

2024

WOMEN'S BARBELL CLASSIC

PEER-TO-PEER FUNDRAISING



RAISE THE BAR
INITIATIVE





WELCOME!

IF EVERY LIFTER RAISES \$100

**WE CAN
RAISE
\$30,000.**

**drewmurray
STRENGTH**



Congratulations on being a lifter in the 2024 Women's Barbell Classic! Again this year, we're giving our lifters the opportunity to fundraise for Raise the Bar Initiative.

WOMEN'S BARBELL CLASSIC PEER-TO-PEER FUNDRAISING

FUNDRAISING CAMPAIGN DATES
DECEMBER 1, 2023 - APRIL 8, 2024

REWARDS

We've simplified the structure this year to focus on earning RBI Dollars, plus, back by popular demand, the top fundraiser will win a

GUARANTEED registered and fully paid spot in the 2025 Women's Barbell Classic.

See page 6 for more details.



GIVING LEVELS

IMPACT OF PEER-TO-PEER FUNDRAISING

Peer-to-Peer Fundraising is a powerful tool that allows lifters to share their passion and recruit others to our cause, channeling donations of all sizes through a fundraiser. Ultimately, a single lifter is able to empower MANY donors, to make donations of all sizes—even small donations pack a punch in the end!

Within the fundraising platform, we've provided various giving level options along with the impact each donation has on the Barbell Club. Donors also have the option to give a custom donation of their choice outside of the amounts suggested.



\$25

Supplies shirt + water bottle to Barbell Club Participant

\$50

Provides one pair of lifting shoes

\$100

Supplies 10 lifting journals

\$250

Provides healthy snacks + lifting journals for entire school

\$500

Covers a Coach : RBI Coaching Certification Course, background check, volunteer shirt

\$1,000

Provides one Ema Cardenas College Scholarship Fund for Barbell Club Senior

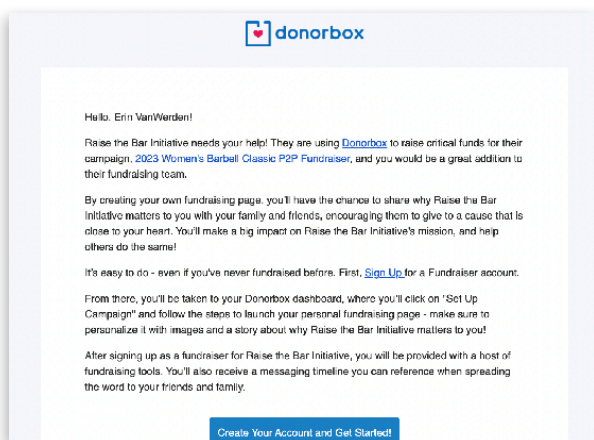


GET STARTED

SET UP YOUR CAMPAIGN

Request to Participate

If you would like to participate, email Fundraising@raisethebarinitiative.com and they will send you an invite to join the Peer-to-Peer Fundraiser. You will receive an invitation from Donorbox that will look like this:



Set Up Your Profile

When you sign up to participate in the P2P Fundraiser, you can add your picture, write a personalized message, and set a fundraising goal on your personal fundraising page.

Set Your Goal

Research suggests that an initial goal of \$100 is a good place to start. Once you've reached your goal, you can increase it and raise more funds.

PRO TIP : To jump start your campaign, be the first one to donate! Showcasing that you're not only a supporter but also a donor will encourage your network to give.

TELL YOUR STORY

Create Your Fundraising Page Using Donorbox

Your story and experience with Raise the Bar Initiative and Women's Barbell Classic is the first thing people will see when visiting your fundraising page. It's important to communicate how our organization's mission has impacted your life in a meaningful way and why you've decided to fundraise on our behalf.

And don't hesitate to pull at their heart-strings; people are more likely to give if there's an emotional connection.

SHARE YOUR PAGE

You now have your own personalized fundraising page. This is your personal fundraising page you want to share with others and will track your progress to goal!





HOW TO SHARE YOUR FUNDRAISER

To share your fundraising page from the Donorbox platform, you simply need to copy/paste your personalized fundraising URL into your other email accounts, text messages, social media or type onto printed materials.

Important Note: Donorbox does not have a direct sharing feature for your personal website so you must copy/paste.

