

# Setting Expectations

## **Set clear expectations to set your Fundraisers up for success.**

- Recruiting P2P Fundraisers should be a **personal ask** and **stewardship process**
- Provide insight into how the success of their P2P Fundraiser will contribute to your organization's overall goals for the campaign
- Clearly outline what being a Fundraiser means
- Provide resources so your Fundraisers are successful
- Help or encourage them to set goals (dollar amount or donor amount)