

## Welcome to the PEPS Fundraiser Toolkit!

We're so glad you're here! By sharing your story and inviting friends and family to give, you're helping more parents find the same connection and support you experienced through PEPS. This toolkit is here to make things easy—whether you've fundraised before or this is your very first time.

Inside you'll find step-by-step instructions, sample messages, and tips to keep your fundraiser fun and meaningful. Remember: you don't have to do it alone. Every little bit you share makes a big difference, and we're here to cheer you on the whole way.

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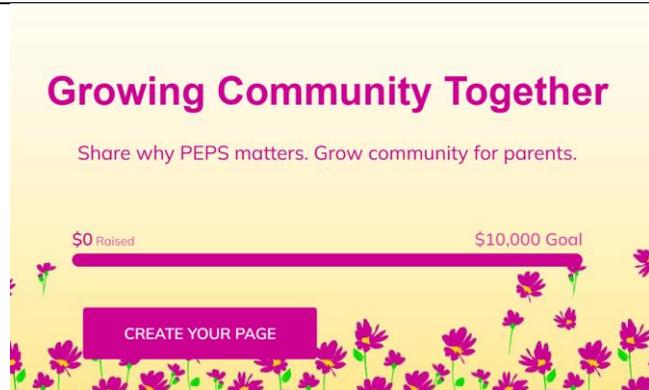
- FAQ (how to edit your page, track donations, etc.)
- Contact info for PEPS staff if you need help

## Getting Started - Setting Up Your Fundraising Page

Visit our Campaign Page:  
<https://give.peps.org/growingcommunity>

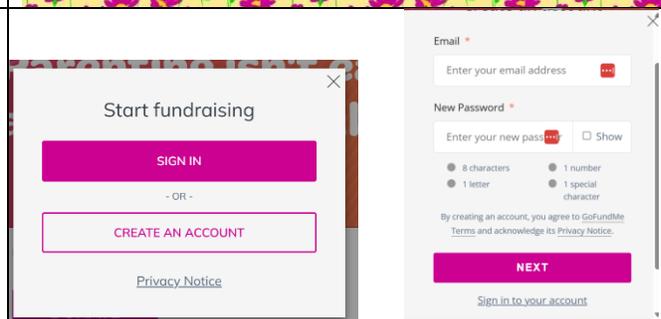
Click “create your page”

If you need a little inspiration to set your fundraising goal, you can scroll down and click on one of the suggested goals to get started.



Click create an account, and enter in an email and password for your account. Please save your login information. Click next.

*If you ever need assistance accessing your account, please reach out.*

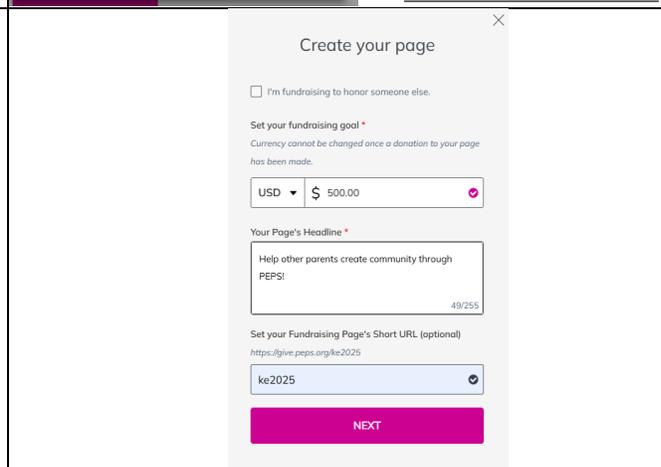


Set your fundraising goal, you will be able to edit this later.

Set your pages headline, don't overthink it, you can edit this later. Try something simple like “help more parents receive the same support I did”

Set your pages URL, this is optional. Again, keep it simple and short.

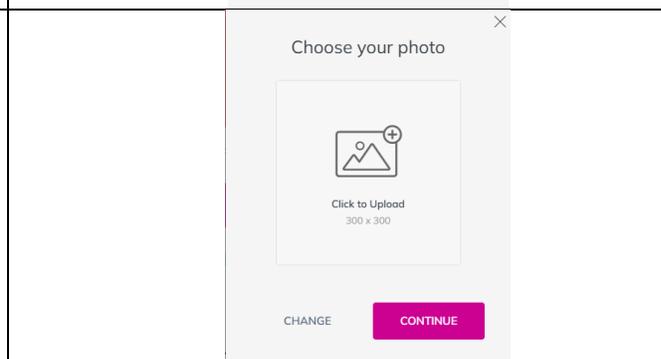
Click next.



