

A student-led peer-to-peer sustainer fundraiser is a campaign organized and driven by students who invite their peers, families, and networks to make recurring monthly donations in support of a cause. Rather than one-time gifts, this model emphasizes sustainable giving, where donors commit to consistent contributions that provide the organization with reliable, long-term funding. Students serve as ambassadors, sharing personal stories and the mission of the organization to inspire their peers to join them in creating lasting impact. This approach not only raises essential funds but also builds a culture of philanthropy and advocacy among young people, empowering them as leaders while strengthening the organization's financial stability.

A **Sustainer Program** is SAFE's monthly giving program. It allows supporters to make automatic, recurring donations that provide consistent, reliable funding throughout the year.

Why it's important to SAFE:

Monthly gifts from sustainers help SAFE:

- **Plan ahead** and respond quickly to food insecurity.
- **Maintain stable services** regardless of seasonal giving trends.
- **Ensure year-round nourishment** for families in need.

Even a small monthly gift adds up to a big impact—like feeding a family every month. Sustainership turns one-time generosity into lasting support.

Student run peer-to-peer sustainer campaigns are especially important because they:

1. Mobilize student networks – Students are deeply connected through clubs, dorms, sports, and social media. Peer-to-peer campaigns turn those natural networks into powerful platforms for spreading SAFE's mission.
2. Build a culture of giving early – By introducing monthly giving during college years, students form habits of philanthropy that can continue long after graduation.
3. Multiply impact – Even if a student can't give much personally, they can invite friends and family to join. Every sustainer recruited provides steady support that grows month after month.

4. Engaging students beyond volunteering – One-time service projects are meaningful, but peer-to-peer campaigns create a much bigger ripple effect, ensuring SAFE has reliable funding for food, housing, counseling, and other resources.
5. Strengthen leadership skills – Running a campaign gives students experience in organizing, fundraising, and community engagement, skills that serve them in both career and civic life.

In short: Peer-to-peer sustainer campaigns give students a way to go beyond helping for a day, they empower entire campuses to create lasting, multiplied impact that fuels SAFE's mission year-round.

Supporting a **peer-to-peer sustainer campaign** is often more valuable than a one-time volunteer shift because it creates **long-term, multiplied impact**.

When someone volunteers once, they provide important but temporary help—perhaps serving meals or stocking shelves for a day. That contribution matters, but its effect ends when the shift is over.

By contrast, recruiting monthly sustainers through a peer-to-peer campaign means building a **steady stream of reliable funding** that SAFE can count on every single month. That funding allows SAFE to:

- **Plan ahead with stability**, knowing resources are there year-round.
- **Feed more people consistently**, not just during special events or holidays.
- **Expand services beyond food**, offering housing support, counseling, and job readiness programs.
- **Multiply your impact**—because every sustainer recruited continues giving month after month, long after the campaign ends.

In short: volunteering once meets an immediate need, but helping to grow the Sustainer Program ensures that SAFE can meet needs **every day, every month, all year long**.

One-Time Volunteering vs. Peer-to-Peer Sustainer Campaign

One-Time Volunteering

Provides help for a day (e.g., serving meals, sorting donations).

Meets immediate needs in the moment.

Impact ends when the shift is over.

Personal effort helps a few families that day.

Great introduction to SAFE's mission.

Peer-to-Peer Sustainer Campaign

Provides reliable funding that fuels hunger relief year-round.

Builds long-term stability for food, housing, and wraparound services.

Impact multiplies every month as sustainers continue giving.

Each sustainer recruited supports entire families every month.

Creates lasting partnership and deeper community transformation.

Key Message:

Volunteering is valuable, but peer-to-peer sustainer campaigns create **greater, lasting impact** by ensuring SAFE has the resources to serve families every single day.

Here are tailored peer-to-peer fundraising campaign ideas for local students to support SAFE's Sustainer Program :

Campaign Theme: "Students Fighting Hunger, Together"

Core Message:

College students know what it means to struggle and to support each other. By joining SAFE's Sustainer Program, they can help ensure children, families, and seniors in our community never go hungry—today or tomorrow.

