



Peer-to-Peer Fundraising Toolkit

A guide for hosting online fundraisers that support breast healthcare access, patient navigation, and hope.



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Gateway to Hope *Peer-to-Peer Fundraising Toolkit*

A guide for hosting online fundraisers that support breast healthcare access, patient navigation, and hope.

Welcome

Thank you for your interest in raising funds on behalf of Gateway to Hope. Your generosity helps connect more people to timely breast healthcare, compassionate support, and practical resources when they need them most.

Start Here: Quick-Start Steps

1. Review this toolkit to help you plan your fundraiser.
2. Submit your [**Fundraiser Interest Form**](#) for review.
3. Confirm fundraiser details, set up your platform, and promote.
4. Collect donations for Gateway to Hope

About Gateway to Hope

Gateway to Hope is a breast cancer lifeline for individuals and families navigating breast health concerns or a breast cancer diagnosis. The organization works to remove barriers to affordable, timely, quality breast healthcare through patient navigation, financial assistance, and community-centered support.

How Your Fundraiser Helps

- Supports patient navigation for people facing breast health concerns or a breast cancer diagnosis.
- Covers practical needs such as mammograms, transportation to appointments, treatment-related costs, groceries, and other essentials.
- Connects more people to care, comfort, and hope during one of the hardest seasons of their lives.

Approved Language

Organization description: Gateway to Hope is a breast cancer lifeline that helps remove barriers to affordable, timely, quality breast healthcare through patient navigation, financial assistance, and community-centered support.

Organization mission: Gateway to Hope's mission is to champion change by removing barriers to affordable, timely, quality breast healthcare, and empowering people to live full and healthy lives.

Impact statement: Your support helps connect more people to the care, resources, and access they need while navigating breast health concerns or a breast cancer diagnosis.

Campaign for Hope wording: During Breast Cancer Awareness Month, Campaign for Hope turns awareness into action by raising funds to help people access breast healthcare, patient navigation, and practical support.

Getting Started

Tell Us About Your Fundraiser

Before promoting a Peer-to-Peer Fundraiser, please submit your **Fundraiser Interest Form** to Gateway to Hope for review. Forms should include the organizer's name and contact information, proposed campaign, dates, fundraising goal, intended audience, promotional plans, and any requests to use Gateway to Hope or Campaign for Hope branding. To allow enough time for review and support, please submit your interest form at least **2–3 weeks** before the campaign launch whenever possible.

Planning Your Fundraiser

1. **Choose your fundraising format.** Decide whether you'd like to host your fundraiser through Gateway to Hope's fundraising platform, GoFundMePro, or on social media.
2. **Set your goal and timeline.** Choose a realistic fundraising goal and end date to create focus and encourage giving.
3. **Build your fundraising plan.** Decide whether you'll fundraise on your own or as part of a team. Consider celebrating a birthday, honoring a loved one, marking a milestone, or supporting part of our work that's meaningful to you.
4. **Tell your story.** Tell people why Gateway to Hope matters to you and how their donations help remove barriers to breast healthcare and cancer treatment.
5. **Promote with intention.** Reach out to friends and family personally, share regular updates on social media, and make it easy for people to donate or share your fundraiser.
6. **Celebrate your impact.** Thank your supporters, recognize their generosity, and share the difference their donations are making.

Fundraising Ideas

1. **Personal Fundraiser:** Create a fundraiser to honor a loved one, celebrate a special moment, or support part of our work that means something to you.
2. **Team Fundraiser:** Rally your coworkers, friends, or family around a shared fundraising goal. Work together – or add a little friendly competition – to see who can raise the most!
3. **Challenge Fundraiser:** Invite supporters to donate as you work toward a challenge, such as completing a step goal, reading a certain number of books, running a race, or reaching a personal milestone.
4. **Celebration Fundraiser:** Ask friends and family to donate in lieu of gifts for birthdays, anniversaries, graduations, weddings, or other special occasions.
5. **Livestream Fundraiser:** Turn your favorite hobby into a fundraiser by streaming yourself gaming, making art, performing music, cooking, crafting, or doing something else you enjoy while encouraging viewers to donate.

