

# Peer-to-Peer Fundraising for the 2024 GoodGiving Challenge

September 17, 2024



# Meet the Team

## Blue Grass Community Foundation



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## Bonterra



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# Zoom Etiquette

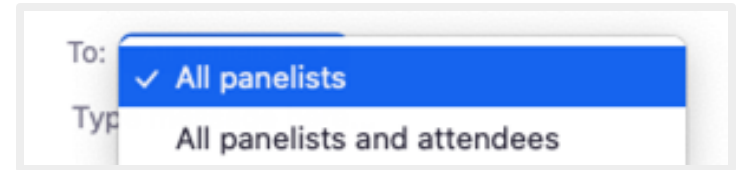
This is being recorded. The recording will be available on the /trainings page by **[DATE]**.

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Introduce yourself! Name, location, organization.



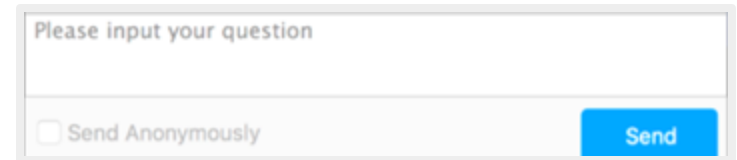
## Chat Box



The screenshot shows a dropdown menu for selecting chat recipients. The 'To:' field is set to 'All panelists' (indicated by a checkmark). The 'Type' field is set to 'All panelists and attendees'.



## Q&A



The screenshot shows the Zoom Q&A input form. It includes a text input field with the placeholder text 'Please input your question'. Below the input field, there is a checkbox labeled 'Send Anonymously' and a blue 'Send' button.



# Have You Used P2P Fundraising Before?

If so, what's been your biggest challenge?

# Agenda



- **Peer-to-Peer Fundraising basics**
- **P2P Fundraising strategies and best practices**
- **Empowering and engaging your fundraisers**
- **Using the Giving Days Fundraising Tool**
- **Matches & Challenges Support**
- **Resources available to your organization**

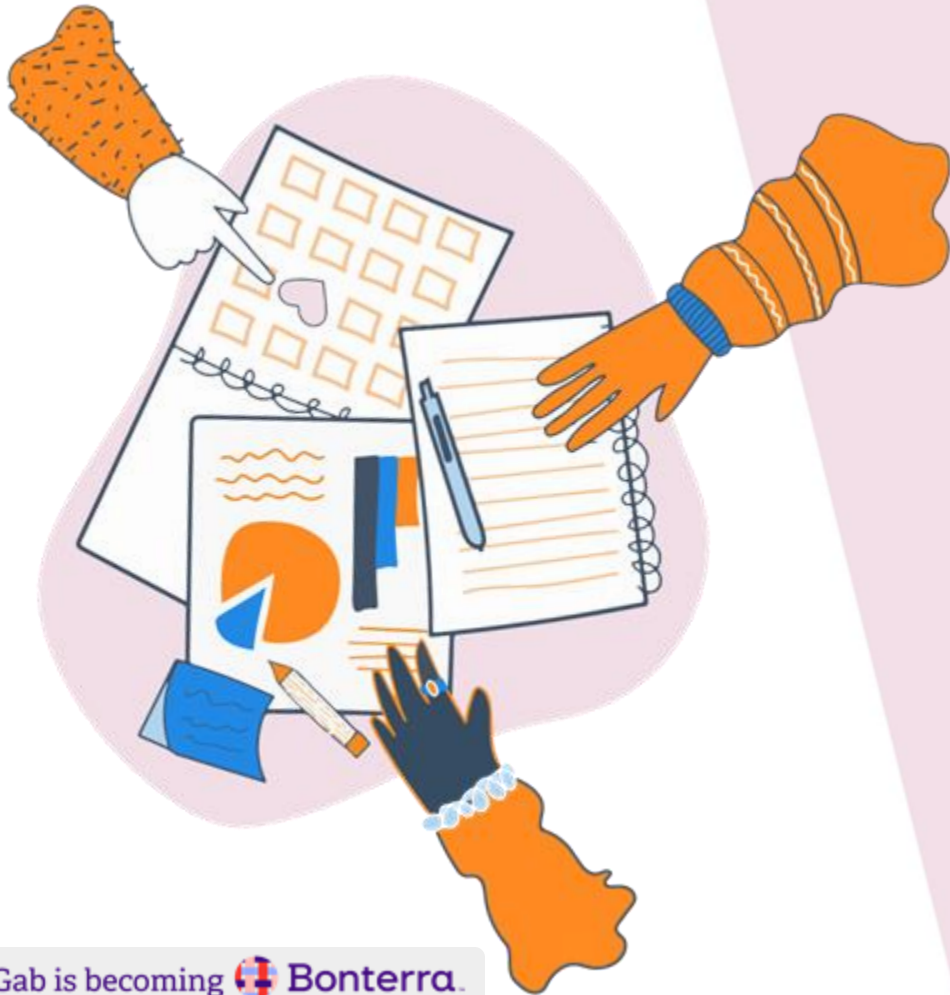
# What is P2P Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your [DOG NAME] profile. Their totals roll up into your totals!