Upload a photo. 300x300 is ideal, and photos must be smaller than 2 MB. If you do not have a square photo, you can crop your photo at the next step.

Click continue, and congratulations, you're page is live!

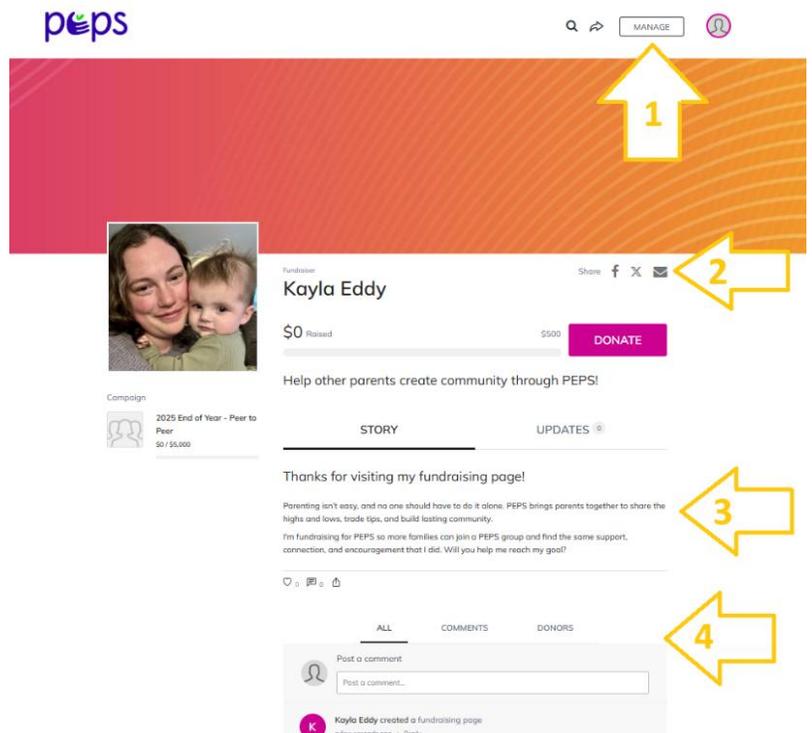
You will receive an email with further instructions and a link to access your page at any time.



## Customizing your page

Now that your page is created, lets take a tour the features:

1. **Manage Button:** click this button to edit the story on your page, thank your donors, edit information and more!
2. **Share buttons:** share your page by clicking the buttons. You can also copy the URL at the top of your page. This is your unique URL and will send anyone directly to your page.
3. **Your PEPS story:** We've provided language for this section, but we highly encourage you to add your own story here. You can edit this section by clicking the manage button.
4. **Activity feed:** This is where donations and comments on your page will display. You can thank donors or reply to comments directly to this page.

