



# Sudden Cardiac Arrest Foundation

## Getting Started: Peer-to-Peer Fundraising Made Easy

This quick-start guide is designed to help H.E.A.R.T. Champions — and anyone inspired to support our mission — launch a fundraising effort with confidence. Whether you're new to fundraising or a seasoned advocate, this resource will walk you through the basics.

Our fundraising platform will guide you step-by-step with easy prompts as you create your page — no technical skills required.

We are grateful for your interest in raising funds for the Sudden Cardiac Arrest Foundation. Your support allows us to continue and expand our work focused on awareness, outreach, education and supporting those who have been affected by sudden cardiac arrest.

If you have questions or need assistance, please reach out to [info@sca-aware.org](mailto:info@sca-aware.org) for support.

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Start Here:

Create a Hearts Honored & Remembered Tribute Page: (in honor of/in memory of):	Create a Ready to Respond Individual Page, Team, or Join an Existing Team:	Celebrate SCAF's 20 <sup>th</sup> Anniversary with an Individual Page, Team, or Join a Team:
		

## What is Peer-to-Peer Fundraising?

Peer-to-peer (P2P) fundraising is a powerful way to support the Sudden Cardiac Arrest Foundation by rallying your friends, family, coworkers, or community around a cause that matters. Instead of making a one-time gift, you become an advocate — sharing your story, raising awareness, and helping fund life-saving programs through your personal network.

Whether you're honoring a survivor, remembering a loved one, or are simply passionate about saving lives, this is your chance to take action and inspire others to do the same.

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## Choose Your Fundraising Path

### Start a Team

Gather your network — friends, colleagues, classmates, or family — and fundraise together.

*Example: A school might start a team for the “Ready to Respond” campaign, and invite students, teachers, and parents to join and contribute toward a shared team goal.*

### Join a Team

Support an existing team by becoming part of their effort. You'll get your own personal fundraising page, but your totals will roll up to the team goal.

*Example: Join your child's school team, or a workplace campaign already participating.*

### Create an Individual Page

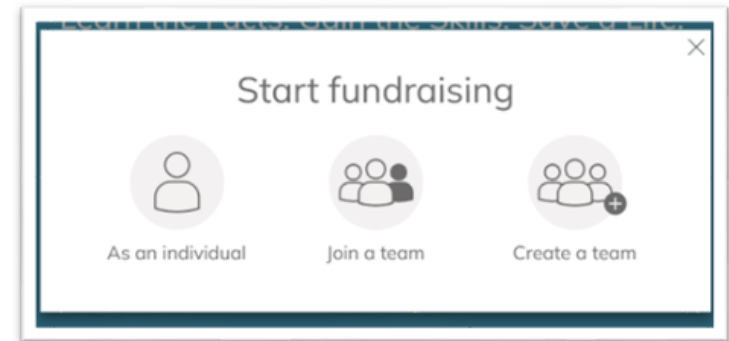
Set up a personal fundraising page to share your story and support the cause in a meaningful way.

This is a great option for those who want to fundraise *in honor of* a survivor or *in memory of* a loved one lost to sudden cardiac arrest.

*Example: An individual creates a page in memory of her brother, who passed away from SCA, to raise funds and awareness during October's Sudden Cardiac Arrest Awareness Month. She shared photos and memories on the page, and invited friends and family to donate in her brother's name.*

# Setting Up Your Page is Easy!

- Click “become a fundraiser”
- Select as an individual, join a team, or create a team
- Follow the prompts to set up your team/individual page
- You can customize your story and photos
- It only takes a few minutes to set up a page!
- Please SHARE with your friends, family, colleagues, network
- Send emails, share on social media
- Share a QR code to your page if you are hosting an in-person event
- Every campaign also features a DONATE NOW page to accept donations quickly and easily!

A screenshot of a donation form titled "You're making a difference" with a "Red Cross" logo in the top left. The form has two tabs: "One-time" (selected) and "Monthly". Under the "One-time" tab, it says "Choose a one-time amount" and shows five buttons: "\$500", "\$100", "\$50", "\$25", and "USD ▾ \$ Other". Below this is a checkbox labeled "Dedicate my donation in honor or in memory of someone". Then, it asks "Would you like to credit this donation to a specific fundraiser or team (optional)?" with a search input field containing the placeholder text "Start typing to search fundraisers and teams". The "Your Information" section has two input fields for "First Name \*" and "Last Name \*", a checkbox for "Hide my name from the public." with a help icon, and an "Email \*" input field.