



Peer-to-Peer Fundraising Guide

By joining forces with Planned Parenthood of the Rocky Mountains (PPRM), the funds you raise will support PPRM's work to:

- ✓ Deliver the highest quality reproductive and sexual health care
- ✓ Teach medically accurate, age-appropriate sexuality education
- ✓ Protect the right to access safe, legal abortion

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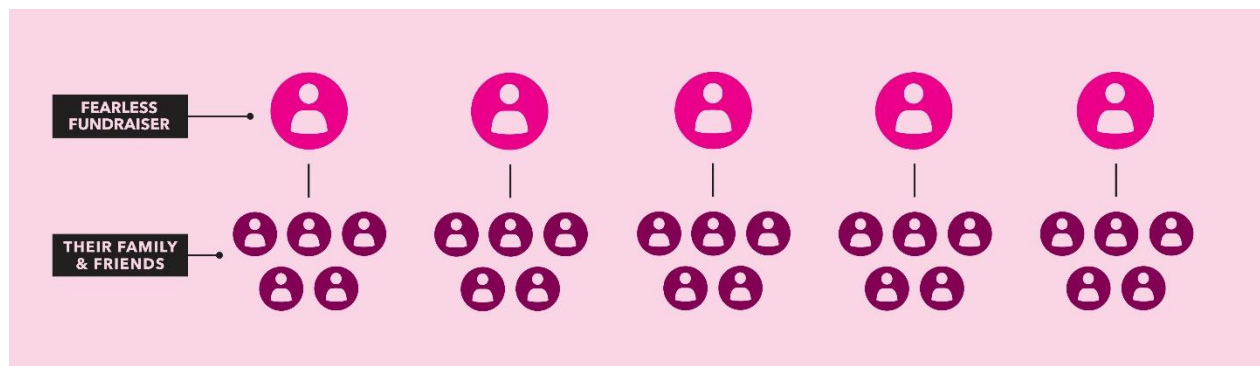
Your role as a Peer-to-Peer fundraiser

As a peer-to-peer fundraiser, you will connect with the people you know - friends, family, colleagues, and acquaintances - and encourage them to donate to support the quality health care, educational, and advocacy services that Planned Parenthood of the Rocky Mountains (PPRM) provides.

The Basics:

Don't worry - more details and helpful tools can be found between pages 3 - 7 in this Toolkit.

1. Commit to **finding 10 or more friends to invest** in reproductive health care access in The Rocky Mountain region and donate to your campaign!
2. Set up your online fundraising page and choose **a personal fundraising goal**.
3. **Share a story** about why you are passionate about supporting Planned Parenthood of the Rocky Mountains. Personal videos and photos are the best way to engage your friends, coworkers, and family members.



Grow your impact.

Why stop there? If your friends and family are passionate about reproductive rights like you, let them know they can make a bigger impact.

Have them contact us at info.development@pprm.org so we can help them get set up with their own fundraising page or get involved in another way!

Contact Information: Who can I reach out to for help?

If you have trouble getting started, reach out! We're in this together.

E-mail: info.development@pprm.org

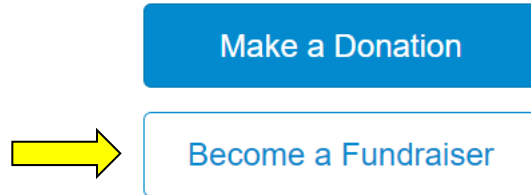
Phone: 303-813-7638

Create Your Fundraising Page

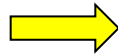
Follow these step-by-step directions to set up your personal fundraising page!

STEP 1: Become a Fundraiser

- Go to: app.mobilecause.com/vf/PPRMcares
- On the right-hand side of the page, click the white **Become a Fundraiser** button.

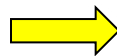


- Then fill out your **First and Last Name, Mobile Number, and Email.**



A screenshot of a web form for becoming a fundraiser. At the top right is the Planned Parenthood logo with the tagline "Care. No matter what." The form fields are: "First Name *" (text input with "First Name" placeholder), "Last Name *" (text input with "Last Name" placeholder), "Mobile Number" (text input with "Mobile xxx-xxx-xxxx" placeholder), "Email *" (text input with "name@example.com" placeholder), "Address" (text input with "123 Address Blvd" placeholder), "City" (text input with "Your City" placeholder), "State" (dropdown menu with "Your State" and a downward arrow), and "Zip" (text input with "12345" placeholder). At the bottom is a large blue button with a white lock icon and the text "Become a Fundraiser". Below the button are logos for "POWERED BY GiveSmart Fundraise" and "PCI LEVEL 1 CERTIFIED SECURE PAYMENT" with a shield icon.

