

TOPGOLF FUNDRAISER TOOLKIT

Thank you for registering for the *SwingPals* Topgolf Fundraiser!

You are now part of a powerful movement to support students in Durham through mindfulness, golf, and emotional regulation. Whether you're here as a team captain or an individual participant, your involvement will make a real impact on the lives of young people and *SwingPals* is thrilled to have you with us.

This toolkit is designed to help you every step of the way. Inside, you'll find everything you need to:

- Understand how peer-to-peer (P2P) fundraising works
- Set up your personal fundraising page on OneCause
- Engage your network in fun, creative ways
- Share the mission and impact of *SwingPals*
- Access ready-to-use templates, tips, and challenge ideas

Don't worry if you've never done something like this before—we've got you! This guide assumes no prior experience, so it's perfect for beginners. You'll also find inspiring stories, helpful reminders, and answers to common questions as you go.

Let's get started! And thank you again for believing in kids, community, and change.



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What Happens Next?

Now it's time to activate your fundraising page!

You've received a unique link in this email that takes you to OneCause, the platform we're using to power your personal and team fundraising pages.

When you click the link, you'll land on a screen that says "Change password". This might seem confusing—but don't worry, it's totally normal! We've already created your account in the background using the info from your registration. All you need to do now is set your password for the first time so you can access your dashboard.

Here's how to finish your setup:

1. Click the link in this email.

It will take you to a "Change Password" page with your email pre-filled at the top.

2. Choose your password and confirm it.

Make sure it's at least 8 characters with a mix of upper and lowercase letters and numbers.

3. Click "Change My Password."

You'll be automatically logged in and taken to your personal dashboard.

What You'll See Next:

After logging in, you'll land on your main fundraising hub. From here, you can:

- View and edit your page
- Add a photo and personal message
- Set a fundraising goal
- Invite friends to join your team
- See progress and donations in real time

If you're a team captain, you'll also see a separate section to manage your team's page and goal.

Need Help?

If anything doesn't look right or you run into a hiccup, don't stress—we're here for you.

- Contact *SwingPals* at info@swingpals.org or [contact us](#) via our website.
- Or explore the OneCause Peer-to-Peer Support Center for step-by-step articles and tutorials (<https://p2p.onecause.com/p2presourcecenter>)

The rest of this toolkit will walk you through everything you need to make the most of your page including what to say, how to engage people, fun challenges to try, and examples of what works.



Next up: what exactly is peer-to-peer fundraising, and why is it so powerful?

Understanding Peer-to-Peer Fundraising

So what is peer-to-peer fundraising—and why is it such a powerful way to help?

At its core, peer-to-peer (P2P) fundraising is simple: **you raise money by sharing your fundraising page with people you know**—friends, family, coworkers, neighbors, your online network. Instead of asking one person to make a big donation, you invite many people to make small ones. And together, those small donations add up to big impact.

Why It Works

- **People give to people they trust.** When you share your story, people are far more likely to give because it's *you* asking.
- **It spreads the word.** Every time someone donates or shares your page, the mission of *SwingPals* reaches more people.
- **You don't need experience.** You don't need to be a salesperson or social media expert—just someone who cares enough to share.

What Makes a Great Fundraiser?

You don't need to have a huge network or tons of free time. The most successful fundraisers are people who:

- Share their personal reason for participating
- Send out messages consistently (but kindly!)

- Use fun challenges or creative ideas to stay engaged
- Celebrate every donation with energy and gratitude

We will show you exactly how to do that in the next sections.



Up next: how to customize your OneCause page and make it shine.

