

Peer-to-Peer Fundraising

March 13, 2024 (12 p.m. -12 p.m.)

buffalostateregives.com



Meet the Team



Rorey Freeman

Customer Success
Project Manager



Sanchay Madan

Customer Success
Project Director

Zoom Etiquette

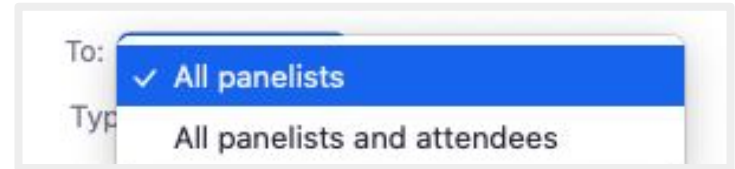
This is being recorded. The recording will be available on the /trainings page by February 28.

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

Introduce yourself! Name and department.



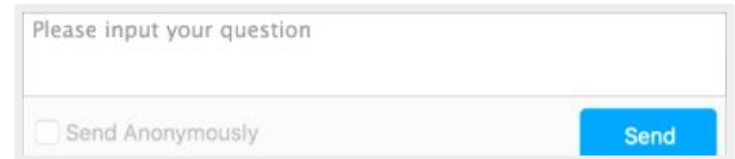
Chat Box



The screenshot shows a Zoom chat box interface. The 'To:' field is open, displaying a dropdown menu with two options: 'All panelists' (which is selected and highlighted in blue) and 'All panelists and attendees'.



Q&A



The screenshot shows a Zoom Q&A form. It features 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.

Agenda



- **Buffalo State Gives Overview**
- **Peer-to-Peer Fundraising basics**
- **P2P Fundraising strategies and best practices**
- **Empowering and engaging your fundraisers**
- **Using the Giving Days Fundraising Tool**
 - **Resources**

Buffalo State Gives 2024 Overview

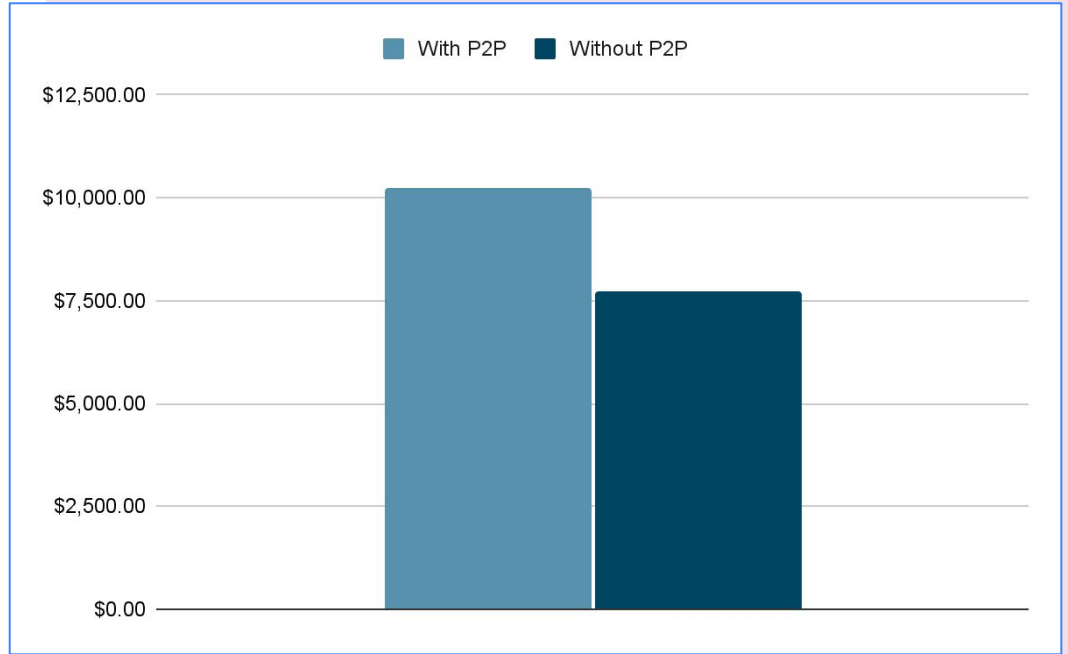
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- Every fund has their own campaign page to market and share with their supporters
- Your marketing efforts + Buffalo State's Efforts = Exponential visibility
- Matches and Challenges to maximize donor giving
- Leaderboards for friendly competition
- Donations open this Friday on March 1 (12 p.m. ET) and close on March 21 (11:59 p.m. ET)

