Peer-to-Peer Fundraising and Matches and Challenges

#BROOKLYN GIVES
Powered by Brooklyn Community Foundation

GiveGab is becoming Bonterra.
Your #BrooklynGives Team

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Zoom Etiquette

This is being recorded. The recording will be available on the /trainings page by **October 13**.

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

Introduce yourself! Name, location, organization.
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 GiveGab’s Fundraising Tool
- 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 #BrooklynGives profile. Their totals roll up into your totals!
Why is it 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
Impact on #BrooklynGives 2021

- 31 groups (15%) organizations used P2P
- Total raised through P2P feature: $343,162
- Total donors that came through P2P feature: 1,932
- Total number of P2P who raised money: 210 (of 320 total)
- Accounts for 25% of all donations received during campaign

Average Raised by Nonprofits With and Without P2P Fundraisers

Raise 8x more with P2P fundraising!
P2P Stories: Brooklyn Book Bodega

Rebecca Cohen
Executive Director + Cofounder, Brooklyn Book Bodega

- 2021 Totals: $11,177.44 Raised from 129 Donors!
- Make a plan
- Set a goal (\# of fundraisers /\# of $$$ overall /\# of $$ per fundraiser)
- Reach out to potential fundraisers
- Share collateral and offer support
- Remind them
- Thank them
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

Board Members
Family & Friends
Staff

Community Members
Volunteers
Businesses

Donors
Beneficiaries
Local Influencers
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
Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Select “Add Fundraisers”
 Invite one or multiple fundraisers at once. You will need first name, last name, and email address.
Timeline for P2P Recruitment

**Plan**
- Now: Review fundraising toolkits
- Early Oct: Brainstorm internally, set goals

**Prepare**
- Early Oct: Invite & onboard P2Ps, communicate goals, share resources

**Coordinate**
- Early Nov: Provide templated materials, host office hours for questions
- Day Of: P2Ps complete profiles

**Check In**
- After the Day: Send encouraging messages, update P2Ps on progress

**Follow Up**
- After the Day: Thank your P2Ps, plan post-event touch points, collect feedback, host debrief
Key Takeaways

- P2P Fundraising can help you raise 8x 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 #BrooklynGives. 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 Fundraisers

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

What is a matching gift?

- An additional donation pledged for each donation that is made to your giving day campaign
- Time-based to create a sense of urgency
- Promotional tool to incentivize donors of all capacities
Matches

- Matching gifts allow donations to be doubled on a 1:1 ratio

Ann's Coffee Cafe: Giving Day Match

Ann's Coffee Cafe has graciously offered to match all donations received between February 19th and February 25th up to $1,000!

$1,000 MATCH
$125 REMAINING
**Challenges**

- Challenges allow funds to be added to the organization’s total once a goal is reached
  - Goals can be a **Donor Count or Dollar Amount**

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**Wag: Happy Pups Challenge**

Help us unlock an extra $5,000 to Logan’s Pups with your donation!

115 more donors unlocks $5,000!

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**Lizzy’s Pet Supply: Let’s boost Logan’s Pups!**

When Logan’s Pups reaches its goal of $100,000, Lizzy’s Pet Supply will give an extra $10,000!

$21,298.13 more unlocks $10,000!
Benefits of Matches & Challenges

- Incentivises 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 4.5x more than organizations without a match
Potential Sponsors

- Board Members
- Major Donors
- Local Businesses
- Corporations
- Community Members

Educate your match sponsors on the benefits their gift can provide and how their contribution is stretched for greater overall impact.
Motivating Matches
Power Hour Matches

- Set match parameters to a specific time frame, creating a greater sense of urgency during the day
- Opportunity to stimulate donors during non-peak hours
- Great for featuring smaller matches and multiple sponsors

**Morning Match!**
All donations made from 7am - 9am will be DOUBLED thanks to our generous sponsor, Debbie's Pet Supply!
Social Engagement Match

- Encourage more online engagement through a social media match through liking and sharing
- Opportunity to cross promote with match sponsors existing social media network and your own

**Social Superstars Match!**
For every like this post receives, our generous board of trustees will donate $1 up to $1,000! Like and share today only and help us make a difference!
New Donor Match

- Motivate those who have not yet supported your cause to take the first step in making a difference
- Great way to capture new donors and build new relationships with them after the day

Fresh Faces Match!
Have you been waiting for the perfect opportunity to make your first donation to Logan’s Pups? Now’s your chance! First time donors will have their gift DOUBLED thanks to a match from Debbie’s Pet Supply!
Adding a Matching Opportunity to your Giving Day
Your Giving Day Dashboard

From your Giving Day Dashboard on GiveGab, click “Manage Sponsor Matching”
Organization Sponsor Matching

Click the button above to create a new matching opportunity to feature right on your Giving Day profile.
Enter Match Information

Highlight Matching Sponsor
- Sponsor Name
- Sponsor’s Website
- Sponsor’s Logo
- Or keep your sponsor anonymous
Customize Your Match

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
5000

Maximum Match per Individual Donation

Update Match Details
- Match Name
- Match Description
- Matching Funds Available
- Maximum Match Per Donor
Customize Your Match

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

Please note that times are in Eastern Time.

