

CATHOLIC CHARITIES BOSTON'S
HOPE FOR THE HOLIDAYS

**PEER TO PEER
FUNDRAISING
KIT**

This toolkit gives you everything you need to launch, share, and reach your goal by December 31. If you have questions, please contact Kate Houston at katherine_houston@ccab.org.

PEER TO PEER FUNDRAISING KIT

GETTING STARTED

How to Create a Fundraiser

Creating your fundraiser is simple! Give your fundraiser a name, add a photo, and set your goal —that's it. You'll have access to a donor portal to share your fundraiser, track progress, and manage supporters.

How Peer to Peer Fundraisers Work

- Create your page, and personalize it with your story, set a goal, a deadline, and add a photo.
- Invite your circle. Share by email, text, and social (don't forget to tag us @charitiesboston).
- Track progress. Celebrate milestones; thank donors.
- Every dollar raised helps neighbors this holiday and beyond.

How to set up your Page

- Go to **www.ccab.org/hopefortheholidays**
- Enter your email address, and you will receive a message with a login link.
- Once you are logged in, click Fundraisers where you can personalize your fundraiser, see donors who have supported your initiative, and monitor your progress.
- You can access the link to share with friends in your fundraising portal.

Visit **ccab.org/hopefortheholidays** to begin.

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GETTING STARTED

Your Story (prompts)

- “I’m fundraising because Catholic Charities Boston helped me/my friend/community.”
- “Here’s one moment that shows Catholic Charities Boston’s impact: ____.”
- “This season, I’m asking for \$25–\$100 to help a neighbor.”
- “I’m giving the first \$____. Will you join me?”

Hope for the Holidays Language

For over 120 years Catholic Charities Boston has been a reliable source of support for our most vulnerable neighbors. This year, nearly \$5 million in funding cuts --with more expected--have impacted all areas of Catholic Charities Boston’s programs. These cuts are dismantling the safety net meant to ease suffering and provide economic opportunities for nearly 100,000 people in our local communities.

As we prepare for a challenging 2025 holiday season, we need your support to close funding gaps and provide hope for vulnerable children, families, and senior citizens, this holiday season and beyond. Our hope for the holiday campaign is focused on raising support for emergency food assistance to address hunger, one-time rental and utility assistance to prevent homelessness, and essential basic needs

Sample Timeline

- **Day 1:** Launch page, make first gift, email your friends
- **Day 3:** Post on social; DM 5 friends.
- **Day 10:** Share a quick update (“40% to goal—thank you!”).
- **Day 14:** Post impact stat + specific ask (“\$25 today gets us over the top”).
- **Day 20:** Final push + gratitude post; tag donors if appropriate.

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SPREAD THE WORD

Social Media Tips

- **Post regularly.** Share why you are fundraising for **Catholic Charities Boston (@charitiesboston)** and give quick progress updates.
- **Tag Catholic Charities Boston** so we can amplify:
 - **Facebook:** [CharitiesBoston](#)
 - **Instagram:** [CharitiesBoston](#)
 - **LinkedIn:** [Catholic Charities Boston](#)
- **Include your donation link everywhere.** Add it to every post and place it in your Instagram bio during your campaign. Thank your donors publicly (with permission).

Templated Social Media Post

Instagram/Facebook

This holiday season, I'm fundraising for Catholic Charities Boston to help neighbors stay housed, fed, and stable. Nearly \$5M in cuts—with more expected—are weakening the safety net for the ~100,000 people CCAB serves each year. Hope for the Holidays will close urgent gaps: emergency food, housing assistance, and essential basics.

Goal: \$[GOAL] by [DATE]. A gift of \$25-\$100 helps: [link]

#CatholicCharitiesBoston #CCAB #HopeForTheHolidays