# Why is P2P so effective?

- Multiplies your reach to potential donors
- Results in more authentic outreach and messaging
- Uses the power of social influence
- Increases your social media presence
- Establishes another avenue for engagement with your organization





# Strategize and Plan

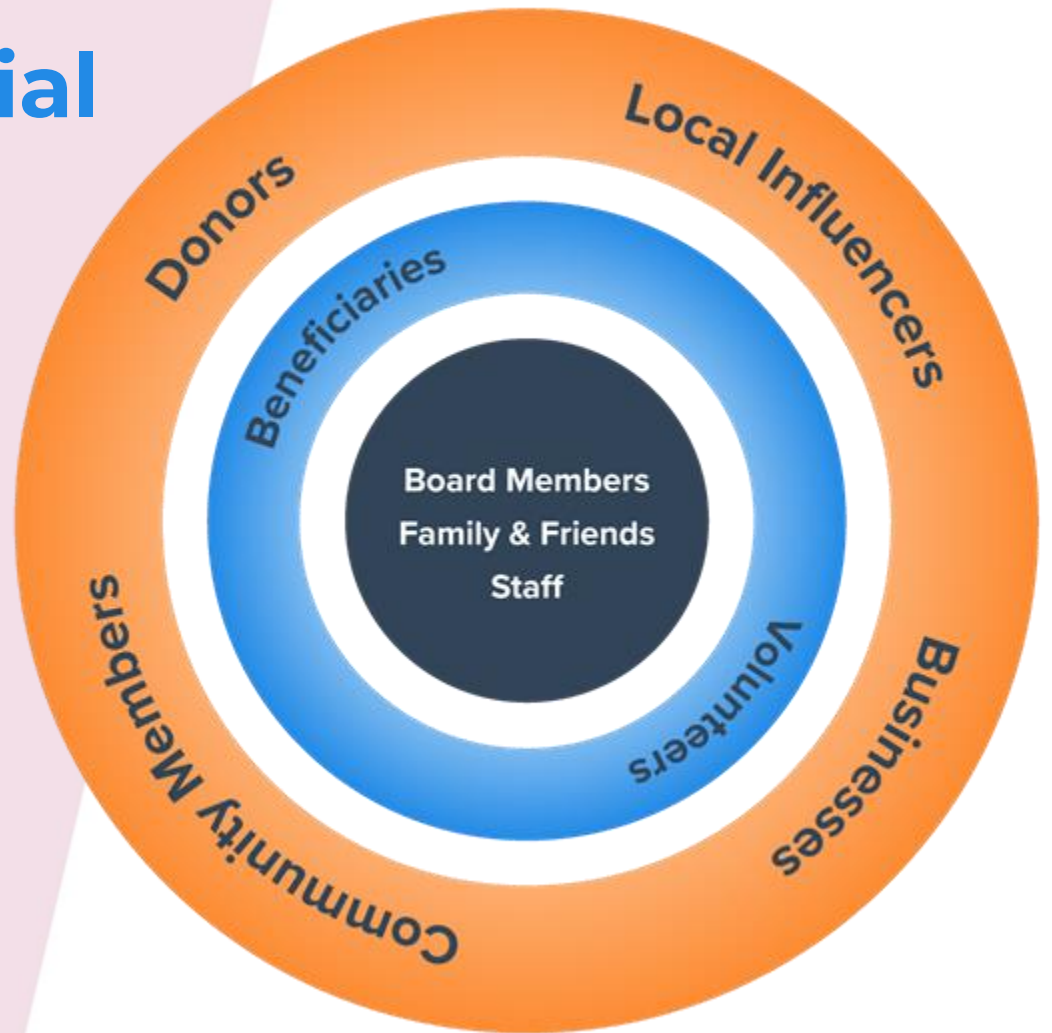


# 4 Steps to Fundraising Success

- 1 Select individuals who will be your loudest voices
- 2 Communicate that storytelling is vital, and can replace a direct “ask”
- 3 Steward your fundraisers
- 4 Make it fun



# Identify Potential Fundraisers



# Capture Fundraiser

**Stories**  
Motivate fundraisers to share their personal connection to your mission by asking these questions:

- What made you decide to get involved?
- What do you wish everyone knew about this organization?
- Why do you enjoy giving to our organization?
- What is your favorite program or service and why?
- How do you feel after [working at, volunteering at] our organization?



# Steward Your Fundraisers



- Treat fundraisers like major donors
- Acknowledge fundraising for your organization as a higher level of participation
- Recognize those who raise a lot for your cause
- Invest in your long term relationship
- Ensure your fundraisers have a great experience regardless of how much they raise

# Make It Fun!

- Create friendly competition
- Pair it with an event
- Provide templated graphics, communications and sample content ideas for sharing on social media
- Ask yourself, what experience would you want to have as a fundraiser?



# Set Your Fundraisers Up For Success



## Start Early

- Educate your fundraisers
- Understand their capacity for this ask



## Be Clear

- Be transparent with your goals
- Set expectations for your fundraisers



## Make It Easy

- Provide the content they need
- Take time to check-in



# Inviting Your Fundraisers

# Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Set a default story and goal for your P2Ps

Make fundraising invite-only, or open to anyone interested

[Screenshot of P2P tab where you can customize story, goal, and P2P opt-in]