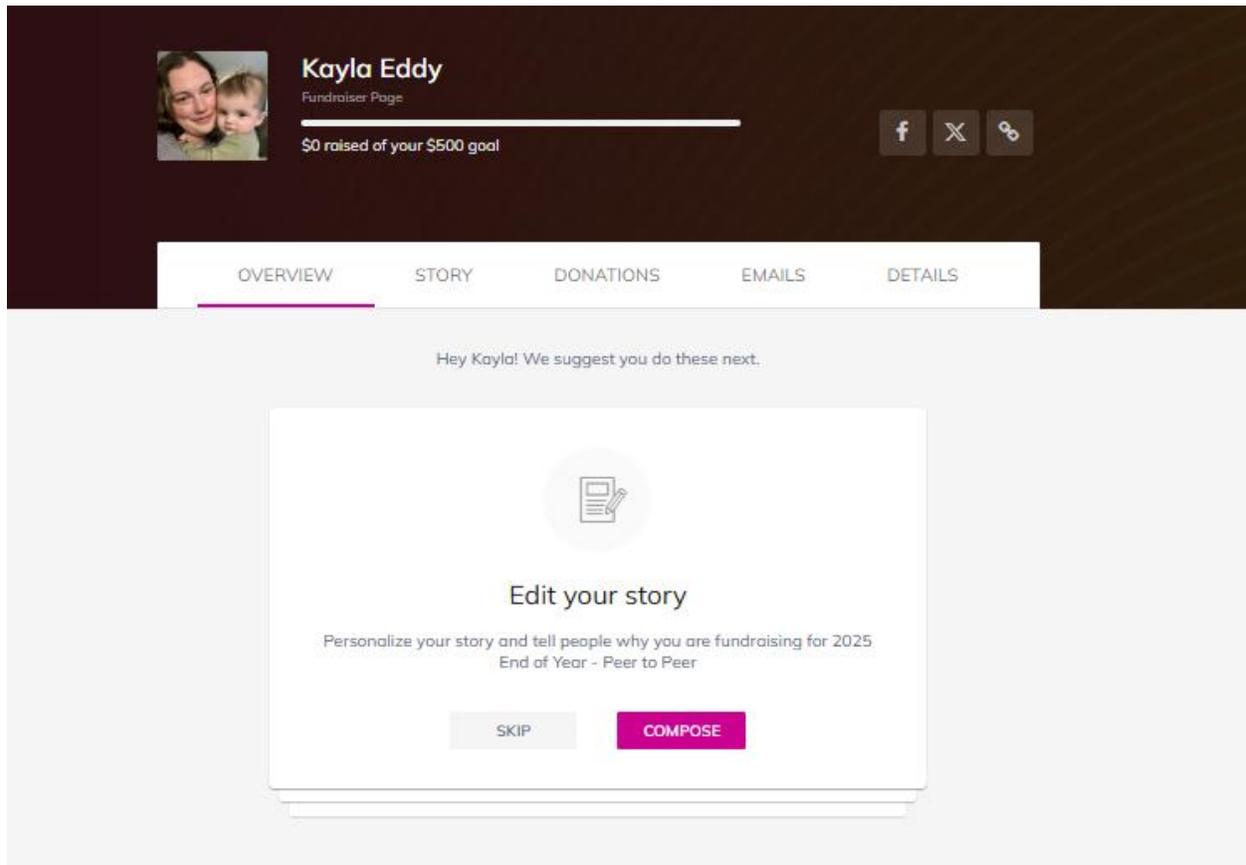


**Pay special attention to that manage button in the top right corner!**

Continue onto the next page for more information everything you do can do to manage your page.

## Managing your page

When you click the “manage button” on the top right corner, you will be sent a page with 5 tabs.



1. On the overview tab, our fundraising platform will make some suggestions about the first steps to customize your page. We highly recommend you complete the recommend set up steps!
2. The story tab is where you will edit the story section of your page.
3. The donations tab is where you will be able to see the information of the donors that have contributed to your page.
4. The emails tab will provide you with email templates that you can use to ask for donations or thank your donors.
5. The details tab is where you can edit your photo, name, tagline, fundraising goal and URL, as well as set your notification settings or delete your page.

## Setting your fundraising goal:

One of the first steps is deciding how much you'd like to raise. Your goal helps motivate you and your supporters, and it shows the collective impact you want to make. Remember that any progress you make towards your goal is going directly to support parents.

A few things to keep in mind:

- Start with what feels doable. You can always raise your goal later if you surpass it.
- Think about your circle. How many friends, family, or colleagues might give? If you imagine 10 people giving \$25 each, that's already \$250!
- Connect your goal to impact. Here are some examples you can share:
  - \$250 funds ongoing workshops and resources so parents stay connected beyond their first group.
  - \$500 fully covers the cost for one family to attend a 2-Parent Newborn Group.
  - \$1,000 helps expand PEPS into new communities, bringing connection and support to more parents.
- Pro tip: Whatever number you choose, share why it matters to you. When people understand the *why* behind your goal, they're more inspired to give.

## Sharing Your Story

Your story is the heart of ask to your community. When you share what PEPS has meant to you, friends and family understand why PEPS matters and how their gift makes a difference. You don't need to write a novel, just be honest and personal.

### Prompts to help you get started:

- How did your group help you during those early days of parenting?
- What moments stand out most—big or small? (laughter, advice, a sense of relief, feeling understood)

- Why did you become a PEPS Group leader?
- What lasting connections or lessons did you take away?
- How has PEPS impacted your parenting journey beyond the group?
- Why does connection and community for parents matter to you?

