



kandelia PRESENTS

A NIGHT UNDER THE STARS

A Quick Guide to
Peer-to-Peer
Fundraising



Why Fundraise?

If you are passionate about activating and engaging your networks to raise funds and awareness for immigrant and refugee families in Seattle, Peer-to-Peer fundraising is a great way to support Kandelia this season. This is a particularly fun approach to engage folks who cannot attend our gala in-person, but are still interested in supporting us. All of the funds you raise from peer-to-peer fundraising contribute to our gala's \$100,000 goal and directly impacts the work that we do addressing systemic inequities so that immigrant and refugee families and communities can flourish.

How to Get Started

Kandelia is using a platform called Kindful for our gala ticket sales and fundraising this year, including peer-to-peer. Click [HERE](#) to see the Peer to Peer fundraising home page, and click "Create a Fundraising Page" to easily set up your own fundraiser. This allows you to more personally share your fundraiser with your network, encouraging people to donate to a cause you really care about. Personalize your page by adding a photo, writing about why you support Kandelia, and setting a fundraising goal. Each donation made to these fundraising pages contributes to our overall \$100,000 goal for A Night Under the Stars.

Detailed Instructions on How to Create Your Own Peer-to-Peer Fundraising Page

1. Click [HERE](#) to see the Peer to Peer fundraising home page
2. Click "Create a Fundraising Page"
3. Create a secure account: you'll just need your email, name, and to create a password
4. Click "Continue"
5. Next you can enter the details of your fundraising page:
 - a. Fundraising Page Name: we recommend: "[Your Name]'s Fundraiser" (example: Aissa's Fundraiser)
 - b. Write a short mission statement: This can be a blurb about Kandelia's gala, and why you are fundraising (Optional)
 - c. Add a detailed description: You can include more information about Kandelia, and why you are fundraising for Kandelia here (Optional)
 - d. NOTE: See Page 6 of this guide for sample blurbs you are welcome to use
6. Select date of cause: this is the date of the gala, May 5, 2023 or leave blank and it will auto populate the event's date
7. Click "Create and Continue"
8. Choose your theme color
9. Set your "Team profile image" (This is a picture of you!)
10. Set your "Feature Team Image/Video" (it will default to one chosen by Kandelia, but you are welcome to add your own)
11. Click "Save and Continue"



13. You'll see a few options from here:

a. Share: You'll have the option to share via FB or Twitter

b. Invite: From here you can also invite people to join your fundraising page as Team Member or Donor

i. Team Member (Team Page): For those who want to help you fundraise, your friends/family can create their own page and share it to their network

ii. Donor (Individual Page): Your friends and family can donate directly to your page which will show how you are contributing to our goal

iii. When you create your page, the default categorization is a "Team" page, meaning you are the team leader, and others can become members. If you want to make an "individual" page, where your community can only be a donor, read on for instructions.

13. Click "View your Page"

a. You can edit anywhere in a blue dotted box

14. In the top right corner, click "Edit Team Info"

a. You can change your page to "individual," if you want your friends and families to donate instead of creating new fundraising pages

15. Click "Save" in the top left corner to save all changes

16. Click "Public Page" near the top right corner to see what your page will look like when you share it with others to donate

a. The link to this page is what you will copy and paste to share with your network

b. You can also share to Facebook and Twitter by clicking the icon buttons underneath your main photo





If You Were Invited to Join a Team

- You'll receive invite to join the team from support@kindful.com
- Click "join team" in the email
- Create an account
- You will be taken straight to the team page for the team you have just joined
- Click "Personal Page" top right corner
- This is your page and you can edit anywhere in blue dotted boxes
- Add a profile picture
- Fill in information about why you are fundraising for Kandelia. See See Page 6 of this guide for sample blurbs you are welcome to use

How to Make Changes Later

- Save this [LINK](#) to log back in to your account to make changes
- Sign in at the top right corner.
- Click on "Details" under "Your Causes" to be taken to your editable page

What's Next?

