



## ***You Too Can Plant the Seeds of Change!***

### **Step by Step Guide to Launch Your Peer-to-Peer Fundraising Campaign**

Thank you for launching a peer-to-peer campaign for The Plantrician Project! Your support is critical to advancing our mission to transform and regenerate human health, health care and the food ecosystem. Together we're creating a healthier world through the power of plants!

Following is a simple guide to help you get started in setting up and communicating about your fundraiser. While we provide ideas and sample communications, the power is in your voice and sharing your passion for our mission. You're welcome to personalize or copy and paste our templates or create new messages in your words that share your passion for our mission.

Thank you for championing change!

|   |                |
|---|----------------|
| <b>1. How to Register</b>                             | <b>Page 2</b>  |
| <b>2. Building Your Page</b>                          | <b>Page 3</b>  |
| <b>3. Get the Ball Rolling</b>                        | <b>Page 3</b>  |
| <b>4. Add Your Why to Your Emails</b>                 | <b>Page 3</b>  |
| <b>5. Start with Your Close Contacts</b>              | <b>Page 3</b>  |
| <b>6. Now Move to Social Media</b>                    | <b>Page 4</b>  |
| <b>7. Re-engage with Email</b>                        | <b>Page 4</b>  |
| <b>8. Continue Thanking and Updating Social Media</b> | <b>Page 4</b>  |
| <b>Attachments:</b>                                   |                |
| <b>Sample Email Templates</b>                         | <b>Page 7</b>  |
| <b>Social Media Guide</b>                             | <b>Page 9</b>  |
| <b>Plantrician Programs</b>                           | <b>Page 13</b> |




## 1. How to Register

Launching your fundraising page is easy!

- To get started, visit our peer-to-peer page at <https://plantricianproject.org/peer-to-peer-fundraising>
- Click “Launch a Peer to Peer Campaign.”
- Register as a participant on betterworld.
- And you’re ready to get started!

Run a campaign Log in

 The Plantrician Project

Share

### Register as a participant

Please complete the following form to add your donation page to The Plantrician Project's campaign.


Personal information

Have an account? Log in


FIRST NAME

LAST NAME

EMAIL

CREATE A PASSWORD 

PHONE NUMBER

 (201) 555-0123

Page settings

You'll be able to update these settings later.

DISPLAY NAME \*


FUNDRAISING GOAL

APPEAL TO DONORS

☐ I agree to BetterWorld's [Terms](#) and [Privacy Policy](#)

Register

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.



### The Plantrician Project - Planting the Seeds of Change

View campaign

Peer-To-Peer Fundraising Guide

- 2 -

[www.plantricianproject.org](http://www.plantricianproject.org)



## 2. Building Your Page

Setting up your fundraising page is simple!

- Enter your name as you'd like it to appear on your page.
- Add a note on why you're passionate about The Plantrician Project and plant-based nutrition.
- Set your fundraising goal! You set this as any number. It should be specific, measurable, achievable, realistic, and time-bound. We've seen successful campaigns anywhere between \$250 - \$10,000. It can be tied to something you're celebrating (i.e. \$500 or \$5,000 for a 50th birthday) or you can set your goal so that your kickoff donation is 10% of your final destination for instance (i.e. You donate \$100 to launch the fundraiser and aim to raise \$1,000 total).
- Click to register!
- You can then update your profile picture and cover image. You can use our default cover image that's already in place or you can upload an image of your choosing.
- Under "Share Your Campaign," copy or click the links to share your campaign – and you're ready to launch!

## 3. Get the Ball Rolling

It's a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

## 4. Start with Email

Starting with email helps you build a good donation base before sharing on social media. We've put together a variety of email templates you can choose from to send with a link to your fundraising page (see attachments). The most important thing you can add to these messages is why you are fundraising. Let your family and friends know why our work matters to you - that's what they care about most!

## 5. Start with Your Close Contacts

It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customize to reach all your other contacts.



## **6. Now Move to Social Media**

Once you've sent your first batch of emails out, it's time to turn to social media. One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.

## **7. Re-engage with email**

Don't hesitate to follow up. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

## **8. Continue thanking and updating social media**

As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal!

### **Sample Timeline – Four Week Fundraiser**

You can pace your reminders and how you communicate based on how and where you prefer to connect with your network. Following is a sample timeline for a four-week fundraiser using both email and social media.

- |                |   |
|----------------|---|
| <b>Week 1:</b> | Build your page, set your goal, make your first donation, and email your closest friends and contacts                             |
| <b>Week 2:</b> | Email your extended contacts, post about your campaign on social media.   |
| <b>Week 3:</b> | Send a follow up email to contacts and continue posting to social media and be sure to thank those who have supported your effort |
| <b>Week 4:</b> | Continue to thank your donors, share your progress, and remind your contacts to join you in supporting The Plantrician Project!   |



## Attachment 1: Sample Email Templates

### Email Template 1 - First Appeal/Case for Support

*Here is a sample email to get your fundraiser for The Plantrician Project rolling! You can use as is, personalize this text, or craft your own. (I shortened this one)*

Hello friends,

Did you know that what we eat is the most influential factor in our risk for developing many of the most common chronic diseases and conditions?

