

# Peer-to-Peer Fundraising

May 2, 2023



# Meet the Team



**Amanda Ader**

Associate Project  
Manager



**Danielle Hunter**

Project Manager

# Zoom Etiquette

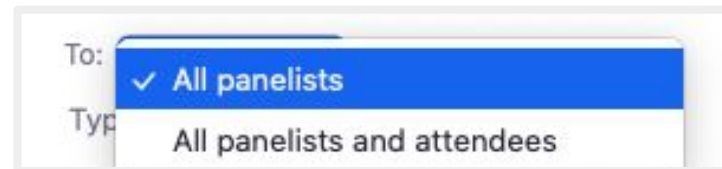
This is being recorded. The recording will be available on the /trainings page by **April 12.**

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

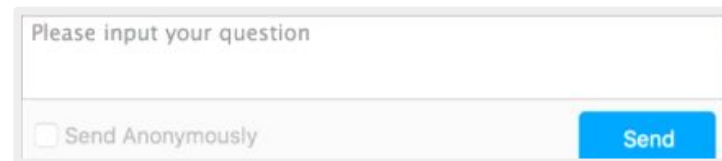


The screenshot shows a dropdown menu for selecting chat recipients. The 'To:' field is open, showing two options: 'All panelists' (selected with a checkmark) and 'All panelists and attendees'. The 'Type' field is partially visible below.

To:
✓ All panelists
All panelists and attendees



## Q&A



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

Please input your question

☐ Send Anonymously Send

# 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**

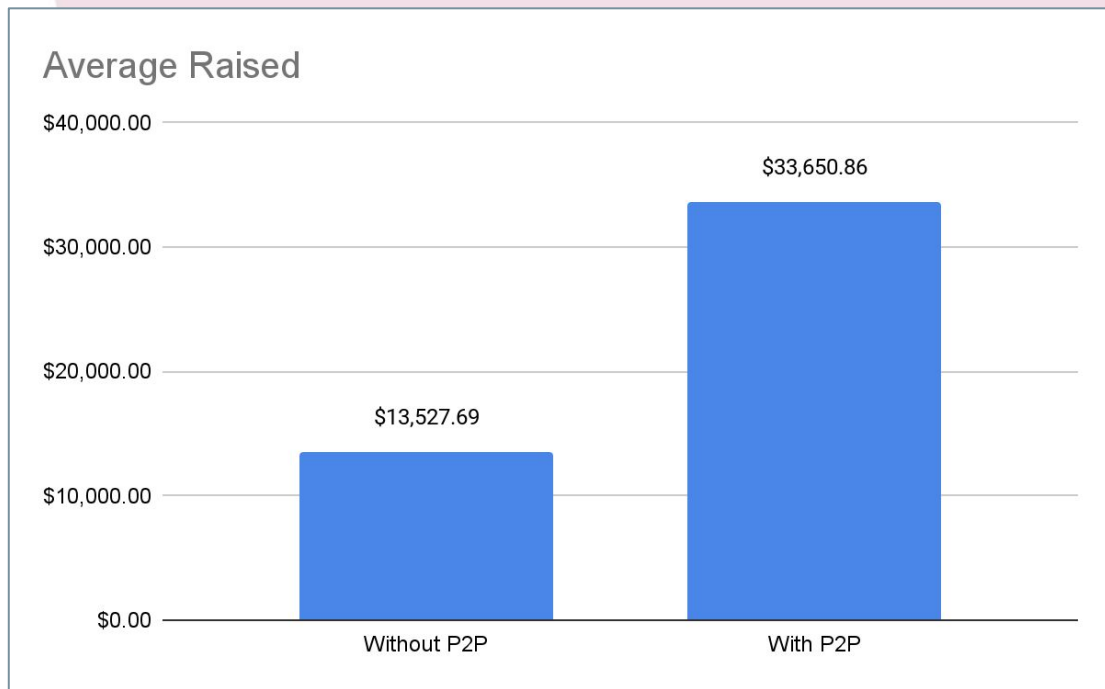
# What is P2P Fundraising?

