

Thank You for Being a Changemaker!

The Changemakers Luncheon is the biggest opportunity for our team to raise crucial funds to support our life-saving mission. Everyone that participates in this event, from in-person guests and Table Captains to virtual guests, watch party hosts, Ambassadors and Baby Saves families, are the greatest sources of support and inspiration for our organization! Changemakers like you are play a vital role in sharing *Count the Kicks* education. Creating a Peer-to-Peer fundraising page is another easy way to make an impact and help *Healthy Birth Day, Inc.* (creator of *Count the Kicks*) reach our fundraising goal!

WHY DO PEER-TO-PEER FUNDRAISING?

Peer-to-peer fundraising (or P2P) is an easy way to be part of a larger campaign. P2P participants use their networks to raise funds for a cause they believe in. The more people participate, the bigger impact we can make together! To get started, simply set a goal that feels attainable, then start sharing your page. Everyone who raises at least \$250 will receive an exclusive thank you gift.

WHAT IS IN THIS PACKET

Resource
links for you &
your network

Ideas,
tips and best
practices

Email, &
Social Media
templates

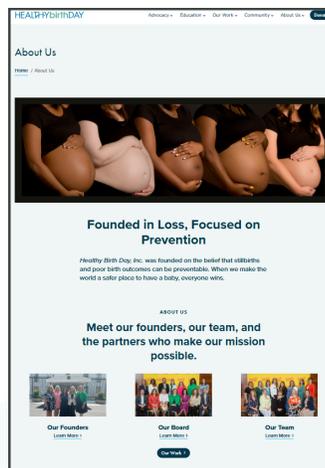
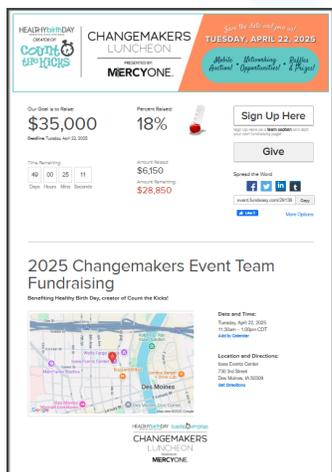
Ready-to-
use graphics

RESOURCE LINKS

Here are links that you can use in your P2P communication, such as texting, emails, and social media! These links will navigate you to the P2P fundraising platform, event registration site, and our organization's website. These can serve as a resource for you or prospective donors to find your fundraising page. You can also learn more about our team and the Changemakers event, plus buy tickets to attend the event.

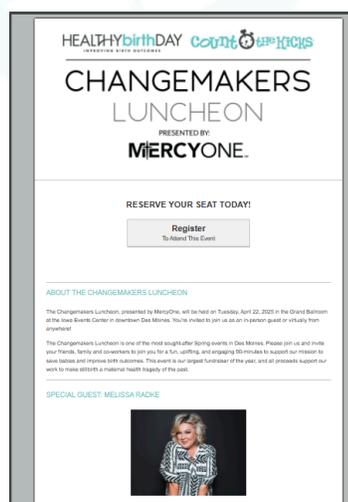
[Peer to Peer Page Sign up Long link](#)
P2P Sign-Up Short link:
bit.ly/ChangemakersFundraiser

[Healthy Birth Day Website Long Link](#)
HBD Website Short Link:
bit.ly/HBD-Info



[Changemakers Luncheon Event Page](#)
Changemakers Luncheon Short Link:
bit.ly/HBD-CM

[In Person Attendance Long Link](#)
In Person Attendance Short link:
bit.ly/ChangemakersLuncheon



FOR MORE INFORMATION, OR QUESTIONS, PLEASE CONTACT MEGHAN KUENTZ,
KUENTZ.MEGHAN@HEALTHYBIRTHDAY.ORG

IDEAS, TIPS, & BEST PRACTICES

In case you are new to P2P fundraising or just need a little help getting started, we have some ideas, tips, and best practices to make it easy and set you up for success!

SHOW WHY THIS MATTERS!

Share your personal link to the mission, your "why" in your P2P profile, and communications with prospective donors.

USE SOCIAL MEDIA!

Use digital platforms like social media to reach potential donors. Email and social media graphics are available by request; please contact Meghan Kuentz for those assets.

LOTS OF LITTLE ASKS!

Share your ask with lots of potential donors. As the saying goes, "many hands make light work!"

MAKE IT REAL!!

Give potential donors tangible, real-world examples of what their donations can accomplish. For example;

A donation of **\$25** could fill an entire OB office with *Count the Kicks* materials.

A donation of **\$50** could provide kick counting bracelets to 15 moms who don't have access to our free app.

