

Peer-to-Peer Fundraising

December 3, 2024



Zoom Etiquette

This is being recorded. The recording will be available on the /trainings page by **September 16.**

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

A screenshot of the Zoom chat box recipient selection interface. It shows a 'To:' field with a dropdown menu open, displaying 'All panelists' with a checkmark. Below it, the text 'All panelists and attendees' is visible. The 'Type' field is partially visible on the left.

To: All panelists
Type: All panelists and attendees



Q&A

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

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 the Giving Days Fundraising Tool**
- **Resources available to your organization**

What is P2P Fundraising?



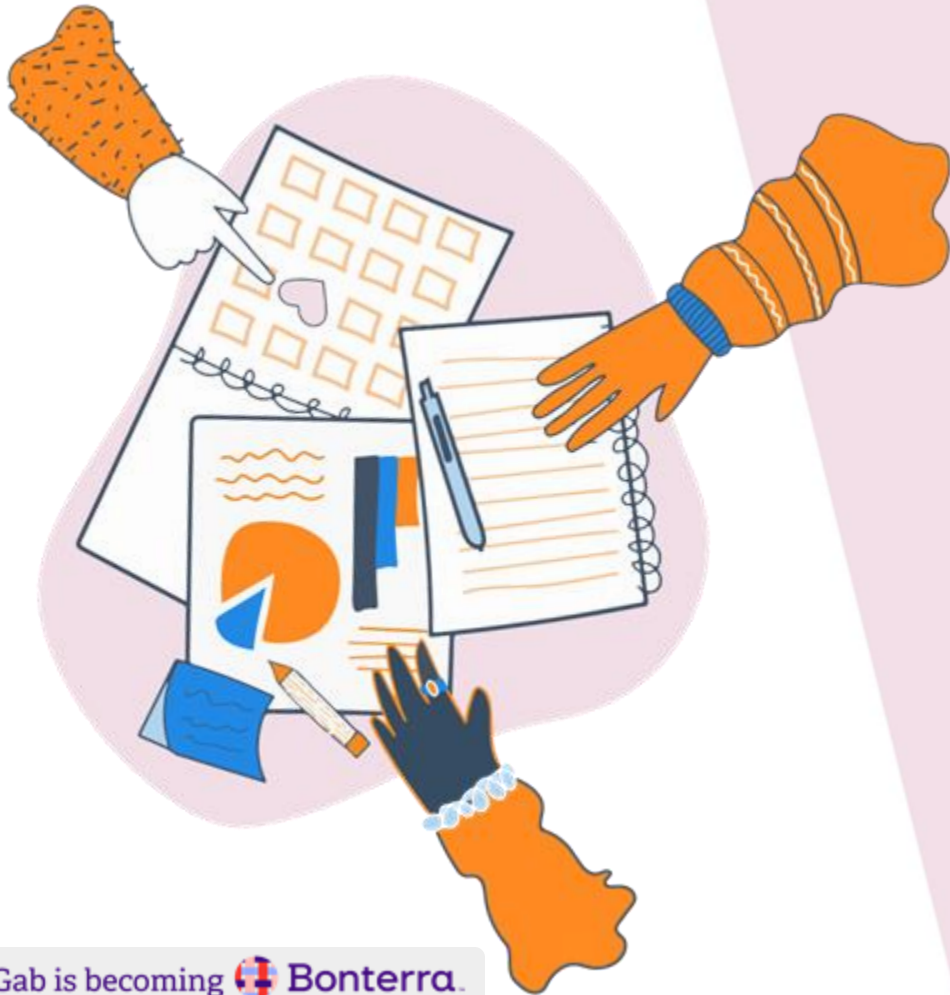
GG

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!