What is P2P Fundraising?

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

Impact on Buffalo State Gives 2023



Average Raised by departments With and Without P2P Fundraisers

departments with P2P fundraising raised 33% more than those who did not!

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 department



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

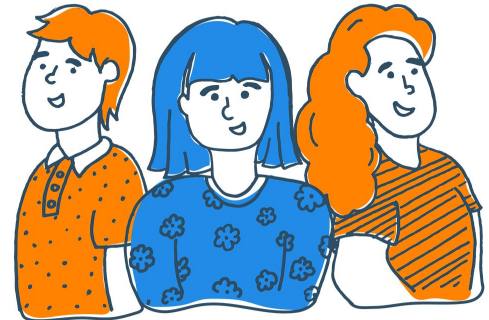
- Students
 - Student athletes, student leaders, those with a connection to the group raising funds
- Alumni + Alumni Board
- Faculty
- Friends + Family!



Fundraiser Stories

Share a personal connection to your mission by asking these questions:

- What made you decide to get involved?
- What do you wish everyone knew about the department?
- What is your favorite program or class and why?
- How is your experience at Buffalo State [and in this club, or on this team, or in this department, etc.] going to serve you now and in the future?



Make It Fun!

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





Bonterra P2P Features

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Buffalo State Gives 2024 Fundraisers

Find your friends and colleagues to help support your favorite organizations!

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Become a fundraiser for
Buffalo State Gives 2024

First Name

Last Name

Campaign Name (optional)

If you'd like your fundraiser page name to be something other than your first and last name, enter that here.

Select Organization

Email

Password

New passwords must be 8 characters and include a letter, a number and a special character (e.g. !,?, or \$).

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CANCEL

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There are no fundraisers with

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Speech-Language Pathology

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Speech-Language Pathology

at [School of the Professions](#)

DONATE

FUNDRAISE



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Become a fundraiser for Speech-Language Pathology

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First Name

Rorey

Last Name

Freeman

Campaign Name (optional)

Speech Club

If you'd like your fundraiser page name to be something other than your first and last name, enter that here.

Email

roreyafreeman@gmail.com

Password

.....

New passwords must be 8 characters and include a letter, a number and a special character (e.g. !,?, or \$).

[Forgot your Password?](#)

CANCEL

SUBMIT



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Thanks for signing up to be a fundraiser! You can manage your profile on [GiveGab](#). We've sent you an email with more details.

Be sure to share the link below with potential supporters.

<https://www.buffalostatagives.com/p2p/347070/rorey-freeman-7b73acf2-1163-4a2a-9ddd-f44570b5bc3a>

MANAGE PROFILE



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Rorey Freeman's fundraising dashboard for Speech-Language Pathology

Complete the steps below to be sure that your fundraiser is successful.