Be sure to include your name at the end so donations are attributed to your individual page.

YOUR PERSONAL URL

Your website URL will look similar to below :

<https://donorbox.org/2024wbc-p2p-fundraiser/fundraiser/yournamehere>

Share your personalized fundraising website from your :

- **Email Account**
- **Social Media**
- **Text Message**
- **Mailer**

HOW TO TRACK PROGRESS

You can track your progress to your goal on your fundraising page and adjust your goal at any time.

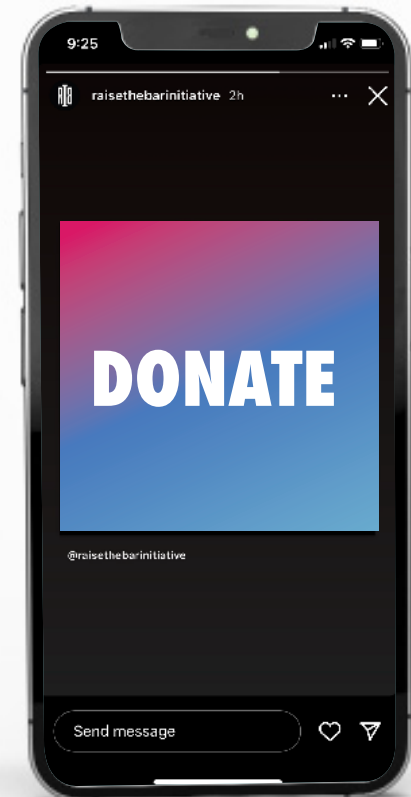
■ How Do I Know If People Donate?

Their donation will appear on your fundraising page (you will not receive email notifications if people donate).

Raise the Bar Initiative Fundraising Administrators will be notified so if you have a specific question on a donor, you can reach out to :

fundraising@raisethebarinitiative.com

LINK YOUR WEBSITE AND SHARE!





AWARDS

IN APPRECIATION OF YOUR FUNDRAISING EFFORTS, WE WANT TO SAY THANK YOU!

Raise \$25

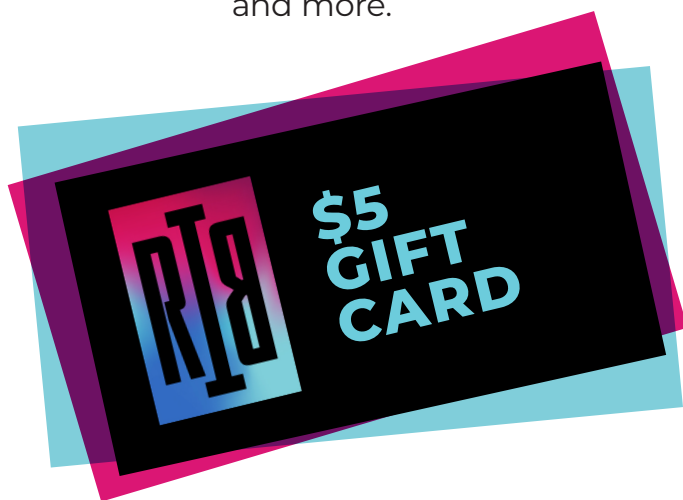
Receive a set of **4 RBI decals.**

Proudly display these to share RBI's mission. Every lifter that raises \$25 will receive a set.

For Every \$50 Raised

For every \$50 you raise, receive a **\$5 RBI Gift Card.**

Use these toward RBI branded merch, events, coaching certification courses, programming, and more.



TOP FUNDRAISER



The top fundraiser for the Women's Barbell Classic Peer-to-Peer Fundraiser will receive the decals and RBI Gift Cards, as well as the following:

- A **GUARANTEED lifter spot* in the 2025 Women's Barbell Classic** — including a paid registration fee!
- **Raise the Bar Initiative Photoshoot Participant:** Be a part of our RBI campaign community and have the opportunity to participate in our next photoshoot.
- **Listed as the Top Fundraiser on our website**

*You have the option to gift this to someone else, if you choose.



QUESTIONS?

FAQS

You can find answers to Frequently Asked Questions on our website at:

<https://www.womensbarbellclassic.com/peer-to-peer>

CONTACT

For any questions on the Peer-to-Peer Fundraiser, please email **fundraising@raisethebarinitiative.com**



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