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





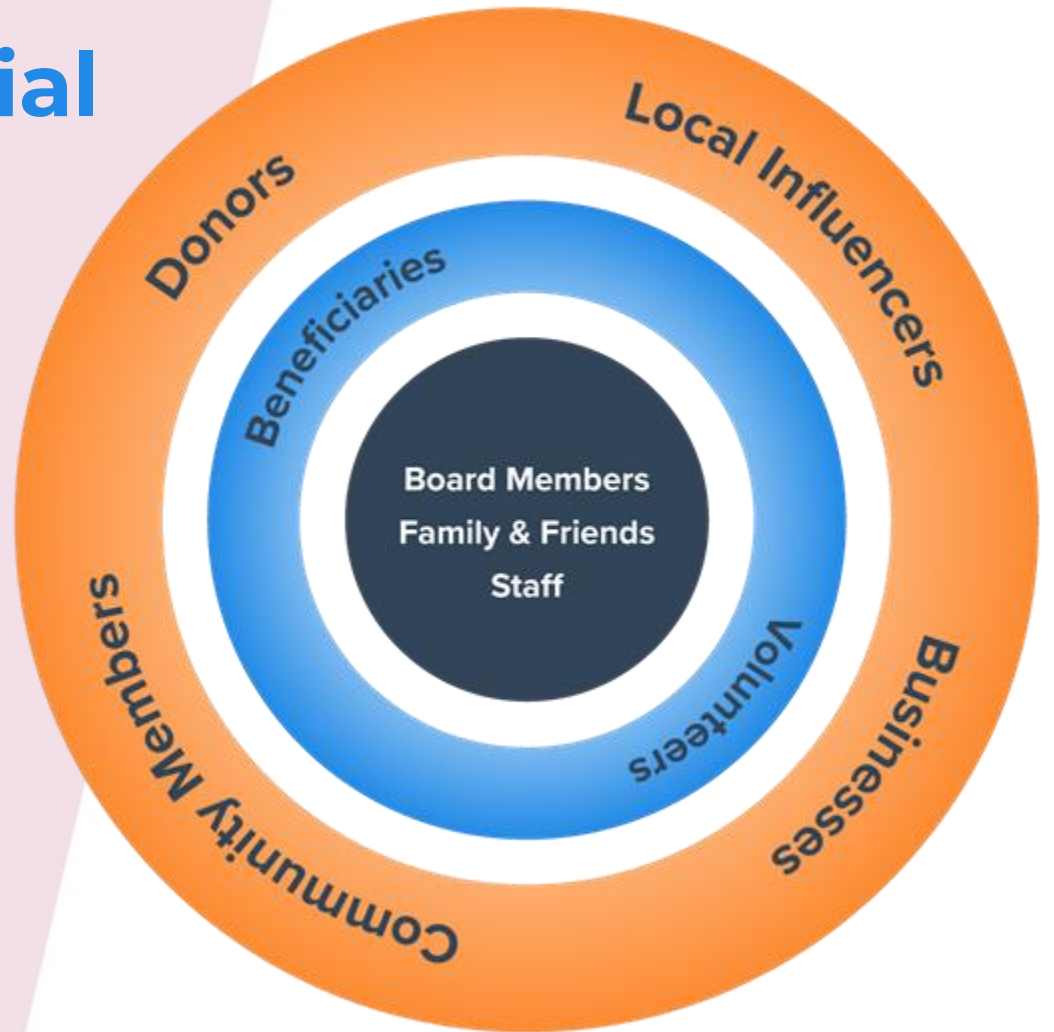
Strategize and Plan

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



