



We are embarking on a new fundraising adventure called *crowdfunding!* You may be familiar with this model through marathons, walkathons or other similar events where friends and family have asked for a small contribution from you to help them raise a specific goal. Crowdfunding is the process of raising lots of small amounts of money from a big crowd of people in your personal and professional networks.

A locally-based crowdfunding service, called [PEAKS](#), is being offered through Cornell Cooperative Extension of Tompkins County, making it possible for organizations like ours to fun(d)raise creatively and efficiently. Compared to traditional forms of fundraising, like writing grant proposals and mail campaigns, we anticipate that using PEAKS will be more engaging, more productive and more fun!

We are so excited to share our campaign with you!

In a nutshell, here's how it works on PEAKS:

1. We set up a Campaign page online, which explains how to raise money for
2. We invite our most dedicated supporters to sign up as Champions by setting up a basic profile page on our Campaign.
3. Together, we share our Campaign and Champion pages with friends and family until we reach our goal!

Join us as we work towards greater impact!

Best,