

IGNITE Worldwide

Peer-to-Peer Fundraiser Toolkit

IGNITE Fundraiser Steps for Success

Step 1: Sign Up

- Go to <https://onecau.se/igniteworldwide> (e.g., OneCause) or IGNITE Worldwide's current fundraising campaign page:
 - Back to School Campaign (July - September): <https://bit.ly/IGNITE-BacktoSchool>
 - End of Year Campaign (November - December): <https://bit.ly/IGNITE-YearEnd>
- Click the **"Become a Fundraiser"** button (located directly under the "Donate" button)
- Sign up or log in to OneCause and create your personal fundraising page.
 - Use your name or team name.
 - Upload a friendly photo of yourself.
 - Set a personal goal (e.g., \$500, \$1,000, etc.).

Step 2: Personalize Your Fundraising Page

- Add a personal message about why you care about IGNITE.
- Use this prompt to get started:

"I'm raising money for IGNITE because I believe every girl deserves access to careers in tech and engineering. Just \$25 can fund a classroom visit that inspires the next generation of innovators."
- Share a personal story or reason you're involved.
- Look for a text message confirmation with your fundraiser page link; make sure to save your link somewhere easy to share.

Step 3: Kickstart Your Campaign

- Make the first donation to your page (even \$10 helps).
- Ask 3–5 close friends or family to donate early so your page doesn't look empty.

Step 4: Share Your Page

- Use multiple platforms to spread the word:
 - **Email:** Send personal messages to 10–15 people.
 - **Social Media:** Post 2–3 times per week.
 - **Text Message:** Direct and effective for friends and family.
- Example post:

“IGNITE has changed lives—including mine. Help me raise \$500 to support girls exploring STEM careers. Every donation counts! [Link to page] #IGNITEherFuture”


Step 5: Follow Up

- Re-share your link halfway through the campaign.
- Thank donors immediately via email or text.
- Give updates: “We’re halfway there!” or “Only \$100 left to go!”

Step 6: Celebrate Your Success

- When you hit your goal, post a thank you message and tag donors (with permission).
- Send your donor list to IGNITE if you'd like them to receive tax receipts or acknowledgments.

Templates & Resources

-  **IGNITE Fundraiser Toolkit**
 - [IGNITE logos](#)
 - [Social media & email graphics](#)
 - [Sample emails & social media captions](#)
 - [IGNITE impact stories](#)
 - [Start Your Own Fundraiser Infographic](#)
- IGNITE Community Impact Video
 - <https://youtu.be/169D00GyVTg>

Support Contacts

- **Campaign Support Email:** contactus@ignite-worldwide.org
- **Technical Help:** contactus@ignite-worldwide.org
- **Social Media Tags:**
 - LinkedIn: @ignite-worldwide
 - Instagram: @ignite_worldwide
 - Facebook: @igniteworldwide
 - Hashtag: #IGNITEWorldwide #IGNITEProgram #IGNITEHerFuture