



Peer-to-Peer Fundraising (P2P)

P2P is an online awareness building and fundraising tool. Individuals, people like you, invite friends, family members, and colleagues in their network to support the RPGRIP1 Project to develop a treatment for vision loss caused by mutations in the RPGRIP1 gene.



How Does It Work?

You can use the Odylia P2P tool ([found on our website](#)) to set up a personal fundraising page. This page can be solo or part of a team. On a solo page, you set a goal, add personal content (like why you are raising funds for this project, what you hope it will mean for the future, etc.), and then send out a request to your contacts asking them for support. A team page has an overall goal and a short description about your team (maybe how you got your name, who the team includes-family, playgroup, running club, etc., or your inspiration). Then members join the team page and set up their own personal pages that 'feed up' to the team page.

The Odylia P2P tool will process credit card donations, automatically send receipts, and keep track of your progress towards your goal. You can also use it to send out updates and personal thank you notes to your supporters.



Best Practices

- Set a goal – let people know how much you would like to raise and if you have an end date in mind. Know that every donation WILL make a difference and will be used for the RPGRIP1 Project.
- Let people know WHY you are raising money for this project. Are you, or someone you know, impacted by RPGRIP1? What does it mean to you and why is it important to you?
- Tell everyone you know. Post it on your social media and send emails to your contacts.
- Make it fun - start a little friendly competition. Do you think you can raise more money than your sibling? Would you be willing to do something silly if you reach your goal?
- Give options – some people may not be able to make a donation, suggest they sign up for the [Odylia newsletter](#) at odylia.org. The more people who know about RPGRIP1 and rare diseases, the better. Retinal dystrophies caused by RPGRIP1 mutations, such as LCA6, CORD13, and some forms of juvenile Retinitis Pigmentosa are under diagnosed.
- "THANK YOU!" Be sure to let everyone know how much you appreciate their support. Donations are vital to developing this treatment and we couldn't do it without you and your supporters!

Ready, set up your fundraising page [HERE](#).

Got questions? Contact Odylia's Director of Development at hgreene@odylia.org.

Setting up a personal or team fundraising page is easy. Follow these steps. For questions, email hgreene@odylia.org.

Step 1 - Register

Visit this page on our website: [Peer-to-Peer](#). Scroll towards the bottom, on the left side click the button "Register Here".

Complete the fields with your contact information. At the bottom of the page, you can choose if you want to join/create a team or start a solo page. Then click the 'Next' Button at the bottom of the page

Fundraiser Detail page – you can create an account password, or you can use Facebook to sign in.

If you click 'Create an Account', you'll go to a page to confirm your email and name, create and confirm a password, create a title for your fundraising page (you can use the one provided or make a new one), and set your goal. You can also join/create a team here too.

If you log in with Facebook, you may have to enter your FB password but then you'll go to the same page to confirm your email and name, create and confirm a password, create a title for your fundraising page (you can use the one provided or make a new one), and set your goal. You can also join/create a team here too.

Once you have completed/confirmed those fields, click the 'next' button.

Summary page – confirm the details you entered are correct. Click 'go to checkout'

On this page you can start your fundraising by making a personal donation or uncheck the donation box and click 'submit'.

Now you are registered!

Step 2 – Fundraising Page

Shortly after you finish registering, you will receive an email confirmation. In the email, click on the link for the Fundraising Portal.

You will be asked to sign in with the email and password you just created or via your Facebook login.

Edit Page. When you click 'Edit Page' you will have options:

- Page Settings – here you can change your team name or join a team.

- My Story – change the content to reflect your personal story. Tell people why you are helping to raise money for this cause and let them know what it means to you. Your objective is to inspire similar enthusiasm from supporters and to raise as much money as you can.
- Profile Photo – upload a personal photo or inspiring image. This will also help people recognize the fundraising page as yours.

Once you have made edits, you can click 'View Page' to make sure it looks like you want.

Post Update – periodically, you will want to post updates about your efforts. These will show up on your fundraising page. Additionally, you can push them out to your social networks.

Dashboard – is the place where you can see your progress to date, see notifications from team members (if applicable) and promote your fundraising page via email, Facebook, Twitter, etc.

Donations – here you can see a recap of the people who have donated to your fundraiser as well as add any offline donations you may have received in person.

Step 3 – Share Your Page

Now it is time to let others know about your fundraising page

You can copy the link to your page and email it or share it on social media. Alternatively, you can use the Dashboard page in your Fundraising Portal to send out emails or post on social media. Either way, let people know you are raising funds for the RPGRIP1 Project and why it is important to you.

Step 4 – Pat Yourself on the Back

You are making a significant difference for people with RPGRIP1 vision loss. You are part of something that will change lives! We couldn't do it without you. We are truly grateful!