Setting Up Your Fundraiser

On Gateway to Hope's Giving Platform, GoFundMePro

Create Your Fundraising Page

1. Visit <https://give.gofundme.com/GTHFundraising>.
2. Select **Become a Fundraiser** and choose your fundraising style from the available choices.
 - a. **As an individual:** Sign up to fundraise on your own.
 - b. **Join a team:** If your school, business, or other group has already created a team, join them to make an even greater impact.
 - c. **Create a team:** If you plan to recruit friends and family to create fundraising pages, create a team so you can fundraise together.
3. **Set your fundraising goal.** There is a preset goal, but you can adjust it to what is right for you and edit it at any time. Here are some ideas of how the money you raise will impact our mission:
 - a. \$10: A compassionate reminder to a patient that they're not alone.
 - b. \$50: A tank of gas for a patient to get to their appointment.
 - c. \$100: An hour of conversation and support with a navigator.
 - d. \$500: An average of one month's worth of insurance payments
 - e. \$1,000: An average of one month's rent or mortgage.
 - f. \$2,500: Services for the length of one patient's cancer treatment.
4. **Choose a fundraising end date.**
5. **Add your headline.** Share a short blurb about why you are fundraising for our organization. Here are some ideas to get you started:

- a. **Help Me Remove Barriers to Breast Cancer Care.** I'm raising funds for Gateway to Hope to help ensure no one has to choose between their health and their basic needs. Every dollar helps provide access to lifesaving breast healthcare.
 - b. **Join Me in Supporting Hope, Healing, and Breast Health.** I'm fundraising for Gateway to Hope to help Missouri families overcome barriers to breast cancer screening, treatment, and recovery. Together, we can make a difference.
 - c. **Every Dollar Brings Someone Closer to Care.** I'm proud to support Gateway to Hope and its mission to remove barriers to breast healthcare. Help me reach my fundraising goal!
 - d. **Support My Fundraiser for Gateway to Hope.** I'm raising money to help Gateway to Hope ensure more people can access the breast healthcare and cancer treatment they need. Your gift helps provide hope when it's needed most.
6. **Choose what you're fundraising for.** This ensures that the funds you raise will go toward the specific program you're advocating for.
 7. **Set a custom URL.** This allows you to easily share your page with your friends and family.
 8. **Upload a photo.** Make your page more personalized and recognizable for your friends and family. You can always come back and change it at any time.

Promote Your Fundraiser

Social Media Promotion

- **Announcement post:** Share what kind of fundraiser you are hosting, why you are supporting Gateway to Hope, when you are raising funds, and how people can donate or share.
- **Campaign launch:** Let everyone know your fundraiser is officially underway! Share your goal, include a link to your campaign page, and invite friends, family, and followers to donate or share.
- **Halfway mark:** Celebrate your progress and remind everyone that there's still time to participate. Share how close you are to your goal, thank those who have already donated, and encourage others to donate or share.
- **Last day of campaign:** Create a sense of urgency by letting people know it's the final day to donate. Share how close you are to your goal and encourage others to help you reach it.
- **After the campaign:** Thank donors, share the total raised if available, and explain how their support helps advance Gateway to Hope's mission.

Sample Messages

Social Media Post

I'm raising money for Gateway to Hope to help remove barriers to breast healthcare and I'd love your support! Your gift can connect people to lifesaving screenings, patient navigation, breast cancer treatment support, financial assistance, and other essential resources. Every dollar makes a difference. Please consider making a donation or sharing this with your friends and family!

Campaign for Hope Social Media Post

October is a time to raise awareness, but it's also a time to take action. This Breast Cancer Awareness Month, I'm raising money for Gateway to Hope. Your gift to Gateway to Hope's Campaign for Hope can help remove barriers to breast healthcare and connect more people to patient navigation, breast cancer treatment support, financial assistance, and other essential resources. Help me make a difference: please consider donating or sharing this with your friends and family!

Email or Text Message

Hi [NAME],

I believe that everyone deserves access to timely, compassionate breast healthcare. That's why I'm raising money in support of Gateway to Hope.

Patient Navigators at Gateway to Hope connect people to lifesaving screenings and breast cancer treatment, providing support and financial assistance to eliminate barriers along the way.

