Peer-to-Peer Fundraising

May 2, 2023

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Meet the Team

Amanda Ader

Associate Project Manager

Danielle Hunter

Project Manager

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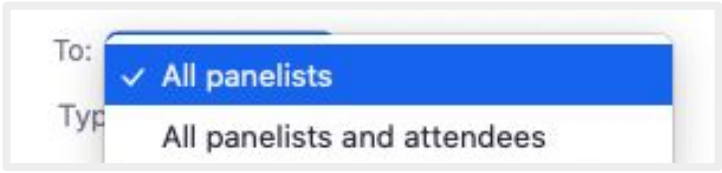
Zoom Etiquette

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

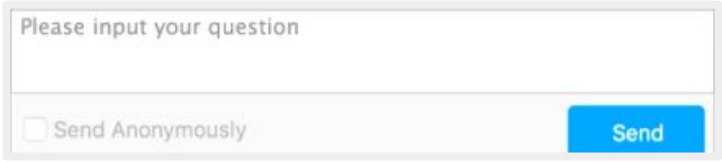
If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Introduce yourself! Name, location, organization.

Chat Box



Q&A



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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!

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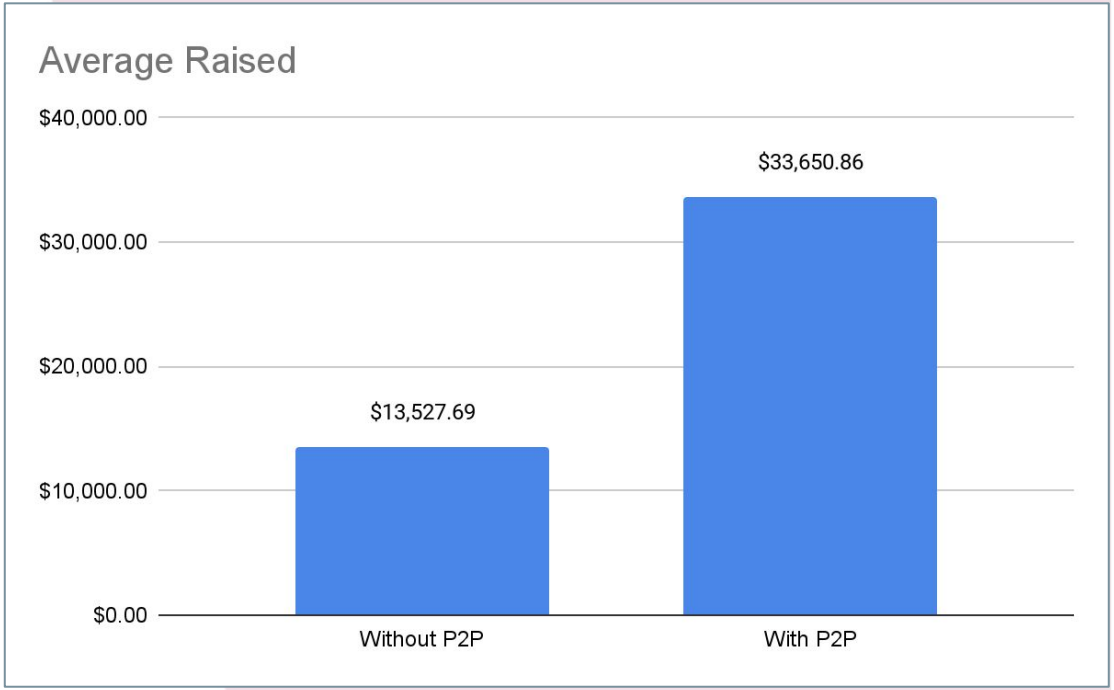
Impact on OMOD Last Year

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!

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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

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Strategize and Plan

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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