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)  Donation Matching End Time (Eastern)

Enable Auto Matching

We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all the funds are depleted! (You can always edit them later if needed)

How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

Update Match Parameters

● Match Start Time (optional)
● Match End Time (optional)
● Auto Matching
  ○ Enables 1:1 donation matching to eligible online gifts in real time
View Your Match

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More Than Just A Shelter

At Logan's Pups we offer more than just a home to dogs in need, we’re in the business of turning lives around. Each

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Matches

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!

$5,000 MATCH $4,850 REMAINING

Fundraising Champions

Laryssa Hobert $500.00

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$25 Provides one week of food for a senior pup

$50 Provides a super soft bed for a loving senior pup

$100 Covers cost of rescuing a senior pup from a kill shelter

$500 Provides life changing surgery to a senior pup in need

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Choose Your Own Amount
Creative Challenges
Dollar vs Donor Challenges

- Dollar based Challenges unlock funds once a dollars raised milestone is met
- Donor based Challenges unlock the pledged funds once a donor milestone is met

*Excite your supporters!*
Motivate your donors and supporters to reach the challenge goal so that their support can go even further.
Get Local Businesses Involved!

Example:

- The SPCA has a $3,000 fundraising goal for their campaign
- PetSmart agrees to contribute $1,000 if the SPCA reaches their $3,000 goal
- As soon as the SPCA reaches their goal, PetSmart's $1,000 donation is released to their total funds raised
- This is a **Dollar Challenge**
Create Donor Challenges

- Alternately, you could set up a Donor Challenge.
- Sponsored funds are released when a donor milestone is met, rather than a dollar milestone.
- Example: PetSmart agrees to give $1,000 to the SPCA once 100 unique donors have made their gift.

Note: Your nonprofit is responsible for gaining and receiving funds from the sponsor. GiveGab does not collect the matching or challenging funds from your sponsor on your behalf. GiveGab simply reports the amount raised.
Adding a Challenge to Your Giving Day
Your Giving Day Dashboard

From your Giving Day Dashboard on GiveGab, click “Manage Sponsor Matching”
Adding a Challenge

- Click the button above to create a new challenge opportunity to feature right on your Giving Day profile.
Enter Challenge Information

[Form fields for Challenge Information]

- Sponsor Name
- Logo
- URL (optional)
- Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements, (optional)
- Keep Sponsor Anonymous
- Challenge Name
- Description (optional)
- Challenge Type: Dollar Challenge
- Challenge Goal
- Challenge Amount: $0.00

[Instructions]

A Dollar Challenge is fulfilled and an offline donation is created when a certain amount is raised. A Donor Challenge is fulfilled and an offline donation is created when a certain number of unique donors have given.
Customize Your Challenge

Set Challenge Details
- Start Time (Eastern)
- End Time (Eastern)

Please note that times are in Eastern Time.
Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Start Time (Eastern)  End Time (Eastern)

- Archived

Archive this challenge to mark it as inactive and prevent it from being displayed in future fundraising.

Save  Cancel
Meet Buster

In March of 2015, the rescue team at Logan's Pups traveled to Georgia to rescue several older dogs who were scheduled to be euthanized. In that bundle of pups there was a particularly special dog named Buster. Buster was a 10 year old bulldog mix with arthritis that made making the most out of play time a little tough. However despite this, our team could tell within moments of meeting him that he had a heart of gold and quickly became a favorite when he was brought back to the Logan's Pups sanctuary.

Meet Emily

Emily had just graduated from college and was moving to a new city to start her first ever full time job. Her whole life she was only ever a few minutes away from home, but her dream job was taking her across the country for the very first time. Emily was nervous about starting her career in a place she had never been before, and afraid that she might be lonely without any friends or family nearby. However when Emily arrived at her new job she met Cady, one of our long time volunteers at Logan’s Pups. When Emily mentioned she was looking to adopt a dog in need, Cady immediately recommended that she check out Logan’s Pups.
Important Tips

● A Match or Challenge will remain active for the entire length of the set date and time parameters
● If you did not meet the amount necessary to deplete the match, but wish to release the entire sponsored amount, select “Deplete Match”
● When you no longer wish to display your match or challenge, select the “Archive” checkbox within the match or challenge editor
Giving Day Support & Resources

Visit our Help Center

Check out Our Blog

Send us an email at CustomerSuccess@GiveGab.com

Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble.
Questions?