Nobody should have to choose between their health and putting food on the table. I would be grateful if you would consider making a gift or sharing my fundraiser with someone who might be interested in their work. Thank you!

Campaign for Hope Email or Text Message

Hi [NAME],

It's Breast Cancer Awareness Month, and this year, I'm supporting Gateway to Hope.

Every October, Campaign for Hope turns awareness into action by raising money for Gateway to Hope, an organization that removes barriers to breast healthcare and connects more people to patient navigation, breast cancer treatment support, financial assistance, and other essential resources.

I would be grateful if you would consider making a gift or sharing my fundraiser with someone who might be interested in their work. Thank you!

Tips for Success

- Begin with a clear goal, timeframe, and fundraising plan.
- Ask personally. Individual invitations are often the most effective.
- Make the first gift yourself to build momentum.
- Use simple, consistent language across posts and messages.
- Share progress updates before the event and a final thank-you after.
- Keep the focus on generosity, community, and helping people access care

Terms, Policies, and FAQs

Terms & Policies

Gateway to Hope is grateful for community members who want to raise funds in support of our mission. To ensure fundraisers are aligned with our values, brand, and donor stewardship practices, all third-party fundraising activities must follow the policies below.

Fundraiser Interest Form Review

Fundraisers hosted by individuals, businesses, or community groups should be submitted to Gateway to Hope for review before promotion begins. Gateway to Hope will review [Fundraiser Interest Form](#) to confirm that the proposed activity and messaging are appropriate, accurate, and consistent with the organization's mission. Submission of a form does not guarantee approval.

Use of Gateway to Hope Name, Logo, and Branding

Use of Gateway to Hope's name, logo, Campaign for Hope materials, or other branding must be reviewed and approved in advance. Approved fundraisers may receive guidance on appropriate language, logo placement, and brand use. Fundraisers may not alter Gateway to Hope logos, create new branded materials, or imply that an event is hosted by Gateway to Hope unless specifically authorized in writing.

Promotion and Public Communications

All public descriptions of the fundraiser should clearly state that the campaign is hosted by the individual, business, or group organizing it, with proceeds benefiting Gateway to Hope. Promotional materials should include accurate donation

instructions, avoid medical claims, and use approved language when describing Gateway to Hope, Campaign for Hope, or the impact of gifts.

Receipts and Acknowledgements

Gateway to Hope will provide tax acknowledgements for donations made directly to the organization when donor information is available and the gift meets acknowledgement requirements.

Frequently Asked Questions

Do I need approval before hosting a fundraiser?

Yes. Please submit a **Fundraiser Interest Form** before promotion begins so Gateway to Hope can review the activity, messaging, and any branding requests.

Can I use the Gateway to Hope logo?

Use of Gateway to Hope's name, logo, Campaign for Hope materials, or other branding must be approved in advance. Please do not alter logos or create new branded materials without written approval.

Will Gateway to Hope promote my fundraiser?

Gateway to Hope may be able to provide guidance, approved language, or limited promotional support depending on the fundraiser, timing, and available capacity. Promotional support is not guaranteed.

Can donors receive receipts?

Gateway to Hope can provide tax acknowledgements for gifts made directly to the organization when donor information is available and acknowledgement requirements are met.

Where do I send offline donations?

Checks may be mailed to Gateway to Hope, 3114 Sutton Blvd, Maplewood, MO 63143. Please include the fundraiser name, organizer contact information, and donor details when available.

Final Checklist

- ☐ Submit the **Fundraiser Interest Form** at least 2–3 weeks before the campaign launch whenever possible.
- ☐ Choose a fundraising format and timeline.
- ☐ If fundraising in October, identify how the event will connect to Campaign for Hope and Breast Cancer Awareness Month.

- ☐ Set a fundraising goal.
- ☐ Request approval before using Gateway to Hope or Campaign for Hope logos, branding, or materials.
- ☐ Set up your fundraiser on [**Gateway to Hope's Giving Platform**](#) or on social media.
- ☐ Prepare social posts, talking points, sponsorship asks, and messaging.
- ☐ Promote the fundraiser through personal outreach, email, and social media.
- ☐ Thank donors.
- ☐ Share the final amount raised and the impact of their support.



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