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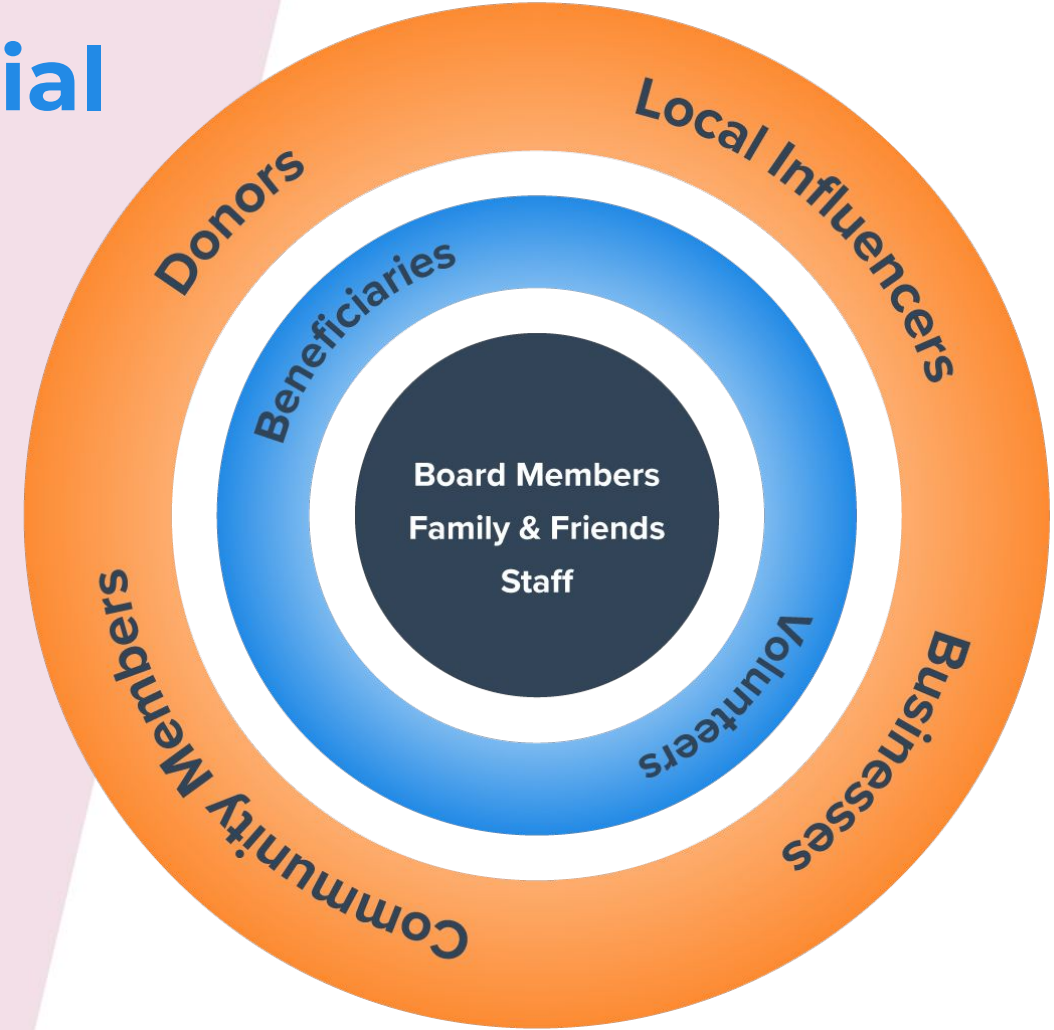
Identify Potential Fundraisers



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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?

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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

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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?

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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

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Inviting Your Fundraisers

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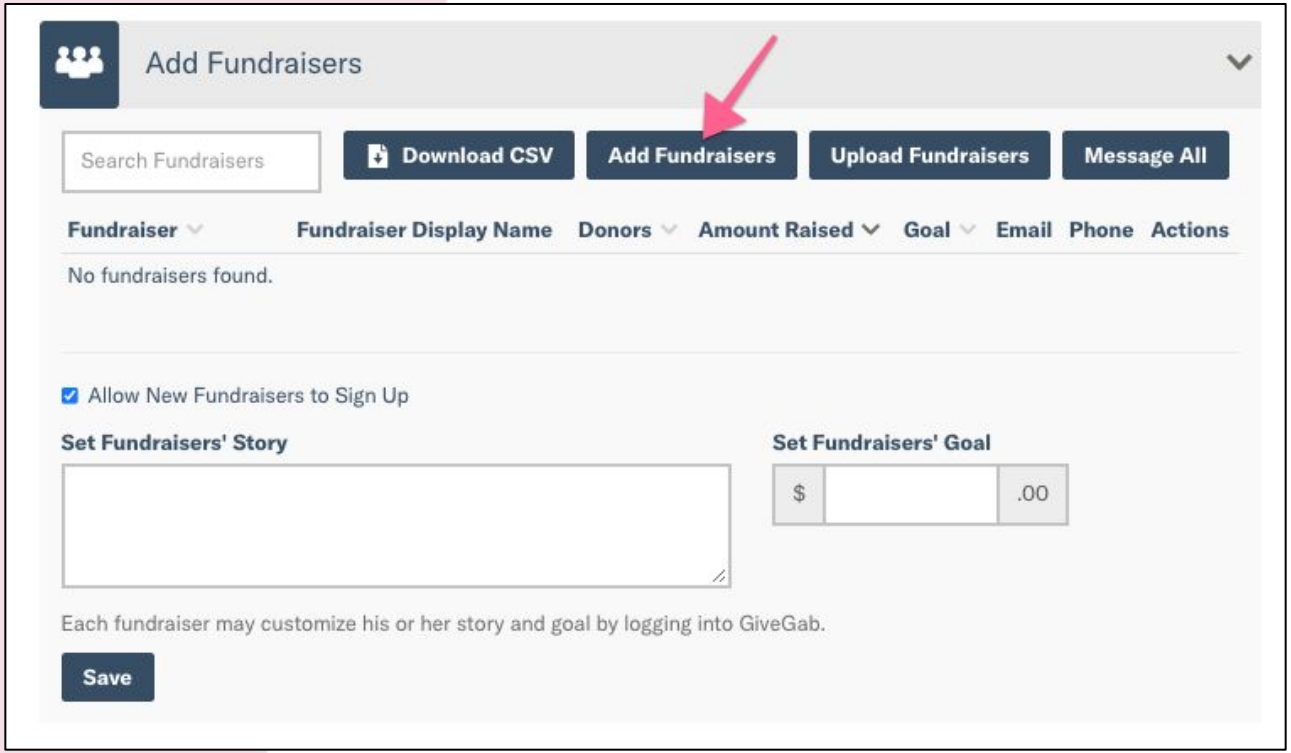
Demo

