Red Cross Corporate Employee Teams
Peer-to-Peer Toolkit

1. Overview

This fall, the Red Cross will launch Sound the Alarm (STA), a series of home fire safety and smoke alarm installation events nationwide. Over the period of September 23 – October 15, 2017, with the support of our volunteers. We will save more lives by installing 100,000 FREE smoke alarms across more than 100 cities nationwide.

![Across the Country](image)
- Install 100,000 alarms
- Reach 40,000 households
- Rally 35,000 volunteers

2. Peer-to-Peer Fundraising

Peer-to-Peer (P2P) fundraising will be a driving force for raising funds during this campaign. All Red Cross employees are encouraged to participate by utilizing the power of their networks to raise money and help save lives.

3. CrowdRise Architecture

We will be using our national P2P platform, CrowdRise, to engage our employees in P2P fundraising. To best leverage the support our employees are able to provide, we have organized all National Headquarters employees into teams on CrowdRise based on departments. Please review the following Department Team Pages list to best determine how you can join the team to Sound the Alarm! You can click on any of the links directly or see all of the teams listed at [https://www.crowdrise.com/sound-the-alarm-corporate-employee-teams](https://www.crowdrise.com/sound-the-alarm-corporate-employee-teams)
Department Team Pages

Disaster Cycle Services – https://www.crowdrise.com/sound-the-alarm-disaster-services

Services to the Armed Forces – https://www.crowdrise.com/sound-the-alarm-saf


President's Office – https://www.crowdrise.com/sound-the-alarm-presidents-office

Internet Technology – https://www.crowdrise.com/sound-the-alarm-it


Marketing – https://www.crowdrise.com/sound-the-alarm-marketing


PHSS Headquarters – https://www.crowdrise.com/sound-the-alarm-phss-hq
4. Setting up your Page

Step 1: Join the Team

Select the Team you are joining from the list above and click on JOIN THE TEAM

Step 2: Create an Account

Create a CrowdRise account by entering the information or use the feature to sign up with your Facebook account information.

Step 3: Personalize your Page

Personalize your page by adding photos and videos, creating a personal fundraising goal and updating the campaign story field. Personalizing your page is the best way to motivate people you know to support your efforts.

Step 4: Activate your Network

Use the tools available on your CrowdRise page to contact your network and ask for donations. Social media, email, and phone calls are great ways to engage people you know.

5. Fundraising Tips and Resources

As part of the Sound the Alarm Fundraising Team you have access to tools and resources to help make your fundraising a success. You may also reach out to your Sound the Alarm NHQ Champion, David Patterson, for additional guidance. In this toolkit you will find the following resources:

- Fundraising Tips – ideas on how to fundraise successfully
- Templates – email and social media templates for donation requests and thank you messages
- FAQs – answers to some of the most frequently asked questions about Sound the Alarm

Fundraising Tips

- **Set a Goal.** Pick a number that you feel is achievable for your personal fundraising goal – you can always edit this on your page once you get a feel for the campaign. Keep in mind that donors like to see your progress and are more motivated to give if the goal is close.

- **Self-Donations.** Consider making a donation to your page to get things started, even if its small it will show you believe in your own efforts!

Pro Tips

Start Small and Build

Ask a few close friends to donate before you invite your broader network to support your efforts. Those few initial gifts will help people feel that they are joining a successful campaign.
• **Draft Potential Donor List.** Think of people that you can count on for their support – friends, family, neighbors, and coworkers.

• **Segment your Donors.** For best results contact your potential donors in the way that is best for *them*. While sending a group email might be the easiest method for you, a personal letter or phone call to key contacts might be best for them. Lay out your approach and group your contacts by the best form of contact. Start with friends and family, co-workers, and fellow volunteers.

• **Ask, then Follow Up.** People want to support you, but everyone is busy and forgets. Follow up with your supporters, send updates to help remind them of your efforts and personalize your requests.

• **Turn-it-Around Fundraising.** Remember those people that have asked you to buy products they sell, purchase cookies from their kids, support school events and donate to their charitable fundraisers? Now is the time to turn around and ask them to support YOUR efforts!

• **Use Numbers.** Find a creative way to ask for support using numbers. Ask people to donate $15 on the 15th of the month, the cost to cover installation of one smoke alarm

• **Update Often.** Don’t just send out asks, send out updates on your progress as well. Let your donors know when you’ve reach certain milestones, or if there has been an exciting update from the Red Cross. Consider updating the photos on your page as well, finding unique ways to show your progress.

• **Thank Them.** Be sure to personally thank your supporters, either by email, phone, eCards or in person, they want to know you appreciate them. Be sure to include an update on the campaign’s progress.