A donation of **\$100** could fill the triage unit of a birthing hospital with *Count the Kicks* materials.

A donation of **\$500** allows us to host a booth at a local baby fair, reaching and serving hundreds of expectant parents.

UPDATE YOUR NETWORK!

Share your progress to your network as you get closer to reaching your goal.

HOST A PARTY!

Consider hosting a virtual watch party with your network. Contact Meghan Kuentz for more information about virtual Luncheon watch parties.

SHOW YOUR GRATITUDE!

Thank donors when they make a donation.

TEMPLATES FOR EMAIL & SOCIAL

Not sure what to say? Here are some templates to help you reach out to your network and let them know about your P2P fundraiser!

Social Media



CAPTION IDEAS WHEN SHARING A LINK TO YOUR PAGE:

- 1) Let's become Changemakers and team up to make a positive impact for expectant parents. Donate to my peer-to-peer fundraiser today! (Insert link)
- 2) More than 21,000 families will be affected by stillbirth this year. Be a Changemaker and join me to support a cause I believe in. Count the Kicks is one proven solution to prevent preventable stillbirth. (Insert link)
- 3) Help me raise funds and awareness for Count the Kicks by donating and sharing this fundraiser with your networks! (Insert link)



CAPTION IDEAS ON POSTS:

- Ready. Set. Donate!
- Donation vibes only!
- Doing good never goes out of style.
- Help save a life today.
- Give a little, help a lot.

Consider posting a reel explaining the fundraiser and why you are dedicated to it.

Use stories to remind your network and keep them up to date.

Templates for Email & Social



Email

1

Subject: Join me in Supporting *Healthy Birth Day*, Inc. creator of *Count the Kicks*!

Hi (*First Name*),

I am excited to announce that I am supporting *Healthy Birth Day* during their 11th Annual Changemakers Luncheon Fundraising campaign by taking on the role of a fundraising champion. My fundraising will help *Healthy Birth Day* to raise awareness about the effectiveness of *Count the Kicks* and save lives!

(Insert your story: Why are you supporting this organization? What impact has this organization had on you/your family/your friends?)

The 11th Annual Changemakers Luncheon is the biggest fundraiser for *Healthy Birth Day* and a wonderful chance to celebrate the generosity of Changemakers like YOU! So join the movement by contributing to my fundraiser! Check out my fundraising page here *(Insert link to P2P page)*.

Thank you for supporting me and *Healthy Birth Day*!

(Insert your preferred salutation such as “Sincerely”, “Gratefully”, etc.)

(Insert your name)

2

Subject: I Need Your Help!

Hi (*First Name*),

The 11th Annual Changemakers Luncheon is only weeks away. For *Healthy Birth Day, Inc.*, the creators of *Count the Kicks*, event and campaign is their biggest fundraiser of the year. Every year it raises crucial awareness and funds to support their mission. This is a cause I truly believe in and I need your help to make a difference!

Your contributions can make a big impact on babies, expectant parents, and their families:

- A donation of \$25 could fill an entire OB office with *Count the Kicks* educational materials.
- A donation of \$50 could provide kick counting bracelets to 15 moms who don't have access to our free app.
- A donation of \$100 could fill the triage unit of a birthing hospital with *Count the Kicks* educational materials.
- A donation of \$500 could allow us to host a booth at a local baby fair, reaching hundreds of expectant parents.

Together we can reduce preventable stillbirth. Visit *(insert link to P2P page)* to support me and *Healthy Birth Day*!

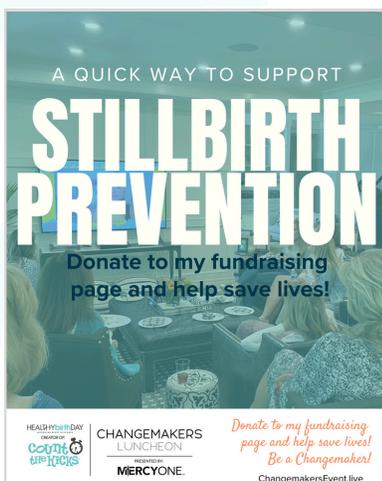
Thank you!

(Insert your preferred salutation such as “Sincerely”, “Gratefully”, etc.)

(Insert your name)

TOOLKIT OF GRAPHICS

If you would like to use some of our ready-to-go graphics in your email or on social media platforms, we have a **Canva Template** available to get you started.





CHANGEMAKERS
LUNCHEON

PRESENTED BY:

MERCYONESM

Peer-to-Peer
Fundraising

Thank you so much!

Good luck!

If you have any questions, please feel free to contact Changemakers Event Coordinator, Meghan Kuentz, at kuentz.meghan@healthybirthday.org!