## **Tips for connecting your story to giving:**

- End your story by sharing why you want other parents to have this same experience.
- Use phrases like *“I want more parents to feel...”* or *“Your support makes it possible for...”*
- Remind your audience that donations remove barriers so that every parent can access support, regardless of income or background.
- Keep it warm and genuine—your goal is to invite others into something that matters to you.

Example:

"When my son was a newborn, I often felt unsure and overwhelmed. My PEPS group became a place where I could share openly and know I wasn't alone. I'm fundraising because I want every parent to have that kind of support."

## **Quick PEPS Stats You Can Use**

Sometimes a simple fact can help show the impact of PEPS alongside your story. Feel free to copy and paste these into your fundraising page, emails, or social posts:

- In 2025, over 5,000 parents have connected through PEPS.
- 100% of financial aid for families is funded by donations—your gift directly removes barriers for families to join PEPS.
- PEPS offers groups for parents of babies, adolescents, and teens, as well as affinity groups for single parents, working moms, and LGBTQIA+ families.

- \$500 fully covers the cost for one family to attend a PEPS Newborn Group.

## Reaching out and keeping momentum

Reaching out can feel a little daunting, but remember—you're inviting people you know to support something that's meaningful to you. Most will be glad you asked! To keep the momentum going, reach out in different ways and share updates as you get closer to your goal.

### Email Templates

Copy, paste, and personalize these messages to fit your story.

Initial Ask:

Subject: Join me in supporting PEPS

Hi [Name],

I'm fundraising for PEPS because [insert a few words about your story—what PEPS meant to you]. PEPS connects thousands of parents every year, helping them find support, confidence, and community in early parenthood and beyond.

Can you help me reach my fundraising goal? Every dollar goes directly to helping more parents access PEPS.

[Insert your page link]

Thanks for considering—it means a lot to me!

With gratitude,

[Your Name]

### Follow-Up / Update:

Hi [Name],

I'm halfway to my fundraising goal for PEPS! Thank you to everyone who has supported me so far. If you haven't had a chance yet, there's still time to make a difference for parents.

Here's my page: [Insert link]

Your gift helps more families find the same connection I did.

## **Final Push:**

Hi [Name],

I'm just [\$\$] away from my fundraising goal for PEPS, and I'd love your help getting there. A gift of any size makes a difference for parents who need connection and support.

Donate here: [Insert link]

Thank you for cheering me on!

## **Sample Text Messages**

*Short, quick, and easy to send:*

"Hey! I'm raising funds for PEPS, an organization that supported me as a parent. Want to help me reach my goal? [Insert link]"

"PEPS made a big difference in my parenting journey. I'm fundraising so more parents can have this experience too—would you join me? [Insert link]"

"I'm almost at my goal for PEPS! Can you chip in to help me get there? [Insert link]"

## **Social Media**

We can provide you with graphics, but sharing a picture of you and your child as a baby or your PEPS group a lot more personal.

Pair your photo with posts like:

"PEPS helped me feel less alone in early parenting. I'm raising funds so more families can have this kind of support. Join me: [Insert link]"

"Connection changes everything. That's why I'm fundraising for PEPS—because no parent should feel alone. Help me reach my goal: [Insert link]"

"I'm [X%] of the way to my goal! A gift today helps PEPS connect even more parents. Donate here: [Insert link]"

## Support

### FAQ

- *How do I edit my page?*  
Log in to GoFundMePro click on your fundraising page, and select “manage” in the top right corner and use the “story” tab to update your story and the “details” tab to update your photo or goal.
- *How can I see who donated?*  
You’ll receive an email notification with each donation, and you can view your donor list by logging in, clicking “manage” in the top right and clicking the “donations” tab.
- *What if I forget my password?*  
Click “Forgot Password” on the login page to reset it. Please reach out if you encounter any difficulties.
- *Can I change my fundraising goal?*  
Yes! Just log in, click manage in the top left and go to the details tab and adjust your goal anytime.
- *How do I share my page?*  
Click the share button on your page or copy your page link and paste it into emails, texts, or social media posts.

### Need more help?

Reach out anytime, we’re happy to support you:

Kayla Eddy, Development Manager – [kaylae@peps.org](mailto:kaylae@peps.org)