



kandelia

PRESENTS

 *A Celebration of* 

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**A Quick Guide  
to Peer-to-Peer  
Fundraising**

# Why Fundraise?

On May 17th Kandelia is hosting our annual gala, A Celebration of Cultures, to raise awareness and funds supporting our work with immigrant and refugee communities. Whether or not you plan to attend the gala, one of the most impactful ways you can support Kandelia is through Peer-to-Peer fundraising. In a few easy steps you can set up a personalized donation page and rally your network to support Kandelia. All funds raised contribute to our \$100,000 gala fundraising goal, and directly impact Kandelia's work addressing systemic inequities so immigrant and refugee families and communities can flourish.

## How to Get Started

Kandelia is using a platform called Kindful for peer-to-peer fundraising. Click [HERE](#) and follow the steps to create a fundraising page. You can personalize your page by adding a photo, writing about why you support Kandelia, and setting a fundraising goal. Once your page is set up you'll have a unique donation link to share with your network.

From all of us at Kandelia, THANK YOU for raising funds and awareness to support our work with immigrant and refugee communities. The following pages contain detailed instructions to help you get started.

# 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" and create an account
3. Next you can enter the details of your fundraising page
  - a. For Fundraising Page Name, we recommend: "[Your Name]'s Fundraiser" (example: Aissa's Fundraiser)
  - b. See [Kandelia's Staff page](#) for text you're welcome to copy/paste for mission statement and detailed description
4. Click "Create and Continue"
5. Choose your theme color, a team profile image (this is a picture of you!), and set your "Feature Team Image/Video"
6. Click "Save and Continue"
7. You'll see a few options from here:
  - a. You can share via FB or Twitter
  - b. Invite people to join your fundraising page as Team Member - they will create a fundraising page as part of your team. This is NOT how you invite people to donate to your page.
8. Click "View your Page" - You can edit anywhere in a blue dotted box
9. In the top right corner, click "Edit Team Info"
  - a. You have the option here to change your page to "individual," which means instead of being a team page that can have multiple members, your page is just your own.
10. Click "Save" in the top left corner to save all changes
11. Click "Public Page" near the top right corner to see what your page will look like when you share it with others to donate
12. The URL to this page is what you will copy and paste to share with your network
13. 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.

## 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 fundraising page 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 the next page.

# Sample Email

Hi [name],

I'm writing to ask you to join me in supporting Kandelia, an organization serving immigrant and refugee communities in the Seattle area. Kandelia's mission is to remove barriers so immigrant and refugee families and communities can flourish without having to compromise values, heritage or ethnicity. Kandelia's programs support hundreds of students and families with accessing resources, building community connections, and gaining the skills they need to be self-sufficient and achieve their goals.

Here are two ways you can support Kandelia:

- Donate to my fundraising page [link here]
- Buy [tickets](#) to attend Kandelia's Gala: A Celebration of Cultures, on May 17th.

Gala details:

On May 17th, 2024, Kandelia is having their annual fundraiser: A Celebration of Cultures at the Renton Pavilion. The gala is a celebration of the vibrant, multicultural immigrant and refugee communities they work with, and an opportunity to raise funds to sustain and grow their programs. Every year the event features food from multiple local Black and Brown and immigrant-owned restaurants, exciting raffle prizes, photo opportunities, space to learn about their programs, and more. I would love for you to attend the event with me! You can buy tickets [HERE](#). All ticket sales contribute to their \$100,000 fundraising goal, and support essential programs for immigrant and refugee students and families.

Thank you so much!

[your name]

# Employer Matched Donations

Many employers will match their employee's donation to a nonprofit. When fundraising, consider reminding folks who donate about getting their donation matched by their employer. It's a great way to maximize donations. 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"

## 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@kandelialia.org](mailto:aissa.perez@kandelialia.org) if you have any questions or need additional support.