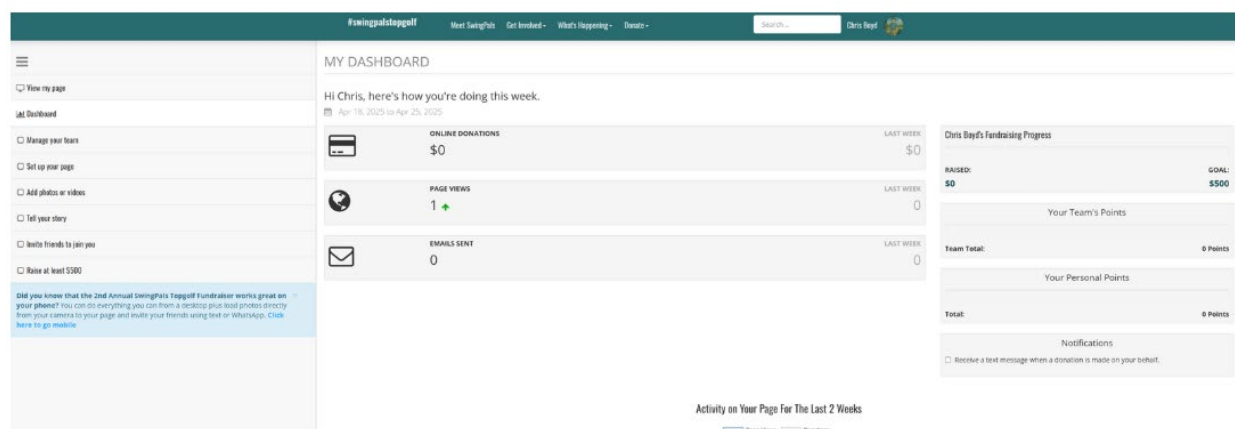
Your Fundraising Page: Setup Guide

Your fundraising page is your home base. It's where people go to support you, learn what you're fundraising for, and feel inspired to give. And the more personal your page is, the more powerful it becomes.

Don't worry—you don't need to be a tech wizard or marketing expert. This section will guide you step-by-step through how to set up and use your OneCause dashboard with confidence.

✂ Getting Started: Your Setup Steps

Once you log into OneCause for the first time, you'll land in your personal dashboard. Use the menu on the left to access all parts of your page.



Here's how to get everything set up and ready to go:




View My Page

Click [here](#) to see what your fundraising page looks like to others. Use this view to double-check your updates or copy your shareable link.

Dashboard

This is your fundraising command center. You'll see:

- How much you've raised so far
- How many people have visited your page
- How many emails you've sent
- Your team's and personal points (if applicable)

 **Optional:** You can choose to get text alerts when donations come in. Just check the box under "Notifications."

Manage Your Team (*Team Captains*)

This is where team captains can:

- Change the team name
- Set or update the team fundraising goal
- Add a team photo and welcome message
- Email teammates
- Track team activity

Tip: Even if you're new to leading a team, a quick update here helps your group feel more connected and motivated.

Set Up Your Page

This section helps you build your **personal** fundraising page. You can:

- Confirm your name
- Add a short "why I'm fundraising" message
- Set your fundraising goal (e.g. \$500)
- Write a personal message

Important: After editing, make sure to **click the blue “Save” button** at the bottom right of the screen.

If you navigate away without saving, your changes will be lost.

Add Photos or Videos

Photos and videos help people feel more connected. You can:

- Upload a photo from your computer
- Link to a video on YouTube
- Upload a short video directly

Tip: A smiling photo of yourself or your team goes a long way in helping your page feel inviting and authentic.

Tell Your Story

Here’s where you can share your deeper motivation. Add a short headline (e.g., “Why I’m Supporting *SwingPals*”) and tell people why this matters to you.

This story helps people connect emotionally with your mission. It doesn’t need to be long—just speak from the heart.

Reminder: Don’t forget to hit **Save** at the bottom of this screen when you’re done.

Invite Friends to Join You

Use OneCause’s built-in tools to invite others through:

- Email
- Text
- [Facebook](#)
- [X](#)

You can personalize each message, and OneCause helps you keep track of who you’ve invited and follow up later.

Oscar Wilde said it best: “Nothing annoys people so much as not receiving invitations.” Don’t be afraid to reach out.

Raise at Least \$500

This tab guides you through the fundraising journey with helpful actions:

1. **Make your own donation.** It sets the tone and shows you're serious.
2. **Ask your network.** OneCause gives you pre-written templates you can tweak and send.
3. **Thank your donors.** Gratitude keeps the momentum going.
4. **Log offline donations.** If someone gives you cash or a check, you can enter it here so it still counts toward your total.

You're now fully set up! 🎉



In the next section, we'll share best practices, messaging tips, and creative fundraising ideas to help you go from setup to success.

Best Practices for Success

You've got your page set up—now it's time to bring it to life.

The most successful fundraisers aren't necessarily the most experienced or the most connected—they're the most **consistent** and **authentic**. Even small actions add up when done with heart and purpose.

Here are some best practices to help you make the most of your campaign.

Start With Your Inner Circle

Your first few donations will likely come from the people closest to you: friends, family, coworkers, and neighbors.

- Send a **personal text or email** first—don't rely only on social media.
- Let them know this matters to you and why you're asking.
- Ask a few close friends to be your "first donors" to help build early momentum.

Make It Personal

People give to people—not pages. Use your story and your voice.

- Share **why** you're participating in this fundraiser.
- Be honest and human. You don't need to sound perfect—just real.
- If you're part of *SwingPals* or know someone who is, tell that story.

