

Peer to Peer *Fundraising Guide*

How to Start P2P Fundraising for a Giving Day

✓ 1. Launch your P2P Fundraising Page

Start this simple process as soon as possible to allow for ample time to customize your page and raise awareness ahead of the Giving Day.

There are two easy ways to get started with P2P Fundraising:

Accepting a P2P Invitation

If you were invited to be a p2p fundraiser by an organization via email, follow these steps:

- Within the email invite, select the “Get Started” button to access your p2p fundraising toolkit
- Once directed to GiveGab’s login page, use the email and password provided in your email invitation
- If you already have a GiveGab account, you’ll just need to log in
- Once you’ve successfully logged in, [go here](#) for instructions on how to access your toolkit

OR

Starting Your own P2P Fundraising Page

If you’d like to launch a p2p fundraising page on behalf of an organization, follow these steps:

- Go to the organization’s profile by searching for them on the Giving Day site
- Select the “Fundraise” button to the right of the “Donate” button
- You’ll be prompted to login if you have an existing account. If you’re new to GiveGab, you’ll need to create an account. To link your GiveGab account to Facebook, click the blue Facebook button
- Upon successful completion, you’ll be taken to your p2p Fundraising Toolkit to get started

✓ 2. Customize your Fundraiser with your [Peer to Peer Fundraising Toolkit](#)

Create your page within the “Tell Your Story” tab

A. Curate a message to your network that conveys why you support this organization. A few questions to consider as you tell your story:

- Why are you fundraising?
- When did you get involved with this organization?
- How are you involved with this organization?
- What’s your connection to the cause?
- Why should someone support you and this organization?

B. Set a fundraising goal so you can your supporters can track your progress.

C. Add a photo or video of you volunteering, attending an event, or supporting the cause to increase engagement and connect to potential donors.

✓ 3. Send emails directly from your P2P Toolkit to your networks

Contact your family, friends, coworkers, and peers about the organization you and support and its participating in the Giving Day. We suggest sending at least one email before, 2 emails on, and 1 thank you email after your Giving Day.

Not sure where to begin? Start your communication strategy by creating a list of at least 10 individuals you are comfortable asking to make a contribution and expand your outreach from there.

Create your emails by:

- Expanding the “Reach Out” tab.
- Entering or importing email addresses in for your supporters and then clicking the “Send Email” button.
- Crafting your message with clear call to actions and a personal touch

✓ 4. Share your P2P Fundraising Page through Social Media

Inform your social networks of your fundraiser and the Giving Day. Post before, on, and after the giving day.

- Use the Facebook and Twitter buttons in the “Share Socially” Tab to easily spread the work.
- Share your P2P Fundraising Page’s unique URL in social media posts to make it even easier for your network to find your fundraiser.

Social Media Best Practices

- A. Facebook, Twitter, or Instagram are ideal platforms for spreading the word to your social networks.
- B. In your posts, add a photo of you volunteering, attending an event, or supporting the cause in another way to provide a meaningful visual component along with your ask.
- C. Use the Giving Day hashtag in your posts and don’t forget to tag your organization’s social accounts so your followers can learn more about their work.

✓ 5. Thank your peers who donated through your Peer to Peer Fundraising Page

This is your opportunity to thank your network of supporters directly. Donors do receive an automatic thank you message from the organization your fundraising for but it’s so important that they hear from you too! Consider sending them a personal email through your P2P Fundraising Toolkit, thank them in person, or send them a handwritten note to create a personal touch.

- Instructions on how to thank donors directly through your Peer to Peer toolkit can be found [here](#).

Have additional questions about your Peer to Peer Fundraiser? We are here to help!

Use your #successchat button located at the bottom right corner of your screen to connect with a representative from GiveGab’s Customer Success Team ready to assist you.

Thank you for making an even greater impact on your favorite organization’s fundraising efforts.

*You are a **Peer to Peer Rockstar!***