

## Thaw the Law p2p Fundraiser FAQs

We hope that you will join us in the **2016 Peer to Peer Campaign to Thaw the Law**. The primary purpose of this project is to raise funds for our clean energy campaign to end the freeze on Ohio's clean energy standards and commit Ohio to a clean, affordable energy future.

Our initial goal for this campaign is to raise \$10,000. We can do that if we have 40 fundraisers commit to raising at least \$250.

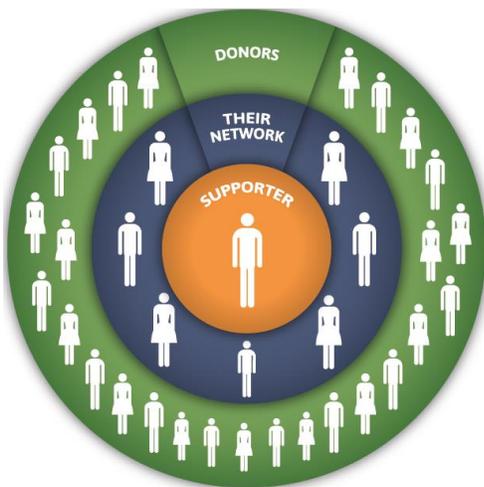
You can make a special gift of that amount (or more) and be done, or you can raise that money using peer-to-peer fundraising, which we describe below.

### Why become a fundraiser?

You can magnify your own enthusiasm and effectiveness many times by joining current and former board members to help with Ohio Citizen Action's mission to transition our region away from dependence on coal and toward energy efficiency and renewable energy. One of OCA's founding principles is the power of a strength-in-numbers strategy – together we can accomplish great things.

### How does this work? Peer to peer fundraising basics

Peer to peer fundraising is a way to leverage the power of social networks to help causes you care about. If you've ever given to someone doing a walk/run for charity or a Kickstarter or GoFundMe campaign, you've probably already participated in one.



People set up personal and/or team fundraising pages through an online platform that provides secure giving options, tracks progress, sends automatic thank you messages and social media updates and generally takes care of all the logistics, so you can focus on asking for support. If you've set up a Facebook page or a Twitter account, you can easily set up a personal fundraising page.

The platform Ohio Citizen Action uses is called RallyBound and they make asking very easy. You can import email contacts and send either your own emails or use templates we provide. You can easily post the link to your fundraising page to Facebook or Twitter too. You can even upload your own pictures and video or use some we provide for that too.

Many non-profit groups have raised millions of dollars and found valuable new supporters this way.

### What's involved?

After you decide to be a fundraiser, you will need to set up your individual fundraising page.

Go to [http://ohiocitizenaction.nationbuilder.com/thaw\\_the\\_law?/Account/Register](http://ohiocitizenaction.nationbuilder.com/thaw_the_law?/Account/Register) to get registered and set up your fundraising page.

Please create your page as early as possible to ensure we can help work out any technical problems and so you can familiarize yourself with the RallyBound interface we use, before the kickoff.

You'll have a personalized URL (web address) and can personalize a standard template with your own photos and videos, the story of why you're participating or links to other websites that explain OCA's work or campaigns. Don't worry; you'll get lots of support from Ohio Citizen Action and RallyBound, if you have questions.

Then, it's just a matter of reaching out to friends, family, co-workers and other people you know over the weeks the campaign is active to ask for their help to reach your goal. We'll send you tips and tools that worked for us last year and help you come up with a plan.

### **The Timeline:**

The project kicks off September 6 and ends on October 1.

Get started now by setting up your fundraising page at

[http://ohiocitizenaction.nationbuilder.com/thaw\\_the\\_law?/Account/  
Register](http://ohiocitizenaction.nationbuilder.com/thaw_the_law?/Account/Register)