

Peer-to-Peer Fundraising

**Update: Giving Opens 2 Weeks
Before GivingTuesday on
November 14, 2023!**

**Reminder: Register your
nonprofit on the platform by
November 14th**

BROOKLYN
BROOKLYN GIVES
ON GIVINGTUESDAY
ORG

Quick Housekeeping

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

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



Chat Box

To: All panelists

Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously



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**

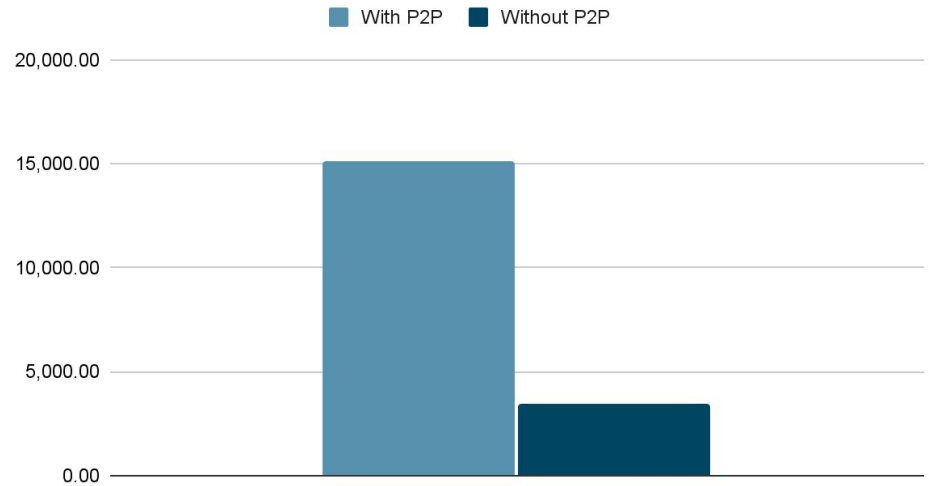
What is P2P Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your Brooklyn Gives on GivingTuesday profile. Their totals roll up into your totals!

Impact of Brooklyn Gives on GivingTuesday 2022

18% of organizations used P2P
220 P2P raised funds
Accounted for 16% of total raised

Peer-to-Peer Stats



Average Raised by Nonprofits With and Without P2P Fundraisers

Raise **4.3x** with P2P fundraising!

P2P Stories: viBe Theater Experience



Beryl Briane Ford

*Co-Executive Director, viBe Theater
Experience*

- **2022 Totals: \$13,310 Raised from 81 Donors!**
- Make a collaborative plan
- Set a goal that connects to FY funding goals/Be Specific!
- Identify (# of fundraisers /# of \$\$\$ overall /# of \$\$\$ per fundraiser)
- Reach out to potential fundraisers
- Share collateral at least 3-4 wks in advance & offer support to Board, Staff, & Volunteers
- Remind them
- Thank them

P2P Stories: viBe Theater Experience



\$20

A donation of \$20 to celebrate viBe's 20-year anniversary



\$50

Supports the purchase of PPE for staff & program participants



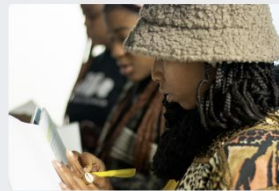
\$75

Supports audio/video recording for our young artists



\$250

Supports supplies/materials for viBeSongMakers program



\$500

Supports ongoing Professional Development for Teaching Artists



\$1,000

Supports staff wellness sessions with Liberation Based LLC therapists



\$1,500

Pays for the stipend of one young playwright

P2P Stories: viBe Theater Experience

Mid-November

Continue marketing and preparing for Giving Tuesday

October

Internally create marketing campaign assets for approval by 3rd week of Oct. 4th week circulate to staff and Board.

