAQs



Prizes for the top individual and top team fundraisers will be awarded at the NYC Nature 5k on October 17. Fundraising totals as of 5pm on October 16 to determine winners.



If you have any fundraising questions, you can reach out to gifts@naturalareasnyc.org.



The NAC website is a great resource for learning more about our program areas: naturalareasnyc.org.

How much should I ask for?

Start with suggested donation amounts—\$10, \$25, \$50.

Are gifts tax deductible?

YES! The NAC is a 501(c)(3) nonprofit.

What if I don't hit my goal?

That's okay—every dollar helps! We are grateful for your efforts!

Templates

So, you know who you want to ask and how, but what will you say?

Use our templates! Linked are resources you can use for texts and emails.

Be sure to personalize them to be in your own, unique voice.