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

# Impact on OMOD Last Year

## 87 fundraisers registered

- 7 schools used fundraisers (29%)
- 77 raised funds (88.5%)
- \$84,660.86 raised
- 332 donors
- 447 gifts received



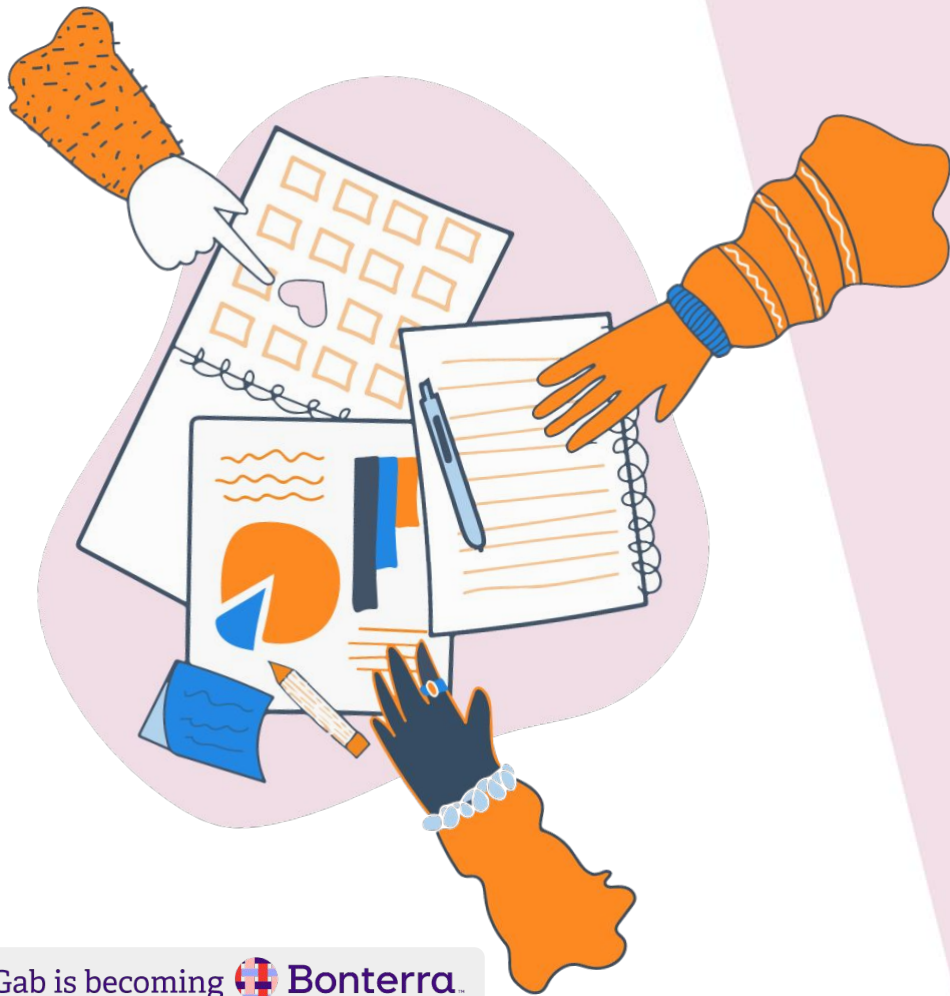
## Average Raised by School With and Without P2P Fundraisers

