Fairfield County’s Giving Day P2P Training

February 4, 2020
What is Peer-to-Peer Fundraising?

Peer-to-Peer Fundraising is an opportunity to...

- Leverage your passionate supporters to rally behind your cause and fundraise on your organization’s behalf
- Share personal stories and connections to your cause with a new network of potential supporters to expand your reach
- Create personal fundraising pages for your supporters as a spin-off to your main campaign
- Multiply your followers - and influence - on social media
Benefits of P2P Fundraising

● **Reach** - Expands your reach to a new network of potential donors by tapping into your fundraiser’s network

● **Stewardship** - Provides a new opportunity to engage with existing supporters by sharing their personal connections

● **Engagement** - Establishes more vested interest in your organization through active supporter participation

● **Trust** - Highlights your existing connections with passionate supporters, making donors confident in your cause

● **Fun** - Creates an opportunity for friendly competition and social sharing during the big event!
P2P Impact

- New Donors
- More Donors
- Dollars Raised
- Social Engagement
- Contact Information
P2P Impact - FC Gives 2019

- 359 P2Ps raised money
- Total raised just by P2P fundraisers: $137,504.46
- Orgs utilizing P2P fundraisers that received donations
  - Raised $8,488.34 on average
- Orgs without P2P fundraisers that received donations
  - Raised only $1,831.82 on average

363.38% difference
Tools for Success

Strategy

- **P2P Toolkit**

Recruiting Fundraisers

- Check out this [Blog Article](#)

For Fundraisers

- [Fundraisers Toolkit](#)
- [P2P Playbook](#)
Engaging Potential P2P Fundraisers

Find your existing passionate supporters with big voices and strong personal connections to your cause:

- Board Members
- Volunteers
- Lower Capacity Donors
- Major Donors (who have recently made a gift)
- Staff Members
- Friends & Family
- Young People
Getting Your Fundraisers on Board

Start Early
● Educate your fundraisers about Fairfield County’s Giving Day as early as you can
● Gauge involvement to better understand how your fundraisers like to engage

Be Clear
● Share your goals for the day and how they can help you reach them
● Set expectations for your fundraisers so they know what to do

Make it Easy
● Provide a guide or sample content for your fundraisers to use
● Set up a time to meet with them before the day to boost their confidence
Motivate your Peer-to-Peer Fundraisers to share their stories by asking them these questions:

- What made you decide to make your first gift?
- What do you wish everyone knew about this cause?
- Why do you enjoy giving to our organization?
- What is your favorite program or service to donate to?
- How do you feel after making a gift to our organization?
- Since you’ve been supporting this cause, is there a moment that stands out to you where you truly felt your impact?
Motivate Your Fundraisers

Set your fundraisers up for success!

- Create a quick guide with everything they need to know
- Set them up with social media and email templates
- Share Fairfield County’s Giving Day graphics with them
- Check in with them before and on the day
- Encourage them to share their personal stories
- Spark friendly competition between your fundraisers
- Treat your fundraisers like major donors
Turning Supporters into Fundraisers

Asking for money doesn’t have to be scary!

- Share their personal connection to your cause
- Speak to the work you do and why it matters
- Be an ambassador for your mission
- Encourage fundraisers to thank their donors
Treat Fundraisers like Major Donors

- Fundraising for your organization is 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
Adding Fundraisers
Log into FCGives.org

Registration for Fairfield County's Giving Day is Now Open!
February 27, 2020

Fairfield County's Giving Day Begins in
51: 14: 23: 05
days   hours   mins   secs
Your Giving Day Dashboard

**Get Set Up**

Complete the steps below to be sure you are set up and ready to participate in Giving Day.

- Add Your Organization's Info
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers

**Get Prepared**

Simply registering is not enough to be successful during Giving Day. Use the resources below to learn the best practices or get help!

Share Your Page:

https://dog-staging.givegab.com/organizations/
Setting Up Your Fundraisers

Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network of donors.

Search Fundraisers

Fundraiser  Donors  Amount Raised  Goal  Actions

No fundraisers found.

Allow New Fundraisers to Sign Up

Set Fundraisers’ Story

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

Set Fundraisers’ Goal

$ 500

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save
Setting Up Your Fundraisers

Add Fundraisers

Add Fundraisers

First Name
Last Name
Email

New Fundraiser
Cancel
Next: Compose Your Message

Fundraisers
Looking for fundraisers to expand your support.

Fundraisers
No fundraisers found.

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

Set Fundraisers' Goal
$500.00

GiveGab®
Setting Up Your Fundraisers

Add Fundraisers

Add Fundraisers

First Name: Katrina
Last Name: Grein
Email: katrina@givegab.com

Set Fundraisers' Story

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

Set Fundraisers' Goal

$500.00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

Next: Compose Your Message
Setting Up Your Fundraisers

Add Fundraisers
Recruit peer-to-peer fundraisers to expand your reach.