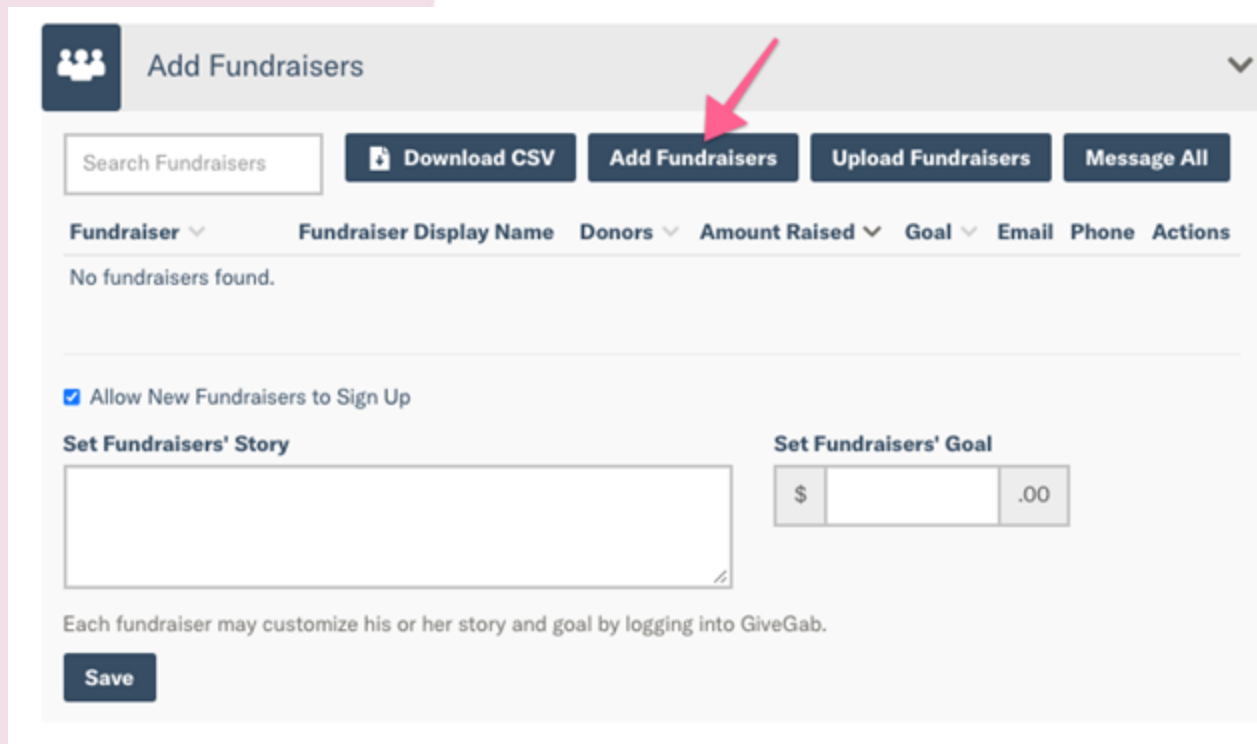


# Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Select “Add Fundraisers”

GiveGab is becoming  Bonterra.



The screenshot shows the 'Add Fundraisers' dashboard. At the top, there is a header with a group of people icon and the text 'Add Fundraisers'. Below the header, there is a search bar labeled 'Search Fundraisers' and four buttons: 'Download CSV', 'Add Fundraisers' (highlighted with a red arrow), 'Upload Fundraisers', and 'Message All'. Below the buttons, there is a table header with columns: 'Fundraiser', 'Fundraiser Display Name', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table content shows 'No fundraisers found.'. Below the table, there is a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. There are two sections: 'Set Fundraisers' Story' with a text area, and 'Set Fundraisers' Goal' with a currency selector '\$', a text input field, and a suffix '.00'. At the bottom, there is a 'Save' button and a note: 'Each fundraiser may customize his or her story and goal by logging into GiveGab.'

# Demo

Invite one or multiple fundraisers. You will need first name, last name, and email address.