Raised ~ **2.5x 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

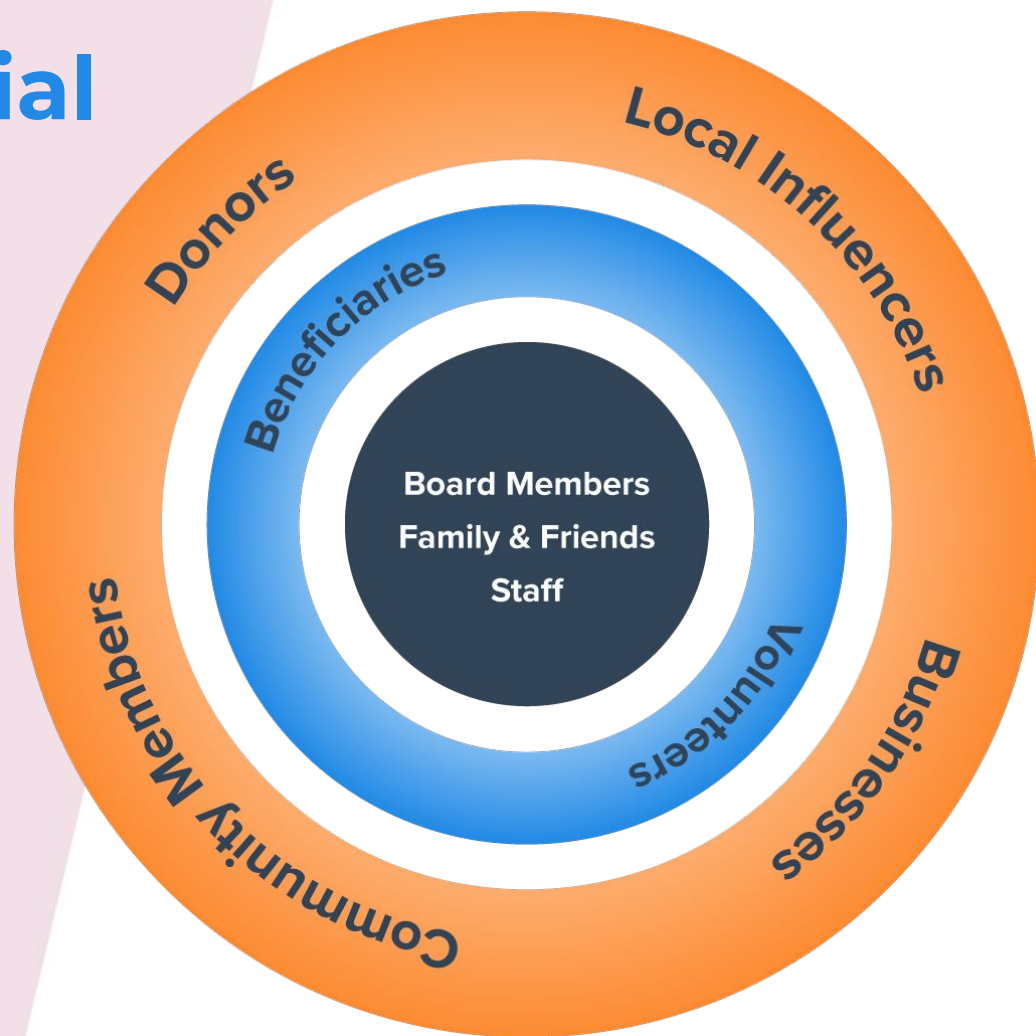


# 4 Steps to Fundraising Success

- 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



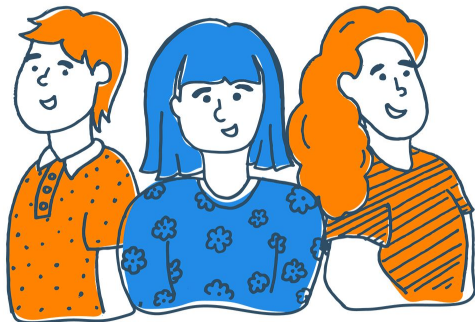
# Identify Potential Fundraisers



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



# Steward Your Fundraisers



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



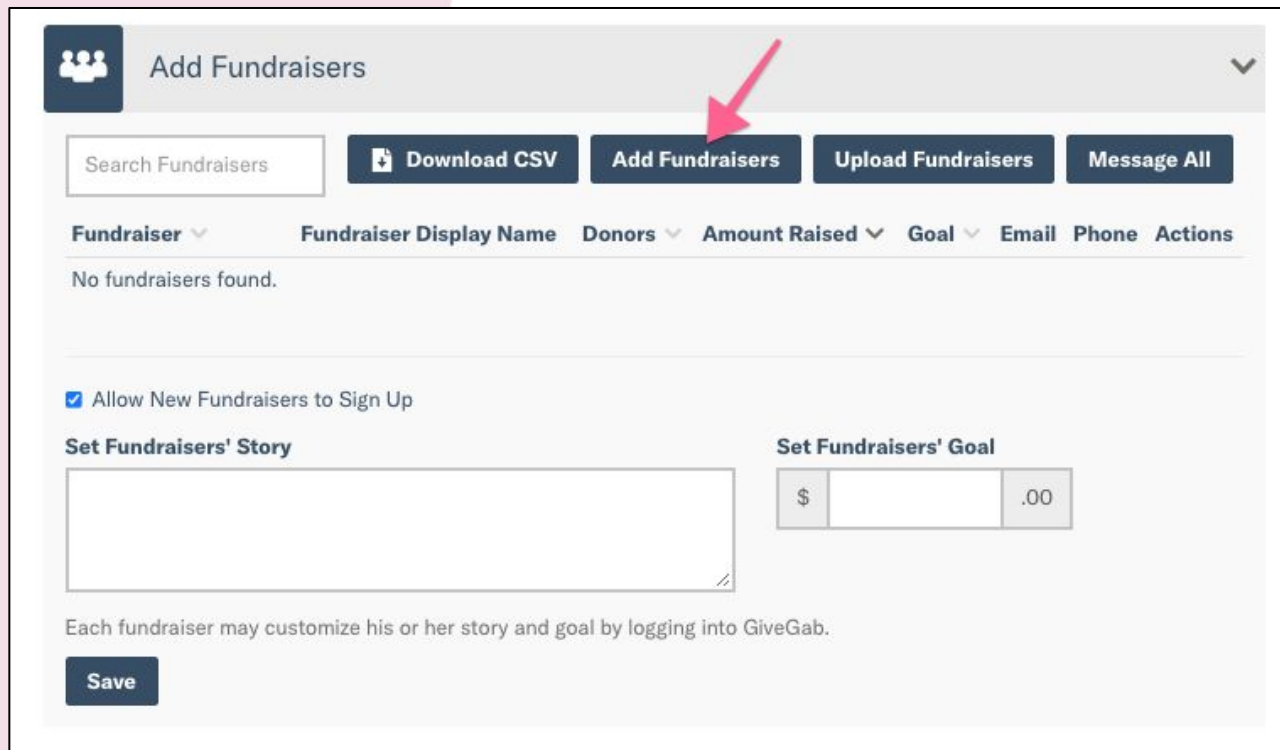
# Inviting Your Fundraisers

# 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

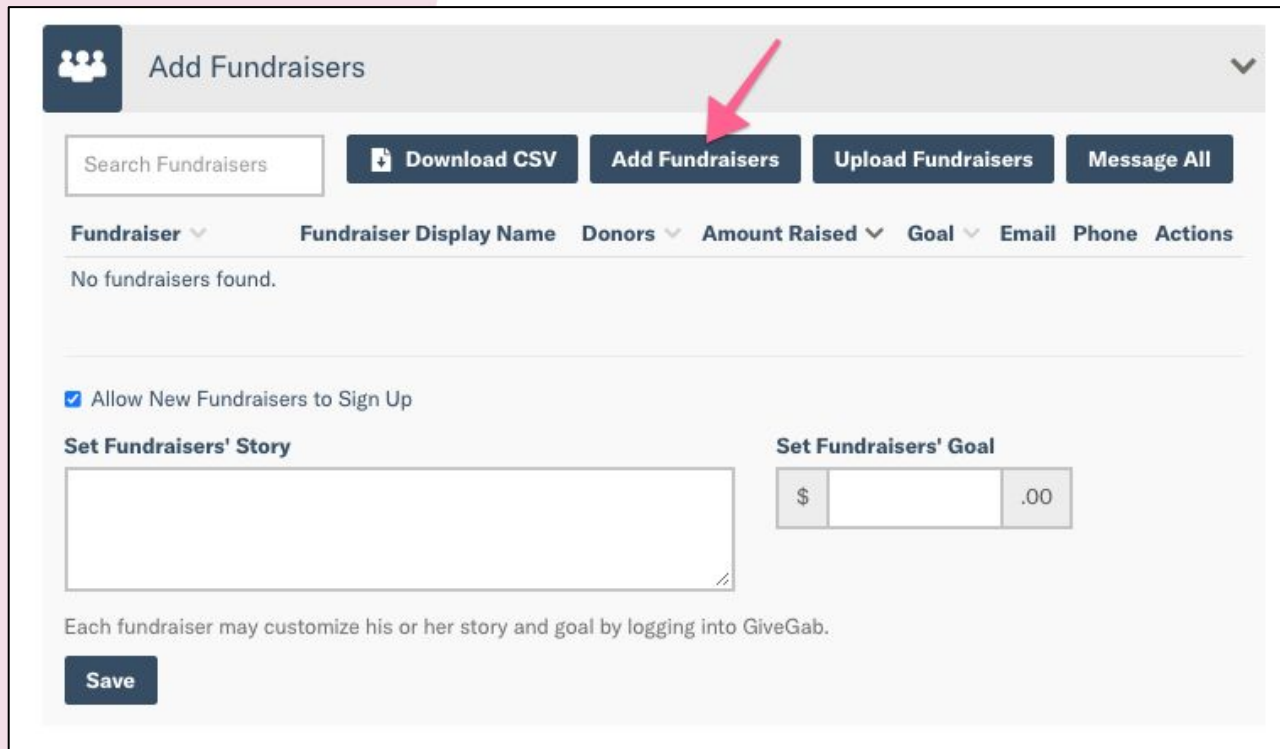


The screenshot shows the 'Add Fundraisers' interface. At the top, there is a header bar with a group icon and the text 'Add Fundraisers'. Below this is a search bar labeled 'Search Fundraisers' and four buttons: 'Download CSV', 'Add Fundraisers' (highlighted with a red arrow), 'Upload Fundraisers', and 'Message All'. Below the buttons is a table header with columns: 'Fundraiser', 'Fundraiser Display Name', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table body shows 'No fundraisers found.' Below the table is a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. Underneath is a section titled 'Set Fundraisers' Story' with a large text area. To the right of this is a section titled 'Set Fundraisers' Goal' with a currency selector '\$' and a goal amount 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.'



