Peer-to-Peer Fundraiser Toolkit

Florence Immigrant & Refugee Rights Project

Thank You for Taking Action!

We're so grateful you've decided to fundraise for the Florence Immigrant & Refugee Rights Project (FIRRP)! You've already taken the first step by creating your own fundraiser. This toolkit will help you personalize and share your page so you can make the greatest impact possible.

Florence Project client, Carolina* and her daughter. Read her story here.

How to Succeed as a Peer-to-Peer Fundraiser

You've created your fundraising page. Now it's time to inspire others to give!

This is where you share why you care about our mission and why access to legal representation matters to you now.
When you speak from the heart, your friends and family will want to be part of the change you're creating.
Be authentic and proud to stand with our clients.
When you do that, others will take notice and support you and this work.

Become a Fundraiser— Check!

You've already done this by creating your fundraiser. Thank you for taking that step! Thank you for being part of a community that advocates for justice and compassion. Please note you can update and customize your page anytime on our site by visiting this page.

Tell Your Story– Your story is what moves people to give.

- Share why FIRRP's mission matters to you personally.
- Talk about how legal support changes lives. Read more about our clients on our website and feel free to link to their stories: **https://firrp.org/client-stories/**
- Add a personal photo or short video or share a story that moved you. Share it on social platforms, via email, text, or phone.
- Set a goal! Goals help inspire others to act.
- Make the first gift yourself so that the people you are asking know you are invested too. Keep in mind that most people will give what you give or use your gift as a gauge for how much they will give.
- Ask friends and family members to make gifts right away to build early momentum.

Spread the Word-- Once your page feels complete, share it widely!

Post your fundraising link on social media. Email or text friends, family, and coworkers. Mention your campaign in conversations. Word of mouth is powerful. Each share expands our reach and brings more people into this movement —even if they do not give today. The exposure also helps our cause and helps others join our movement!

Share Your Message

Here are a few easy templates you can personalize and send:

Email or Text

Hi [Name],
I'm raising funds for the Florence Immigrant & Refugee Rights Project because [INSERT YOUR WHY] (or) I believe everyone deserves a fair chance to seek safety and justice. Every dollar helps provide free legal and social services.
You can donate here: [Your Link]
Thank you for joining me to stand with our immigrant neighbors!

Social Media Post

I'm raising [YOUR GOAL] for the Florence Immigrant & Refugee Rights Project because [INSERT YOUR REASON FOR FUNDRAISING]! Every donation brings hope and justice to people who are detained. Join me: [Your Link] OR I feel grateful for everyone supporting the Florence Project! We're standing with immigrants and refugees, growing this movement for dignity and compassion [YOUR LINK]

Thank-You Message

Thank you so much for your gift! It means a lot to me because [INSERT YOUR REASON FOR GRATITUDE]!
Your support helps create a world where immigrants are treated fairly and humanely. Because of you, more people can find safety, stability, and hope.

Tips for Success

- Set a clear, reachable goal.
- Share updates every so often, especially as you get closer to your goal.
- Use photos and stories that resonate with you OR that people have shared with you that resonated with you, crediting them as appropriate.
- Don't be afraid to ask again. People are busy. Sometimes people make an intention to do something and forget. Reminders are helpful!
- Have fun and celebrate small wins along the way in whatever way is most authentic to you.

Thank You

By fundraising for FIRRP, you're helping us accompany our clients on their journeys and inviting your community to do the same.
Your voice helps grow a movement rooted in compassion, dignity, and justice.

Thank you!

Florence Project client, Dominic*.
Read his story in our 2024 Annual Report.