## Add Fundraisers

### Fundraiser Display Name (optional)

### First Name

### Last Name

### Email



### Fundraiser Display Name (optional)

### First Name

### Last Name

### Email



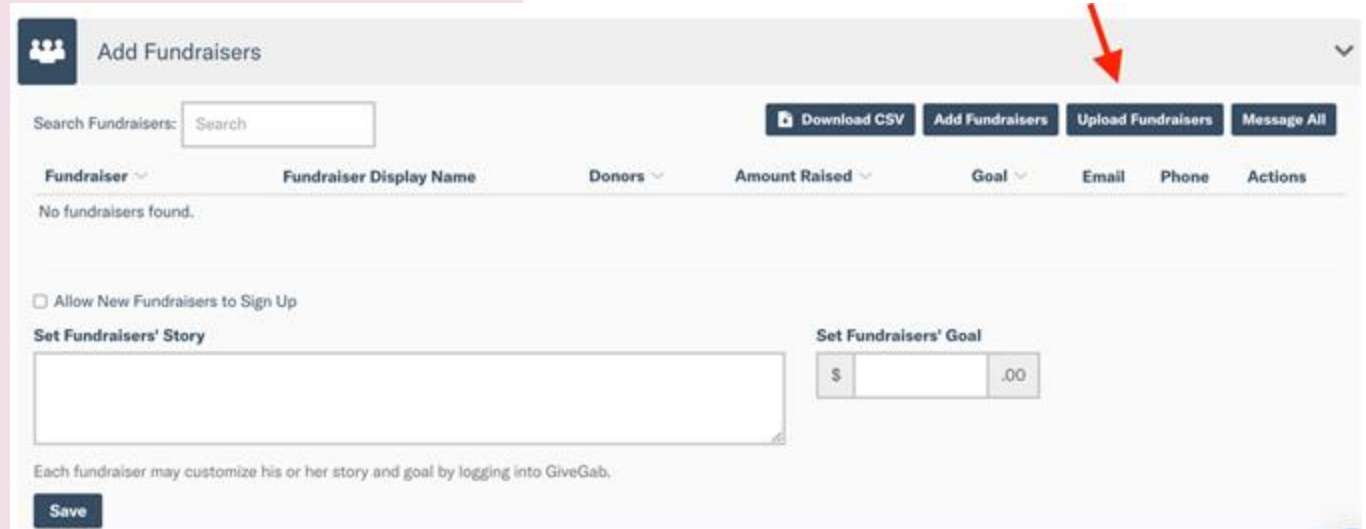
+ New Fundraiser

Cancel

Next: Compose Your Message




# Demo




The screenshot shows the 'Add Fundraisers' page. At the top right, a red arrow points to the 'Upload Fundraisers' button. Below the header, there is a search bar and four buttons: 'Download CSV', 'Add Fundraisers', 'Upload Fundraisers', and 'Message All'. A table header is visible with columns: 'Fundraiser', 'Fundraiser Display Name', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table content shows 'No fundraisers found.'