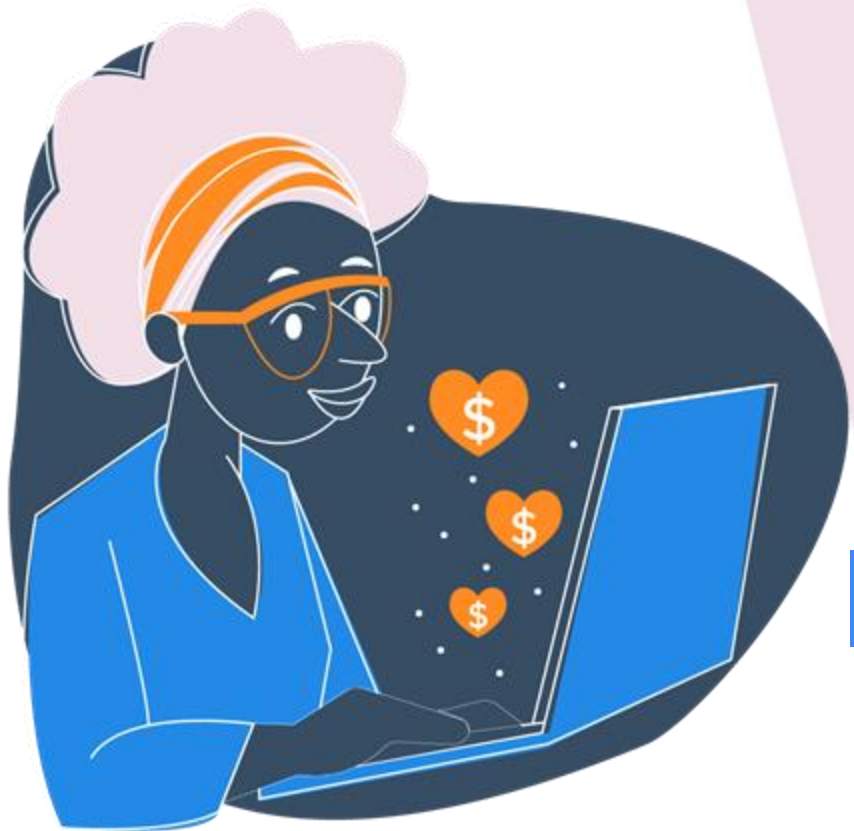
Be Clear

- 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.

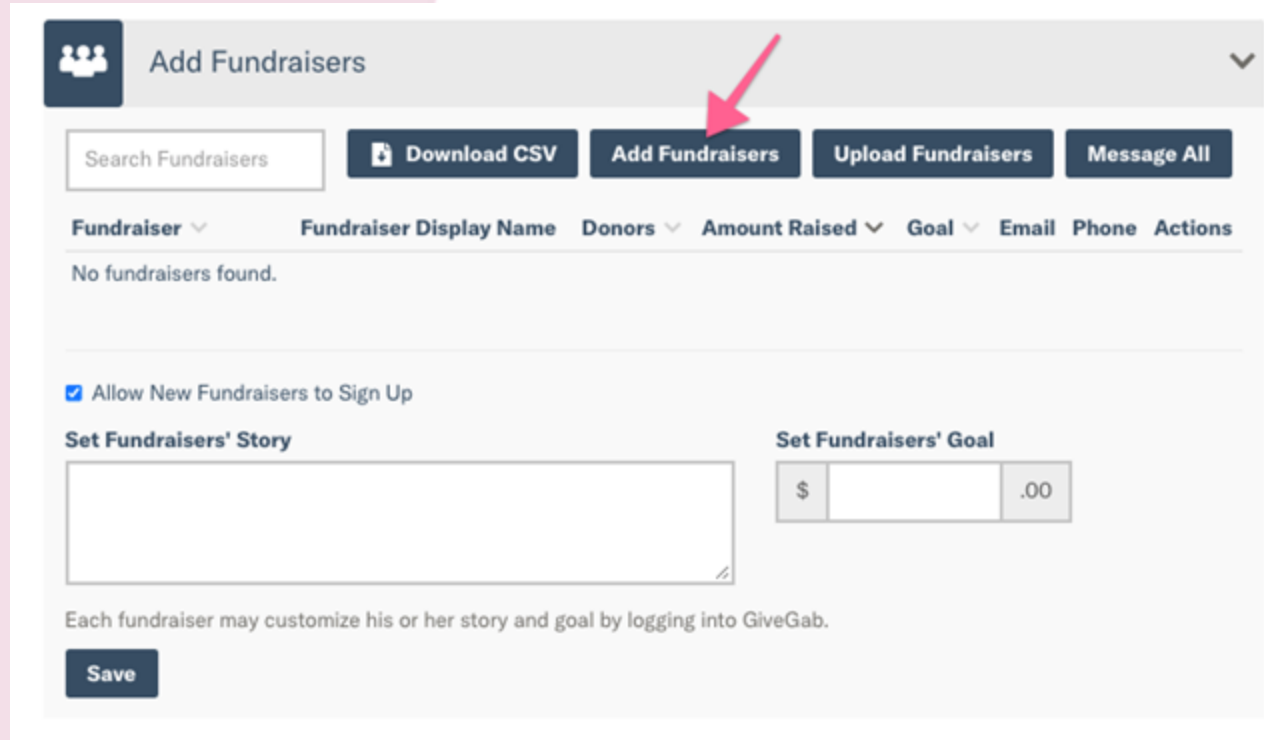
[Save](#)

Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Select “Add Fundraisers”

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, and a '.00' suffix. 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



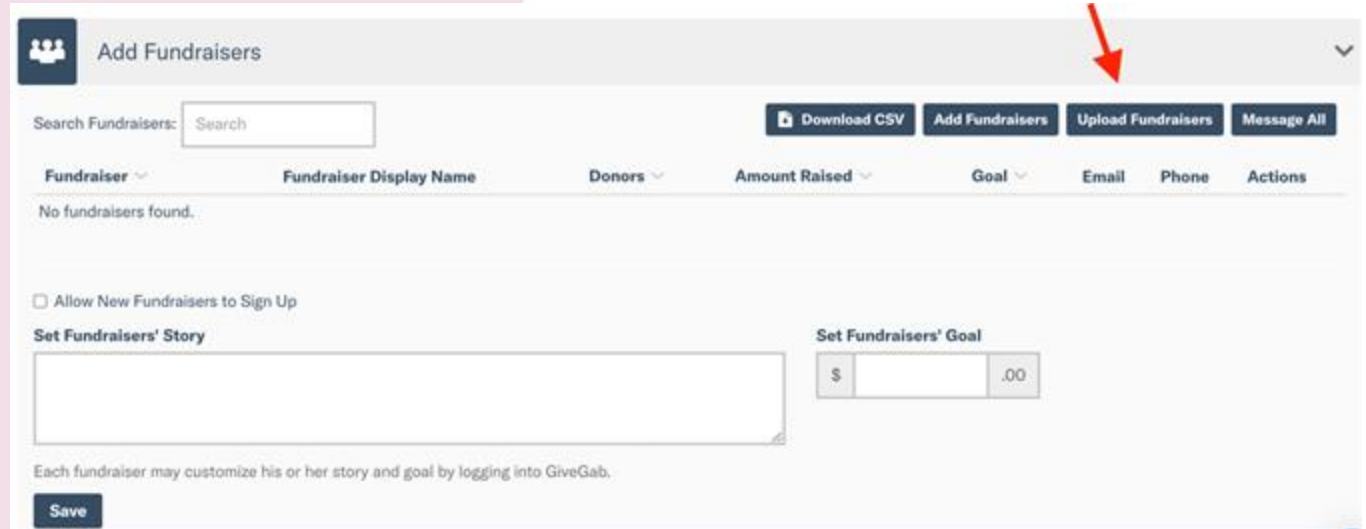
+ New Fundraiser

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 '\$' and a goal amount input field showing '.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%

\$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

The screenshot shows a fundraiser profile for Kalia Kornegay on the GiveGab platform. At the top, there is a banner image with the text "COMMUNITY FOUNDATION" and "GROWING". Below the banner is a teal navigation bar containing social media icons for Facebook, X, and a share icon, along with the logo for the Cattaraugus Region Community Foundation. The main content area is teal and features the text "Kalia Kornegay is a fundraiser for Cattaraugus Region Community Foundation". Below this is a dark teal "DONATE" button. The lower section is white and contains the text "I support this organization's mission and I want it to have a greater impact on the community." Below this text are five light gray buttons with rounded corners, each containing a donation amount: "\$50", "\$100", "\$250", "\$500", and "\$1,000". At the bottom center of this section is a teal button with white text that says "CHOOSE YOUR OWN AMOUNT".

