

# Information Packet for Peer-2-Peer Fundraisers

For Carpenter Center's Long Beach Gives Campaign



# About Long Beach Gives

- Long Beach Gives is a 24-hour online giving day on September 24, 2020 bringing together donors and nonprofits to improve the quality of life and create positive change for Long Beach.
- This annual fundraising event provides an easy and fun way for our entire city to give together.
- The goal of Long Beach Gives is to inspire individuals and businesses in our community to come together to make a difference in the exemplary work of the 150+ local, participating nonprofits.
- Learn more on the [Long Beach Gives](#) website.



# Peer-to-Peer Volunteer Description

- Peer-to-Peer (P2P) fundraisers are members of the community who raise funds on behalf of the causes they care about—like the Carpenter Center’s Arts for Life program.
- As a peer fundraiser you play a vital role in sharing your personal fundraising appeal to your network of friends or family on behalf of the Carpenter Center.
- Peer fundraising is a fun and fulfilling way to support the organizations you care about! Anyone can be a peer fundraiser—a friend of the Carpenter Center, volunteer, supporter, or audience member.
- As a Peer-to-Peer Fundraiser you will create your own page on the Long Beach Gives Website—don’t worry we will show you how. A page can also be run by a business or group of individuals.

The logo for Long Beach Gives is contained within a white heart shape on an orange background. It features the text "LONG BEACH" in a small, yellow, sans-serif font above the word "GIVES" in a large, black, serif font. Below "GIVES" is the date "SEPTEMBER 24, 2020" in a smaller, red, sans-serif font.

LONG BEACH  
**GIVES**  
SEPTEMBER 24, 2020

The Carpenter Center logo is contained within a white heart shape on an orange background. It features the text "Carpenter" in a black, serif font above the word "center" in a smaller, black, sans-serif font.

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# Roles & Responsibilities

- Attend the Platform Training on [August 26](#) or [August 27](#) or watch the recording (coming soon).
- Set-up your P2P Fundraising Page
- Share your P2P page with your friends, family, and followers!

Long Beach Gives believes that when we all come together, anything is possible. Over 25% of all online donations come from peer fundraising pages, which means your participation is vital to our success!



# Carpenter Center Mission

The Richard & Karen Carpenter Performing Arts Center at California State University, Long Beach engages its community through artistic, educational, and cultural experiences that enrich lives, promote lifelong learning in and through the performing arts, and serve as a gateway between the university and the greater community.



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# About Arts for Life

Carpenter Center's [Arts for Life](#) program is committed to providing opportunities for everyone in the Carpenter Center area to enjoy access to arts experiences regardless of age, education or economic ability. Arts for Life brings free or low-cost arts experiences through three programs:

- Classroom Connections provides in-classroom arts experiences and matinee performances to LBUSD students.
- Campus Connections hosts masterclasses and visiting artist lectures for CSULB students to supplement classroom learning.
- Community Connections provides free performances, classes, lectures, and readings that are available to our entire SoCal community.



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# Our Fundraising Needs

Through Long Beach Gives and your support, the Carpenter Center hopes to raise funds to continue to support our Arts for Life programming throughout the COVID-19 crisis. Funds we raise will help us adapt our Arts for Life program, as we plan for community arts events and classroom arts experiences that take place virtually, online, and socially distanced.

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# How to Start

- Sign up for the Peer-2-Peer Training Session on either [August 26](#) or [August 27](#).
- Start posting on social media or sharing the news with friends and family over email or phone.
- Look out for email updates from [Jackie Hahn](#) and add her email address to your contacts.