. Below the table, there is a checkbox for 'Allow New Fundraisers to Sign Up'. Under 'Set Fundraisers' Story', there is a large text area. To the right, under 'Set Fundraisers' Goal', there is a currency selector '\$', a text input field, and a decimal selector '.00'. At the bottom, there is a 'Save' button and a note: 'Each fundraiser may customize his or her story and goal by logging into GiveGab.'

Upload a CSV to invite a group of fundraisers at once.


# Fundraiser Dashboard




**Tell Your Story**




**Make a Donation**



**Reach Out**



**Share Socially**



**Give Thanks**



### Progress

0%

<b>\$0</b> Raised of \$500 Goal	<b>58</b> Days Left
<b>0</b> Donors	<b>0</b> Emails Sent

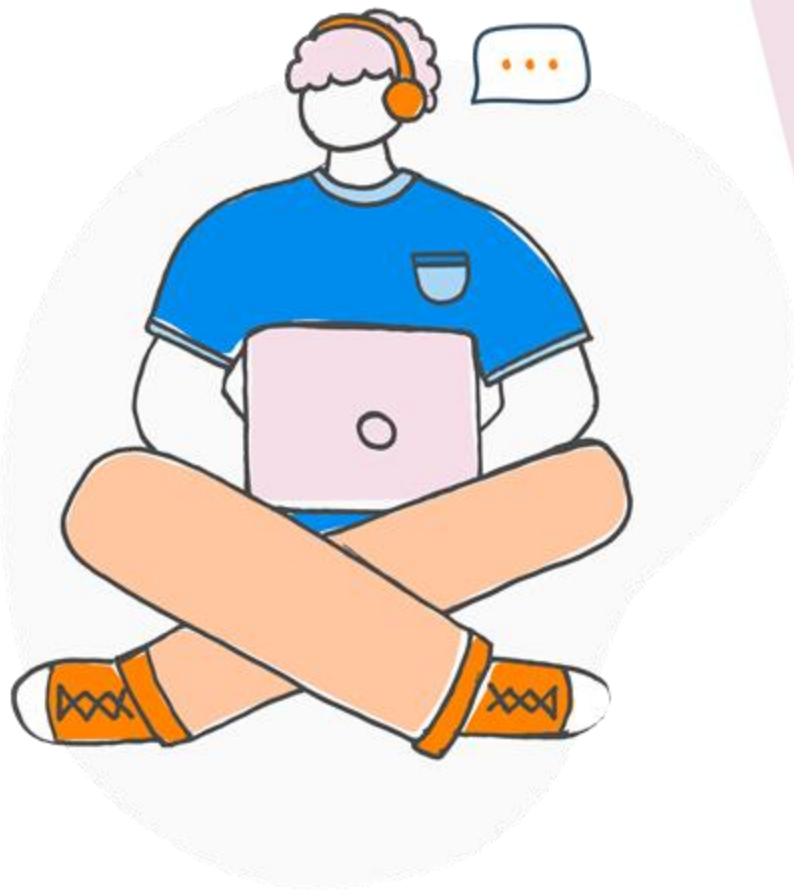
Share your fundraiser!

