

## **Peer Solicitor Training Materials**

A key component of any peer-to-peer fundraising effort is making sure that your peer champions have all of the training and materials they need to be successful. Many organizations create a peer solicitor toolkit for these champions to help them in their efforts.

Items to include in your peer solicitor toolkit may include:

- PAC's mission statement
- Why the PAC is important (an overview of the PAC)
- PAC FAQs
- Overview of PAC eligibility
- Overview and contact information for key PAC stakeholders (staff, PAC board, etc.)
- FEC guidelines
- Fundraising dos and don'ts
- Recommending giving levels/giving guidelines
- PAC champion goals (if applicable)
- Suggested PAC champion activities
- PAC talking points
- Government relations/issue overview
- Sample event invitations
- Sample powerpoint presentations
- Sample solicitation (and follow-up) emails
- PAC materials (brochures, enrollment forms)
- How to answer the difficult questions