# Demo

Within the tab in your Giving Day Dashboard, select “Add Fundraisers”



The screenshot shows the 'Add Fundraisers' dashboard. At the top, there is a header bar with a group of people icon and the text 'Add Fundraisers'. Below this is a navigation bar with buttons: 'Search Fundraisers', 'Download CSV', 'Add Fundraisers' (highlighted with a red arrow), 'Upload Fundraisers', and 'Message All'. Below the navigation bar is a table header with columns: 'Fundraiser', 'Fundraiser Display Name', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table body shows 'No fundraisers found.' Below the table is a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. There are two sections: 'Set Fundraisers' Story' with a large text area, and 'Set Fundraisers' Goal' with a currency selector (\$), a text input field, and a decimal input field (.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.'

# Demo

Invite one or multiple fundraisers at once. 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



# Fundraiser Self Sign Up

# Demo

Navigate to the One Mission One Day site at [onemissiononeday.org](https://onemissiononeday.org)



# Demo



Search for the school  
you want to support.

A screenshot of the ONE MISSION website's search results page. The page has a light blue header with the ONE MISSION logo on the left, a 'MENU' button, and a shopping cart icon on the right. Below the header is a large white search bar with the word 'Search' in bold and the placeholder text 'Search for a school'. To the right of the search bar are links for 'View All' and 'Show Filters'. Below the search bar, it says '22 Results'. The results are displayed in a grid of six cards, each featuring a school's logo, name, location, and a 'VIEW' button. The schools shown are: Central Catholic High School (Wheeling, West Virginia), Charleston Catholic High School (Charleston, West Virginia), Corpus Christi School (Wheeling, West Virginia), Fairmont Catholic Grade School (Fairmont, West Virginia), Madonna High School (Weirton, West Virginia), and Notre Dame High School (Clarksburg, West Virginia). A blue chat bubble icon is visible in the bottom right corner of the page.

ONE MISSION  
GIVE TO LEARN  
GIVE TO LEAD  
GIVE TO LIVE

▼ MENU

**Search**

Search for a school

[View All](#) [Show Filters](#)

22 Results

 <b>Central Catholic High School</b> Wheeling, West Virginia <a href="#">VIEW</a>	 <b>Charleston Catholic High School</b> Charleston, West Virginia <a href="#">VIEW</a>	 <b>Corpus Christi School</b> Wheeling, West Virginia <a href="#">VIEW</a>
 <b>Fairmont Catholic Grade School</b> Fairmont, West Virginia <a href="#">VIEW</a>	 <b>Madonna High School</b> Weirton, West Virginia <a href="#">VIEW</a>	 <b>Notre Dame High School</b> Clarksburg, West Virginia <a href="#">VIEW</a>


# Demo

Click “Fundraise” and create login information if you’re new to the platform.

The screenshot displays the GiveGab website interface. At the top left is the "ONE MISSION" logo with the tagline "GIVE TO MAKE A DIFFERENCE". At the top right are a "MENU" button and a shopping cart icon. The background features a collage of black and white photos of school children. A purple modal window is centered on the screen, titled "Become a fundraiser for St. Paul School". It contains a green cross icon with a ribbon. The form fields include: "First Name" (Amanda), "Last Name" (Ader), "Campaign Name (optional)" (The Ader Family), "Email" (adejesus@givegab.com), and "Password" (masked with dots). A note specifies that passwords must be 8 characters long and include a letter, number, and special character. A "Forgot your Password?" link is provided. At the bottom of the modal are "CANCEL" and "SUBMIT" buttons.

ONE MISSION  
GIVE TO MAKE  
A DIFFERENCE

▼ MENU

 Become a fundraiser for  
St. Paul School

First Name Last Name

Amanda Ader

Campaign Name (optional)

The Ader Family

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

Email

adejesus@givegab.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

# Demo

Your unique  
fundraising page has  
been created!