Example:

"I'm fundraising for SwingPals because I believe every kid deserves a safe space to feel confident, supported, and seen. If you're able to chip in, I'd be truly grateful."

Keep Showing Up

You don't have to post every day—but staying visible helps people stay engaged.

- Aim for **1-2 posts or messages per week** during the campaign.
- Share progress updates ("We're halfway there!"), milestones, or quick thank-yous.
- Don't worry if people don't respond right away, fundraising often takes a few gentle reminders.

Celebrate Every Donation

No amount is too small. Publicly thank your donors (if they're okay with it) or send a quick personal message.

- Use your page, social media, or a group chat
- Highlight how their donation helps (e.g., "\$25 opens the door for a child's first step into the 6th Grade *SwingPals* program.")
- Gratitude is contagious. People love being acknowledged and it encourages others to give, too.

Don't Be Afraid to Re-Ask

Life gets busy. Just because someone didn't donate right away doesn't mean they don't want to.

- A friendly follow-up after a few days is perfectly okay

- Try using a new angle each time—like a fun challenge or a matching donation day

Keep It Simple and Clear

Don't overthink it. The more direct and simple your message, the better.

- “Will you help me support middle school students in Durham?”
- “Just \$10 makes a big difference.”
- “Every bit helps me reach my goal!”



In the next section, we'll give you **creative challenge ideas** to help you keep things fun, fresh, and interactive—whether you're fundraising solo or with a team.

Fun Challenges to Try

Fundraising doesn't have to be boring and you don't have to do it alone. Creative challenges are a great way to keep your campaign exciting, engage your community, and even surprise yourself.

Whether you're a solo fundraiser or a team captain, here are some ready-to-go ideas you can try (or remix!).

The \$5 Challenge

Ask your friends to donate just \$5—and challenge yourself to get five \$5 donations in one day.

Low pressure. Easy to share. Quick wins.

The 10x10 Challenge

Raise \$100 by getting 10 people to donate \$10 each.

Post your progress in a story or text chain as you go!

Miles for Money

Pledge to run, walk, or bike 1 mile for every \$10 you raise.

Use your fitness tracker and post updates or selfies along the way.

Donor Shout-Outs

Give public shout-outs for every donation you receive—on social media, via group chats, or even with a personal video.

People love recognition. It also shows momentum!

Let Donors Decide

Let donors “vote” on something fun once you hit a goal:

- Dye your hair a wild color
- Post a silly video
- Eat a spicy pepper
- Sing a karaoke song live

Make it playful and lean into the fun.

Time-Based Blitz

Set a “Power Hour” or mini challenge:

“Goal: 20 donors in 20 minutes!”

“All donations between 7-8 PM get a bonus entry in my raffle!”

Unlockable Goals

Set a surprise to be revealed at certain milestones:

- \$250 = release a funny team video
- \$500 = post your childhood golf photo

- \$750 = complete a goofy TikTok dance

Treat it like a game! People love helping you reach the next level.

Donation Match Day

Find a friend, employer, or teammate willing to match donations for 24 hours.

“All gifts doubled today—let’s go!”

These are just a few ideas to get you started. Have an idea we didn’t mention? Go for it! The best challenges are the ones that reflect your personality and make fundraising feel like something *you* want to do—not something you have to.



Up next: let’s take a look at the **real-world impact** you’re helping create—plus stories that bring it all to life.

Stories & Stats: Why This Matters

Behind every donation, every share, and every conversation is a child who feels seen, supported, and empowered—because of *SwingPals*.

Your efforts aren’t just about raising money. They’re about helping students in Durham discover confidence, resilience, and emotional strength at a time in their lives when it matters most.

The Numbers Tell a Story

- *SwingPals* has served more than **12,000** Durham Public School students since 2012
- Underserved students from **6 Durham middle schools** participate in programming each year
- In the 2023–2024 school year, students showed a **62% improvement** in their ability to regulate stress responses after just one year in the program

- These outcomes aren't from lectures or tests. They come from safe spaces, positive relationships, mindfulness practices, and meaningful experiences many students rarely get elsewhere.

Voices from the *SwingPals* Community

From Parents:

"Thank you so much for all you do, and everyone associated with SwingPals. My son Jatovi has really grown as a youngster learning a lot of values from SwingPals from behavior to loving golf. We have plenty to talk about when I pick him up."

"The biggest challenge facing my child is being typical middle school boy -- trying to adjust to all that is going on around him. Even though he feels like he is doing it all correctly and doing it all right -- he could be easily swayed in the wrong direction. Therefore, if he didn't have the positive role model of SwingPals, he might be one of those children to fall through the crack."