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



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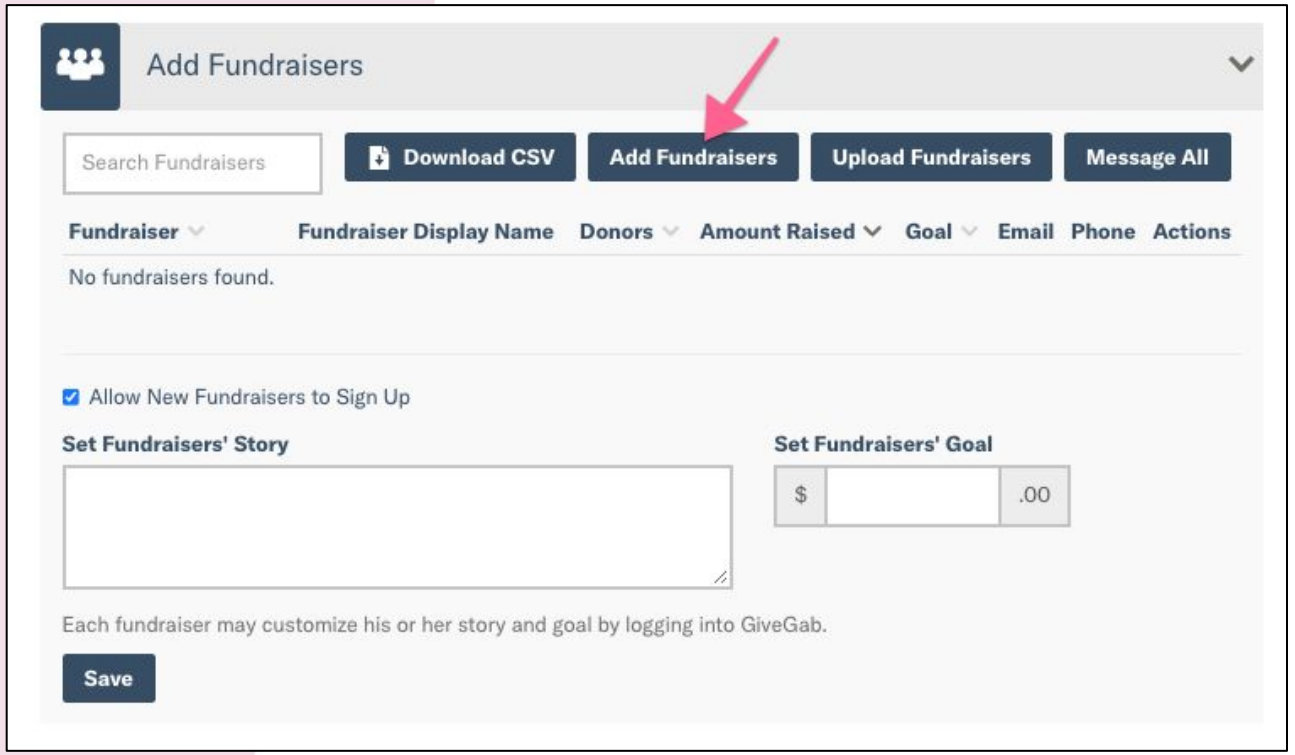
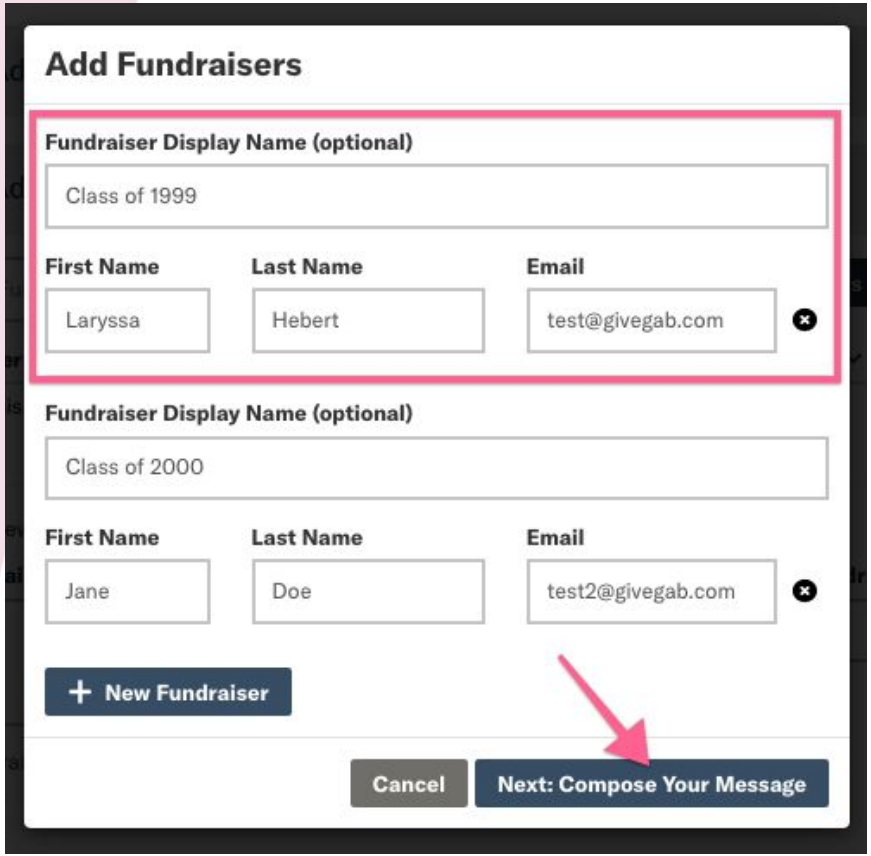
Demo

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



Demo

Invite one or multiple fundraisers at once. You will need first name, last name, and email address.



