

Goal Setting & P2P Fundraiser Strategies



Zoom Etiquette

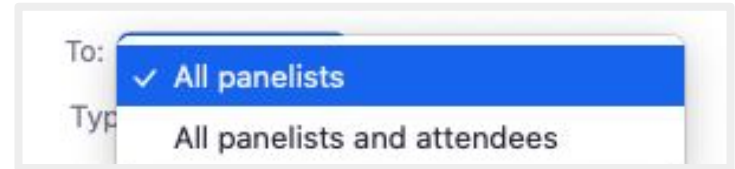
This is being recorded. The recording will be available on the /trainings page by **April 11**.

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

Introduce yourself! Name, location, Clubhouse.



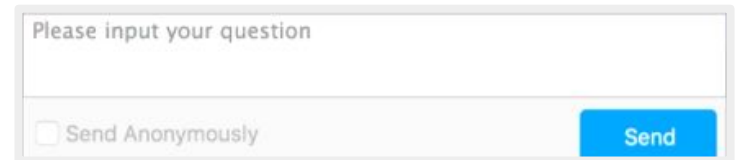
Chat Box



To: All panelists
Type: All panelists and attendees



Q&A



Please input your question

Send Anonymously

Agenda



- **Goal Setting basics**
- **Sample goal strategies**
- **Peer-to-Peer Fundraising basics**

P2P Fundraising strategies
and best practices

- **Empowering and
engaging your fundraisers**
- **Resources available to
your Clubhouse**

Questions to Ask Before Your Giving Day



- What were we able to achieve in previous years?
- Do we have a campaign or event around this time of year?
- What are our most crucial needs at this time?
- What will help to improve long term sustainability?

Popular Giving Day Goals

- Monetary Amount
- Donor Amount
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- P2P Engagement
- Volunteer Engagement
- Social Media Engagement
- Win Prizes or Matches

Examples



- \$5,000 raised during our Giving Day will provide a year's worth of healthy lunches for every low income student at Middletown Elementary School.
- Support from 100 donors on Giving Day will unlock an additional \$10,000 from our board of trustees.
- On our Giving Day, we can win an extra \$5,000 and feed every animal in the shelter for a week, by having the most donors from 12am - 11:59pm.

Setting Your Goals



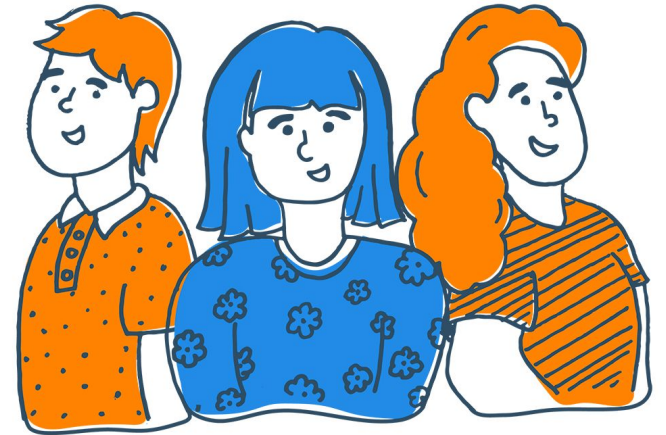
- Narrow in on 1-3 specific goals. This creates a strategy that's easy for your Clubhouse to execute, and for your supporters to rally behind
- Determine which goals are internal vs. external
 - **Internal:** Become more familiar with online fundraising tools, strengthen relationships with board members
 - **External:** Raise \$5,000 for new supplies, secure at least \$1,000 in matching funds prior to the day.
- Stretch goals are great to have in your back pocket should you reach an external goal before the giving day is over!

