

# Peer-to-Peer Fundraising

March 27, 2024

*[giveday.fgcu.edu](http://giveday.fgcu.edu)*

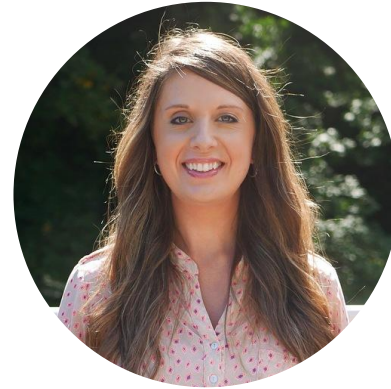


# Meet the Team



**Rorey Freeman**

Customer Success  
Project Manager



**Nickie Fredenburg**

Giving Day Growth  
Manager

# Zoom Etiquette

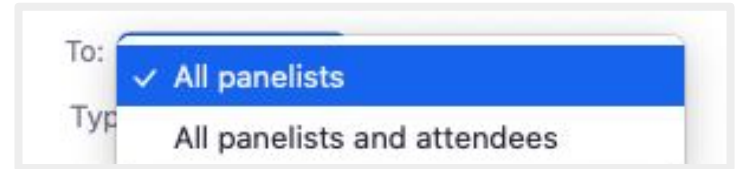
This is being recorded. The recording will be available on the /trainings page by **March 1.**

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

Introduce yourself! Name & Department.



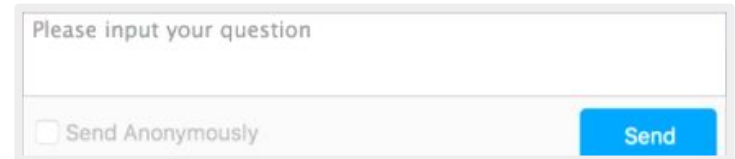
## Chat Box



To:  All panelists  
Type: All panelists and attendees



## Q&A



Please input your question

Send Anonymously

# FGCU Give Day 2024 Overview

***giveday.fgcu.edu*** | March 27 - 28 (12 p.m. - 12 p.m. ET)

- Every fund has their own campaign page to market and share with their supporters
- Your marketing efforts + FGCU Efforts = Exponential visibility
- Prizes, Matches, and Challenges to maximize donor giving
- Leaderboards for friendly competition
- Donations open on March 15 (12 a.m. ET) and close on April 12 (11:59 p.m. ET)

# 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?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your FGCU Give Day 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



# 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

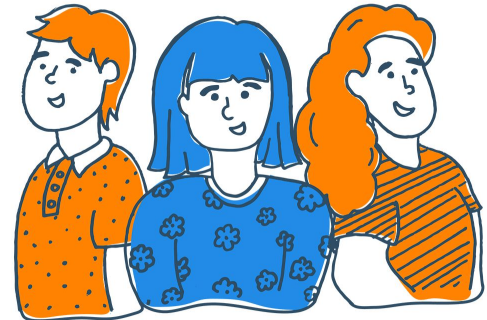
- Students
  - Student athletes, student leaders, those with a connection to the group raising funds
- Alumni + Alumni Board
- Faculty
- Friends + Family!



# 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 the organization?
- What is your favorite program or class and why?
- How is your experience at FGCU [and in this club, or on this team, or in this department, etc.] going to serve you now and in the future?



# 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?





# Bonterra P2P Features

GiveGab is becoming  Bonterra.

# Sign up

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FGIVE DAY

FGCU Give Day 2024 begins in

32 : 22 : 27 : 10  
days hours mins secs

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# Sign up

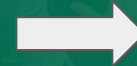
FGCU  
GIVE  
DAY

▼ MENU



## FGCU Give Day 2024 Fundraisers

Find your friends and colleagues to help support your favorite organizations!



[SIGN UP](#)

Search by name...

[SEARCH](#)

GiveGab is becoming  Bonterra.

# Sign up



▼ MENU



Become a fundraiser for  
FGCU Give Day 2024

First Name

Last Name

Campaign Name (optional)

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

Select Organization

Email

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

## FGCU Give Day

Find your friends and colleagues to help support

SIGN UP



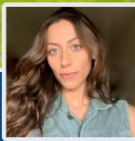
Thanks for signing up to be a fundraiser! You can manage your profile on [GiveGab](#). We've sent you an email with more details.

Be sure to share the link below with potential supporters.

