

# Peer-to-Peer Fundraising

November 28, 2023



GiveGab is becoming  Bonterra.

# Zoom Etiquette

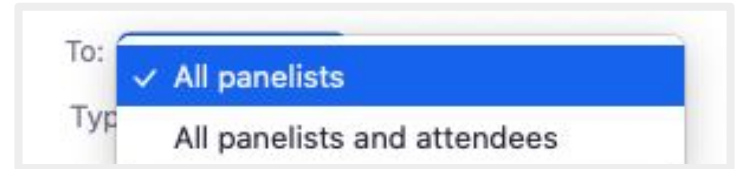
This is being recorded. The recording will be available on the /trainings page by **10/20/23**.

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

Introduce yourself! Name, location, organization.



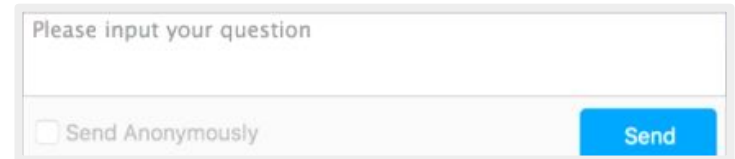
## Chat Box



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



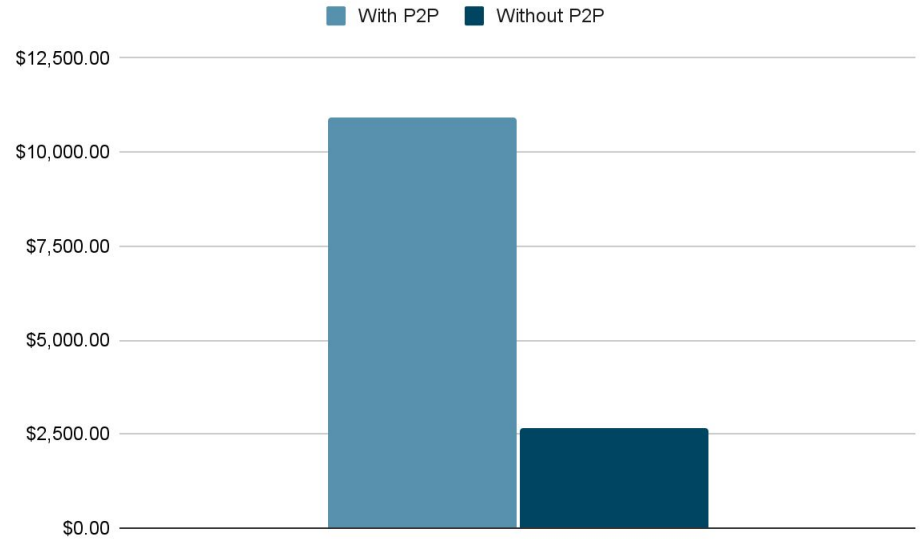
- **Peer-to-Peer Fundraising basics**
- **P2P Fundraising strategies and best practices**
- **Empowering and engaging your fundraisers**
- **Using GiveGab's Fundraising Tool**
- **Resources available to your organization**