Who Should Know About Your Goals

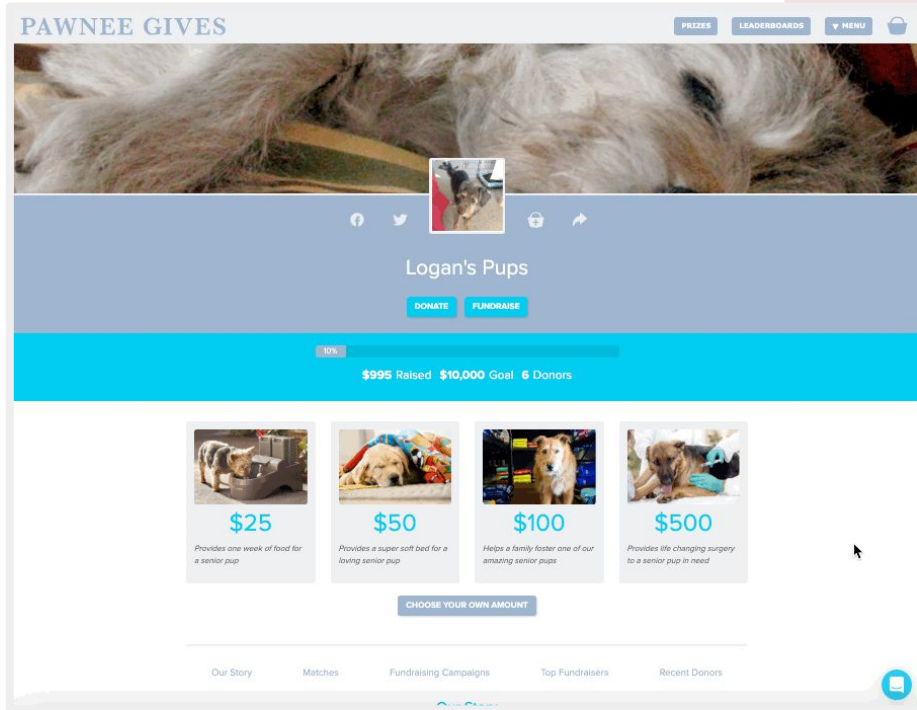
- Why do you want to clue them in?
 - **Internally:** Board Members, Staff, Steering Committees
 - **Externally:** Major/Recurring Donors, Matching Sponsors, Fundraisers, Donors and other supporters
- This distinction is important, as you may need to curate different “asks” for these individuals as a result of the goal(s) you set.



Sample Strategies



Monetary Goal Strategies



- Make it clear what the funds raised will help you achieve
- Secure matching funds and motivate donors to make a greater impact with their gift
- Recruit peer-to-peer fundraisers to help you expand your reach to more donors
- Collect stories from those who would be directly impacted

Donor Goal Strategies

- Create donation levels in lower amounts to encourage lower capacity donors
- Find significance in the number you chose for your goal and share it!
- Recruit peer-to-peer fundraisers to help you expand your reach
- Encourage social sharing amongst your supporters
- Motivate your supporters with an incentive for the donor that reaches your goal



\$5

One bag of bones for our senior pups!



\$10

One blanket to keep our pups cozy.



\$15

One case of yummy food to feed our pups!



\$20

One water fountain to keep our pups hydrated!



\$25

One shot to keep our pups disease free!

New Donor Goal Strategies

- Recruit peer-to-peer fundraisers to help you expand your reach
- Highlight benefits of being a donor to your Clubhouse
- Share stories about your existing donors and why they give
- Use hashtags on social media to be heard in different conversations
- Ask each of your supporters to share your profile with friend



Key Takeaways



- Set clear goals prior to the Giving Day to help you develop a more focused strategy for success
- Keep your goals in mind when developing your Giving Day profile and communications plan
- Stay consistent with your goals from beginning to end so your donors can truly comprehend their impact



Have You Used P2P Fundraising Before?

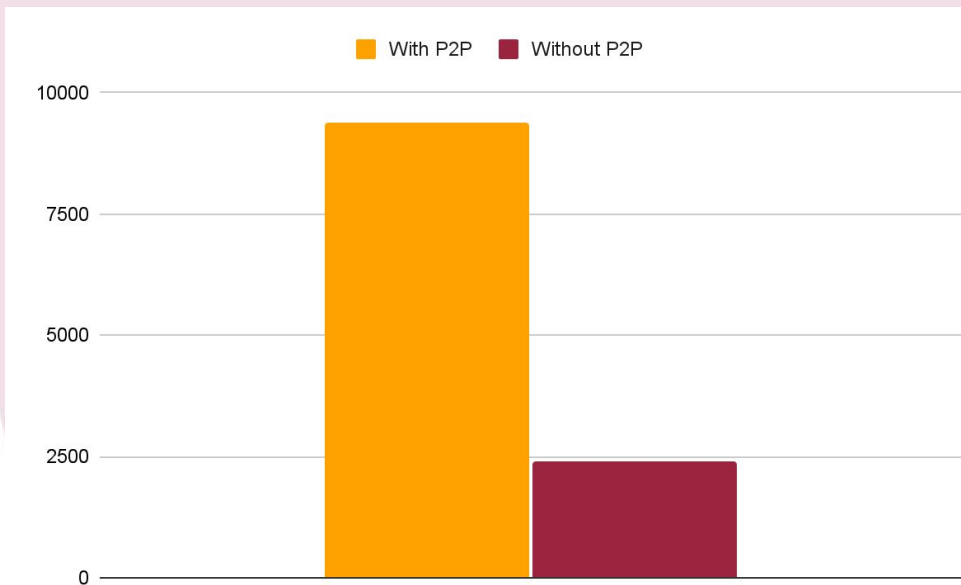
If so, what's been your biggest challenge?