Have staff and Board create their individualized fundraising pages on GiveGab/Bonterra with personalized impact stories and fundraising goals



Theater Experience



**Brooklyn Gives 2023,
November 14th-28th.**

Early November

Review fundraising plan & strategies with internal team. Begin posting on social media about upcoming campaign 1st and 2nd week of November, including on the 14th when the platform opens

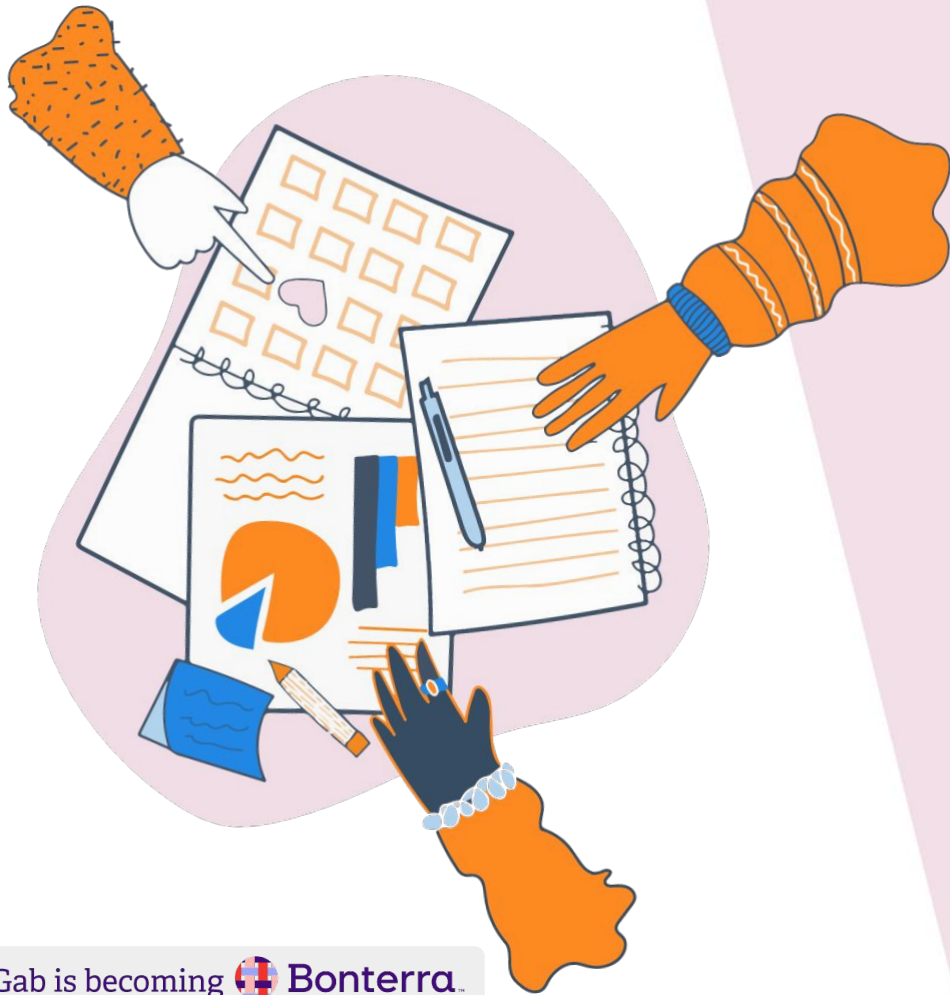
Sept.-Early Oct.

Internally meet with staff & Board Chair if applicable, to discuss campaign fundraising goals/narrative, and general plan, identify lead fundraisers, register for Brooklyn Gives website