ONE MISSION  
ONE WAY TO MAKE  
A DIFFERENCE

▼ MENU


🛒






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://giving-days-preprod.herokuapp.com/p2p/297824/amanda-ader>

MANAGE PROFILE





The Ader Family is a fundraiser for  
[St. Paul School](#)

DONATE



# Demo

Once fundraiser has been invited or self-signed up, they will receive an email notification with more details.

## Welcome to One Mission One Day

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Hi Amanda,

You just signed up to be a Fundraising Champion for One Mission One Day which can only mean one thing - YOU ROCK! As a Fundraising Champion, you have the potential to make a HUGE impact by reaching out to your network and promoting a great cause!

Start gathering support right now by sharing this link to your fundraising page: <https://giving-days-preprod.herokuapp.com/p2p/297824/amanda-ader>

To personalize your fundraising page or access helpful tools, [visit your fundraising dashboard](#).

Looking for even more support? Read about [Peer to Peer Fundraising on GiveGab](#), or check out our [Customer Success Headquarters](#) for more resources on how to be a successful Fundraising Champion, and start spreading the word!

[Get Started!](#)

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**Any Questions?**


Feel free to [contact our support team](#) if you need help.



# Demo


Fundraiser's personal  
fundraising dashboard

Home Support Submit an Idea Amanda




## The Ader Family's fundraising dashboard for St. Paul School


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 \$100 Goal

33

Days Left

0



Donors

0

Emails Sent

Share your fundraiser!

