



Peer-to-Peer Launch Toolkit

Your Complete Guide to Launching on BackaBuddy

Everything you need to launch with confidence — welcome messages, your First 5 Donations strategy, copy-and-paste caption templates, and Canva graphics to get your campaign moving from day one.

The First 5 Donations Rule

Why it matters:

Your first 5 donors unlock social proof. Campaigns with early donations receive up to 3x more contributions from strangers. Start close, then expand outward.

Secure your first 5:

- [] Ask 1 family member who already believes in you
- [] Ask 1 close friend — even a small amount counts
- [] Ask a colleague or teammate who knows your story
- [] Ask yourself — a self-donation signals commitment
- [] Share your page publicly only after these 4 are in

Copy/paste message:

Hey [Name], I've just launched my BackaBuddy campaign and you're one of the first people I'm telling. Even a small donation from you would mean the world and help me get started. Here's the link: [your campaign URL]

Momentum is built one trusted person at a time.

Birthday & Milestone Request

Today's action:

Use your birthday or milestone as a meaningful moment to invite your network to give. This caption is ready to copy, personalise, and post.

Checklist:

- I added my campaign link to the caption
- I personalised the cause and milestone detail
- I posted on at least one social platform

Copy/paste caption:

This [birthday/anniversary/milestone], instead of gifts, I'm asking for something more meaningful. I'm raising funds for [Name/Cause] on BackaBuddy — a cause close to my heart. Even R50 makes a real difference. Here is my campaign link: [Campaign Link] — thank you for celebrating with me this way. ❤️

Milestones become meaningful when shared with purpose.

Athletic Challenge Caption

Today's action:

Share a copy-paste caption for your sports or fitness fundraiser to inspire donations through your challenge.

Checklist:

- I named my challenge and the distance or goal
- I linked my effort to the cause I am supporting
- I included my BackaBuddy campaign link
- I asked my network to donate or share

Copy/paste caption:

I am taking on [challenge, e.g. a 42km run / 100km cycle] to raise funds for [cause/campaign name]. Every kilometre I cover represents real support for people who need it.

If you can donate even a small amount, it makes a big difference. Share this with anyone who might want to back me.

Campaign link: [Campaign Link]

Your effort earns their trust.

Access Your Canva Graphics

Today's action:

Download and customise your campaign visuals using the BackaBuddy Canva template.

Quick setup checklist:

- I opened the Canva template link
- I added my campaign name and photo
- I downloaded and shared my graphic

Step-by-step guide:

1. Click the Canva link shared by your BackaBuddy coordinator.
2. Sign in or create a free Canva account.
3. Select "Use template" to open your branded graphic.
4. Click on the text areas to add your name, campaign title, or personal message.
5. Upload your own photo by clicking "Uploads" in the left panel.
6. When you're happy, click "Download" (PNG or JPG works best for sharing).
7. Post your graphic on WhatsApp, Facebook, or Instagram with your campaign link.

A personal photo and your own words make your campaign 3x more shareable.