MANAGE PROFILE



<https://giveaday.fgcu.edu/p2p/347781/rorey-freeman>



Rorey Freeman is a fundraiser for

## Scholarships

DONATE







# Rorey Freeman's fundraising dashboard for Scholarships

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 \$500 Goal

**49**  
Days Left

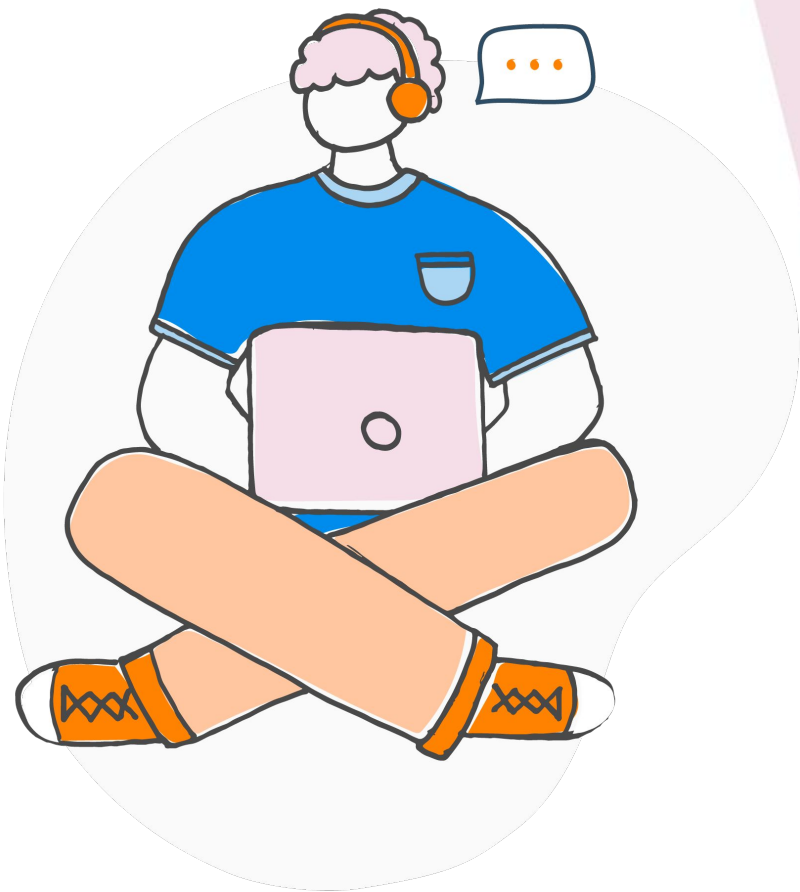
**0**  
Donors

**0**  
Emails Sent

Share your fundraiser!

<https://giveday.fgcu.edu/p2p/347781/rore>





# Takeaways & Resources

# Key Takeaways



- P2P Fundraising can help you raise 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 FGCU Give Day. Start small this year and grow it in the future!

# Tools for Success

## Fundraiser Toolkit

Learn how you can be a fundraiser ▼

Thank you for being part of our team by becoming a fundraiser! You are a part of a group that will be key to ensuring FGCU Give Day is a success.

Use the resources below to help demonstrate your FGCU pride and spread the word about FGCU Give Day. Every #FGCUGiveDay post and email you share leading up to and on FGCU Give Day will contribute to the success of the day.

Also, make sure to follow FGCU on Facebook ([@FloridaGulfCoastUniversity](#)), Twitter ([@fgcu](#)) and Instagram ([@fgcu](#)). Most importantly – HAVE FUN!



Communication Guide

[View](#)



FGCU Give Day Graphics

[View Downloads](#)

## Tools for Admins

- How to identify and add fundraisers
  - Reach out to Nikki Geslani at [ngeslani@fgcu.edu](mailto:ngeslani@fgcu.edu) so she can upload fundraisers for you
  - Or, encourage fundraisers to sign up themselves
- 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

# Prizes

- FGCU Foundation has approved almost **\$100,000 of incentives** to inspire fundraisers
- Incentives will reward fundraisers by donating to their favorite support areas
- Prizes will reward:
  - New Donor Acquisition
  - Number of Donors
  - Total Funds Raised
  - Geographic Reach - go beyond campus
  - Randomly Timed Prizes
  - Alumni Focused Incentives

# Matches

- \$25,000 Triple Match for ROCK Center
- Athletics Matches
- FGCU Foundation Matches
- Some Companies Match Employee Giving - Will they promote Give Day 2024?
  - Would they double their match on Give Day?
- All matches and incentive details will be released on March 20, one week before Give Day

# Giving Day Support & Resources

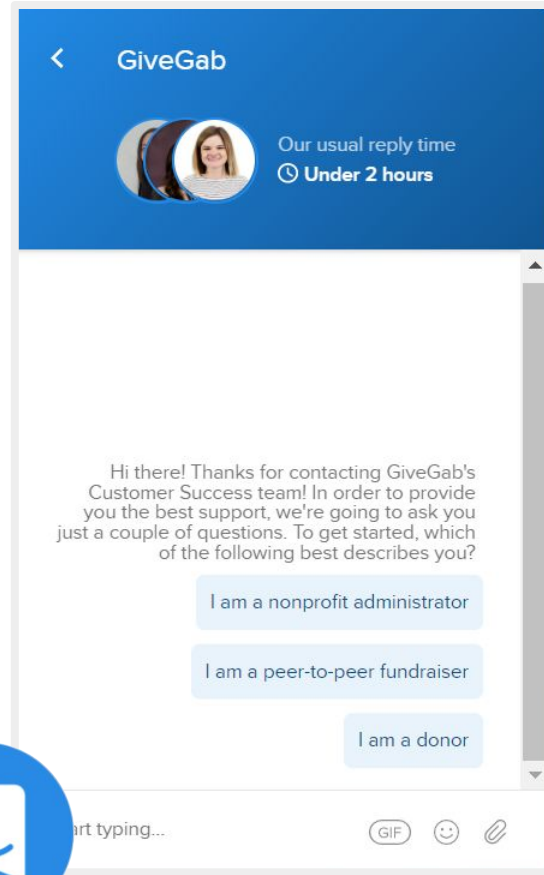
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# Questions?



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