<https://giving-days-preprod.herokuapp.com>

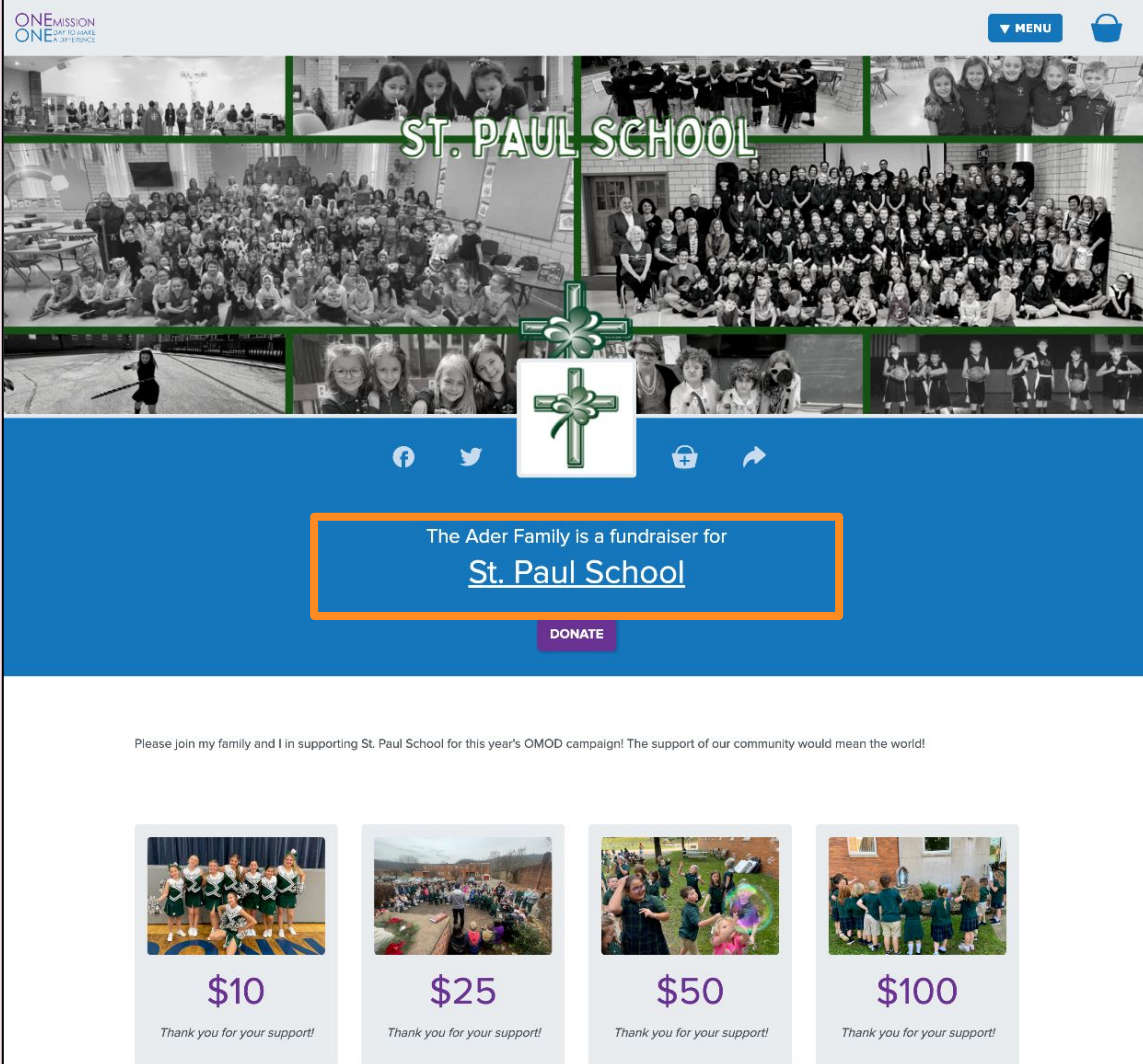


# Demo

Unique fundraiser  
profile page

ONE MISSION  
ONE WAY TO HAVE  
AN EXPERIENCE





▼ MENU

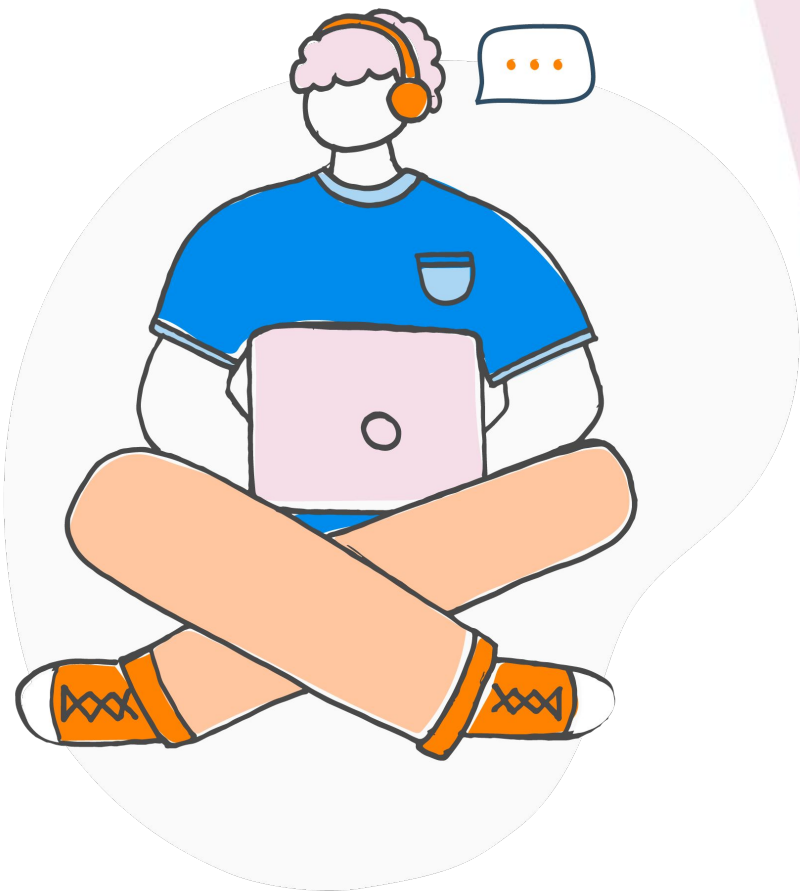


The Ader Family is a fundraiser for  
St. Paul School

DONATE

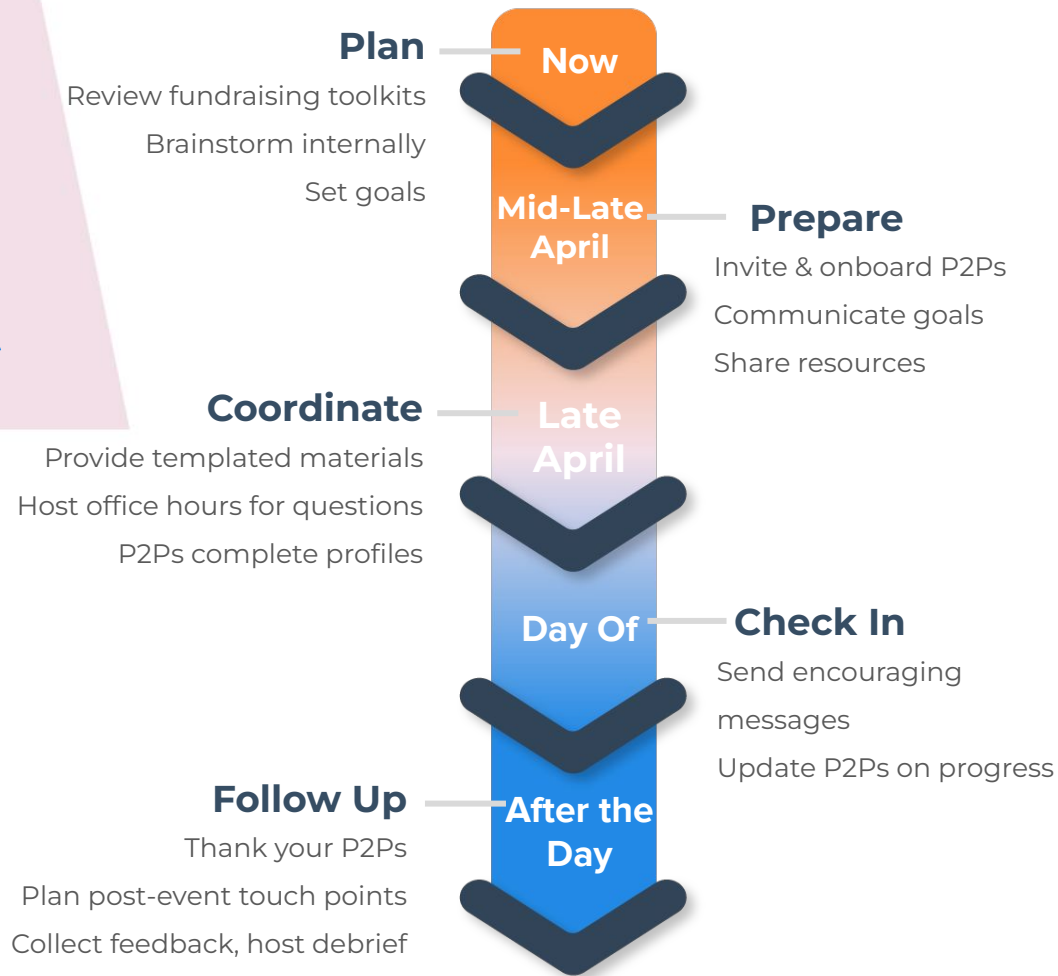
Please join my family and I in supporting St. Paul School for this year's OMOD campaign! The support of our community would mean the world!

 <p>\$10</p> <p>Thank you for your support!</p>	 <p>\$25</p> <p>Thank you for your support!</p>	 <p>\$50</p> <p>Thank you for your support!</p>	 <p>\$100</p> <p>Thank you for your support!</p>
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# Takeaways & Resources