# What is P2P Fundraising?

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

# Impact on Cattaraugus Gives Last Year

8% of organizations used P2P  
9 P2P raised funds

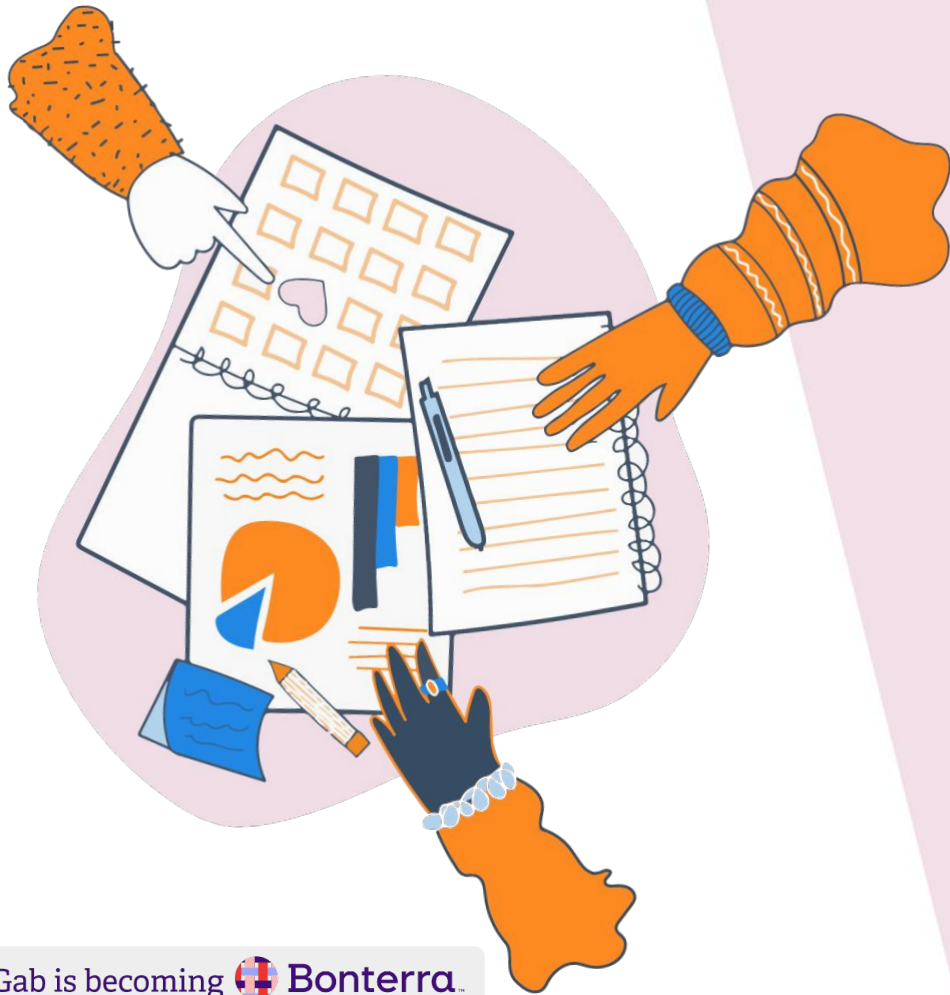


**Average Raised by Nonprofits With and Without P2P Fundraisers**

Raise **[4.1x more]** with P2P fundraising!

