



Alliance of Hope
for suicide loss survivors

WE ARE THE ALLIANCE OF HOPE

From individual sorrow to collective strength.

Peer-to-Peer Fundraising Toolkit

Thank you for fundraising with us.

Your efforts directly support the Alliance of Hope Forum — a 24/7 online community where suicide loss survivors find connection, compassion, and a reason to keep going. This toolkit gives you everything you need to get started.

Our Goal

Raise **\$150,000** to ensure no survivor has to grieve alone.

28,000+

Community Members

24/7

Forum Access

60+

Trained Volunteers

Why Alliance of Hope & The Forum Matter

- **A lifeline:** Offering 24/7 online support and connection. With over 28,000 registered community members and thousands more who visit to read, our clinically moderated forum is a safety net for people who are struggling in the aftermath of suicide loss.
- **Supervised by a mental health professional and trained volunteers:** 60 volunteers provide thousands of hours each year to make sure that you are not alone, and that no survivor is alone in their times of profound grief and sorrow.
- **Crucial:** Filling a significant gap in support services for suicide loss survivors.

It is our vision that no suicide loss survivor go without support. Check out our powerful [Impact Report](#) to learn all the ways we support survivors.

3 Quick Steps to Get Started

Step 1 Set Up Your Page

Alliance of Hope uses GoFundMe. [Click here](#) to create your personal fundraising page.

- **Tell your story:** Personalize the default text. State why you are fundraising.
- **Add visuals:** Include photos or videos.
- **Lead by example:** Make an initial donation to your own page to show commitment.

Note: Simply sharing your story raises crucial awareness.

Step 2 Share Your Story

People give when someone they care about asks them directly.

- Reach out via email, text, or phone **before** posting on social media.
- **Best practice:** Follow up 3 times.

Step 3 Engage & Update

- **Break down your goal:** Use micro-goals (e.g., "I just need 10 friends to give \$25").
- **Post updates:** Celebrate milestones on your page.
- **Say thank you:** Personally thank every donor via email, text, or call.

Sample Emails

Customize these with your own story and fundraising link. Personal details are what resonate.

Email 1: The Launch

Subject: Help me support a lifeline for suicide loss survivors

Dear [Name],

I'm participating in a fundraising campaign for a cause that is near and dear to my heart. The Alliance of Hope provides a vital lifeline for people coping with the devastating loss of a loved one to suicide.

Grief after suicide can be profoundly isolating, and no one should have to navigate it alone. The Alliance of Hope Forum is a safe, compassionate community where every story matters and suicide loss survivors are met with understanding and find shared hope. (continued on page 4)

Questions? Text or email Heather Shadur at 312-933-6777 or hshadur@allianceofhope.org

(Choose one of the sentences or write your own:)

- a) I've experienced this impact firsthand. The Alliance of Hope Forum was a vital lifeline for me as I navigated my own grief and loss.

OR

- b) I am deeply moved by the Alliance of Hope's mission. Their work transforms individual sorrow into collective strength, ensuring that survivors around the world have a place to turn.

(Then finish your appeal with the copy below:)

I am raising money to sustain this critical resource so that support is there for the next survivor.

Together, we can ensure that when someone arrives in their darkest hour, they will find a community of understanding, connection, and hope.

Please consider making a donation through my fundraising page! (insert link)

Thank you so much for your support!

Warmly,

[Your Name]

Email 2: The Final Push

Subject: Almost there! Help me reach my goal for Alliance of Hope

Dear Name,

I am so close to my fundraising goal! I'm making one final push to raise \$[Amount] for the Alliance of Hope, and I'd love your help to cross the finish line.

These funds ensure their 24/7 support forum remains free and available worldwide so that no survivor hits their lowest point alone.

You can support my final push here: [Insert YOUR Link]

I am incredibly grateful for the support I've received so far. Thank you for helping me provide a community of healing.

With gratitude,

[Your Name]

Social Media

We will be posting about the campaign on Alliance of Hope's social media pages. Please share the posts to your own social media. Also follow, like, and comment.

Drop in your personal fundraising link and any details that feel right. Tag @allianceofhope on Instagram.

Sample Social Posts:

Option A

I'm fundraising for the Alliance of Hope — an online community that's a lifeline for suicide loss survivors. If you can give, even a little, I'd be so grateful. [Your Link]
 #WeAreTheAllianceOfHope #hopeaftersuicide #suicidelosssupport

Option B

No one should grieve a suicide loss alone. I'm raising funds for the Alliance of Hope Forum — a 24/7 peer support community for survivors. Will you help? [Your Link]
 #WeAreTheAllianceOfHope #suicidegrief #youareneveralone

Follow & Share Our Channels

Like, comment, and share Alliance of Hope's campaign posts.



facebook.com/Hopeaftersuicide



instagram.com/allianceofhope

Thank you.

What you're doing matters — to survivors, and to us.

Questions? Text or email Heather Shadur at 312-933-6777 or hshadur@allianceofhope.org