GroupGive Email #1

**Dear [Supporter],**

One of the new, innovative ways we are using to get people involved in our mission is peer-to-peer fundraising—specifically, a peer-to-peer fundraising platform from Project World Impact called PWI GroupGive.

**What is peer-to-peer fundraising?**

It’s a way for you to create your own fundraising project. For example, on your birthday, rather than having family and friends give you gifts, you can establish a PWI GroupGive campaign instead—and have them donate what they would have spent on gifts to your campaign. The possibilities are only limited by your imagination!

**How much of what is raised goes to [Org Name]?**

PWI takes 0% of money raised, ensuring we get the most out of every donation.

There’s no commission paid to anyone, unlike other fundraising platforms like GoFundMe.

**Sound like something you want to be a part of?**

1. Click this link *(add link your gallery page)* and you’ll be taken to our GroupGive Gallery.
2. Click “Start Now” and fill in your project name, project goal, and target date.
3. Share the link to your campaign with your friends and family—encourage them to join in!

We’re so thankful to have supporters like you who help advance our mission!