

Donate to the Emmett Till Interpretive Center



Dr. Davis Houck (Blue and White Stripped Shirt) with Middle School Teachers in the Mississippi Delta

## **Empowering Communities: Understanding Peer-to-Peer Fundraising**

In the world of philanthropy, peer-to-peer fundraising continues to be a powerful tool for mobilizing support, generating awareness, and raising funds for various causes. In 2023, the Emmett Till Interpretive Center benefited from two peer-to-peer fundraisers.

## **"My peer-to-peer fundraiser is my way of keeping the kids of the Mississippi Delta in front of my people."**

Peer-to-peer fundraising is a strategy in which individuals or supporters of a cause solicit donations from their peers, friends, family, and acquaintances on behalf of a charitable organization or specific cause. Rather than relying solely on traditional fundraising methods, ETIC greatly benefits from peer-to-peer fundraising. Peer-to-peer fundraising empowers individuals to become advocates and fundraisers for ETIC. For our peer-to-peer fundraising, we create a campaign link that advocates can share out to their peers. This approach leverages the power of social connections, word-of-mouth, and community engagement to amplify fundraising efforts, increase visibility, and broaden the donor base.

## **"We're still working on getting every student during the summer access to [their] own laptop so that teaching editing becomes more efficient."**

In 2023, Tim Mack of Iota Phi Theta Fraternity, Inc. organized the Emmett Till Iota Run, a motorcycle club tour across the Mississippi Delta. The fundraiser raised nearly 2k through peer-to-peer fundraising. During the 2023 Giving Season, Dr. Davis Houck orchestrated a peer-to-peer fundraiser for the Mississippi Delta Film Academy securing \$2,000 additional dollars for the Academy. Dr. Houck's commitment transcended mere fundraising, as he personally contributed 10k to bolster the academy's endeavors. The donation is going for two main things: a drone and 6 Macbook M3 to help us with our editing work during the summer and beyond. Dr. Houck says, "We're pretty close to being all up to speed on recording equipment, but we're still working on getting every student during the summer access to his or her own laptop so that teaching editing becomes more efficient." This initiative highlights the power of grassroots efforts to mobilize communities and amplify fundraising for important causes. Such events demonstrate how creativity and collaboration can drive meaningful change while honoring legacies.

Peer-to-peer fundraising embodies the spirit of community collaboration, empowerment, and collective impact. By harnessing the passion and dedication of individuals like Dr. Davis Houck and Tim Mack, ETIC can unleash their full potential of grassroots advocacy to drive meaningful change. To initiate a peer-to-peer fundraiser, you can reach out to Renee at [renee@emmett-till.org](mailto:renee@emmett-till.org).

### **Start Your Own Peer-to-Peer Fundraiser**

## **Work with the National Park Service**

Emmet Till and Mamie Till-Mobley National Monument listed two park ranger positions at the Mississippi site in Sumner, MS. These positions are located at the Emmett Till and Mamie Till-Mobley National Monument, within the Interpretation Division. Open to the first **100** applicants

or until 03/08/2024 whichever comes first. All applications submitted by 11:59 (EST) on the closing day will receive consideration. [Find out more >>](#)

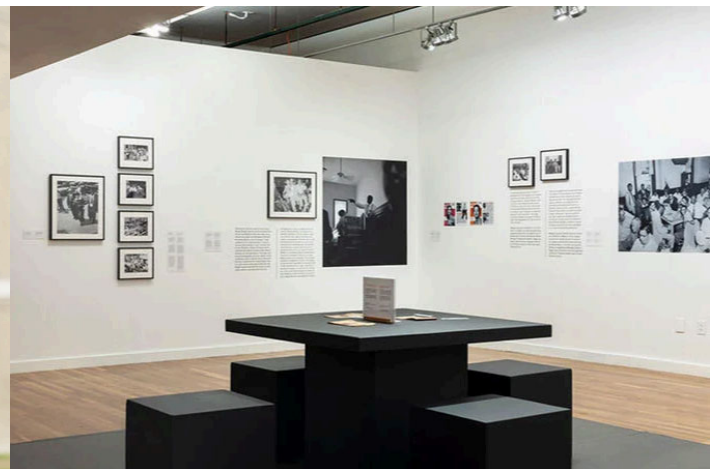


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