

What is a Champion?

A Champion is an individual, team, or group that joins a Campaign to help raise money and spread awareness through their personal networks.




4 Easy Steps to Becoming a Champion

1. Visit the page of the Campaign you wish to support
2. Click the **Be a Champion!** button to get started
3. Follow the prompts to set up and activate your account
4. Log in and follow the Getting Started checklist on your dashboard to set up your Champion Page

Be a Champion!

Welcome to PEAKS!

Getting Started

1. Join a Campaign
 - Browse Campaigns
 - Join one
 -  Edit your Campaign
2. Customize your Campaign
 -  Tell us about yourself
 -  Upload a Profile Picture
3. Launch!
 - Launch your Campaign!

Determining your Fundraising Goal

1. How much do you want to fundraise? Try to reach new heights! Consider:
 - a. How many people are in your network, and how much you can expect each person to contribute on average.
2. ASK EVERYONE. A “yes” or a “no” are a win-win: you raise money and you succeed in spreading the word about a cause you care to someone you know.

Announce your Campaign

Announce your campaign! Customize our announcement letter:
<http://peaksoverpoverty.org/champion-toolkit/>

5 Powerful Ways to Promote your Campaign



1. **Announce your Campaign with a short and sweet email or letter, at least 3 times:** when you launch; when you reach your halfway mark (timeline or amount raised); and 1 week before your Campaign end-date. ([Toolkit](#): announcement letter templates)

Dear Aunt Mary,

I am passionate about bringing healthier food available to my kids' elementary school! I plan to start a new program called Fresh Start that provides the school cafeteria with fresh fruits and vegetables from local, chemical-free farmers. I am launching the [Harvest Table Campaign](#) to raise money and spread awareness. Will you join my Campaign and Champion healthier school food for our children? Here's how: www.harvesttable.peaksoverpoverty.org

Thank you for your support!

Priscilla Pickle

2. **Once or twice a week, post an Update** sharing progress and milestones (pictures, videos, and stories)! *Always share the link to your Updates through social media.*
3. **Use Facebook, Twitter, LinkedIn and other favorite social networking sites.** Post the link to your Champion page at least 2 times a week with pictures, videos, and updates. Tag friends so they can help spread the word. ([Toolkit](#): *How to use Facebook and Twitter*)
4. **Make flyers and posters**, and plaster your favorite and frequented locations in town! ([Toolkit](#): flyer, poster and handout templates)
5. **Traditional media and press, local businesses, presentations and events**
 - Contact local media with a phone call, press release or public service announcement. ([Toolkit](#): press release template)
 - Approach local businesses, organization and places of worship to help in one of the following ways: provide financial sponsorship, host a

Fund the change you want
to see in the world!



presentation or event about your Campaign, make an announcement about your Campaign

Thank your Donors

Make time for *personally* thanking every one of your Donors. Send an email or write a handwritten card. Invite your donors to a presentation showcasing your Campaign's success, and thank them in person.

How to select a mind-blowing image

- Action
- Expressive
- Relevant
- People
- Inspiration



Cornell University
Cooperative Extension
Tompkins County

615 Willow Avenue | Ithaca, NY 14850
www.peaksoverpoverty.org

©2009-2013 PEAKS. All rights reserved.



615 Willow Avenue | Ithaca, NY 14850
www.peaksoverpoverty.org

©2009-2013 PEAKS. All rights reserved.