

# PEER-TO-PEER TOOLKIT



2026

GIVE

MO

DAY





# GIVE MO DAY

## IMPORTANT DATES & LINKS

Thank you for supporting Empower Missouri's 2026 Give MO Day campaign! In this kit you will find everything you need to launch a peer-to-peer fundraiser, including instructions, links, and suggested email and social media content. If you have any questions or need any support, please contact Peyton Davis at: [peyton@empowermissouri.org](mailto:peyton@empowermissouri.org).

### ABOUT GIVE MO DAY

Held each year on Missouri Day, Give MO Day invites people across the state to celebrate what they love about their communities and invest in the future they want to build together.

### IMPORTANT DATES

Early Giving begins: October 1, 2026

Deadline to Create a Fundraiser: October 20th, 2026

Give MO Day: October 21st, 2026

### IMPORTANT LINKS

#### GIVE MO DAY

Webpage: [EmpowerMissouri.org/give-mo-day/](https://EmpowerMissouri.org/give-mo-day/)

P2P Page: [Zeffy.com/en-US/peer-to-peer/give-mo-day](https://Zeffy.com/en-US/peer-to-peer/give-mo-day)

#### SOCIAL MEDIA ACCOUNTS

Facebook: [Facebook.com/EmpowerMissouri](https://Facebook.com/EmpowerMissouri)

X: [x.com/EmpowerMissouri](https://x.com/EmpowerMissouri)

Instagram: [Instagram.com/Empower.Missouri](https://Instagram.com/Empower.Missouri)

LinkedIn: [LinkedIn.com/Company/Empower-Missouri](https://LinkedIn.com/Company/Empower-Missouri)

TikTok: [tiktok.com/@empowermissouri](https://tiktok.com/@empowermissouri)

#### OTHER EMPOWER MISSOURI INFORMATION

Website: [EmpowerMissouri.org](https://EmpowerMissouri.org)

Graphics: [Empower Give MO Day\\_graphics](#)

### HOW WE CAN HELP YOU!

If you have any questions or need any support, please contact Peyton Davis at: [peyton@empowermissouri.org](mailto:peyton@empowermissouri.org)

#### She will offer guidance:

We know fundraising might not be your thing, but it is ours. Let's set a time to talk via Zoom, phone, or in person to develop your fundraising goals and to find achievable ways to meet them that fit your lifestyle. We want to keep the FUN in fundraising.

#### She will customize your website:

Not tech savvy? Just send her a picture and your story and she will customize your fundraising page for you.

#### Have writer's block?

We have email & social media templates for you in this kit!



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## FUNDRAISING TIPS

### **Don't be afraid to ask.**

You're doing your part to help create a Missouri without poverty — ask friends, family and coworkers to support you with your donations.

### **Make it compelling.**

Explain what inspired YOU to get involved.

### **Make it direct.**

Suggest a tax-deductible donation amount like \$25 or \$50 each time you ask.

### **Make it urgent.**

Announce your fundraising goal and the date of the fast-approaching deadline of October 21st.

### **Make it simple.**

Link directly to your fundraising page in emails and on social media.

### **Ask and ask again.**

On average, those who send three or more emails raise the most money. People want to support you, sometimes they don't see an email or just need a reminder. Make sure to follow up on your first ask.

### **Make an icebreaker donation.**

It helps to make the first donation yourself, to break the ice for future donors, and to demonstrate your own support.

### **Use visuals.**

Attach campaign graphics!

### **Engage with comments.**

Thank donors and encourage others!

## **DID YOU ASK YOUR:**

- Mother?
- Father?
- Sister?
- Brother?
- Cousins?
- Aunts?
- Uncles?
- Dentist?
- Doctor?
- Troop Leader?
- Teachers?
- Professors?
- Coach?
- Choir Director?
- Teammates?
- Roommates?
- Veterinarian?
- Godparents?
- Lawyer?
- Accountant?
- Dog Walker?
- Pharmacist?
- Classmates?
- Hair Stylist?
- Boss?
- Neighbor?
- Babysitter?
- Best Friend?
- Real Estate Agent?
- Personal Trainer?
- Co-Worker?



# GIVE MO DAY

## READY TO FUNDRAISE FOR EMPOWER?

HERE'S HOW, IN 5 EASY STEPS!

1

### Get Started

- Go to [zeffy.com/en-US/peer-to-peer/give-mo-day](https://zeffy.com/en-US/peer-to-peer/give-mo-day) and click “I want to help fundraise.”
- Choose “Solo Campaign” if you’re fundraising on your own, or “Create a Team” if you want to fundraise with others.

2

### Customize Your Page

- Set your fundraising goal, add a profile picture, and enter your first and last name along with your email address.
- Click “Edit Campaign”, then use the left-hand dashboard to navigate between sections to edit your title, goal, and story.

3

### Personalize and Share Your “Why”

- Add a personal story about why you’re supporting Empower Missouri to help inspire donations.
- Customize your “Thank you email” so donors receive a message directly from you.

4

### Review & Publish

- Double-check your page to make sure everything looks right.
- Click “Save & share” to make your fundraiser live.

5

### Share Your Fundraiser

- Share your campaign with friends, family, and your community via email, social media, or text to rally support!

**We’re here to help! If you have any questions, please contact Peyton at [peyton@empowermissouri.org](mailto:peyton@empowermissouri.org).**



# GIVE MO DAY

## CAMPAIGN ASSETS

### Theme

Missouri is worth showing up for.

