

QUICK GUIDE

Give From the Heart Challenge Peer to Peer Fundraising

TIPS

- Customize your messages based on how you communicate with your network (can be email, text or social media)
- Tag Heart of Indiana United Way on your Facebook or Instagram posts
- Call out and thank donors by name
- Get competitive, invite, and tag friends and family – Ask them to participate
- Make it fun, add a twist or share a talent with your donors when you reach your goal!



SAMPLE MESSAGES/POSTS YOU CAN USE BY DAY

***You can link your fundraiser by finding your page you created on <https://app.mobilecause.com/vf/Heart2Give> and copying the URL.**

October 12th-15th

- Share Heart of Indiana United Way's teasers on social media

Monday, October 18th

- This week is @Heart of Indiana United Way's Give from the Heart Challenge and I'm raising \$[GOAL] to help support our community's struggling families. Every dollar I raise will be matched by First Merchants Bank. [Post link to your fundraising page]
- [Share Monday's video] Thank you @Alisa Wells and @Tyrone Thomas for hosting @Heart of Indiana United Way's Give from the Heart Challenge! I'm asking my friends and family to give from their heart and help me reach my goal of raising \$[GOAL]. [Post link to your fundraising page]

Tuesday, October 19th

- This week, every dollar that I raise towards my goal of \$[GOAL] for United Way will be matched by First Merchants Bank! [link to your fundraising page]
- Share Tuesday's video and share why you give to United Way. Post a link to your fundraising page.

Wednesday, October 20th

- We're halfway through @Heart of Indiana United Way's Give from the Heart Challenge and I'm \$[AMOUNT] away from my goal! You can help me reach my goal and each dollar will be matched by First Merchants Bank. [link to your fundraising page]
- Share Wednesday's video and share what it means to you to give from the heart.

Thursday, October 21st

- Many of you have already given—thank you! Your donation means that, together, we can put families on the pathway to success. [link to your fundraising page]
- Share Thursday's video and tag your friends who have given, thanking them. Share your fundraiser.

Friday, October 22nd

- Post an update on your fundraising goal.
- Share Friday's video as a final push for any last donations. Challenge your friends to donate \$5.