From students:

"The Play Box is a space where you are capable of being in control of your emotions and focusing on your task like playing golf. My Play Box is a space where I can be engaged in any task and staying calm while playing golf or in life."

"I use my Play Box at school. Do my think box first, step back and think about what you're going to do then step into the Play Box ready prepared and have a good positive feeling about it."

Peer-to-Peer Fundraising in Action: A Success Story

To illustrate the potential of P2P fundraising, consider the experience of the *Down Syndrome Association of Greater St. Louis* (DSAGSL). They host an annual event called **Step Up for Down Syndrome**, an awareness walk and community festival. Recognizing the potential of P2P fundraising, DSAGSL partnered with OneCause to enhance their campaign's reach and effectiveness.

Key Strategies Implemented:

- **Team-Based Fundraising:** Participants formed teams, fostering a sense of community and friendly competition. Local businesses and sponsors were engaged to support these teams, amplifying the campaign's visibility.

- **Personal Fundraising Pages:** Each participant had access to customizable fundraising pages, allowing them to share personal stories and connect with their networks.
- **DIY Events:** Leading up to the main event, teams organized their own fundraising activities, such as raffles and pool parties, further engaging their communities.

Results Achieved:

- **Over \$437,000 Raised:** The campaign surpassed its fundraising goal, achieving 111% of the original target.
- **840+ Fundraisers Engaged:** A significant number of community members actively participated in fundraising efforts.
- **Enhanced Community Engagement:** The combination of team efforts and individual initiatives fostered a strong sense of community involvement.

This success story illustrates how strategic P2P fundraising can mobilize communities, exceed fundraising goals, and create lasting impact.

Every dollar you raise helps provide coaching, equipment, transportation, and curriculum that allow these programs to exist. You're not just supporting a fundraiser. You're changing lives.



Next up: a few quick tips just for **team captains** to help you lead with confidence and keep your group on track.

Tips for Team Captains

If you signed up as a team captain, first of all—thank you. You're taking the lead on something meaningful, and that leadership sets the tone for your team's success.

Whether you've done something like this before or not, know this: you don't need to be an expert. You just need to be engaged and encouraging. And don't worry—every member of your team is receiving this guide, so everyone has the tools they need. Your role is to help your group stay connected, energized, and working toward a shared goal.

Add Players To Your Team

If you registered as a **Team Captain** and purchased a **full team package**, but didn't enter all your players during checkout—no problem!

You can invite your remaining team members to join by sharing the special registration link below. This link is **only** for adding players to **fully paid teams**. When your teammates sign up, they'll be asked to select your team name to ensure they're added to the correct roster.

Team Member Registration Link:

 <https://www.swingpals.org/p2presourcehub> (Click the “**Add Player**” button under “Team Captains”)

If anyone accidentally registers without selecting your team, or if you need help updating your roster, email us at **info@swingpals.org** and we'll take care of it.

If you're on a team where each player is paying individually, they should register through the main portal:

 <https://superlative-tanuki-e10678.netlify.app>

Communicate Early and Often

Start with a short welcome message to your team after registration.

- Let your teammates know you're glad they're part of it
- Encourage them to set up and personalize their pages
- Share the team fundraising goal (or work together to set one)
- Keep things friendly and open—it doesn't have to be formal

Even a simple group text or email can go a long way in creating momentum.

Set a SMART Team Goal

When choosing your team fundraising goal, think **SMART**:
Specific, **M**easurable, **A**chievable, **R**ealistic, and **T**ime-bound.

For example:

“Let's raise \$2,000 by the end of the campaign, with each teammate aiming for \$250.”

You can always adjust the number as you go, but setting a clear, shared goal from the beginning gives your team something to work toward together.

Reminder: Team captains can edit the team goal anytime in the “Manage Your Team” section of the dashboard.

Use Your Team Dashboard

As a captain, you’ll see an extra menu item—**Manage Your Team**—where you can:

- Upload a team photo
- Update your team name and welcome message
- Track progress from each teammate
- Send messages to the whole group
- Nudge teammates who haven’t started yet or shout out those who are leading

You don’t have to micromanage—just check in now and then and help keep things moving.

Celebrate Progress, Big or Small

Keep spirits up and make it fun by recognizing wins along the way:

- Shout out individual milestones (“Taylor just passed \$100!”)
- Update the group when you hit key team markers
- Celebrate with emojis, gifs, or a little reward for the top raiser

You can also use challenges from Section 6 as a group—make it a game!