Fundraiser Self Sign Up

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Demo

Navigate to the One Mission One Day site at onemissiononeday.org

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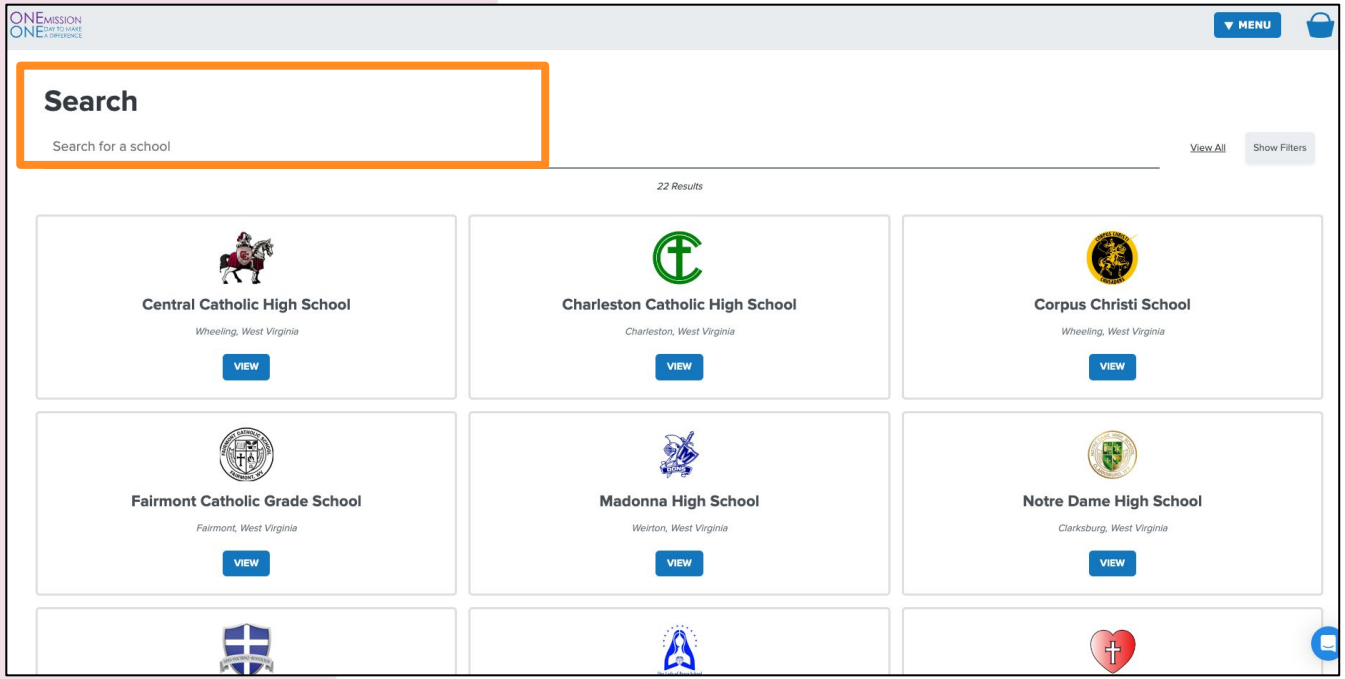
Demo

Search for the school you want to support.