What is P2P Fundraising?

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

Impact on Clubhouse Giving Day Last Year

25% of Clubhouses used P2P
43 P2P raised funds
Accounted for 18% of total raised



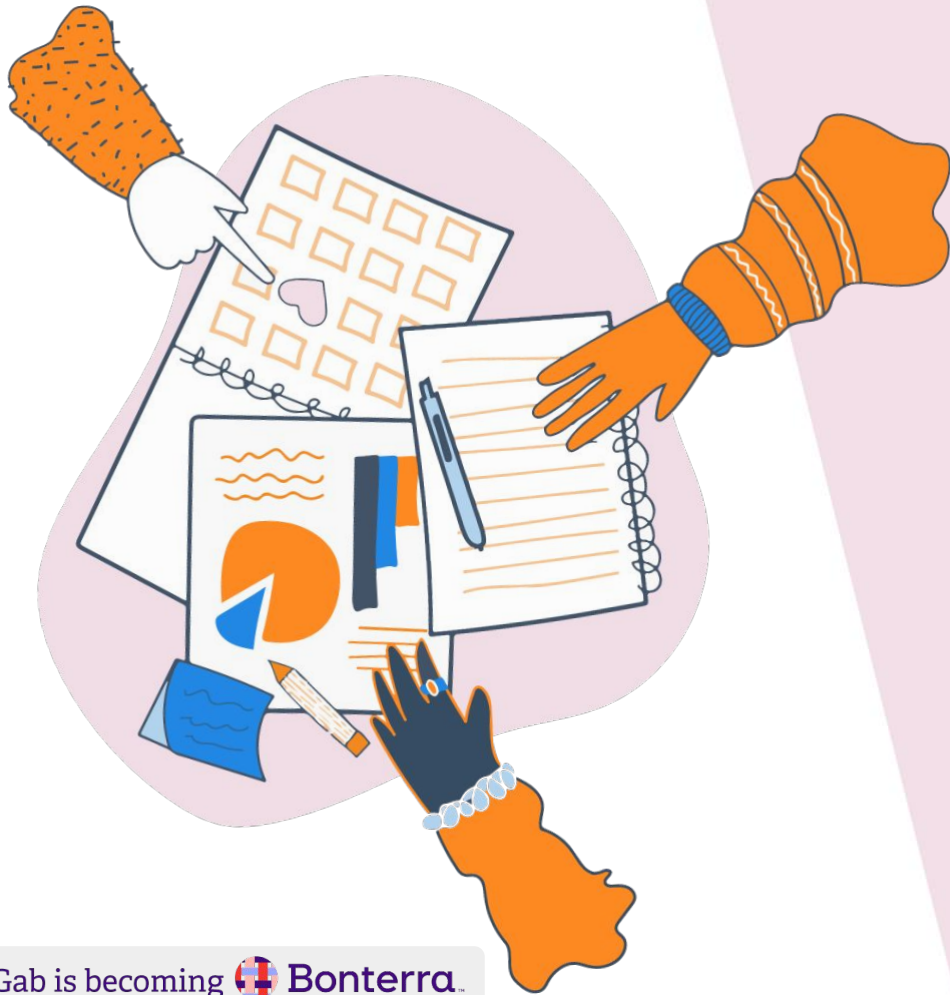
Average Raised by Nonprofits With and Without P2P Fundraisers

Raise **3.9x more** with P2P fundraising!