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





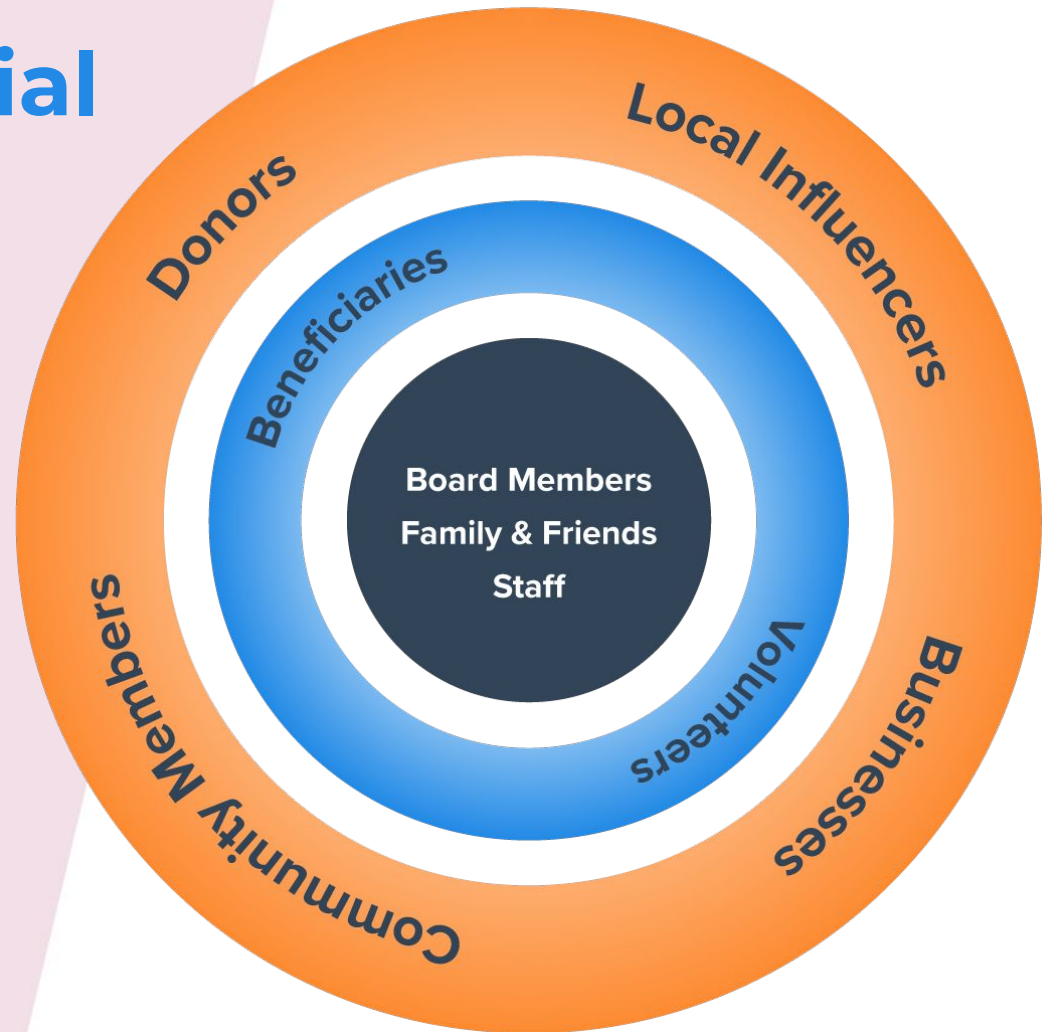
Strategize and Plan

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



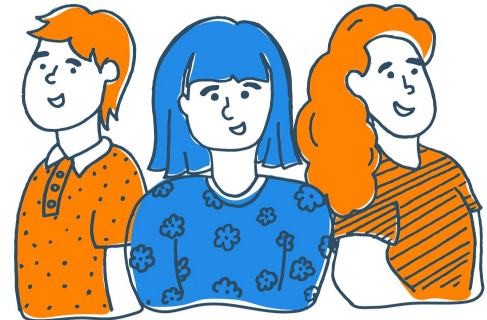
Identify Potential Fundraisers



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

Add Fundraisers

Search Fundraisers:

[Download CSV](#) [Add Fundraisers](#) [Upload Fundraisers](#) [Message All](#)

Fundraiser	Fundraiser Display Name	Donors	Amount Raised	Goal	Email	Phone	Actions
No fundraisers found.							