**First $500**

Here is a quick breakdown of how to easily raise your first $500.

• Make a self-donation to get things started $25- $25
• Ask your significant other for $50 - $75
• Ask your closest friend for $25 - $100
• Ask three good friends for $25 each - $175
• Reach out to three close family members for $30 each - $90
• Post a message on Facebook with a link to your page $135 - $400
• Reach out to your extended family for support $100 - $500!
Subject: Please Sponsor Me!

Dear friends and family,

Did you know that most disasters the Red Cross responds to are home fires? Home fires cause serious harm, including fatalities, to families in local communities; but thankfully the Red Cross is taking action to help prevent home fire disasters and provide relief to those who are suffering. The Red Cross has launched Sound the Alarm to reduce the death and injuries caused by home fires. Installing working smoke alarms is the best way to prevent home fire disasters and save a life.

I have joined Sound the Alarm as a fundraiser to support smoke alarm installations in my local community. I would love it if you joined me in this lifesaving cause. You can help by sponsoring my team’s efforts to install smoke alarms by donating to my CrowdRise page! A gift of any size enables the Red Cross to prepare, respond and help families recover from home fires.

Please help us make a difference by donating HERE – INSERT LINK TO CROWDRISE PAGE

Thank you so much for your support!

INSERT NAME

For more information on Sound the Alarm, visit www.redcross.org/soundthealarm. #endhomefires

Templates – Social Media Donation Request

Pls help! I’m raising $$ to help #RedCross install smoke alarms. Your donation will go a long way! INSERT LINK TO CROWDRISE PAGE #endhomefires

To save lives, the #RedCross is installing a record number of smoke alarms this fall. As an employee, I’m raising INSERT GOAL to help in this lifesaving effort. Join me INSERT LINK TO CROWDRISE PAGE #endhomefires

To save lives, the Red Cross is installing a record number of smoke alarms this fall as part of the Sound the Alarm campaign. As a Red Cross employee, I’ve committed to raising INSERT GOAL as part of my team. Please join me by donating here INSERT LINK TO CROWDRISE PAGE. A $15 donation can cover the fire safety training and installation of one smoke alarm. #endhomefires

Note: you can also post the link to your page directly to Facebook by using the sharing tools on your CrowdRise page
Templates – Email Thank You Message

Subject: Thank you!

Dear friends and family,

THANK YOU! With your support, I raised TOTAL RAISED for the American Red Cross Sound the Alarm campaign!

Your generosity provided FREE smoke alarms and replacement and helped educate families about fire prevention as well as create escape plans.

It is through this work that, together, we have helped Sound the Alarm and save lives. To find out more information on how the Red Cross is saving lives with this campaign visit https://www.redcross.org/sound-the-alarm

Thank you so much for your help

NAME

Templates – Social Media Thank You Message

We did it! With your support, I raised INSERT GOAL to help #RedCross install lifesaving smoke alarms! Thank you! Check out the results: INSERT LINK TO CROWDRISE PAGE

We did it! With your support, I raised INSERT GOAL to help #RedCross install smoke alarms and save more lives from home fires. Thank you! Check out the results: INSERT LINK TO CROWDRISE PAGE #endhomefires
FAQs

Q: How is fundraising credit determined on CrowdRise?

A: Donations made for Sound the Alarm will be credited to the chapter affiliated with the fundraising page where the donation is made. If no chapter is affiliated with the page then credit will be assigned based on the zip code of the donor (i.e. the Chapter closest to the zip code of the donor will receive the credit). All Red Cross Corporate Employee Teams will be set up to designate credit based on the zip code of the donor.

Q: Can donors send in checks?

A: Yes, while online fundraising is strongly encouraged, check donations can be sent in to the local Red Cross Chapter to be processed. Please list the team and team member receiving credit on the memo line and allow 2-3 weeks to see these amounts reflected on your fundraising page. Additional instructions will be provided.

Q: Are employees eligible for the Fundraising Incentive Program?

A: Yes, all employees that have created a CrowdRise account and are fundraising for their team with their own personal page are eligible for incentives. Additional incentives may be available to employees and will be communicated to them through the appropriate channels.

Q: Do offline donations (checks) count towards the fundraising incentives?

A: Yes, as long as offline amounts have been verified and received in time to meet the provided parameters.

Q: Who can I contact for questions?

A: Please reach out to the P2P Fundraising Team at sta.p2p@redcross.org

Q: How can I get a copy of a donation receipt?

A: Contact the P2P Fundraising Team to request a duplicate copy of any donation receipt. We will need to have the name on the card used to process the donation and the email address associated with the donation.