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 Clubhouse





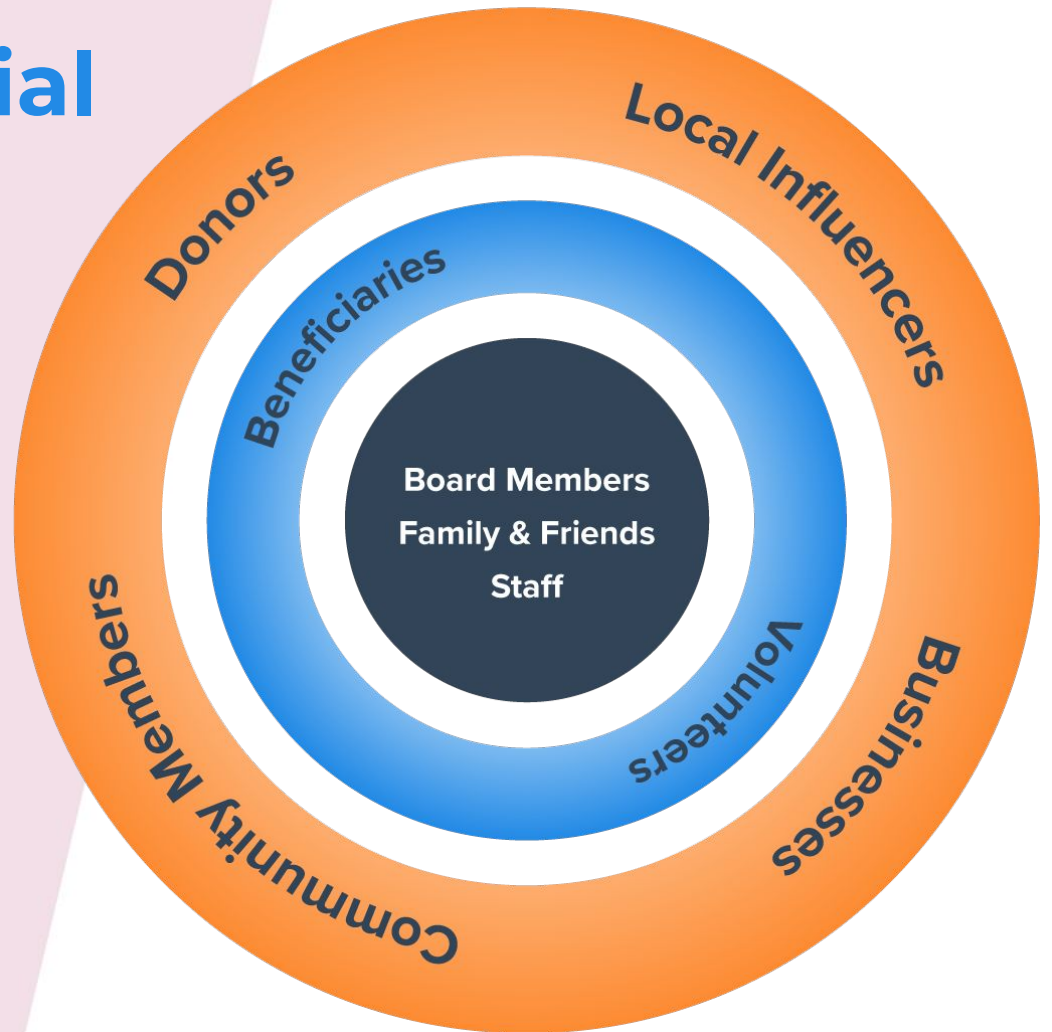
Strategize and Plan

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



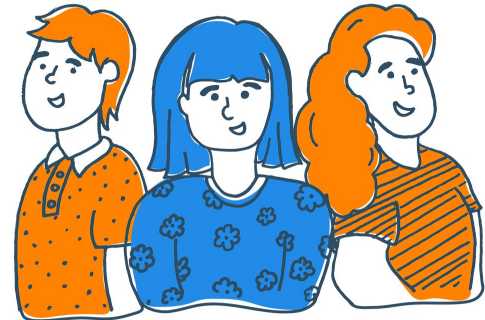
Identify Potential Fundraisers



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 Clubhouse?
- Why do you enjoy giving to our Clubhouse?
- What is your favorite program or service and why?
- How do you feel after [working at, volunteering at] our Clubhouse?