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

\$.00


Each fundraiser may customize his or her story and goal by logging into GiveGab.

[Save](#)

Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Select “Add Fundraisers”

 Add Fundraisers ▼

[Download CSV](#) [Add Fundraisers](#) [Upload Fundraisers](#) [Message All](#)

Fundraiser ▼ **Fundraiser Display Name** **Donors** ▼ **Amount Raised** ▼ **Goal** ▼ **Email** **Phone** **Actions**

No fundraisers found.

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

Each fundraiser may customize his or her story and goal by logging into GiveGab.

[Save](#)

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

 Add Fundraisers 

Search Fundraisers:

 Download CSV  Add Fundraisers  Upload Fundraisers  Message All


Fundraiser	Fundraiser Display Name	Donors	Amount Raised	Goal	Email	Phone	Actions
No fundraisers found.							

Allow New Fundraisers to Sign Up

Set Fundraisers' Story


Set Fundraisers' Goal

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

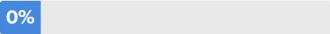


Share Socially



Give Thanks



Progress

0% 

\$0 Raised of \$500 Goal	58 Days Left
0 Donors	0 Emails Sent

Share your fundraiser!

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

Fundraiser Profile

BE A BROOKLYN CHANGEMAKER



Glenn Maloney is a fundraiser for
Brooklyn Community Foundation

DONATE

Brooklyn Org is an amazing organization that I'm passionate on helping raise funds for!

\$50

\$100

\$250

\$500

\$1,000

CHOOSE YOUR OWN AMOUNT

Our Story

Brooklyn Community Foundation is uniquely positioned to mobilize the critical resources required in this moment. Our support includes urgently-needed direct programs and services, including support for justice reform, distribution of fresh, culturally appropriate food, solutions to gun violence and mass incarceration—as well as community organizing, advocacy and movement building for lasting change.

The last three years have been a crisis of unprecedented proportions. The COVID-19 pandemic exposed and exacerbated the stark gap of wealth and resources between our communities—resulting in the impacts on communities of color—and it means we have work still to be done.

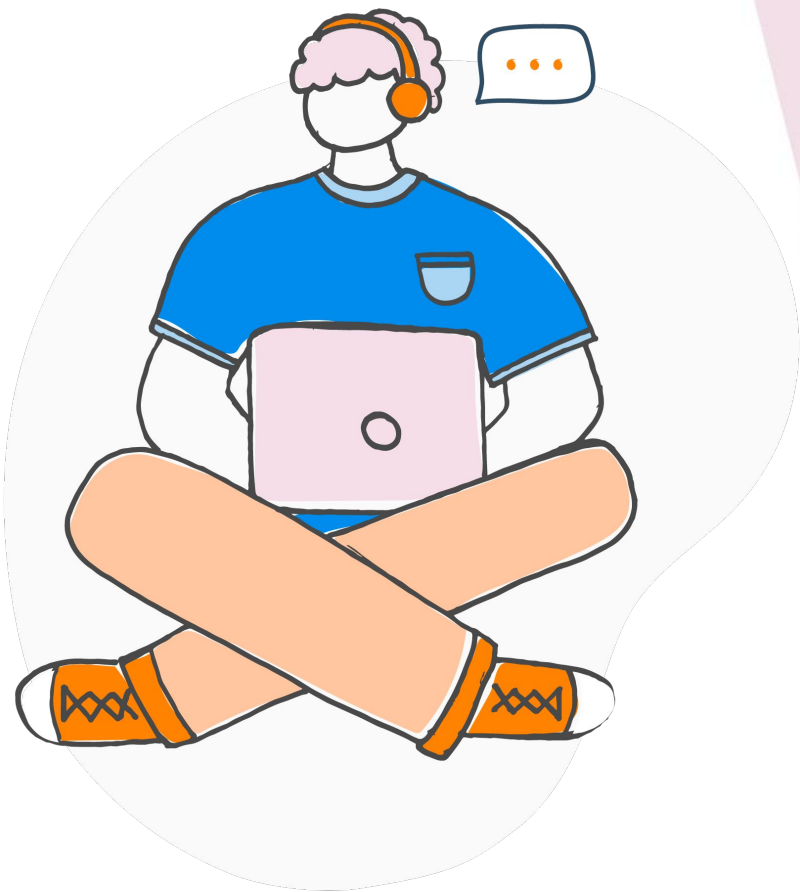
There is much to do for our patients, who are the highest they've ever been, injuries are not matching utilization, older adults are coping with ongoing isolation, and the student learning loss is immense.