<https://giving-days.herokuapp.com/p2p/3>



# Fundraiser Profile

[Screenshot of a demo fundraiser profile on DoG site (sign yourself up in preprod)]



# Takeaways & Resources

# Timeline for P2P Recruitment



# Key Takeaways



- P2P Fundraising can help you raise approximately 3.6x more
- Fundraisers increase your organization's reach
- Be strategic when selecting fundraisers
- Provide your fundraisers with resources to make it easy and fun
- There is plenty of time before the GoodGiving Challenge - start small this year and grow it in the future!



# Tools for Success

## Tools for Nonprofits

- How to identify and add fundraisers
- Support articles & videos for engaging P2P fundraisers
- Email templates for recruiting fundraisers



# Tools for Success



## Tools for Nonprofits

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## Tools for Fundraisers

- How to sign up
- Resources & support articles
- Communication guides & templates
- Link to downloads page

# Matches & Challenges

# Did You Know?

**You can add matches and challenges to your GoodGiving Challenge strategy!**

- Incentivizes donors as their gift will have a greater impact
- Opportunity to highlight your business sponsor or major donor
- Organizations with matching funds raise on average 4.5 x more than organizations without a match



# Your Giving Day Dashboard

From your Giving Day Dashboard, click “Manage Matches and Challenges”

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations >
- ✓ Add Donation Levels >
- ♥ Add a 'Thank You' Message >
- 👤 Add Fundraisers >

#### Reset Profile

ⓘ Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point.

#### Donation Tools

🔧 Manage Matches and Challenges

📄 Manage Donations

📄 Embed a Donate Button

#### Other Actions

📄 Engagement Opportunities

📄 Add External Fund

📄 View Registration Info



# Add a Match

Click the “Add Match” button to create a new matching opportunity to feature right on your Giving Day profile.

Matches

Challenges

**+ Add Match**

# Enter Match Information

## Match Details

### Match Name

Giving Tuesday Match!

### Description

Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!

### Total Matching Funds Available ⓘ

\$ 50.00

### Matching Ratio ⓘ

- 1:1** example: \$10 donation is matched by \$10
- 2:1** example: \$10 donation is matched by \$20
- 3:1** example: \$10 donation is matched by \$30

### Image



Select Image

Remove

**Tip:** Disable adblockers on this page for the best image uploading experience.

- Match Name
- Match Description
- Matching Funds Available
- Matching Ratio
- Image (optional)

# Enter Sponsor Information

## Sponsor Donor Details

### Sponsor Donor Name

Sponsor Donor Name is for your reporting purposes and will not display publicly unless you check the box below.

Display Sponsor Donor Name Publicly

### Sponsor Business URL (optional)

- Sponsor Name
- Sponsor URL (optional)
- Or keep your sponsor anonymous



# Customize Your Match

## Match Criteria

Does this match only apply to donations made within a certain time period? (optional)

Time Zone

Eastern Time

Start Time (US/Eastern Time)

End Time (US/Eastern Time)

Minimum Individual Donation Threshold to Match ⓘ

Maximum Match per Individual Donation

\$

\$

Enable Auto Matching ⓘ

Archive ⓘ

Save

Cancel

## Update Match Parameters

- Match Start Time (optional)
- Match End Time (optional)
- Maximum Match per Donation
- Minimum Individual Threshold to Match
- Auto Matching
  - Enables donation matching to eligible online gifts in real time

# View Your Match

## Debbie's Pet Supply: Giving Tuesday Match!

Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!

