



# Peer-to-Peer Toolkit

## Page Setup

Thank you for supporting the Center as we work with communities and justice systems to advance equity, increase safety, and help individuals and communities thrive. By creating your fundraising page, you make a key impact in helping us reach new donors and supporting the future of justice.

To create your page, please visit [this page](#) and click the “Become a Fundraiser” button. From here, please follow the instructions in the link below to create your page.

How to create a fundraising page

We’ve created a template for your pages, including a suggested fundraising goal and profile picture, but you can edit your page to your liking. Please take a moment to fill in the parts of the page in brackets; personalizing this section will help your supporters understand why you’re supporting the Center. To edit your page, please follow the instructions in the link below.

How to edit a fundraising page

Once you’ve edited your page, you can share it out to your network. The link below contains instructions on how to share pages.

How to share a fundraising page

If you share your page on social media, please tag us! Our pages are:

[@Center for Justice Innovation](#) on Facebook

[@innovatingjustice](#) on Instagram

[@Center for Justice Innovation](#) on LinkedIn

[@innovjustice](#) on X



Suggested copy for sharing on social media:

I support the Center for Justice Innovation because **[fill in with a phrase]**.

Please join me in donating to the Center as they work with communities and justice systems to advance equity, increase safety, and help individuals and communities thrive.

### Tips for Fundraising

1. Reach out to your close network first and ask friends or family to spread the word for you! Your closest contacts can help you get donations and encourage others to donate.
2. Personalize your messages and outreach as much as possible to help potential donors understand your fundraiser and grab their attention
3. Include a link to your fundraising page in your communications about the fundraiser
4. Keep your messaging authentic and in your own voice
5. Include progress updates in your messages and remind people how close you are to your goal

### Graphics

If you'd like to include a version of our logo on your fundraising page or in related materials, please reference the images in [this folder](#). You can click into the files for options to download them.

### Contact

For any questions or support, please reach out to [partnerships@innovatingjustice.org](mailto:partnerships@innovatingjustice.org).