Our work is more important today than it has ever been. Investing in community-led organizations is essential to Brooklyn's recovery and its future. They not only feed our bodies, they nurture our spirits and expand our horizons. They are the backbone of our neighborhoods and the heartbeat of our borough.

We are a borough of changemakers, and together we can—and must—do more.

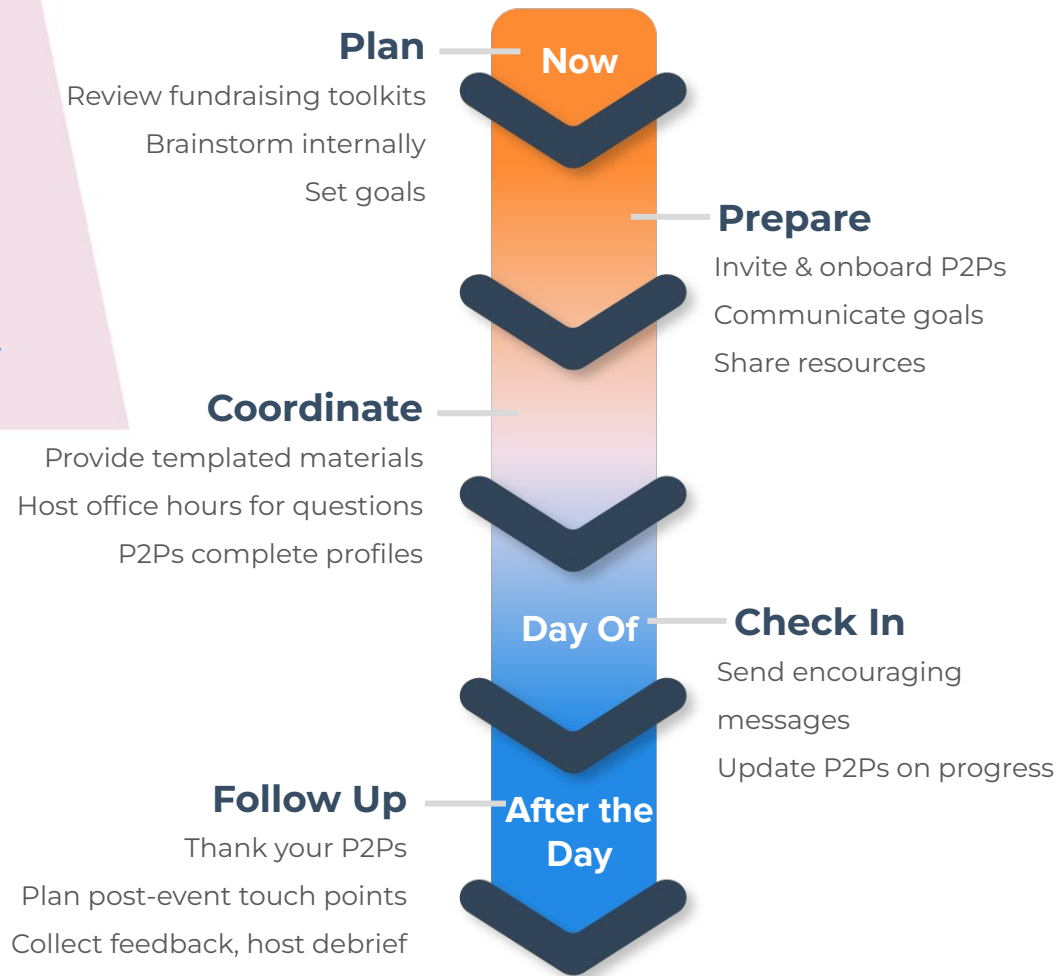
We ask that you please give today. We can't do this work without you!

