

Peer to Peer Fundraising Toolkit



Together, We Nurture NICU Miracles

Our Goal \$55,000

Help us provide transportation, support, and hope to NICU families during the most critical moments of their journey.

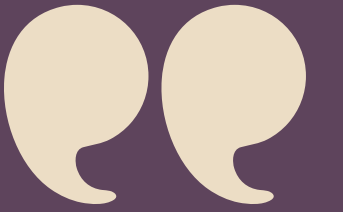
Campaign Dates

November 3 – December 31, 2025

Why It Matters

By joining as a peer fundraiser, you help extend Miracle Babies' mission beyond our existing community. Your voice reaches new donors, raises awareness, and inspires others to give.

Key Talking Points For Personal Conversations



“Your gift keeps parents at their baby’s side in the NICU.”

It reminds donors their support helps families stay close when babies need them most.

“Every \$100 provides a ride to the hospital for a NICU parent.”

Shows the real, tangible impact of every donation.

“We’re trying to raise \$55,000 by Dec 31 to support families when it matters most.”

Creates urgency and a clear goal for supporters to rally behind.

How To Create a Personal Fundraising Page

Click image below for step-by-step guidance on creating your own fundraising page and inspiring your community to give.

User Guide for your Next Generation Peer-To-Peer Fundraisers

This guide will assist fundraisers in creating, managing, and sharing their fundraising pages

Content

[Create a Fundraising Page](#)

[Manage an Individual Fundraising Page](#)

[Manage Teams](#)

Sample Social Posts Captions

Launch Post/Personal Motivation

"I'm joining Miracle Babies to keep NICU families close. [Optional: Share your own story here] Help me reach my goal by Dec 31. [insert link]"

Impact Story Post

"\$29 can help one family get a ride home with their baby for the first time. That's what your gift to Miracle Babies can do — turn a moment of hardship into a moment of joy."

Gratitude Post

"Feeling grateful for everyone who's donated so far! Your kindness keeps NICU parents by their babies' sides and reminds them they're not alone."

Goal Update Post

"Almost there! I'm so close to reaching my Miracle Babies fundraising goal. Your gift can make a real impact! Help me cross the finish line: [Insert link]"

Email Templates

1 LAUNCH EMAIL

Hi everyone,

I'm supporting Miracle Babies' year-end campaign, "Together, We Nurture NICU Miracles," to help families with babies in the NICU. Every gift provides transportation, mental health support, care packages, and moments of connection through Miracle Hours.

My goal is to raise \$[insert goal] by December 31st, and I'd love your support!

Every dollar makes a difference. You can donate here: [Insert personal fundraising link]

Thank you for helping nurture NICU miracles with me!

Warmly,

[Your Name]

Email Templates

2 REMINDER EMAIL

Subject: I'm halfway there — can you help me reach my goal?

Hi friends,

I'm halfway to my Miracle Babies fundraising goal, and I'm so grateful for everyone who's supported so far! Your donations help parents stay by their baby's side in the NICU and remind them they're not alone.

If you haven't had a chance to give yet, there's still time! Every gift — big or small — helps bring hope and healing to families in need.

Join me in nurturing NICU miracles: [Insert fundraising link]

Thank you so much for your support!

[Your Name]

Email Templates

3 FINAL PUSH

Subject: Last chance to give hope to NICU families in 2025!

Hi everyone,

It's the final hours of Miracle Babies' year-end campaign, and I'm so close to reaching my fundraising goal!

Your donation today can provide a NICU parent with transportation, care, and community — ensuring they can be by their baby's side when it matters most. All gifts are tax-deductible and directly support NICU families.

Please give before midnight on December 31st and help me finish strong: [Insert fundraising link]

With gratitude,
[Your Name]

Impact Cheat Sheet

Use this chart as a quick 'impact cheat sheet' to share with friends and show how every dollar creates comfort, connection, and hope for NICU families

\$29 -Support one family's ride home from the hospital to take baby home for the first time

\$68 – Supports one month of diapers for a NICU family

\$112 – Supports one Miracle Hour in a Southern California hospital that brings NICU families together over a warm meal and craft, fostering connection and hope.

\$283 – Helps one family stay connected to their baby for an entire week through daily transportation, emotional support and other wrap around services.

\$436 - Provides 70 care packages to families in hospital all across Southern California with comfort and peace knowing they aren't alone.

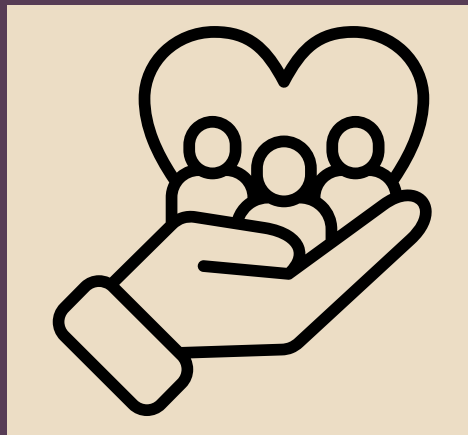
Ready-To-Use Thank-You Templates

SEND THESE SAMPLE THANK YOU EMAILS TO PEOPLE WHO SUPPORT YOUR CAMPAGIN



General Thank You

"Thank you so much for your donation to Miracle Babies! Your gift helps NICU families stay close to their babies when it matters most. Together, we're creating comfort, connection, and hope for families facing the hardest days."



Impact-Focused Thank You

"Your generosity makes a real difference! Every dollar helps provide rides to the NICU, care packages, and emotional support for parents with babies in the hospital. Thank you for helping nurture NICU miracles."



Goal Milestone Thank You

"Thanks to your support, we're one step closer to reaching our goal! Every contribution counts, and your gift is helping Miracle Babies continue to provide life-changing support for NICU families."