# Timeline for P2P Recruitment



# Key Takeaways



- P2P Fundraising can help you raise ~2.5x more
- Fundraisers increase your school's reach
- Be strategic when selecting fundraisers
- Provide your fundraisers with resources to make it easy and fun
- There is plenty of time before OMOD. Start small this year and grow it in the future!

# Giving Day Support & Resources

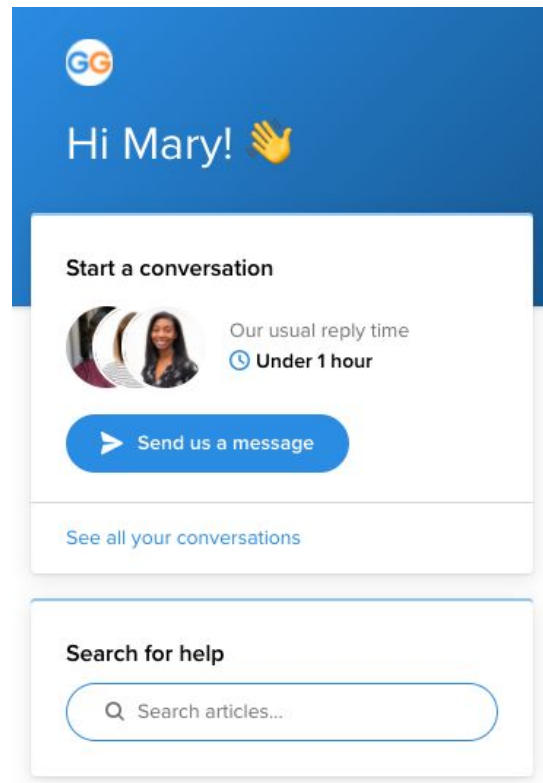
Visit the [School Toolkit](#) page


Visit our [Help Center](#)

Check out [Our Blog](#)

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

GiveGab is becoming  **Bonterra.**



Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble. 

# Questions?



*May 2, 2023*