Support, Don’t Pressure

Fundraising can feel intimidating, especially for first-timers. Remind your team that:

- Every dollar counts
- There’s no perfect way to ask
- Sharing your page authentically is enough

Encouragement matters more than pressure. If someone doesn’t meet their personal goal, that’s okay—progress is still progress.

Whether your team raises \$500 or \$5,000, you're doing something meaningful together. Your leadership helps create a sense of purpose, connection, and fun—and that's what people will remember.



Next up: graphics, templates, and resources to help you keep things rolling in **Section 9: Toolkit Resources**.

Toolkit Resources

You don't have to start from scratch. We're building out a growing collection of resources to support you throughout the campaign—things like:

- Sample social media posts
- Custom graphics and banners
- Email and text templates
- Printable fundraising trackers
- Challenge guides and team tools

As new materials become available, they'll be posted here:

 <https://www.swingpals.org/p2presourcehub>

We will also share updates via email throughout the campaign. So keep an eye out—and feel free to bookmark the page and check back any time.

Messaging Themes to Guide You

If you're ever unsure what to say, start with one of these core ideas. These themes reflect what *SwingPals* is all about—and they give you language to share with confidence and heart.

“Every Child Deserves a Chance”

Focus: Opportunity and equity

Your support ensures that every child, no matter their background, has the chance to feel valued, grow in confidence, and unlock their potential.

“Health, Character, and Heart”

Focus: Core outcomes

At SwingPals, students learn more than golf—they build confidence, emotional awareness, and resilience from the inside out.

“The Power of Being Seen”

Focus: Belonging and connection

When kids know they matter, they thrive. With your help, we create spaces where students feel safe, supported, and empowered.

“Support That Sticks”

Focus: Lasting transformation

This isn’t a quick fix. SwingPals helps kids build tools they’ll carry for life—and your support makes that foundation possible.

“A Community That Believes in Kids”

Focus: Collective action

You’re not just giving to a cause, you’re joining a movement. SwingPals brings together coaches, volunteers, families, and donors who believe every child deserves peace, joy, and the chance to thrive.

“Imagine the World They’ll Create”

Focus: Vision and future

We’re not just building better students or golfers—we’re nurturing the next generation of changemakers.

Use these themes in your page description, emails, posts, or conversations. When your message comes from the heart, it resonates.



Next up: Find answers to **common questions** and learn how to get quick help

FAQs & Troubleshooting


We know this might be your first time using a platform like this, and that's okay. Here are answers to some common questions to keep you moving forward.

 I clicked the OneCause link but it says “Change Password.” I never set one—what do I do?

No worries! That's expected. We pre-created your account when you registered. You're simply setting your password for the first time. Once you do that, you'll be able to log in using your email and new password.

 What if I forget my password later on?

No problem—just go to the OneCause login page and click “Forgot Password.” You'll receive an email with a link to reset it.

 I set up my page—now what?

Head to your OneCause dashboard and begin customizing your page (see Section 4). Then, start sharing it with friends, family, and coworkers. Section 5 has best practices to help you get started!

 Can I change my fundraising goal?


Yes, anytime. You can adjust your individual or team goal from your OneCause dashboard by selecting “Set Up Your Page” or “Manage Your Team.”

 I'm a team captain. Can I message my teammates?

Yes! From the “Manage Your Team” section of your dashboard, you can send updates, encouragement, or reminders to your entire team.


 Do I have to upload a photo or story?

No, but we strongly encourage it. Personalized pages receive significantly more engagement and donations. Even a quick photo and a few lines can make a huge difference.

 Can I accept cash or checks?

Yes! If someone gives you a cash or check donation, you can manually enter it into your OneCause dashboard so it still counts toward your total. You'll be responsible for collecting and delivering the funds to *SwingPals* on event day.

 Still Need Help?

Reach out to us directly at info@swingpals.org or check out the official  [OneCause Peer-to-Peer Support Center](#) for detailed guides and FAQs.



Next up: A final note of encouragement as you begin your fundraising journey

Your Journey Starts Now

You're in.

You've set up your page, joined a team, or maybe even started one. You've got the tools, the message, and the mission—and now it's time to share it.

Whether you raise \$50 or \$5,000, **your efforts make a difference**. Every dollar supports a student, every post spreads the word, and every conversation helps build a stronger future.

SwingPals exists because people like you believe in what's possible. So keep it going.

We'll be sharing encouragement, updates, and new resources at

 swingpals.org/p2presourcehub

You've got this. And we've got your back.

Let's go!