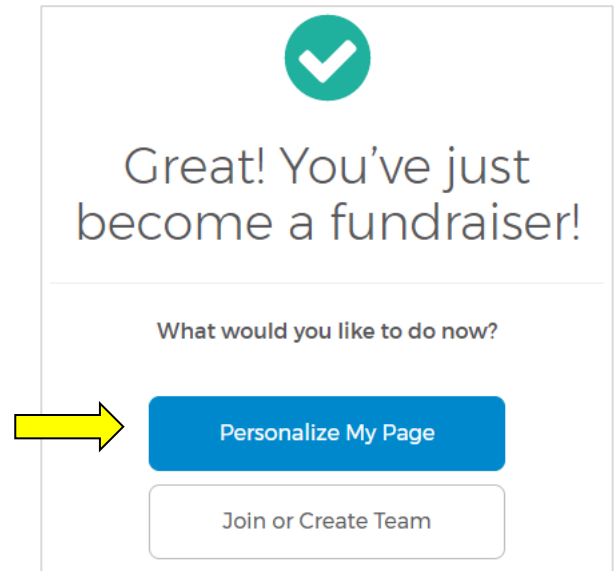
- Click the Become a Fundraiser button again.



- You will receive an email with the subject line **"Your Fundraising Page is Ready"**, which includes links to your giving page, text-to-give information, and a link to edit your page at any time!

STEP 2: Personalize Your Page

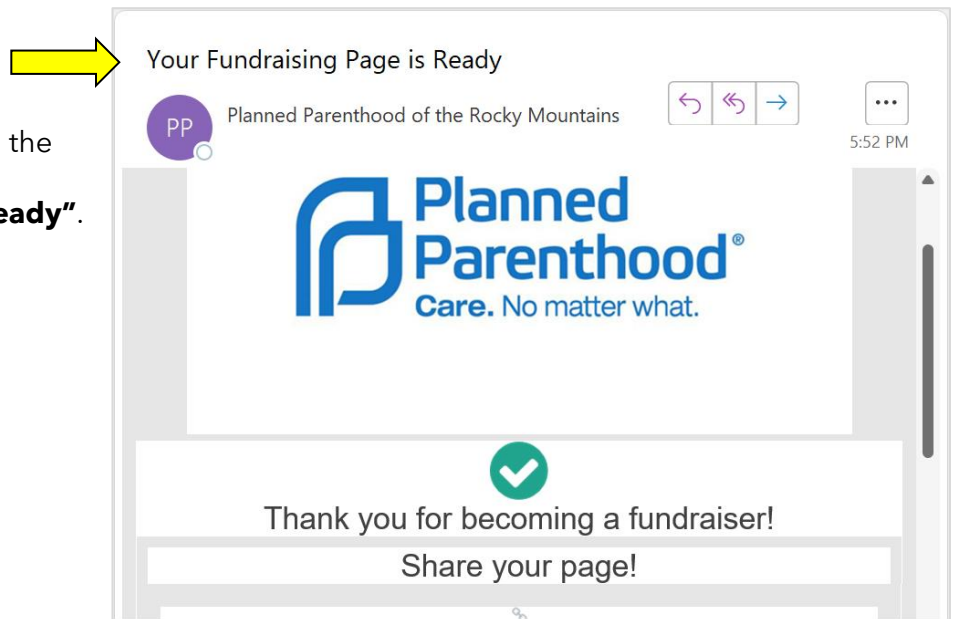
- Click **Personalize My Page** to get started.
- Click **Upload an Image** to upload a profile picture of yourself. Or copy, save, and upload one of our sample images below.



Sample Images:



- You can access and edit your page at any time by finding the email you received with the subject line **"Your Fundraising Page is Ready"**.



STEP 3: Set Your Fundraising Goal

- You choose the goal that is right for you.
- Don't know where to start? Common goals are \$250, \$500, and \$1,000.
- Make a plan! How are you going to reach your goal? Will you ask 10 close family members for a larger gift? Or will you ask a big group of friends to each pitch in something small?

Regardless of whether you want to share your campaign broadly on social media or write personal letters to your friends, we have templates to help.

STEP 4: Add a Personal Message

- Be sure to include why YOU personally care about funding the services of Planned Parenthood, including quality abortion and reproductive health care, sexuality education in local communities, and advocacy for reproductive freedom (see example to the right).
- Click **Save**.

Sample Message for Your Supporters:

Did you know that the Rocky Mountain region is a safe haven for abortion access? Patients from nearby states, including Texas, Wyoming, and Oklahoma depend on us for abortion care.

We all deserve access to the sexual and reproductive health care and information we need to live a strong and healthy life, but not everyone has access to those services.

With changes at the Supreme Court, people in neighboring states are even more dependent on the care that we can provide in [STATE]. Please join me today in giving to Planned Parenthood of the Rocky Mountains and investing in quality reproductive health care for all.

- Your Name

STEP 5: Share Your Campaign

- You can **share your Fundraising Page** through:
 - Email: Copying and pasting the unique URL at the top of your Fundraising Page.
 - Text: Find your unique text-to-give code at the top of your Fundraising Page.
 - Social Media: Easily share you page by clicking the social media icons at the upper right of your Fundraising Page.
- When somebody comes to your Fundraising Page, they will click **Make a Donation** to give.
- If you need any support with setting up your fundraiser, please contact info.development@pprm.org.

And you're done! You can scroll down to the bottom of your fundraising page and click **Edit** in the bottom right corner to edit at any time!



