

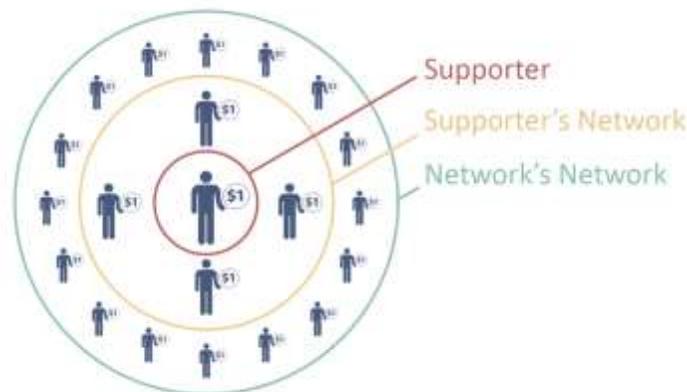
# Panther Peer to Peer Campaign

## How to Peer to Peer

Peer to Peer fundraising is grassroots sustainable giving at its best and is the fastest, most effective way to build a base of continuing institutional support for SUNY Old Westbury.

- Peer to Peer Builds Upon Existing Relationships
- Peer to Peer Grows Awareness Organically
- Peer to Peer Multiplies the Impact of Limited Resources

This is how one Panther Peer supporter can rally their network to donate much more money than they could on their own.



But first you must join the Panther Peer team. Panther Peers are SUNY Old Westbury advocates who each commit to raise

**\$1000 through their own business and social contacts to provide scholarships for deserving students.**

**Each PPP contributes \$55 and solicits matching contributions from their own contacts under our supervision on the College Foundation's electronic donor platform.**

**Contributions are made directly to the Foundation in the name of the PPP member, similar to a go-fund-me-page. Each new donor is listed on the Panther's page to assure proper attribution.**

**The Foundation will provide logistical support to each PPP member in the development of uniformed messaging, digital campaign materials, individual web pages to solicit donations on our site, and tracking data for donor follow-up activities.**

**The Panther Peer to Peer campaign will run for only 55 days, from October 15<sup>th</sup> to December 10<sup>th</sup>, one day for each year of SUNY Old Westbury's storied existence. Your support is essential in order to help our students continue to afford college.**