# 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



# Strategize and Plan

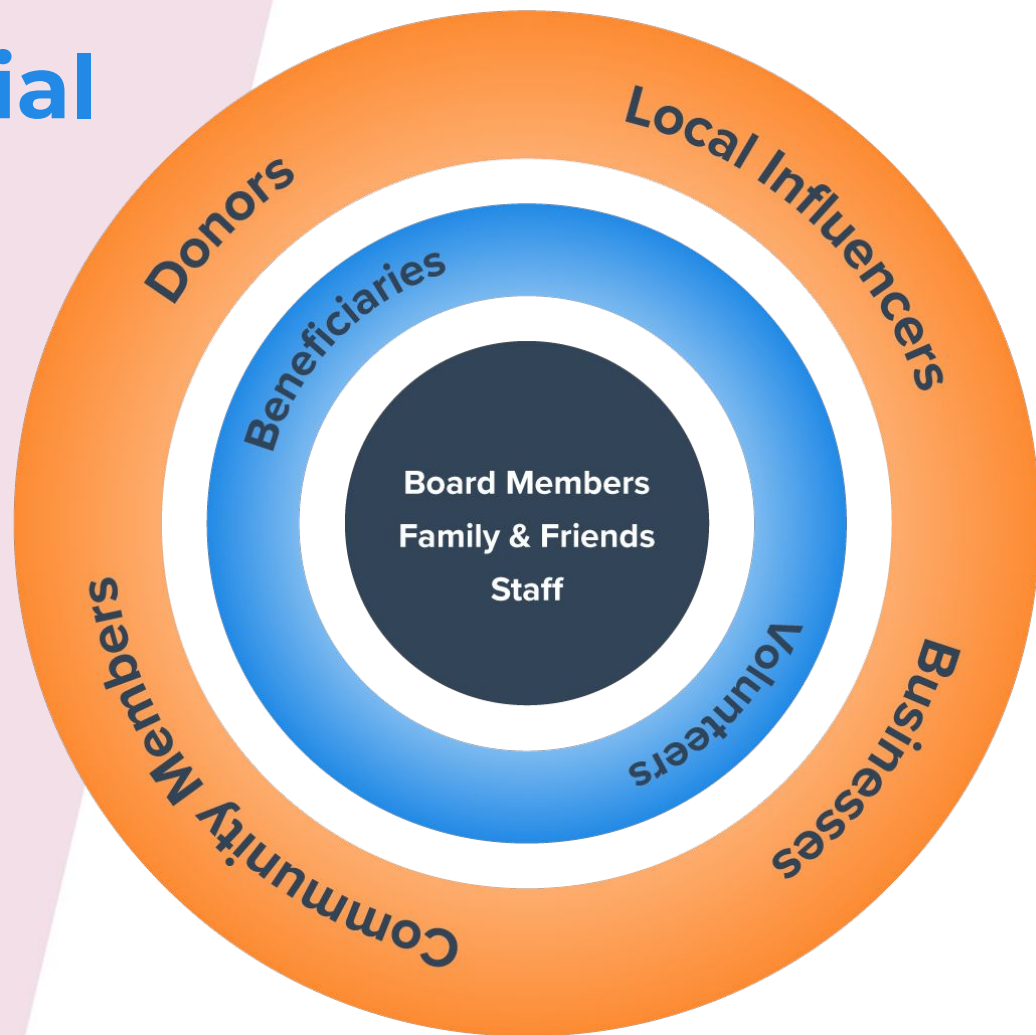


# 4 Steps to Fundraising Success

- 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



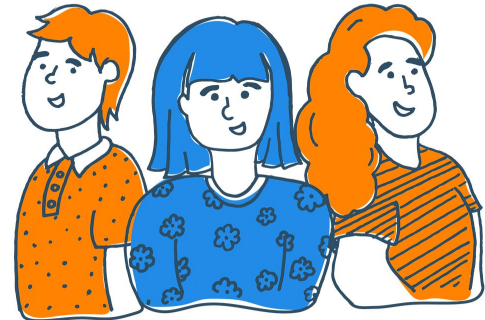
# Identify Potential Fundraisers



# 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**

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.

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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 at once. You will need first name, last name, and email address.

### Add Fundraisers

**Fundraiser Display Name (optional)**

<b>First Name</b>	<b>Last Name</b>	<b>Email</b>
<input type="text" value="Laryssa"/>	<input type="text" value="Hebert"/>	<input type="text" value="test@givegab.com"/> *



**Fundraiser Display Name (optional)**

<b>First Name</b>	<b>Last Name</b>	<b>Email</b>
<input type="text" value="Jane"/>	<input type="text" value="Doe"/>	<input type="text" value="test2@givegab.com"/> *





**+ New Fundraiser**





**Cancel** **Next: Compose Your Message**

# Demo

 Add Fundraisers 

Search Fundraisers:

 Download CSV   


<b>Fundraiser</b> 	<b>Fundraiser Display Name</b>	<b>Donors</b> 	<b>Amount Raised</b> 	<b>Goal</b> 	<b>Email</b>	<b>Phone</b>	<b>Actions</b>
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**