### Key Messages

- **Missouri is worth showing up for.** This is a day to celebrate the people, places, and communities that make Missouri home—and to invest in its future.
- **Every Missouri community has something worth sharing.** From neighborhoods and traditions to everyday moments, Give MO Day is about highlighting what makes our state special.
- **Showing up can mean giving, sharing, or inviting others.** On Give MO Day, Missourians take action by making a gift, sharing their story through the [Show Us Your Missouri Challenge](#), and inviting others to participate.
- **For 125 years, Empower Missouri has worked alongside communities across the state to build a stronger Missouri.** Give MO Day helps continue that work by turning community pride into support for food access, housing, and justice for all.

### Social Media Assets

These posts are a starting point, feel free to make them your own! Sharing a personal story, why you care, or how you're involved can make your fundraiser more meaningful and inspire others to give.

#### Hashtags:

#ShowMO #GiveMO #ShowUsYourMissouri #GiveMODay #EmpowerMO

#### Sample Post 1

This year, @EmpowerMissouri is celebrating 125 years of advocacy across Missouri.

I'm proud to support an organization that has spent generations bringing people together to strengthen communities and create positive change in our state.

Join me this Give MO Day: [\[LINK TO YOUR FUNDRAISER\]](#)

#GiveMODay #EmpowerMO



## CAMPAIGN ASSETS

### Sample Post 2

One thing I love about Missouri is \_\_\_\_\_.

This Missouri Day, I'm taking part in the Show Us Your Missouri Challenge and supporting @EmpowerMissouri's work to create a stronger future for everyone in our state.

Will you join me?

Share something you love about Missouri, make a gift, and help spread the word:

[\[LINK TO YOUR FUNDRAISER\]](#)

#ShowMO #GiveMO #ShowUsYourMissouriChallenge #EmpowerMO

### Sample Post 3

I'm supporting @EmpowerMissouri this Missouri Day because I believe [\[insert what you believe here\]](#).

If you're able, I'd love your support: [\[LINK TO YOUR FUNDRAISER\]](#)

#GiveMODay #EmpowerMO

## Graphics / Visual Assets

Make your posts stand out with branded Empower Missouri Give MO Day graphics. In our promo kit, you'll find options for social media posts and cover photos.



Download graphics here:

<https://drive.google.com/drive/folders/15p5AreuW3jAr66Nb21Um9XUcumU1Cti->



# GIVE MO DAY

## CAMPAIGN ASSETS

### Email Assets

#### Early Giving Email – Oct 1

**Subject Line:** I'm doing something for Missouri Day on October 21

Hi **[First Name]**,

Did you know Missouri has its own day of celebration?

In October each year, Missouri Day recognizes the people, places, and traditions that make our state unique. This year, I'm celebrating by raising money for Empower Missouri, a statewide organization that has worked for 125 years to ensure every Missourian can meet their basic needs and thrive.

When I think about what makes Missouri feel like home, I think about **[Favorite Missouri place]**, **[Favorite Missouri tradition, event, or local business]**, and **[Something I love about my community]**

What would make your list?

As Empower Missouri marks 125 years of advocacy, they're launching Give MO Day as a chance to celebrate what Missourians love about our state by investing in its future.

I'd love for you to join me by making a gift to my fundraiser:

**[LINK TO YOUR FUNDRAISING PAGE]**

I believe Missouri is worth showing up for. I hope you'll join me.

**[YOUR NAME]**

P.S. Please forward this to friends and family and encourage them to join us in supporting Empower Missouri on Missouri Day, October 21st!

**[LINK TO YOUR FUNDRAISING PAGE]**



# GIVE MO DAY

## Week Out Email – October 14

**Subject Line:** Still hope you'll join me

I wanted to follow up as Missouri Day gets closer next week.

I'm still raising money for Empower Missouri as part of Give MO Day, and I wanted to share my page again in case you were hoping to participate:

[\[LINK TO YOUR FUNDRAISING PAGE\]](#)

You've always been someone I associate with caring about Missouri and the people in it, so I wanted to make sure you had the chance to be part of this if it's something you're interested in.

Thanks for always being in my corner.

[\[YOUR NAME\]](#)

## Day of Email – October 21

**Subject Line:** Today we're showing up for Missouri!

Today is Missouri Day.

I'm raising money for Empower Missouri as part of Give MO Day, and I'd really appreciate your support if you're able:

[\[LINK TO YOUR FUNDRAISING PAGE\]](#)

So many great things are happening because of Empower Missouri: tenants are organized across the state, organizations are collaborating to better our food system, and rural advocates are speaking up for their communities. With a proven track record of 125 years, I wholeheartedly believe in Empower Missouri's ability to continue winning fights that matter for all of us.

If Missouri means something to you, today is a good day to show up for it.

[\[YOUR NAME\]](#)

[\[LINK TO YOUR FUNDRAISING PAGE\]](#)



# GIVE MO DAY

# THANK YOU!

**Need help or have questions?**

**Email me:**

[peyton@empowermissouri.org](mailto:peyton@empowermissouri.org)

**Schedule a 1:1 Support Call:**

[calendly.com/peyton-empowermissouri/30min](https://calendly.com/peyton-empowermissouri/30min)

*You're not just raising funds.  
You're helping shape a  
Missouri that works for  
everyone.*

*Thank you for showing up,  
sharing your voice, and  
inviting others to join the  
movement.*