Share your page via email and social media and invite your networks, communities, schools, colleges, colleagues and families to support our immigrant and refugee community by making a donation. Find a sample email on page 8.



Sample Language

Feel free to use these blurbs, or write your own

Short Mission Statement:

Kandeliala is excited to present its annual fundraiser and celebration: A Night Under the Stars. Celebrate culture and community on Friday, May 5, 2023 at the Renton Pavilion. You can help us reach our \$100,000 fundraising goal by attending our gala (buy tickets [HERE!](#)) or by donating today, if you can't make it to the gala!

Detailed Description:

Learn about Kandeliala:

Kandeliala is a nonprofit community organization providing direct programs, opportunities, and tools to address systemic inequities so immigrant and refugee families and communities can thrive without having to compromise values, heritage or ethnicity. Their programs include:

- Food Access - This program provides groceries including fresh produce, meats, and culturally relevant items to over 80 families each week, as well as basic necessities throughout the year.
- Youth Programs - Kandeliala's Youth Programs are at the heart of our work, and are designed to provide learning, enrichment, and community building opportunities for newly arrived immigrant and refugee youth. Classes include homework help and English Language Learning, as well as activities like soccer, dance, rock-climbing, and more. The classes offered are chosen with feedback from students to ensure that Kandeliala is providing the opportunities their students need to find success and community in their academic life and beyond

- Family Programs - Our family programs emphasize building and maintaining positive, healthy relationships within families and between families, schools and communities. Classes include English Literacy, computer skills, and workshops that allow families to gain tools to navigate the academic system, and to guide their children to make healthy choices.

Why Donate?

Every donation makes an impact on the work in this community, and the programs Kandelia is able to provide. Kandelia's programs are constantly evolving to meet ever-changing needs, and your donation ensures they are able to pivot to meet these needs each year and to continue their work.

Employer Matched Donations

Many employers will match their employee's donation to a nonprofit. When fundraising, consider reminding folks who may donate about getting their donation matched by their employer, if their company matches. It's a really great way to maximize donations and also impact when people donate. Here is some language you can copy and paste if you'd like, when sharing emails asking for folks to donate. You can also paste this directly onto your peer to peer page.

"Does your company match donations? If so, don't forget to get your donations matched! This is a really great way to easily increase your impact. Here are some of the companies we know of that will match employee donations: Microsoft, Google, Nordstrom, The Gates Foundation, Alaska Airlines, Boeing, Starbucks"



Sample Email

Hi _____,

I wanted to share a little bit with you about an organization I'm supporting called Kandelia. Kandelia is a Seattle based organization whose mission is to remove barriers so immigrant and refugee families and communities can flourish without having to compromise values, heritage or ethnicity. Kandelia achieves this by working with hundreds of youth and families to connect them with programs, opportunities, and tools they might need. English classes, digital literacy classes, and food support are just some of the programs Kandelia runs.

I have been involved with Kandelia for [Timeframe], and can speak first hand about the amazing work they do! Coming up on May 5th, 2023, Kandelia is having their annual fundraiser and celebration: A Night Under the Stars at the Renton Pavilion. The prom-themed gala will have food from local, BIPOC restaurants, multiple photo opportunities, music, stellar raffle prizes, signature drinks and more! I'm really excited about it and I'd love for you to join me (buy tickets [HERE](#))! The gala is a great opportunity to learn more about Kandelia's work and the community they serve. The fundraising goal this year is \$100,000 and all ticket sales go to reaching that amount.

If you are not able to attend, I hope you will consider donating to my fundraising page [link here] to help them reach that goal!

Thank you so much. I hope to see you in May!

[your name]





Thank you!

Thank you for supporting our community! We are so excited about expanding our network through your reach and connecting with new friends who want to be engaged with our work to remove barriers for immigrant and refugee families. Please feel free to reach out to Aissa at aissa.perez@kandeliala.org if you have any questions or need additional support.