The hard news - and the good news! - is that many of the leading causes of disease and early death - heart disease, certain cancers, diabetes, autoimmune disease, Alzheimer's Disease, dementia and more - are often credited to our genetics, but are actually largely preventable and sometimes even reversible with a whole food plant-based lifestyle.

But there's a gap in healthcare - medical professionals are trained to diagnose and treat disease but receive very little training in clinical nutrition.

There is something we can do to help!

I'm raising \$\_\_\_\_\_ over the next three weeks for The Plantrician Project in honor of \_\_\_\_\_ because I believe in the evidence-based power of nutrition to transform human health and grow a healthier world. I hope you'll take a moment to learn more about their critical work transforming human health, healthcare and the food ecosystem and join me with a donation to support my fundraiser today.

Please follow this link to learn more about The Plantrician Project and to make a donation! (Link to Campaign)

Thank you for your support!



## Email Template 2 - Share Your Story

*Your story will play a powerful role in inspiring your friends and family to support your fundraiser. In addition to any background you have shared on your fundraising page, introducing by email your personal story with plant-based nutrition and why you feel strongly that healthcare professionals need to be empowered with the nutritional knowledge and tools to grow a healthier world will inspire your fundraisers with your why. Be sure to close your email asking your community of family and friends to join you in planting the seeds of change by supporting your fundraiser!*

Here's an outline to help you get started:

1. Introduce your fundraiser or thank your supporters and share a progress report on your campaign.
2. Share your story! How did you become curious about plant-based nutrition and what keeps you connected to The Plantrician Project's mission?
3. Ask your friends and family to support your fundraiser - "Will you please join me in supporting The Plantrician Project with a donation today?"



### Email Template 3 - The Facts - Did You Know?

*People within your network may or may not be familiar with plant-based nutrition. This email template can help you introduce some powerful facts around plant-based eating for healthy humans and a healthy planet.*

Hello friends!

Have you ever been curious if there was a way to eat that can reduce our risk for disease, manage a healthy weight, and fuel our bodies for a long and healthy life?

I've recently launched a fundraiser for The Plantrician Project and I hope you can join me in supporting their urgent work with a donation to my campaign. The Plantrician Project is at the center of a movement to educate healthcare professionals on the power of plant-based nutrition to reverse course on the growing epidemic of chronic disease in our world. Doctors are the gatekeepers of dietary guidance and are highly trained to treat and diagnose disease yet have very little training on nutrition.

Here are more facts that you may find interesting - did you know?

- 70% of deaths world-wide are chronic diseases that could be preventable with a whole food plant-based lifestyle (I moved this down – perhaps we take out one bullet point)
- 60% of Americans have at least one chronic illness such as heart disease, type 2 diabetes, obesity, auto-immune diseases, and more.
- 75% of the nation's \$3.6 trillion in healthcare expenses are estimated to be spent on treating chronic, preventable conditions.
- We would need two planet earths to feed us all if all 7.8 billion people on the earth consumed the Standard American Diet.
- 1.5 billion football fields worth of arable land could be returned to forested land or used to expand food production if everyone in the world consumed a predominantly whole food plant-based diet.

The Plantrician Project is planting the seeds of change and empowering doctors and healthcare professionals globally with the nutrition knowledge and tools to heal disease and grow a healthier, more sustainable world. We can create change! We can make a difference.

I hope you'll join me in growing a healthier world with a donation today to my fundraiser today. I'm grateful for your support!



## Email Template 4 - The Plantrician Project Programs and Services

*But how does The Plantrician Project do their good work? This may be on your friends' minds. The following email template can help you communicate about the range of The Plantrician Project's programs and resources.*

Hello friends,

I'm launching a fundraising campaign to support an organization that is near and dear to me - The Plantrician Project! The Plantrician Project is on a mission to transform and regenerate human health, health care, and the food ecosystem. Critical work. How are they doing this? By educating, equipping and empowering thousands of medical professionals each year with nutrition education to grow health in communities they serve, around the world.