Campaign Ideas

1. Campus Challenge: "Feed the Future Cup"

- **Overview:** Different student organizations, fraternities/sororities, or academic departments compete to recruit the most monthly sustainers.
 - **Structure:** SAFE provides unique fundraising links for each group. Leaderboards are updated weekly.
 - **Incentive:** The winning group earns the "Feed the Future Cup" trophy, recognition on SAFE's social media, and a volunteer day spotlight.
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2. "Skip a Meal, Share a Meal" Challenge

- **Overview:** Students pledge to skip one meal out (coffee run, late-night pizza, takeout) and instead commit to giving that amount monthly as a sustainer.
 - **Promotion:** Social campaign where students post: *"I skipped a [coffee/pizza] to help feed a family. Join me. #SkipToGive #HungerActionMonth"*
 - **Peer Element:** Students tag 3 friends to take the challenge.
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3. “Dorm Wars for Daily Bread”

- **Overview:** Residence halls compete to recruit the most monthly sustainers.
 - **Tools:** QR code posters in lobbies, digital group chats, RA announcements.
 - **Hook:** Winning dorm gets a SAFE-sponsored pizza party or volunteer opportunity.
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4. Campus Event Tie-In: “Concert for Change” or “Game for Good”

- **Overview:** Partner with existing September campus events (football game, music night, open mic).
 - **Ask:** Highlight SAFE’s Sustainer Program as the featured cause.
 - **Execution:** QR codes on event screens, flyers at entrances, shout-outs from stage/announcers.
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5. “Professor Match” Challenge

- **Overview:** A faculty member pledges to match the first month of each new sustainer recruited by their class or department.
- **Incentive:** Bragging rights + professor/student recognition by SAFE.

SAFE Hunger Action Month Toolkit: Campus Challenge – “Feed the Future Cup”

Campaign Name: Feed the Future Cup – Campus Challenge

Purpose: Mobilize college students, clubs, and organizations in a friendly competition to recruit the most monthly sustainers for SAFE during Hunger Action Month.

Campaign Overview

The Feed the Future Cup is a campus-wide challenge where student groups compete to sign up the most monthly donors (sustainers) for SAFE. Each sustainer represents more than a meal—it provides stability and hope for children, families, and seniors in our community. This campaign turns school spirit into lasting community impact.

Challenge Duration: 30 days **Goal:** 100+ new monthly sustainers recruited across participating student groups.

Group Goal: Each club or team recruits as many sustainers as possible through their unique fundraising link.

How It Works

1. SAFE provides **custom fundraising links** for each student group.
 2. Groups promote their link through social media, flyers, tabling, and events.
 3. SAFE tracks sign-ups and posts weekly **leaderboards**.
 4. The group with the most sustainers at the end of September wins the **Feed the Future Cup Trophy**.
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Student Toolkit Includes:

- **Custom Fundraising Link** – Branded with your group’s name.
- **Leaderboard Access** – Weekly updates posted online and shared with groups.
- **Social Media Templates** – Instagram/TikTok posts, stories, and reels.

- **Poster & Flyer Templates** – With QR codes for easy sign-ups.
 - **Testimony Prompts** – For students to share why they give monthly.
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Promotion Strategies

On Campus:

- Table in high-traffic areas with QR codes for quick sign-ups.
- Post flyers in dorms, dining halls, and student centers.
- Host a kickoff rally with music, games, or giveaways.

Online:

- Share weekly leaderboard graphics to build excitement.
- Encourage students to post “I give monthly because...” stories with the hashtag #FeedTheFutureCup.
- Tag SAFE for reposts and broader visibility.

Events:

- Pair the campaign with existing campus events (games, concerts, student org fairs).
 - Organize “Sustainer Nights” where students commit together.
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Key Messaging

- “Help [Club/Team Name] win the Feed the Future Cup—and help feed families all year long.”
- “\$30/month = meals for a family. Your gift fuels hope and opportunity.”
- “Every sustainer is a point for our team and a lifeline for a neighbor.”