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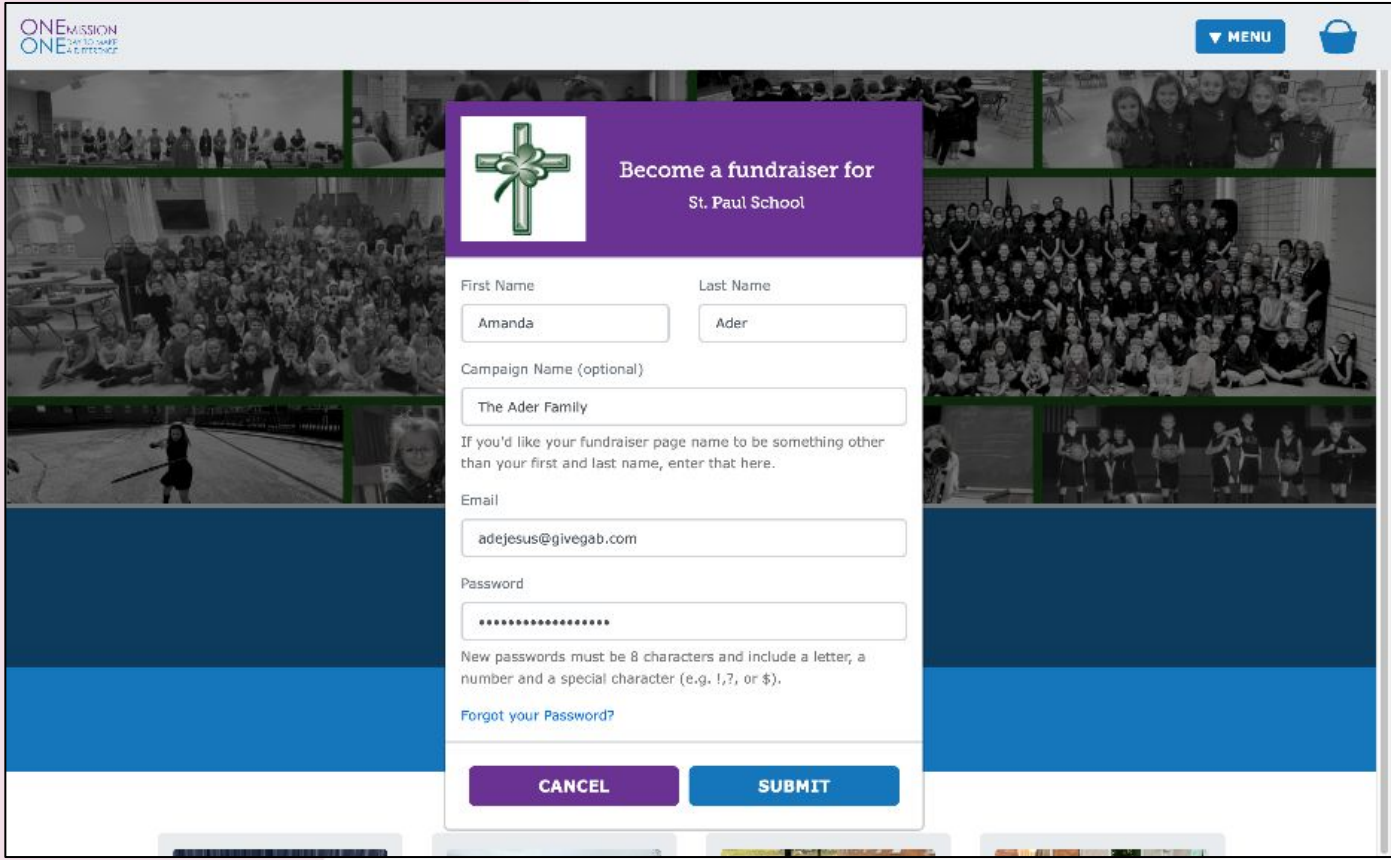
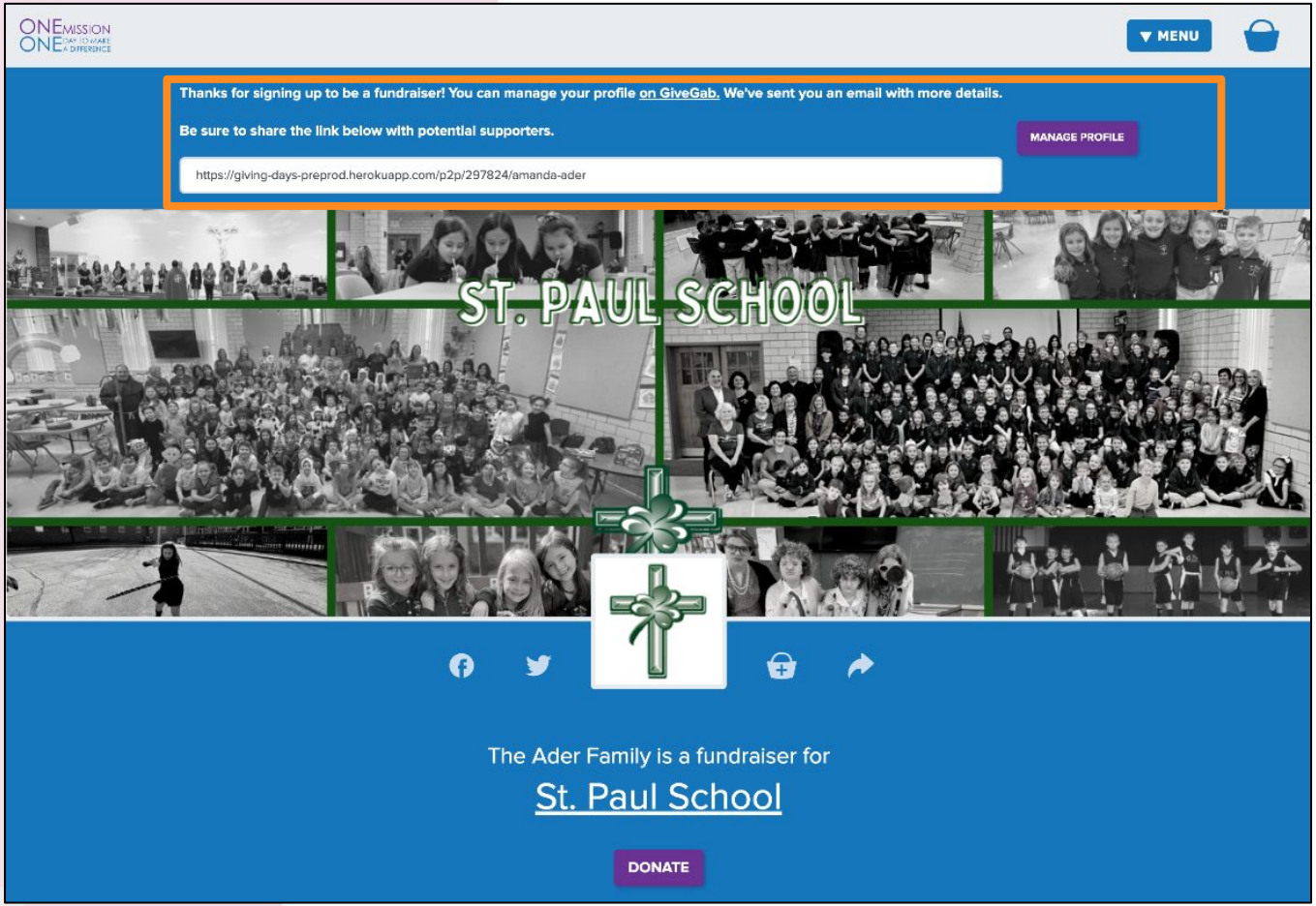
Demo

