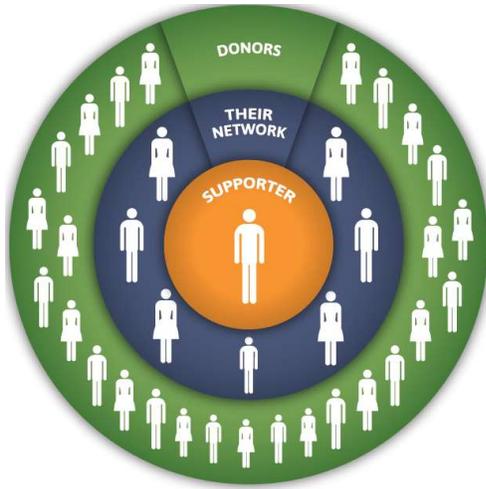


Peer to peer fundraising basics

Peer to peer fundraising is a way to leverage the power of social networks to help causes you care about. If you've ever given to someone doing a walk/run for charity or a Kickstarter or GoFundMe campaign, you've probably already participated in one.



People set up personal fundraising pages through an online platform that provides secure giving options, tracks progress, sends automatic thank you messages and social media updates and generally takes care of all the logistics, so you can focus on asking for support. If you've set up a Facebook page or a Twitter account, you can easily set up a personal fundraising page.

The platform Ohio Citizen Action uses is called RallyBound and they make asking very easy. You can import email contacts and send either your own emails or use templates we provide. You can easily post the link to your fundraising page to Facebook or Twitter too. You can even upload your own pictures and video or use some we provide for that too.

Many non-profit groups have raised millions of dollars and found valuable new supporters this way.

Why join us?

You can magnify your own enthusiasm and effectiveness many times by fundraising to help with Ohio Citizen Action's mission to transition our region away from dependence on coal and toward energy efficiency and renewable energy. One of OCA's founding principles is the power of a strength-in-numbers strategy – together we can accomplish great things.

Our initial goal for this campaign is to raise \$10,000. We can do that if 40 people raise \$250 each. Our first year, 62% of our participants raised at least \$200 each and several people revised their goals to raise \$500 or more than \$1,000! You really get out of it what you put into it.

What's involved?

First you will need to set up your individual fundraising page. You'll have a personalized URL (web address) and can personalize a standard template with your own photos and videos, the story of why you're participating or links to websites that explain OCA's work or campaigns. Don't worry, you'll get lots of support from Ohio Citizen Action and RallyBound, if you have questions.

Then, it's just a matter of reaching out to friends, family, co-workers and other people you know over the 2 weeks before Earth Day to ask for their help to reach your goal. We'll send you tips and tools that worked for us in the past and help you come up with a plan.

This effort is crucial to raise money to upgrade our vehicles, so we can build political power in all 33 Ohio senate districts this year.

Get started now by setting up your fundraising page at

https://ohiocitizenaction.nationbuilder.com/appeal_for_wheels?/Account/Register