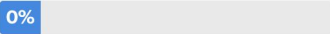


**Share Socially**



**Give Thanks**



### Progress

0% 

<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

CATTARAUGUS GIVES

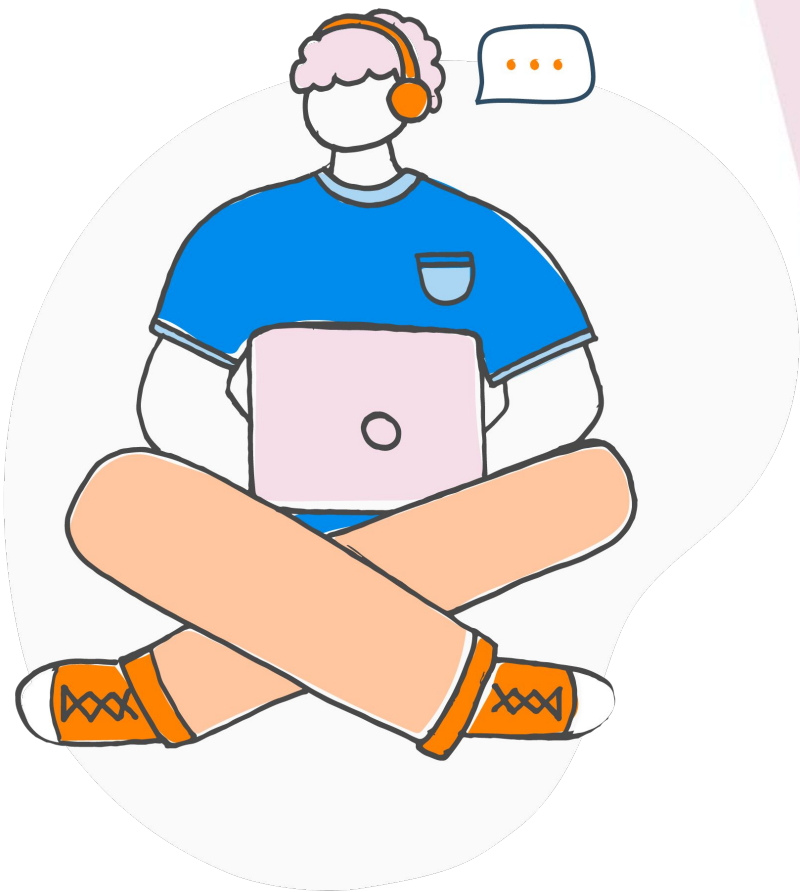
▼ MENU

GROWING GOOD.

CATTARAUGUS REGION COMMUNITY FOUNDATION

Kalia Kornegay is a fundraiser for  
Cattaraugus Region Community Foundation

DONATE



# Takeaways & Resources

# Timeline for P2P Recruitment



# Key Takeaways



- P2P Fundraising can help you raise significantly 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 Cattaraugus Gives. 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 Fundraisers

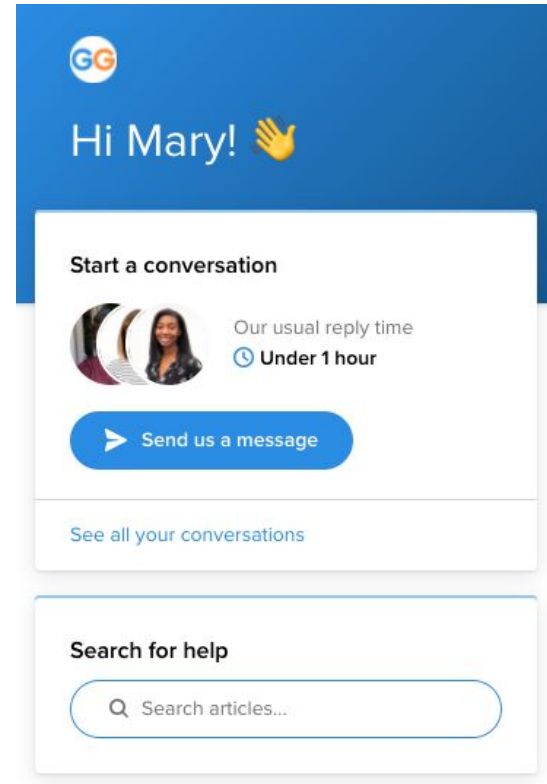
- How to sign up
- Resources & support articles
- Communication guides & templates
- Link to downloads page


# Giving Day Support & Resources

Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at  
[CustomerSuccess@GiveGab.com](mailto: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?



*November 28, 2023*