

Peer-to-Peer Fundraising Guide

Set up your own community fundraiser
at community.reifund.org today!



rei
cooperative
fund action

Collective generosity is what fuels the REI Cooperative Action Fund. It allows us to support nonprofits across the country—organizations greening urban spaces, protecting vital waterways, building inclusive outdoor communities and advancing the research of nature’s benefits.

This essential work is powered by generous individuals like you who dedicate time, energy and creativity to community fundraising. By starting your fundraiser, you help grow our incredible grantee network, expand our cooperative action community and ensure more people can experience the health and well-being benefits of time in nature.



How to get started

STEP 1

Visit our community fundraising website, community.reifund.org, to register as an individual, form a new team or join an existing team.



STEP 2

Consider one of these fundraising ideas—or create your own!

- Honor a loved one: Invite your community to donate in honor someone important to you.
- Get active: Hike, climb, bike, camp, run or even plunge! Choose your activity, set your challenge and fundraise as you share your progress.
- Workplace fundraising: Celebrate career milestones, create a fun challenge or take your team outdoors! Remember that your employer may have a matching funds program to support your fundraiser.



STEP 3

Customize your online fundraising page and share your personal story to inspire others to donate.



STEP 4

Send your page to your family and friends. Promote your fundraiser on social media to reach more supporters.


Don't forget to promote your fundraiser!

Connect with friends, family and community members to share why your fundraiser matters! Sharing why creating an accessible and inclusive outdoors is important to you will inspire others to support your efforts—and participate in cooperative action.

- Share your fundraising page with friends and family via email and social media.
- Customize our email templates to announce your participation in a DIY fundraiser, share your personal story and ask your network to make an impact by donating.
- Customize the social media posts below or create your own to spread the word and build support. Always include the link to your personal fundraising page!


POST 1:

Launch



Your Name
Just Now · 🌐

I believe in a world where everyone can experience the health and well-being benefits of nature. That's why I'm raising funds in support of the REI Cooperative Action Fund. Will you visit my personal fundraising page and make a donation today to help me reach my goal?




COMMUNITY.REIFUND.ORG
Join me in support of the REI Cooperative Action Fund

👍 Like 💬 Comment ➦ Share


POST 2:

Early days



Your Name
Just Now · 🌐

Imagine if everyone could experience the joy, healing, belonging and well-being that comes from connection to nature. I'm raising funds in support of the REI Cooperative Action Fund to help make that possible. Will you check out my page to learn more and help me reach my goal?




COMMUNITY.REIFUND.ORG
Join me in support of the REI Cooperative Action Fund

👍 Like 💬 Comment ➦ Share


POST 3:

Progress update



Your Name
Just Now · 🌐

I'm raising funds in support of the REI Cooperative Action Fund to help connect all communities to time in nature and sustain the outdoor spaces we love for years to come. Check out my page to track my progress and help me reach my goal!



COMMUNITY.REIFUND.ORG
Join me in support of the REI Cooperative Action Fund

👍 Like 💬 Comment ➦ Share



Here are some ideas to achieve your fundraising goals!

Share your story about what time in nature means to you and why you decided to donate

Host an in-person or virtual event to spread the word about your efforts and invite your community to get involved

Customize your URL link in your participant center and create a QR code so people can easily make contributions

Host virtual events, and add a background for Zoom, Microsoft Teams, or Google Meet to help make the event special and keep important information easy to find

On a journey to build connections, joy and belonging outside

The collective strength of our community is greater with you in it. Together we're building connections, joy and belonging outside—for everyone! Launched in 2021 with just 13 grantees, the REI Cooperative Action Fund now supports a growing network of more than 350 nonprofits. That's the power of cooperative action. **[Click here to learn more about our grantees!](#)**



The REI Cooperative Action Fund supports national, regional and local nonprofits in three initiatives:

Connecting people outside

Connecting historically excluded communities to the outdoors.

Creating space outside

Ensuring people have equitable access to outdoor spaces.

Centering health outside

Demonstrating that nature is critical for individual and community health and well-being.



We're here for you!

Our peer-to-peer fundraising platform makes it easy to register, personalize your fundraising page and communicate with your friends, family and community. Visit **community.reifund.org** to bring your idea to life!