Recognition for Winners

- **Feed the Future Cup Trophy** – Displayed with pride by the winning group.
- **Spotlight on SAFE’s social media and website.**
- **Volunteer Day with SAFE** – Special opportunity for the top team.

Next Steps for Student Groups

1. Register your group with SAFE to receive your custom fundraising link.
2. Assign a “Campaign Captain” to lead your efforts.
3. Launch your campaign September 1 and promote it through the month.

Need Support?

Contact Kim Traverse at kim@safealamance.org for templates, leaderboard updates, or event planning help.

Together, we can feed the future—one sustainer at a time.

SAFE Hunger Action Month Toolkit: “Skip a Meal, Share a Meal” Challenge

Campaign Name: Skip a Meal, Share a Meal – Student Challenge

Purpose: Encourage students to make a small lifestyle change by skipping one meal or treat out and committing that cost each month as a sustainer gift to SAFE.

Campaign Overview

The Skip a Meal, Share a Meal Challenge invites students to transform one skipped meal or coffee into ongoing support for families facing hunger. This simple, relatable campaign empowers students to see how small sacrifices can create lasting impact. By giving up one indulgence, students provide food and resources to neighbors who truly need it.

Challenge Duration: 30 days

Goal: Recruit 50+ new monthly sustainers through student participation.

Student Goal: Skip one meal out and pledge that amount monthly to SAFE.

How It Works

1. Students pledge to skip one meal (e.g., coffee run, late-night pizza, takeout).
 2. Instead of spending, they commit that amount as a **monthly sustainer donation**.
 3. Students post on social media to inspire friends to take the challenge.
 4. SAFE tracks new sustainers and celebrates participants online.
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Student Toolkit Includes:

- **Custom Fundraising Link** – For students to sign up quickly.
 - **Social Media Templates** – Instagram/TikTok posts, reels, and stories.
 - **Poster & Flyer Templates** – With QR codes and challenge instructions.
 - **Sample Captions & Hashtags** – To make sharing easy.
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Promotion Strategies

On Campus:

- Host a “Challenge Kickoff” in the student union or dining hall.
- Create table tents with QR codes in cafeterias and coffee shops.
- Partner with campus dining or local businesses to spread awareness.

Online:

- Encourage selfie-style videos: “I skipped [coffee/pizza] to feed a family.”
- Launch a tagging chain: every participant tags 3 friends to join.
- Use hashtags: #SkipToGive #HungerActionMonth #StudentsForSAFE

Events:

- Tie into late-night study snacks, campus festivals, or game nights.
- Provide photo props (coffee cup with “X,” pizza slice icon) for quick social posts.

Key Messaging

- “I skipped a coffee to feed a family. Join me in the #SkipToGive challenge.”
- “\$10 a month may not mean much to us—but it can mean everything to a family.”
- “One less meal out for me = food security for someone else.”

Recognition for Participants

- **Social Media Spotlights** for challenge participants.

- **SAFE Hunger Champion Badges** (digital graphics students can share).
 - **Campus Leaderboard** – Recognize students and clubs with the most participants.
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Next Steps for Students

1. Take the pledge to skip a meal and commit monthly support.
 2. Share your participation on social media using SAFE's templates.
 3. Invite friends to join by tagging them in your posts.
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Need Support?

Contact Kim Traverse at kim@safealamance.org for materials, templates, or group challenge setup.

Together, one skipped meal can turn into hope and nourishment for a family in need.

SAFE Hunger Action Month Toolkit: “Dorm Wars for Daily Bread”

Campaign Name: Dorm Wars for Daily Bread – Residence Hall Challenge

Purpose: Create a fun, competitive spirit among campus residence halls while recruiting new monthly sustainers for SAFE.

Campaign Overview

The Dorm Wars for Daily Bread Challenge engages students living on campus to compete against each other to recruit the most new monthly donors for SAFE. Each dorm is given a fundraising link and QR code, and residents work together to climb the leaderboard. It’s about turning community pride into a movement that feeds families all year long.

Challenge Duration: September 1–30

Goal: Recruit 50+ new sustainers through dorm competitions.