Search Fundraisers

Fundraiser

Done

Allow New Fundraisers to Sign Up

Set Fundraisers' Story
I support this organization's mission and I want to involve the community.

Each fundraiser may customize his or her story and goals.

Save

Write a Message to Your Recruits

To: Katrina Grein

Subject

Message

Back Send

GiveGab

®
Setting Up Your Fundraisers

Add Fundraisers

Recruit peer-to-peer fundraisers to expand your efforts.

Search Fundraisers:

Fundraiser

Let’s make a difference together!

Set Fundraisers’ Story:

I support this organization’s mission and I want to make a difference in the community.

Each fundraiser may customize his or her story and goals.

Save

Write a Message to Your Recruits

To: Katrina Grein

Subject

Let’s make a difference together!

Message

Please join me in fundraising on our behalf for Day of Giving!

Back Send

GiveGab
### Setting Up Your Fundraisers

<table>
<thead>
<tr>
<th>Fundraiser</th>
<th>Donors</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Katrina Grein</td>
<td>0</td>
<td>$0.00</td>
<td>$500.00</td>
<td></td>
</tr>
</tbody>
</table>

- **Allow New Fundraisers to Sign Up**: Yes

**Set Fundraisers' Story**

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

**Set Fundraisers' Goal**

| $      | 500 | .00 |

Each fundraiser may customize his or her story and goal by logging into GiveGab.
Your Fundraiser's Toolkit

Tell Your Story
Let people know why you're fundraising.

Make a Donation
Show people that you're committed.

Reach Out
Ask for the support of your inner circle.

Share Socially
Tell the whole world about your fundraiser.

Give Thanks
Thank your supporters.

Progress

0%
$0 Raised of $500 Goal
85 Days Left
0 Donors

Share your Fundraiser!
https://www.theamazinggive.org/p2p/ali

Need some inspiration?
Check out these great fundraising ideas over on the GiveGab blog.
Tell Your Story

Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about providing senior dogs with the love and care they need. They deserve a second chance at a happy life.

Set a Goal

$500

Video Link (YouTube or Vimeo)

Select Image  Remove

Save Changes
Your Fundraiser’s Toolkit

Make a Donation

Show people that you're committed.

Start your campaign off right. Make the first donation to show your commitment to the cause. This will give your campaign the momentum it needs as you share it out to others.

Donate

Make a Donation

Show people that you're committed.

You donated $107.67 on 12/13/2016.
Your Fundraiser’s Toolkit

Laryssa
laryssa@giveGab.com

Support My Fundraiser on Our Giving Day!

Here's a template to get you started, though the more you can personalize it, the better!

Hi Laryssa,

I am thrilled to be supporting Logan’s Pups by helping them fundraise on our community Giving Day on November 28!

This cause means a lot to me because: Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan’s Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan’s pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan’s Pups!

I hope you can consider supporting me in this endeavor by donating $25, $50 or even $100. Every little bit counts.

Thank you,
Bridget

Reach Out
Ask for the support of your inner circle.

We know asking people for donations can be scary, so consider reaching out to close family members or friends first. This will help build some momentum for your campaign and give you the confidence you'll need when reaching out to others.

Send Email  Access Contacts

Reach Out
Ask for the support of your inner circle.

Keep track of your potential supporters. Feel free to touch base with your contacts about recent campaign updates or to reach out again if they haven’t contributed yet. See who has contributed in the Give Thanks section below.

Send Email  Access Contacts

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bridget</td>
<td>Bridget@give Gab.com</td>
<td>Touch Base  View Message</td>
</tr>
</tbody>
</table>
Your Fundraiser’s Toolkit

Share Socially
Tell the whole world about your fundraiser.

After you’ve reached out to your inner circle, it’s time to tap into your social networks and cast a wider net. Did you know that your online influence is just as important to this cause as volunteering or donating?

https://www.givingday.org/logans-pups/bridget

Have you done this?
Mark that you’ve done this step!

Scout’s Honor
Your Fundraiser’s Toolkit

Give Thanks

Thank your supporters.

No matter what amount you’ve raised, it's very important to thank the supporters that donated to your campaign.

Thank Selected Donors

<table>
<thead>
<tr>
<th>Name</th>
<th>Amount</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bridget Cafaro</td>
<td>$100.00</td>
<td>That's you!</td>
</tr>
<tr>
<td>Bridget Cafaro</td>
<td>$10.00</td>
<td></td>
</tr>
</tbody>
</table>
Hi, I'm Rebekah Casad and I'm fundraising for Logan's Pups.

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

Head to your **Nonprofit Toolkit** for helpful resources!

- Email Templates
- Social Media Posts
- Downloadable Graphics
- Tips and Best Practices
We’re Here for You!

- Visit Our Help Center: https://support.givegab.com/
- Send us an email at CustomerSuccess@givegab.com
- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand
  - Look for the little blue chat bubble!
Questions?