Tell Your Story



Make a Donation



Reach Out



Share Socially



Give Thanks

Progress

0%

\$0

Raised
of \$500 Goal

29

Days Left

0

Donors

0

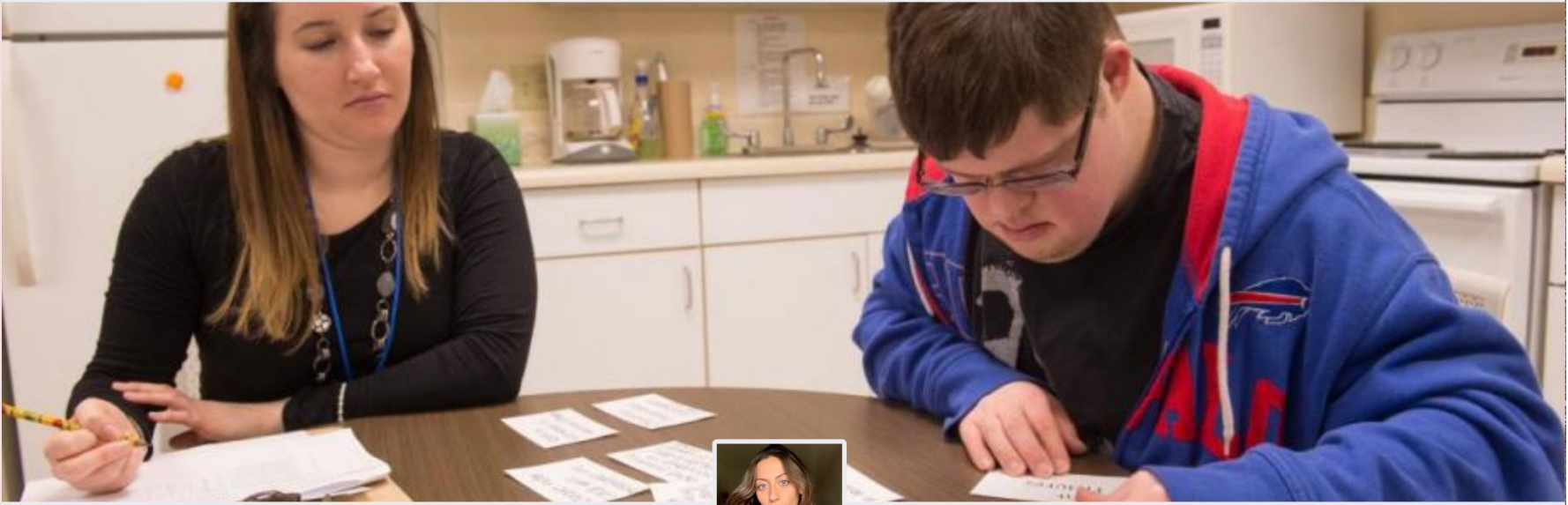
Emails Sent

Share your fundraiser!

<https://www.buffalostategives.com/p2p/3>



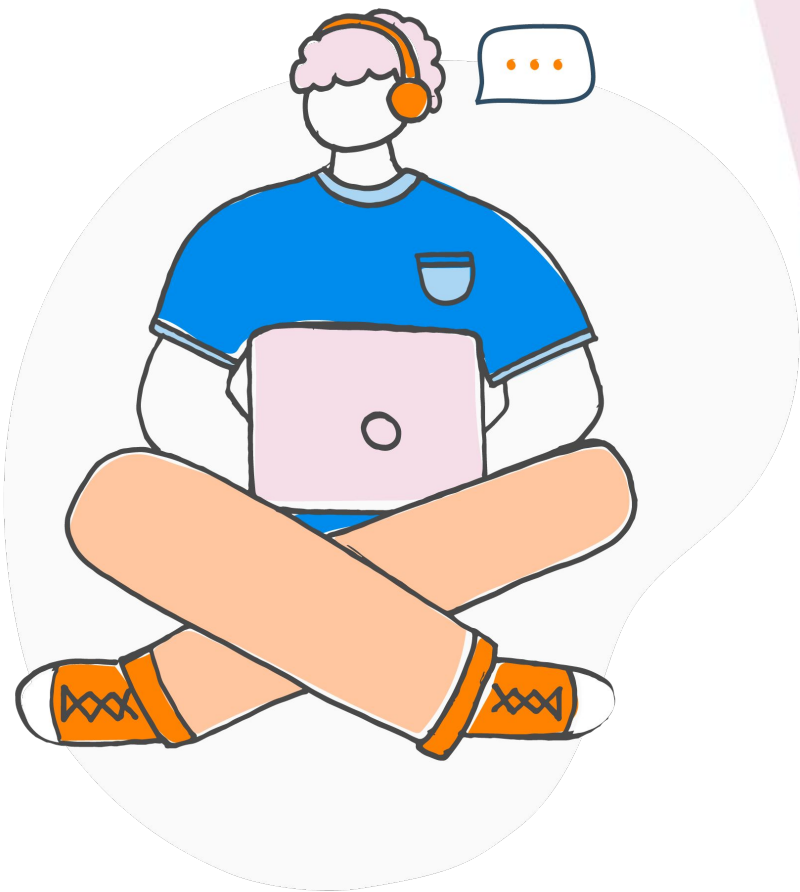
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Rorey Freeman is a fundraiser for
Speech-Language Pathology

