



Tutorial: Fundraising for The Mustard Seed Using CanadaHelps Peer-to-Peer (P2P)

1. What is CanadaHelps Peer-to-Peer Fundraising?

Peer-to-Peer (P2P) fundraising lets you raise money by inviting your friends, family, and network to donate to a cause you care about. Instead of donating alone, you become an ambassador and fundraiser for the charity.

CanadaHelps P2P allows supporters to:

- Create individual or team fundraising pages
- Share their page through email and social media
- Track progress toward a fundraising goal
- Help charities run online, in-person, or hybrid campaigns

P2P works by enabling supporters to fundraise through their own networks using built-in sharing and engagement tools. ([CanadaHelps](#))

CanadaHelps is used by thousands of Canadian charities and supports online signup, social sharing, and campaign progress tracking. ([CanadaHelps](#))

2. Before You Start

You will need:

- ✓ A link to The Mustard Seed's active CanadaHelps P2P campaign
 - ✓ A personal story or reason you're fundraising
 - ✓ A fundraising goal (example: \$500, \$1,000, etc.)
 - ✓ Photos or videos (optional but recommended)
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3. Step-by-Step: How to Become a Mustard Seed Fundraiser

Step 1 — Go to the Campaign Page

1. Click The Mustard Seed P2P campaign link (provided by staff or website).
 2. Click **Join**, **Fundraise**, or **Register** (wording may vary).
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Step 2 — Create Your Fundraiser Profile

You'll be asked to:

- Enter your name and email
 - Create a password
 - Choose to:
 - Join as an individual fundraiser, OR
 - Join or create a team
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Step 3 — Customize Your Personal Fundraising Page

You can typically edit:

- Your fundraising goal
- Your personal story (“Why I support The Mustard Seed”)
- Photos or header image
- Social sharing message

Tip: Personal stories raise more money than generic asks.

Step 4 — Set Your Fundraising Goal

Good starting ranges:

- First-time fundraiser → \$250–\$500
 - Experienced fundraiser → \$1,000+
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4. Step-by-Step: How to Start Fundraising

Week 1 — Launch

Send personal messages first:

- Close friends
- Family
- Coworkers

Then post publicly:

- LinkedIn
 - Facebook
 - Instagram
 - Email signature
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Week 2–4 — Maintain Momentum

Try:

- Sharing impact stories from The Mustard Seed
- Posting progress updates
- Thanking donors publicly (if appropriate)

Recognition and visible progress can encourage additional donations. ([CanadaHelps](#))

5. How Donations Work

When someone donates:

- They donate securely through CanadaHelps
- They receive an automatic charitable tax receipt
- Funds go directly to The Mustard Seed

CanadaHelps handles payments, receipting, and reporting within the platform. ([CanadaHelps](#))

6. Best Practices for Successful Fundraisers

Tell a Personal Story

1. Why do you care about homelessness?
2. Did you volunteer with The Mustard Seed?

Make Specific Asks

Instead of:

“Please donate”

Try:

“Help me reach \$1,000 to support meals and shelter services.”

Use Multiple Channels

Top fundraisers typically use:

- Direct messages
 - Email
 - Social posts
 - In-person conversations
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Thank Donors Quickly

This builds trust and increases the chance they donate again.

7. Sample Fundraising Message (Supporter Can Copy)

I’m fundraising for The Mustard Seed because everyone deserves safe shelter and support.

I’m hoping to raise \$___ to support people experiencing homelessness.

If you’re able, please donate or share my page. Every gift helps.

8. Need Help?

Supporters can:

- Contact The Mustard Seed fundraising team
- Contact CanadaHelps support
- Use CanadaHelps tutorials and webinars for extra guidance

9. What Makes P2P Powerful (Why Your Fundraising Matters)

Peer-to-Peer fundraising helps charities:

- Reach new donors
- Build community engagement
- Grow event participation
- Increase revenue through social networks

Quick Checklist for Supporters

- ✓ Register on campaign page
- ✓ Personalize your story
- ✓ Set a goal
- ✓ Share within 24 hours
- ✓ Thank every donor
- ✓ Post updates weekly