

Passion to Purpose

Leveraging Your Story For Change



AGENDA

- Welcome and Introductions
- Peer-to-Peer Fundraising
- Storytelling – Naming and Overcoming Obstacles
- HopeChest Ambassador Pages
- Your Next Steps



PEER-TO-PEER
FUNDRAISING
AS EXPLAINED BY AI

CHATGPT 3.5 PROMPT:

HOW CAN I EXPLAIN
PEER TO PEER
FUNDRAISING TO A
ROOM FULL OF
HIGHLY
SOPHISTICATED AND
INTELLECTUAL
PEOPLE?

ChatGPT:

"Peer-to-peer fundraising is a decentralized fundraising model where individuals leverage their personal networks to raise funds on behalf of a cause or organization. Instead of relying solely on centralized efforts from a single entity, this model harnesses the power of social capital, allowing supporters to create personalized campaigns and solicit donations directly from their peers."

CHATGPT 3.5 PROMPT:

HOW CAN I EXPLAIN
PEER TO PEER
FUNDRAISING TO A
ROOM FULL OF
NORMAL PEOPLE?

ChatGPT:

“Peer-to-peer fundraising is a way of raising money where people, like you and me, ask our friends, family, and coworkers to donate to a cause we care about. Instead of an organization doing all the work, it’s about regular people using their personal connections to help spread the word and gather donations. Think of it like when you join a charity walk or run.”

CHATGPT 3.5 PROMPT:

**CAN YOU
SUMMARIZE THIS IN
ONE PARAGRAPH?**

ChatGPT:

*Peer-to-peer fundraising is a way for individuals to raise money by asking their friends, family, and contacts to donate to a cause they care about. Instead of relying on a single organization to handle fundraising, regular people can use their personal networks to spread the word and collect donations. **It's effective because people are more likely to give when someone they know asks them**, making it a powerful way to expand a cause's reach and impact.*

CHATGPT 3.5 PROMPT:

**CAN YOU FORMAT
THIS FOR A
PRESENTATION
SLIDE?**

ChatGPT:

“How lazy can you get?”

PEER-TO-PEER FUNDRAISING

- Individuals raise money by asking their friends, family, and contacts to support a cause.
- Instead of the organization doing all the fundraising, supporters use their personal networks.
- It's effective because people are more likely to give when asked by someone they know.
- This method helps expand the cause's reach and impact through personal connections.



THE KEY TO P2P FUNDRAISING IS STORYTELLING

NAMING AND OVERCOMING OBSTACLES:

- WHY AREN'T YOU TELLING YOUR STORY?
- WHY SHOULD YOU TELL YOUR STORY?



HOPECHEST
AMBASSADOR PROGRAM
A QUICK TOUR

THE HOPECHEST AMBASSADOR PAGE

1. Just one of many tools
2. Our Idea
3. Our Test



FINAL TIPS & TAKEAWAYS



Seek feedback

Reflect on performance

Explore new techniques

Set personal goals

Iterate and adapt

- Consistent rehearsal
 - Strengthen your familiarity
- Refine delivery style
 - Pacing, tone, and emphasis
- Timing and transitions
 - Aim for seamless, professional delivery
- Practice audience
 - Enlist colleagues to listen & provide feedback
- Have a goal
 - Tie your goal to the tangible result you want to see
- Follow through
 - Thank people who give within 24 hours

A landscape of rolling hills with a path leading into the distance under a dramatic, cloudy sky. The foreground is filled with tall, green grasses. The middle ground shows a dirt path winding through fields of golden-brown crops. The background features more rolling hills and a few scattered trees under a sky with soft, golden light and some clouds.

YOUR NEXT STEPS
JOIN THE MOVEMENT

WHAT CAN THIS LOOK LIKE?



- Jeffrey and Anna's model
- Breakfast in Salt Lake City
- Donation-Based Yoga Class
- Create or run in a 5K or half-marathon
- Knit mittens for clean water
- Host a virtual event
- Dinner Party
- Wine or Bourbon Tasting event
- Milestone Celebration: Birthday or retirement friendraiser
- And endless other ideas!

WHERE DO WE GO FROM HERE?



*Turn your **passion** into
purpose*

*You can make a
measurable difference in
the world today*

- Join the Ambassador Program yourself
 - hopechest.org/ambassador
- Introduce us to people who could become Ambassadors
 - Passionate
 - Seen the work up close
- Save the Date
 - Ambassador Program Relaunch - November 14th, 7:00PM MT

THANK YOU

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