The Plantrician Project has a range of programs and tools, including:

- Education programs engaging thousands of healthcare professionals globally each year
- Plantrician University, a FREE evidence-based online education program for medical students and faculty with courses, resources, and networking that support the therapeutic use of plant-based nutrition as the foundation of lifestyle medicine
- The open access, peer-reviewed medical journal, The International Journal of Disease Reversal and Prevention, that publishes the latest science of plant-based nutrition.
- Tools for healthcare professionals and their patients like the Plant-Based Nutrition Quick Start Guides (in six languages - and one for pediatrics!)
- Plantrician Providers, an online directory and subscription program to connect patients with lifestyle-knowledgeable doctors and health professionals.
- A Regenerative Health partnership with organic farming experts, the Rodale Institute, to grow awareness and the connection between healthy soil = healthy food = healthy people = healthy world.

The Plantrician Project fills a void in our healthcare system. The leading causes of death and disease in the world have the potential to be prevented with diet and lifestyle and medical professionals receive very little training in nutrition. Plantricians are on the forefront of a movement towards healthy eating that can change course on the growing epidemic of chronic disease and grow human health and the health of our planet.

I hope you'll join me today with a donation to support my fundraiser. Donations of every size are essential to growing The Plantrician Project's work. **Donate today** to help ensure that every healthcare professional and every patient understands how they can empower health with a plant-based lifestyle. Let's plant the seeds of change to grow a healthier world!





## Attachment #2: Social Media Guide

### Social Media Images:



### If you wish to tag our social media accounts:

Facebook or Instagram: @plantricianproject

Twitter: @plantrician

### Suggested Hashtags:

#plantricianproject #plantricianfundraiser #plantingtheseedsofchange #growahealthierworld  
#plantbasednutrition #transforminghealthcare #eatmoreplants #plantbased #wfpb



### **Social Media Text Sample 1:**

I'm launching a fundraising campaign to plant the seeds of change to grow a healthier world. Did you know that what we eat is the most influential factor in our risk for developing many of the most common chronic diseases and conditions?

The hard news - and the good news! - is that many of the leading causes of disease and early death - heart disease, certain cancers, diabetes, autoimmune disease, Alzheimer's Disease, and more - are often credited to our genetics, but are actually largely preventable and sometimes even reversible with a whole food plant-based lifestyle.

But there's a gap in healthcare - medical professionals are trained to diagnose and treat disease but receive very little training in clinical nutrition. There's something we can do to help!

I'm raising \$\_\_\_\_\_ over the next three weeks for The Plantrician Project @plantricianproject in honor of \_\_\_\_\_ because I believe in the power of nutrition to transform human health and grow a healthier world. Visit (the link below or my link in bio) and learn more about their important work empowering physicians and healthcare providers with plant-based nutrition science and donate today!

### **Social Media Text Sample 2:**

I launched my fundraiser for The Plantrician Project @plantricianproject \_\_\_\_\_ days ago, and already several friends have stepped forward and generously donated! Thank you! I am so grateful for your support.

Here's why The Plantrician Project's mission is important to me. (Introduce your story - how did you become curious about plant-based nutrition and what keeps you connected to The Plantrician Project's mission.)

Will you please join me in supporting The Plantrician Project with a donation today? Visit (the link below or my link in bio) to learn more about their important work empowering physicians and healthcare providers with plant-based nutrition and donate today!

Together we can plant the seeds of change to grow a healthier world!

A special thank you to recent donors! (tag your friends who have donated)



### Social Media Text Sample 3:

Have you ever been curious if there was a way to eat that can reduce our risk for disease, manage a healthy weight, and fuel our bodies for a long and healthy life?

I'm raising \$\_\_\_\_\_ over the next three weeks for The Plantrician Project @plantricianproject in honor of \_\_\_\_\_ because I believe in the power of nutrition to transform human health and grow a healthier world. The Plantrician Project is at the center of a movement to educate doctors and healthcare professionals on the power of plant-based nutrition to reverse course on the growing epidemic of chronic disease in our world.

Here are more facts that you may find interesting - did you know?

- 70% of deaths world-wide were chronic diseases that could be preventable with a whole food plant-based lifestyle.
- 60% of Americans have at least one chronic illness such as heart disease, type 2 diabetes, obesity, auto-immune diseases, and more.
- 75% of the nation's \$3.6 trillion in healthcare expenditures are estimated to be spent on treating chronic, preventable conditions.
- Two planet earths would be needed to feed us all if all 7.8 billion people on the earth consumed the standard American diet.
- 1.5 billion football fields worth of arable land could be returned to forested land or used to expand food production if everyone in the world consumed a predominantly whole food plant-based diet.

We can change this! We can make a difference.

I hope you'll join me in planting the seeds of change to grow a healthier world with a donation today to my fundraiser for The Plantrician Project. I'm grateful for your support!

A special thank you to recent donors! (tag your friends who have donated)



#### **Social Media Text Sample 4:**

I've launched a fundraising campaign to support an organization that is near and dear to me - The Plantrician Project @plantricianproject! The Plantrician Project is on a mission to transform and regenerate human health, health care, and the food ecosystem. Critical work. How are they doing this? By educating, equipping and empowering thousands of medical professionals each year with the science of nutrition to grow health in communities they serve, around the world.