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



Demo

Your unique fundraising page has been created!



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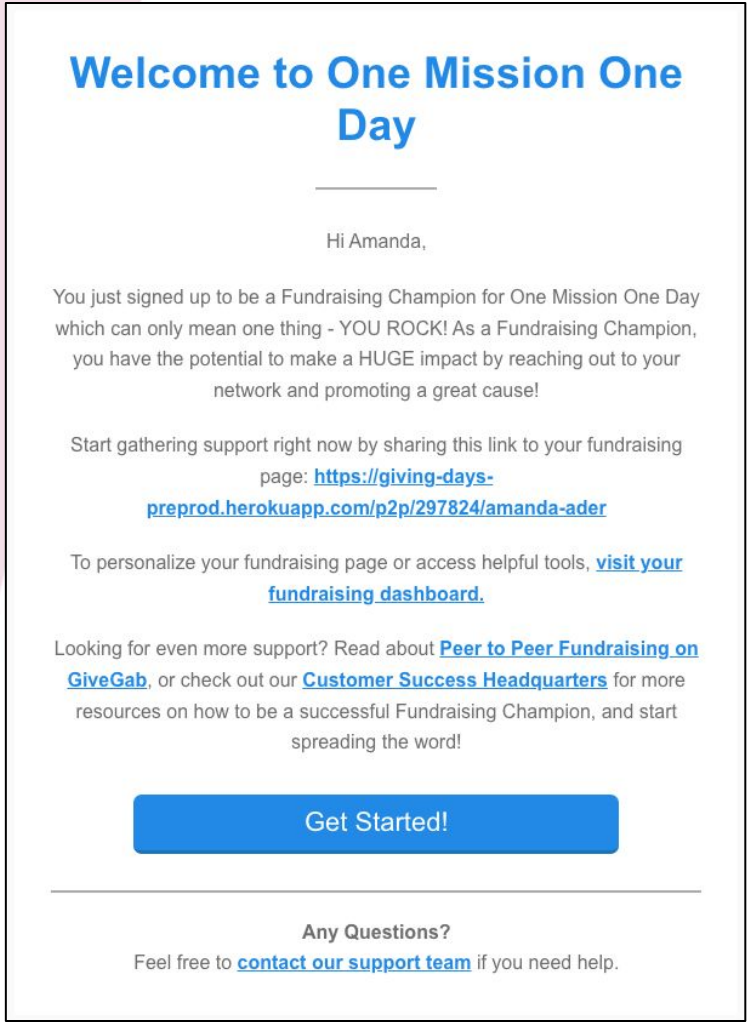
Demo

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



Welcome to One Mission One Day

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.

