

Little Tree Project Peer-to-Peer Fundraising

Thank you so much for your interest in helping us fundraise for the fight against human trafficking! Here's how peer-to-peer fundraising works.

Peer-to-peer (P2P) Fundraising decentralizes the burden of fundraising from just one person (or team) in our organization to our organization's greater network. It's a process of inspiring our supporters to become advocates and fundraise on our behalf. Because they're reaching out to their own networks with a personalized appeal, the result is a much higher conversion!

That's the premise behind peer-to-peer fundraising; smaller gifts raised individually by go-getters (aka personal fundraisers) combine to make a bigger difference for our cause. For example, you give \$50. You share the campaign with your friend, and she gives \$100. She recruits someone who gives \$30, and another who gives \$20. Now, the organization has \$200, and four supporters. That's more than each donor would give alone, and a lot more impactful than each gift by itself!

When creating your own fundraiser, you want to share with people *why Little Tree Project's mission is so important to you*. People are more likely to participate when they see your passion behind the mission you are asking them to support. When sharing this, consider the following things to include:

- How did you hear about human trafficking?
- When did you hear about human trafficking?
- How does human trafficking affect you?
- What do you want to see change about this issue?
- Staggering facts on human trafficking.

Let people know about your campaign and why it matters to you! Some ways you can make people aware of your cause are to:

- Post on social media - Facebook, Instagram, Twitter, Tiktok, LinkedIn, etc.
- Send emails
- Send texts

Don't be afraid to ask your supporters to "nominate" others to participate in the cause or challenge as well. A friendly push can make a huge difference!

Here's an example caption to include with your fundraiser:

Did you know there are more people enslaved in human trafficking now than ever before in history? Meet Little Tree Project. They are an anti-human trafficking organization in South Alabama launching a trauma-informed aftercare program for survivors of modern slavery.

Ever since I heard about human trafficking at a conference in 2015, I have been extremely passionate about fighting this issue. I can't do this alone though. I need your help raising funds and spreading awareness for this campaign to support their launching efforts.

Little Tree Project will be the only long term aftercare facility and housing of its kind in South Alabama - so, the need is urgent! It is estimated that 5,000 victims of modern slavery are trafficked in Alabama every day, and because of the effects of COVID-19, the number is rising!

*There are three things you can do **right now** to make a difference:*

- 1. Donate to Little Tree Project via my fundraising page (insert link)*
- 2. Share our campaign on social media*
- 3. Create your own peer-to-peer fundraising team*

Because I know about your passion for the issue, I nominate Tricia, Mike, and Taylor to join me in creating your own fundraiser. Every little bit counts! If we all get involved, the support will snowball to levels we cannot imagine. Please consider joining me in fighting this global AND local atrocity. Thank you so much for your generosity and support!

Again, we are so grateful to have you as a part of our team! Please don't hesitate to reach out to someone on our team if you have any questions: info@thelittletreeproject.org. We cannot wait to grow with you!