DONATE





Takeaways & Resources

Key Takeaways



- P2P Fundraising can help you raise more
- Fundraisers increase your department's reach
- Be strategic when selecting fundraisers
- Provide your fundraisers with resources to make it easy and fun
- If this is your first time using P2P fundraising, consider starting small this year and grow it in the future!

Tools for Success

Fundraiser Toolkit

[Learn how you can be a fundraiser](#) ▼

Thank you for being part of our team by becoming a fundraiser! You are a part of a group that will be key to ensuring Buffalo State Gives is a success.

Use the resources below to help demonstrate your Buffalo State University pride and spread the word about Buffalo State Gives. Every #buffalostategives post and email you share leading up to and on Buffalo State Gives will contribute to the success of the day.

Also, make sure to follow Buffalo State University on Facebook ([@buffalostatealumni](#)), Twitter ([@buffstatealumni](#)) and Instagram ([@buffalostatealumni](#)). Most importantly – HAVE FUN!



[Communication Guide](#)

[View](#)



[Buffalo State Gives Graphics](#)

[View Downloads](#)

Tools for Admins

- How to identify and add fundraisers
 - Reach out to Kate Lockhart at lockhake@buffalostate.edu so she can upload fundraisers for you
 - Or, encourage fundraisers to sign up themselves
- 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

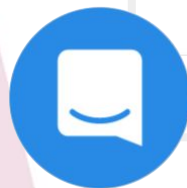
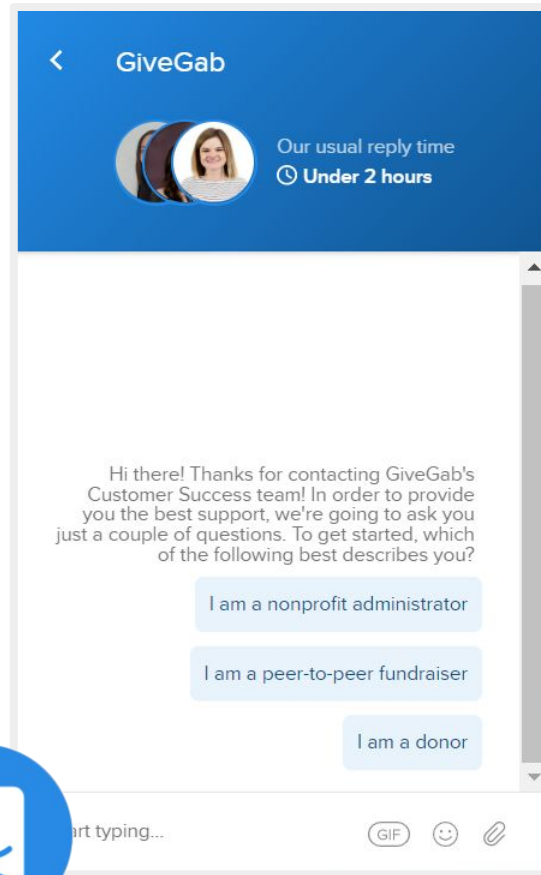
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Check out [Our Blog](#)

Send us an email at
CustomerSuccess@GiveGab.com

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

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Questions?



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