**\$50** MATCH

**\$50** REMAINING

# Add a Challenge

Click the “Add Challenge” button to create a new matching opportunity to feature right on your Giving Day profile.

Matches

Challenges

**+ Add Challenge**

# Enter Challenge Information

- Challenge Name
- Challenge Description
- Challenge Unlock Amount
- Image (optional)

## Challenge Details

### Challenge Name

Giving Tuesday Challenge!

### Description

When we reach 10 donors, \$50 will be unlocked thanks to a generous donation from our friends at Debbie's Pet Supply!

### Challenge Unlock Amount ⓘ

\$ 50

### Image



Select Image

Remove

**Tip:** Disable adblockers on this page for the best image uploading experience.

# Enter Sponsor Information

## Sponsor Donor Details

### Sponsor Donor Name

Sponsor Donor Name is for your reporting purposes and will not display publicly unless you check the box below.

Display Sponsor Donor Name Publicly

### Sponsor Business URL (optional)

- Sponsor Name
- Sponsor URL (optional)
- Or keep your sponsor anonymous

# Customize Your Challenge

## Set Challenge Details

- Start Time
- End Time
- Challenge Type
  - Dollar
  - Donor
  - Donation
- Challenge Goal

### Challenge Criteria

Select the time period applicable for this challenge

Time Zone

Eastern Time

Start Time (US/Eastern Time)

End Time (US/Eastern Time)

Challenge Type

Donor Challenge

Challenge Goal

10

How many donors are needed to complete this challenge?

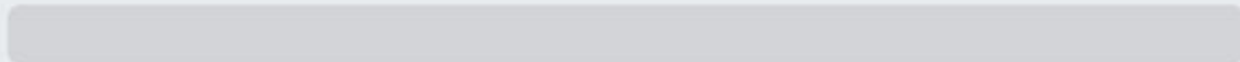
Archive ⓘ

Save Cancel

# View Your Challenge

## Debbie's Pet Supply: Giving Tuesday Challenge!

When we reach 10 donors, \$50 will be unlocked thanks to a generous donation from our friends at Debbie's Pet Supply!



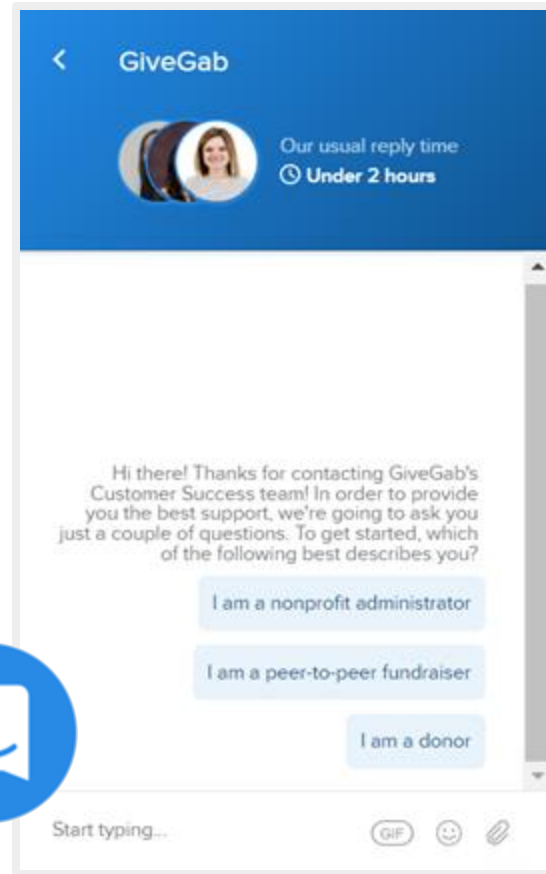
**10** more donors unlocks **\$50**

# Giving Day Support & Resources

Visit our [Help Center](#)

Check out [Our Blog](#)

Chat with our Customer Success Team  
Look for the little blue chat bubble





# Questions?



*December 3-6, 2024*