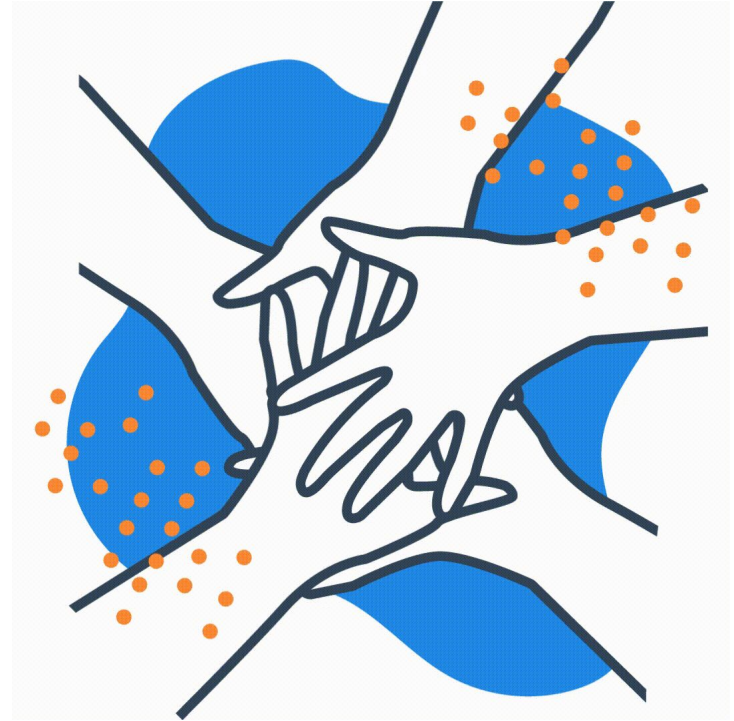
Steward Your Fundraisers



- Treat fundraisers like major donors
- Acknowledge fundraising for your Clubhouse 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

Timeline for P2P Recruitment



Key Takeaways



- P2P Fundraising can help you raise 3.9X more
- Fundraisers increase your Clubhouse's reach
- Be strategic when selecting fundraisers
- Provide your fundraisers with resources to make it easy and fun
- There is plenty of time before Clubhouse Giving Day. Start small this year and grow it in the future!

Tools for Success

Tools for Clubhouses

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



Tools for Success



Tools for Nonprofits

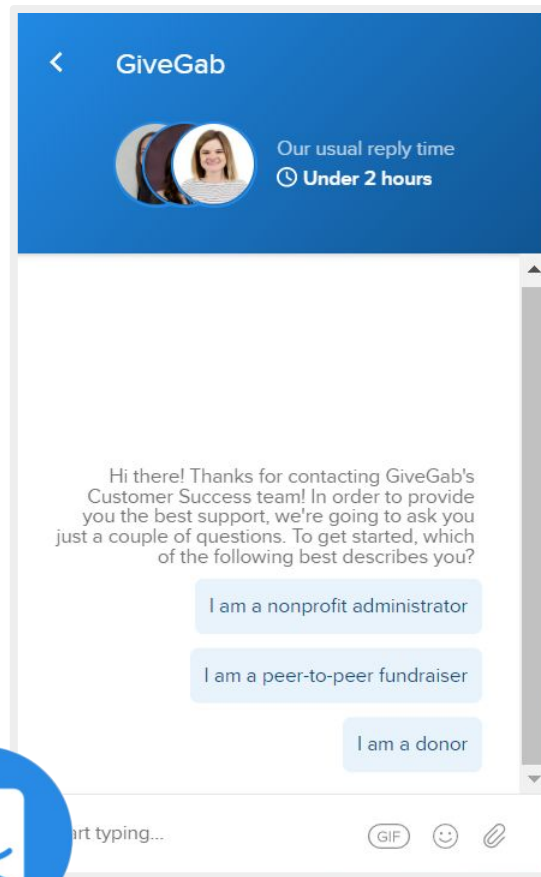
- How to identify and add fundraisers
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Tools for Fundraisers

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

How We Support You

- Visit Our Help Center
 - support.givegab.com
- Check Out Our Blog
 - bonterratech.com/blog
- Send us an Email
 - CustomerSuccess@givegab.com
- Chat with our Customer Success Team
 - Look for the little blue chat bubble



Questions?



June 4, 2024