COMMUNITY FOUNDATION
GROWING

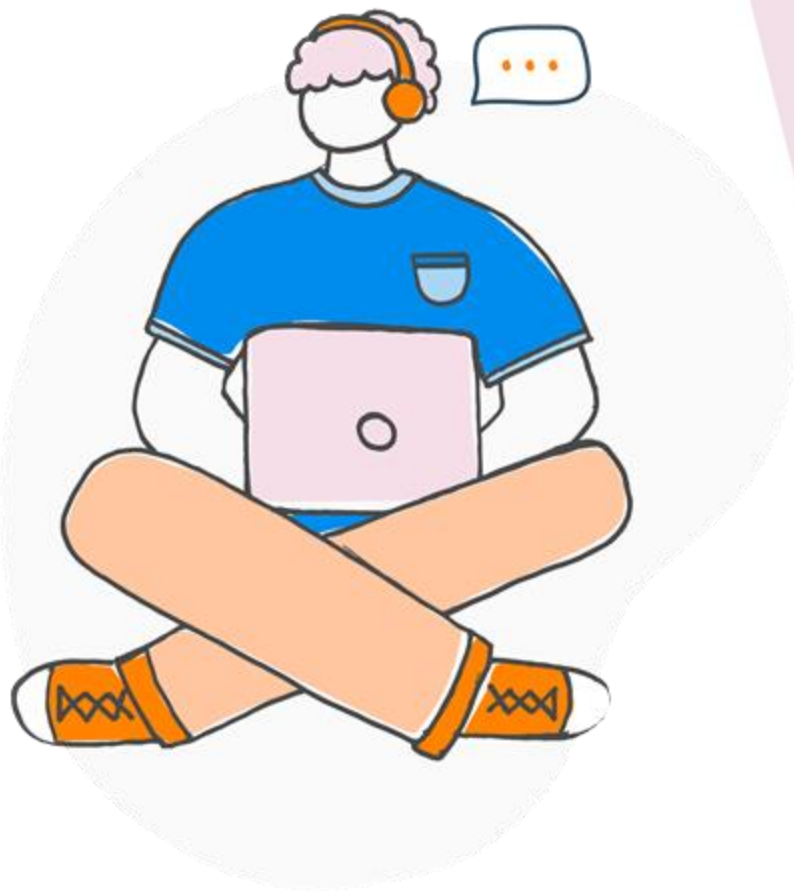
Kalia Kornegay is a fundraiser for
Cattaraugus Region Community Foundation

DONATE

I support this organization's mission and I want it to have a greater impact on the community.

\$50 \$100 \$250 \$500 \$1,000

CHOOSE YOUR OWN AMOUNT



Takeaways & Resources

Timeline for P2P Recruitment



Key Takeaways



- P2P Fundraising can help you raise, on average, **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 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

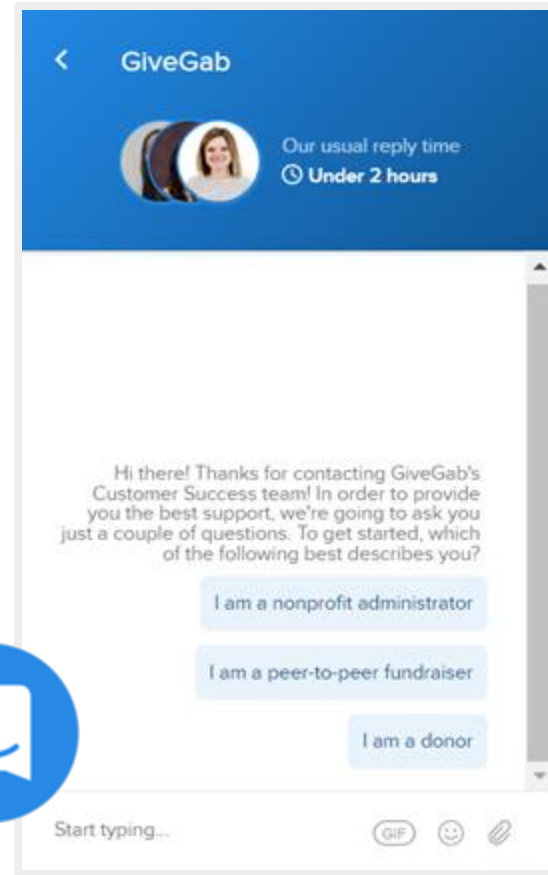
- [How to sign up](#)
- [Resources & support articles](#)
- [Communication guides & templates](#)
- [Link to downloads page](#)

Giving Day Support & Resources

Visit our [Help Center](#)

Check out [Our Blog](#)

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



Questions?



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