Screenshot



Takeaways & Resources

Timeline for P2P Recruitment



Key Takeaways



- P2P Fundraising can help you raise 4.3x 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 Brooklyn Gives on GivingTuesday. Start small this year and grow it in the future!

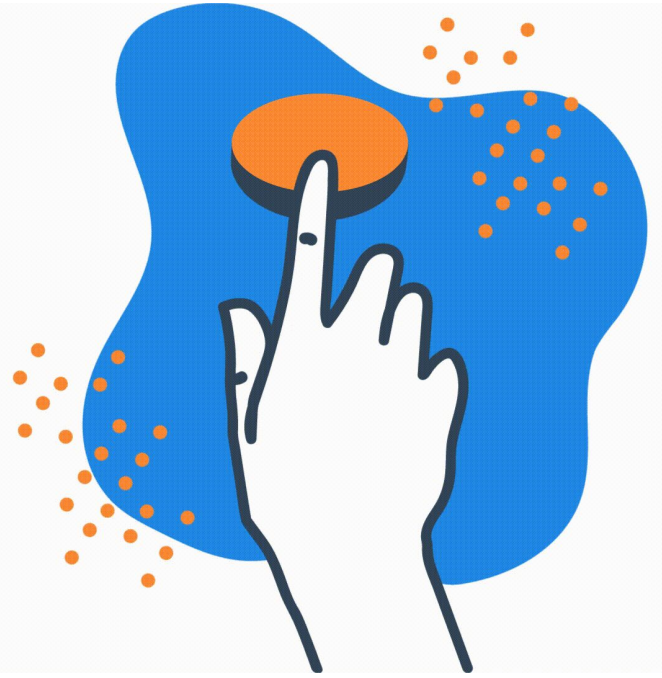
Tools for Success

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

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

Tools for Fundraisers

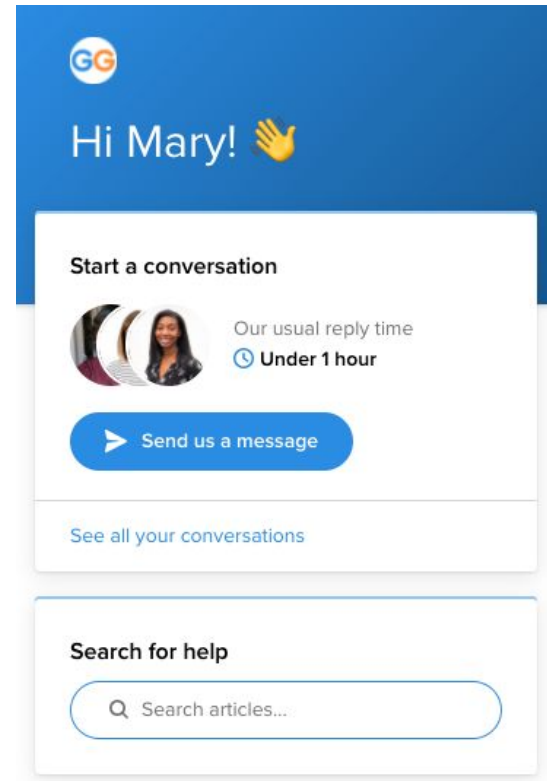
- How to sign up
- Resources & support articles
- Communication guides & templates
- Link to downloads page


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?

BROOKLYN ORG
BROOKLYN GIVES
ON GIVINGTUESDAY

GivingTuesday is November 28, 2023