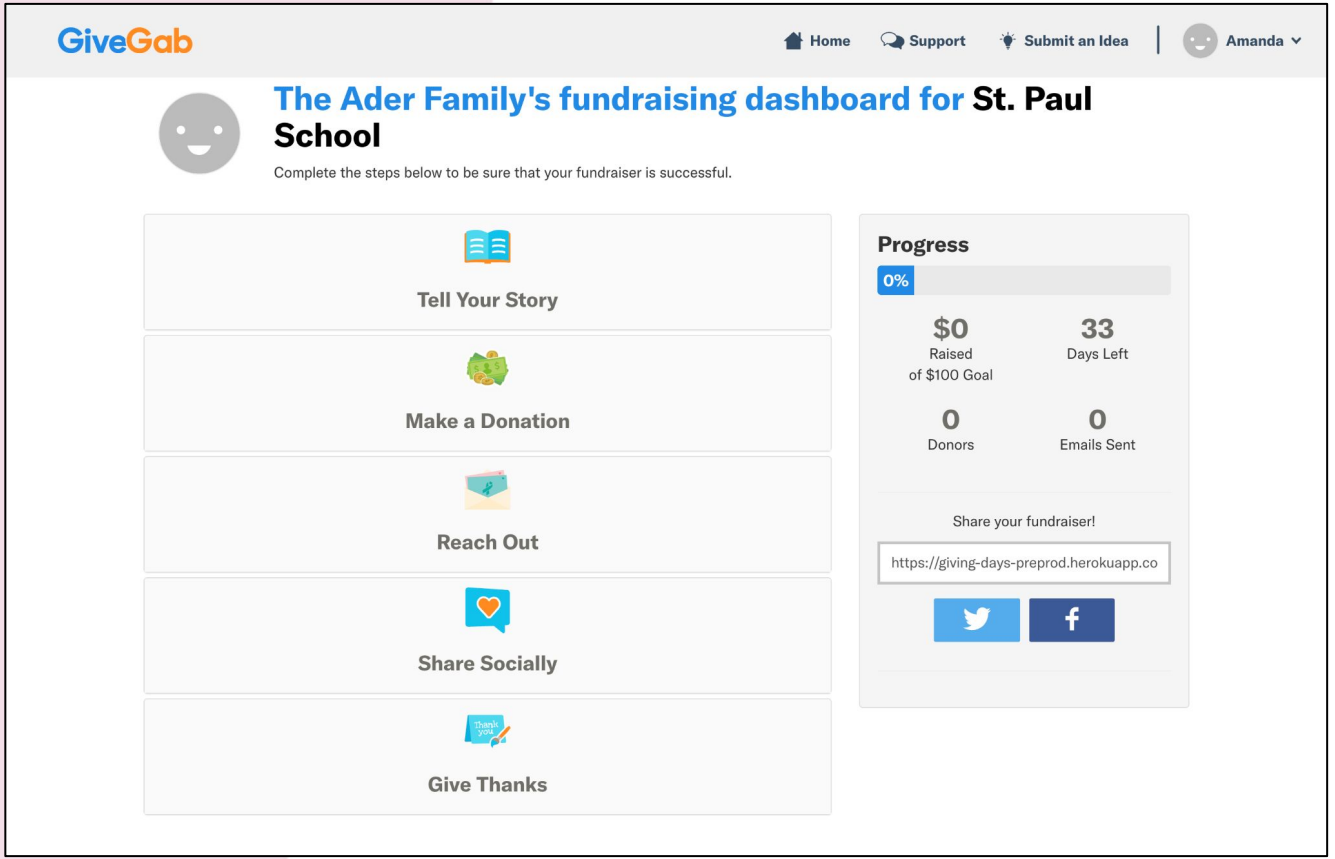
Looking for even more support? Read about Peer to Peer Fundraising on GiveGab, or check out our Customer Success Headquarters for more resources on how to be a successful Fundraising Champion, and start spreading the word!

Get Started!

Any Questions?
Feel free to contact our support team if you need help.

Demo

Fundraiser's personal fundraising dashboard



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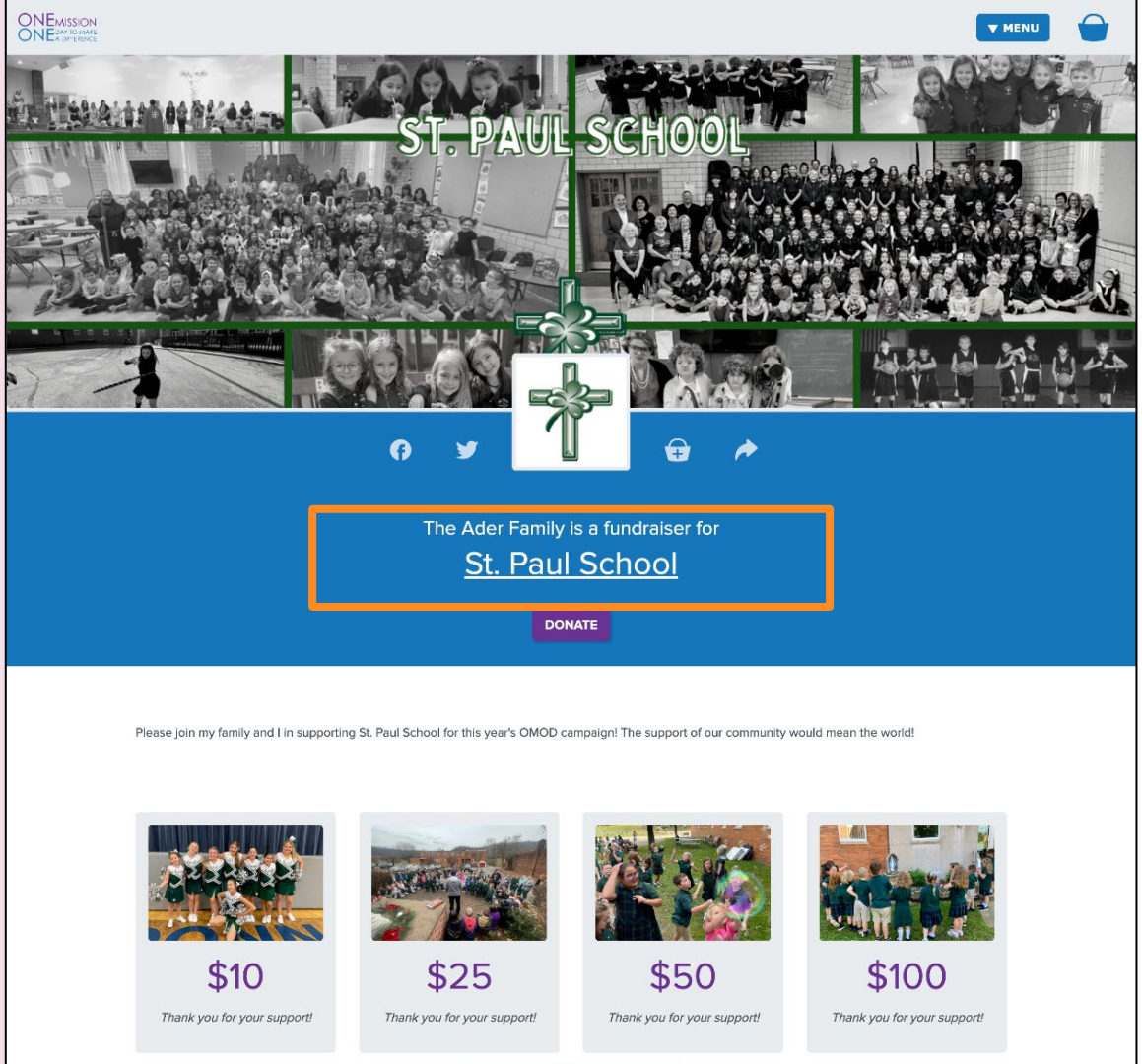
Demo