Their work includes an annual conference, peer-reviewed medical journal, nutrition tools for medical professionals to support their patients, an online directory connecting patients with lifestyle-knowledgeable health professionals, and a regenerative health partnership to grow the connection between healthy soil = healthy food = healthy people = healthy world.

The Plantrician Project fills a void in our healthcare system. The leading causes of death and disease in the world have the potential to be prevented with diet and lifestyle yet medical professionals receive very little training in nutrition. Plantricians are driving a movement towards healthy eating that can change course on human health and the health of our planet.

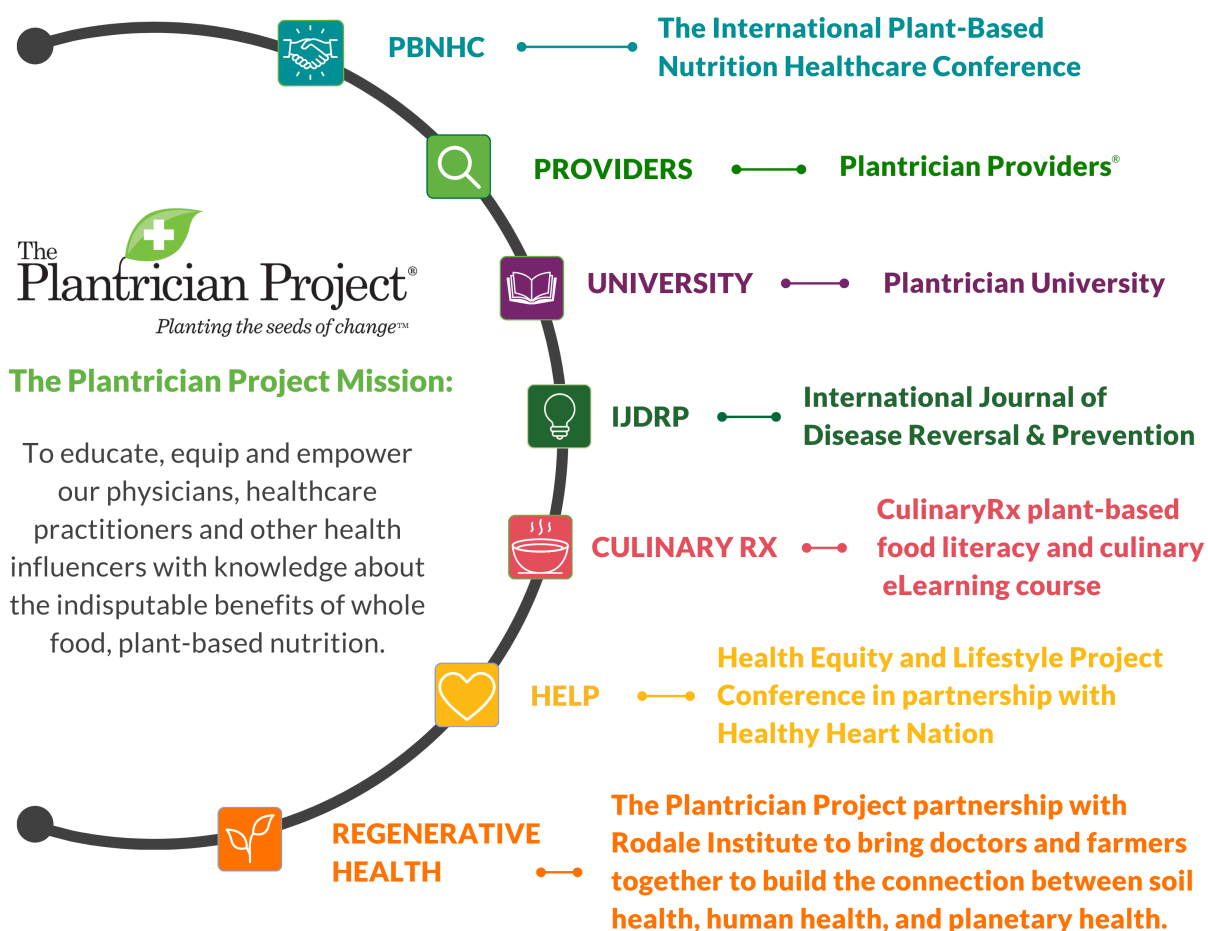
I hope you'll join me today with a donation to support my fundraiser through (the following link or my link in bio)!

Thank you for helping me to plant the seeds of change to grow a healthier world!

A special thank you to recent donors! (tag your friends who have donated)



## Attachment 3: Plantrician Programs



**The Plantrician Project®**  
*Planting the seeds of change™*