## DIY TeamRaiser Guide Overview

It’s no secret that DIY peer-to-peer fundraising campaigns are growing in popularity, especially with the explosion of stand-alone P2P solutions that have come onto the scene in the past year or two. While many of these solutions are new, TeamRaiser and Blackbaud have been teaching P2P and DIY P2P strategies for years as well as had P2P solutions in place even longer. This DIY TeamRaiser Guide Overview doc will summarize what is in this kit so you can build your strategy around a DIY P2P program.

Email

This kit includes html files for you to create your stationary and your email body content for your event champion emails and your recruitment emails. It includes .psd files so you can easily modify the template photos and customize the template to your campaign type. The kit also includes a complete guide to create the content of your registration autoresponder, suggested message, “forward” message, post-registration autoresponders, milestone communication and other emails that are a part of any DIY P2P event.

Customizations & S-tags

Because TeamRaiser at its core was developed to support actual events like runs, walks, or bike rides that are fundraisers, that doesn’t mean you can’t use it for DIY P2P “events.” However there are a few things you need to do to customize a traditional TeamRaiser event to properly communicate to a DIY fundraiser and those that will support a DIY event champion. The DIY TeamRaiser Customizations and S-tags doc will help you create CSS that will hide things like the “Days until event” element in PC2 as well as what S-tags are commonly needed in DIY P2P communication.

Slides and Presentations

For many organizations the dive into a DIY P2P program is very new. To help educate you as much as possible we are including slides from some of our recent DIY P2P webinars. In addition to these you can always go to [www.convio.com/communitywebinars#events](http://www.convio.com/communitywebinars#events) to watch video presentations on this topic.

In The Community

Always remember that you have a whole community of knowledge that you can rely on for help. If you have any questions at all, please post them in the TeamRaiser board in the Luminate Community. Also be sure to check-out the [TeamRaiser Information Center](http://community.convio.com/t5/TeamRaiser/ct-p/TeamRaiser_InfoCenter)! It has a tremendous amount of helpful information.