Dorm Goal: Each hall recruits as many sustainers as possible through their custom link.

How It Works

1. SAFE provides custom fundraising pages and QR codes for each dorm.
 2. Dorm leaders/Resident Assistants promote the challenge to residents.
 3. SAFE updates a weekly leaderboard to show which dorms are leading.
 4. The dorm with the most sustainers at the end of September wins a prize.
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Dorm Toolkit Includes:

- Custom Dorm Fundraising Link & QR Code
 - Posters & Door Flyers – Promoting the challenge and linking to the donation page.
 - Social Media Templates – For residents to share online.
 - Leaderboard Graphics – Updated weekly by SAFE.
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Promotion Strategies

In the Dorms:

- Post flyers in common areas, laundry rooms, and entryways.
- Place QR code table tents in lounges and kitchens.
- Have RAs make quick announcements during floor meetings.

Online:

- Create dorm-specific group chats and share weekly updates.
- Post dorm pride graphics: “Help [Dorm Name] Win Dorm Wars!”
- Use hashtags: #DormWars #DailyBread #HungerActionMonth

Events:

- Host pizza nights, movie nights, or study breaks tied to sustainer sign-ups.
- Offer small dorm-level prizes (gift cards, merch) for residents who sign up early.

Key Messaging

- “Help [Dorm Name] win Dorm Wars AND fight hunger at the same time.”
- “One sustainer = one point for your dorm. \$25/month feeds a family.”
- “Hungry for a win? Sign up today and help [Dorm Name] rise to the top.”

Recognition & Rewards

- SAFE Dorm Wars Champion Banner for the winning hall.
- Pizza Party or Celebration Event sponsored by SAFE.

- **Spotlight on SAFE's social media featuring the winning dorm.**
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Next Steps for Dorm Leaders

- 1. Register your dorm with SAFE and receive your custom fundraising link.**
 - 2. Share posters, flyers, and QR codes throughout your building.**
 - 3. Encourage residents to share on social media and tag friends.**
 - 4. Keep momentum with weekly updates until the final tally.**
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Need Support?

Contact [SAFE Campaign Coordinator] at [email/phone] for setup, leaderboard updates, or promotional materials.

Turn dorm pride into daily bread—because together, students can fight hunger!

SAFE Hunger Action Month Toolkit: Campus Event Tie-In – “Concert for Change” or “Game for Good”

Campaign Name: Concert for Change / Game for Good

Purpose: Partner with existing campus events to highlight SAFE’s Sustainer Program and recruit new monthly donors during Hunger Action Month.

Campaign Overview

The Concert for Change / Game for Good campaign ties sustainer recruitment to exciting student events already happening on campus. Whether it’s a football game, basketball matchup, open mic night, or student concert, these events become a platform for inviting students to become sustainers and fight hunger in their community.

Event Window: September 1–30 (with special focus on major campus events)

Goal: 75+ new sustainers signed up through event promotions.

Student Goal: Scan the QR, sign up as a sustainer, and make their night count for good.

How It Works

- 1. Partner with student organizations, athletics, or campus life to feature SAFE at their event.**
 - 2. SAFE provides custom QR codes and links for sign-ups during the event.**
 - 3. Organizers promote SAFE throughout the event (stage shout-outs, screen slides, posters).**
 - 4. Students scan and join the Sustainer Program on the spot.**
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Event Toolkit Includes:

- Custom QR Code & Fundraising Link for the event.**
- Digital Slides & Screen Graphics for stadiums, auditoriums, and concerts.**
- Event Scripts – Short announcements for MCs, coaches, or performers.**
- Flyers & Posters – With bold QR codes at entryways and concession areas.**

- **Social Media Templates – For pre- and post-event promotion.**
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Promotion Strategies

Pre-Event:

- **Announce SAFE as the featured cause for the event.**
- **Share social media teasers: “This Saturday’s game = Game for Good. Join the challenge!”**
- **Encourage performers, athletes, and student leaders to post why they’re supporting SAFE.**

During the Event:

- **Display QR codes on screens and posters.**
- **Have MCs or announcers make 2–3 calls to action: “Scan the QR and become a sustainer tonight!”**
- **Share a short SAFE video or impact story if screens allow.**

Post-Event:

- **Thank donors and highlight results (“We recruited 25 new sustainers at last night’s concert!”).**
 - **Post photos of students holding signs: “I’m a Sustainer!”**
 - **Update leaderboards if events are part of a competition.**
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Key Messaging

- **“Make tonight count—become a sustainer and help feed families year-round.”**
- **“This game isn’t just for points—it’s for people. Sign up and fight hunger with SAFE.”**

- **“Music brings us together, and so does giving. Join us in sustaining hope.”**
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Recognition for Event Partners

- **SAFE Campus Partner Certificate for host organizations.**
 - **Spotlight in SAFE’s social media and newsletter.**
 - **Campus-wide recognition for groups that tie the most sustainers to their events.**
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Next Steps for Event Organizers

1. **Choose an upcoming September event to tie into SAFE’s campaign.**
 2. **Request your custom QR code, slides, and announcement script from SAFE.**
 3. **Promote before, during, and after your event to maximize sign-ups.**
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Need Support?

Contact [SAFE Campaign Coordinator] at [email/phone] for event materials, video clips, or promotional graphics.

Together, concerts and games can feed more than just spirits—they can feed families.

SAFE Hunger Action Month Toolkit: “Professor Match Challenge”

Campaign Name: Professor Match Challenge

Purpose: Inspire professors and faculty to lead by example by matching the first month of sustainer donations from students in their classes or departments during Hunger Action Month.

Campaign Overview

The Professor Match Challenge turns classrooms into communities of action. Faculty members pledge to match the first month of sustainer donations made by students in their class, department, or program. This creates a powerful ripple effect—students see their professor’s leadership, feel their gift has double the impact, and are motivated to join the Sustainer Program.

Challenge Duration: September 1–30

Goal: Recruit 50+ new monthly sustainers through matched student giving.

Faculty Goal: Pledge a match (up to a cap) and promote the challenge in class.

How It Works

1. A professor pledges a matching fund (e.g., up to \$500 total).
 2. SAFE sets up a custom fundraising link for that class or department.
 3. Students sign up as sustainers through the link, with their first month matched by their professor.
 4. SAFE tracks progress and celebrates class/department participation.
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Professor & Student Toolkit Includes:

- Custom Campaign Page & QR Code – Linked to the class/department.
- Announcement Scripts – For professors to share in class.
- Classroom Flyers & Slides – With QR codes and instructions.
- Social Media Templates – For professors and departments to post.

- **Leaderboard Graphics – Comparing matched classes/departments.**
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Promotion Strategies

In Class:

- **Professors make a short announcement at the beginning or end of lecture.**
- **Display a slide with QR code and quick explanation of the match.**
- **Share a personal testimony: “Here’s why I give monthly...”**

Across Campus:

- **Department newsletters and email blasts.**
- **Flyers posted in academic buildings.**
- **Faculty/student social media posts tagging SAFE.**

Events:

- **Highlight during departmental mixers, lectures, or faculty-student events.**
 - **Celebrate with a “thank you shoutout” at the end of the challenge.**
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Key Messaging

- **“This month, your gift counts double—thanks to Professor [Name]’s match.”**
 - **“\$25/month = meals for a family. With the match, that impact begins today.”**
 - **“Professors and students, working together to fight hunger.”**
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Recognition for Professors & Departments

- **SAFE Campus Champion Certificate for participating professors.**
 - **Spotlight in SAFE's newsletter and social media.**
 - **Department recognition for the class or faculty team with the most sustainers.**
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Next Steps for Professors

1. **Confirm your pledge amount with SAFE.**
 2. **Receive your custom campaign link and materials.**
 3. **Announce the challenge in class and promote it throughout September.**
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Need Support?

Contact [SAFE Campaign Coordinator] at [email/phone] for setup, slides, or sample announcement scripts.

When professors lead, students follow—the Professor Match Challenge proves that together, we can sustain hope and end hunger.