Tools to Help with Requesting Donations from Your Networks

Sample social media posts: Simply copy-and-paste or personalize! Choose from based on your values and the issues that are most important to you and your social networks:

Sample 1 - Birth Control Access:

*I believe all people deserve access to the full range of birth control methods, and - if you do too, please consider giving a donation to my personal fundraising campaign to support PPRM's work to provide quality reproductive health care, no matter what: **[YOUR UNIQUE DONATION LINK]***

Sample 2 - Sex Education:

*Young people deserve access to quality sex education programs that provide reliable and accurate information. Please join me with today by donating to Planned Parenthood of the Rocky Mountains (PPRM) so that they can continue to provide this critical service: **[YOUR UNIQUE DONATION LINK]***

Sample 3 - Abortion Access:

*People facing an unintended pregnancy must have access to safe, legal abortion services without government interference. That's why I'm fundraising for Planned Parenthood Rocky Mountains (PPRM) so they can continue to provide abortion care both to people from [STATE] and for those who must travel from outside our region. Please join me by supporting PPRM with a donation today: **[YOUR UNIQUE DONATION LINK]***

Sample 4 - The Supreme Court:

*Generations before us have fought tirelessly to gain and protect the rights we have today. With this ruling, the next generation will have fewer rights – unless we fight on. With your support, Planned Parenthood of the Rocky Mountains (PPRM) will continue to fight to maintain abortion access in our region. PPRM will fight to ensure all people have access to the health care and education they need to control their body, their life, and their future. No matter where they live. Join me in supporting PPRM's critical services today: **[YOUR UNIQUE DONATION LINK]***

Tips for writing a compelling fundraising e-mail:

1. **Start with a personal story** about why funding reproductive health care, access, or information is important to you, someone you love, or the community. Need help finding a story to share? You can always [share an article!](#)
2. **Make a connection to them!** Do you know what makes them passionate about supporting reproductive health care and Planned Parenthood?
3. **Introduce them** to your personal fundraising campaign and page.
4. Ask them to give and challenge them to a specific amount. **Let them know what their money will help fund.**
5. **Keep it short!**

Email template: Copy and paste this example or tweak it to sound more like you!

Dear Friend,

With the Supreme Court threatening the constitutional right to abortion, we have a long way to go until everyone has access to the sexual and reproductive health care and information they need to live a strong and healthy life.

Planned Parenthood of the Rocky Mountains (PPRM) knows that banning abortion does not take away people's need to access abortion care. Patients who need to access abortion should not face the shame and overwhelming hurdles that will come from unnecessary barriers. PPRM will keep fighting to ensure patients in the Rocky Mountain region have access to the health care services, education, and access they need to control their bodies, their lives, and their futures.

*I believe all people deserve access to the full range of reproductive health care services. If you do too, please consider giving a donation to my fundraising campaign supporting PPRM's work to provide care, no matter what: **[YOUR UNIQUE DONATION LINK]***

Every dollar helps, and we are stronger when we work together. If nine of our friends match my \$100 gift, we will have met my goal of \$1,000 – enough to provide safe, legal access to a medication abortion and an office visit for an IUD for a local patient who needs it.

*To learn more or to make a gift to Planned Parenthood of the Rocky Mountains, please visit my fundraising page: **[YOUR UNIQUE DONATION LINK]**. Thank you for considering getting involved today!*

FAQs about Planned Parenthood of the Rocky Mountains

What's the difference between Planned Parenthood Federation of America (PPFA) and Planned Parenthood of the Rocky Mountains (PPRM)?

Planned Parenthood Federation of America (PPFA) works to support health care providers at Planned Parenthood health centers across the country, educate the public on issues of reproductive and sexual health, and advocate for policy to expand access to health care.

Planned Parenthood of the Rocky Mountains is an affiliate of PPFA. Affiliate organizations are responsible for local education and advocacy as well as operating local health centers. PPRM operates local health centers in Colorado, New Mexico, and Southern Nevada.

What does PPRM do with money raised?

PPRM is a 501(c)(3) charitable organization. All donations support critical services including:

- Providing the highest quality reproductive and sexual health care.
- Teaching medically accurate, age-appropriate sexuality education.
- Protecting the right to access safe, legal abortion.

Are gifts to PPRM tax-deductible?

Yes, Planned Parenthood of the Rocky Mountains is exempt from federal income taxes under Section 501(c)(3) of the Internal Revenue Code. Donations are tax-deductible to the fullest extent allowable under the law.

Is PPRM a political organization?

No, but PPRM is affiliated with three 501(c)(4) social welfare organizations that endorse candidates, work to enact pro-reproductive health policies, and organize statewide to promote reproductive freedom for all:

Colorado: www.ppvotescolorado.org

New Mexico: www.ppvotesnewmexico.org

Nevada: www.ppvotesnv.org

Where can I go to learn more about PPRM?

To stay connected with our work, [sign up for emails](#) and follow us online:

Website: www.pprm.org

Facebook: www.facebook.com/PPRockyMountain

Twitter: [@PPRockyMountain](http://www.twitter.com/PPRockyMountain)

Instagram: www.instagram.com/pprockymountains, @pprockymountains