Unique fundraiser profile page



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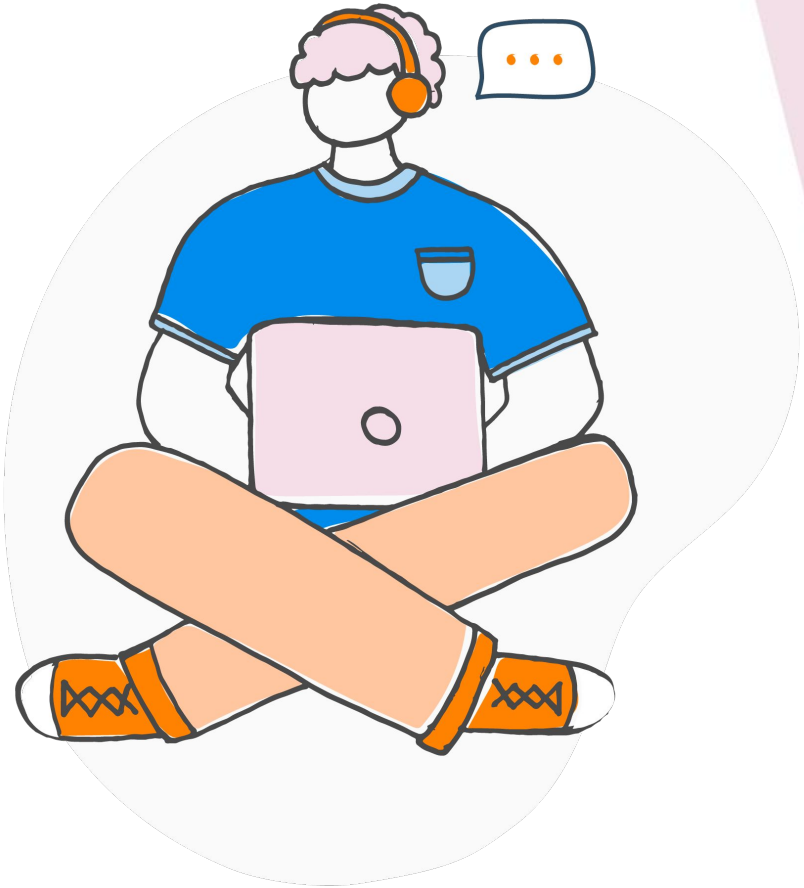

Takeaways & Resources

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Timeline for P2P Recruitment

Plan

Review fundraising toolkits

Brainstorm internally

Set goals

Prepare

Invite & onboard P2Ps

Communicate goals

Share resources

Coordinate

Provide templated materials

Host office hours for questions

P2Ps complete profiles

Check In

Send encouraging messages

Update P2Ps on progress

Follow Up

Thank your P2Ps

Plan post-event touch points

Collect feedback, host debrief

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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!

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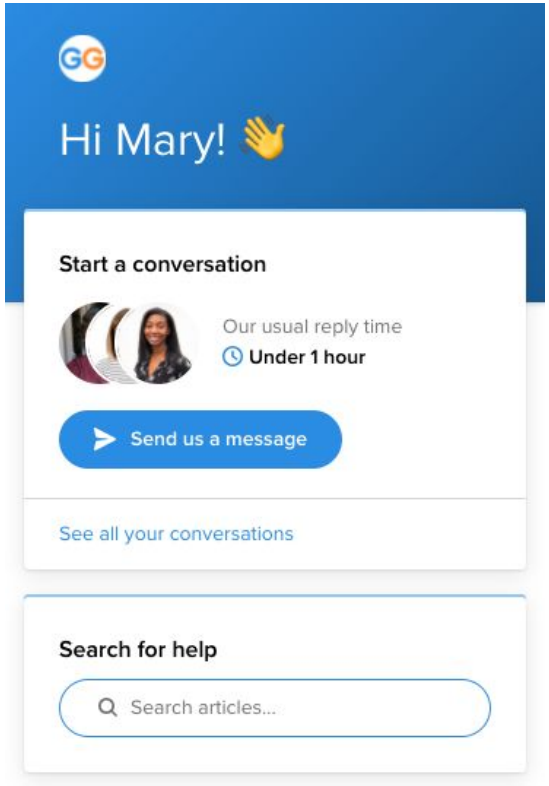
Giving Day Support & Resources

Visit the **School Toolkit** page

Visit our **Help Center**

Check out **Our Blog**

Send us an email at **CustomerSuccess@GiveGab.com**



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

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Questions?

May 2, 2023

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