

Peer-to-Peer Fundraising

Geneva Chamber Challenge

September 28, 2023



Meet the Team



Rorey Freeman

Associate Project
Manager



Kaitie Branton

Project Manager

Submit Your Questions

This is being recorded. The recording will be available on the /trainings page by Friday, August 25.

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 chat box interface. At the top, there is a 'To:' label followed by a dropdown menu. The dropdown menu is open, showing two options: '✓ All panelists' (which is selected and highlighted in blue) and 'All panelists and attendees'. Below the dropdown, there is a 'Type' label followed by a text input field.



Q&A

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

About Geneva Chamber Challenge

- genevachamberchallenge.org
- September 28, 2023 (12:00AM-11:59PM)
- 24-hour Giving Day

Agenda



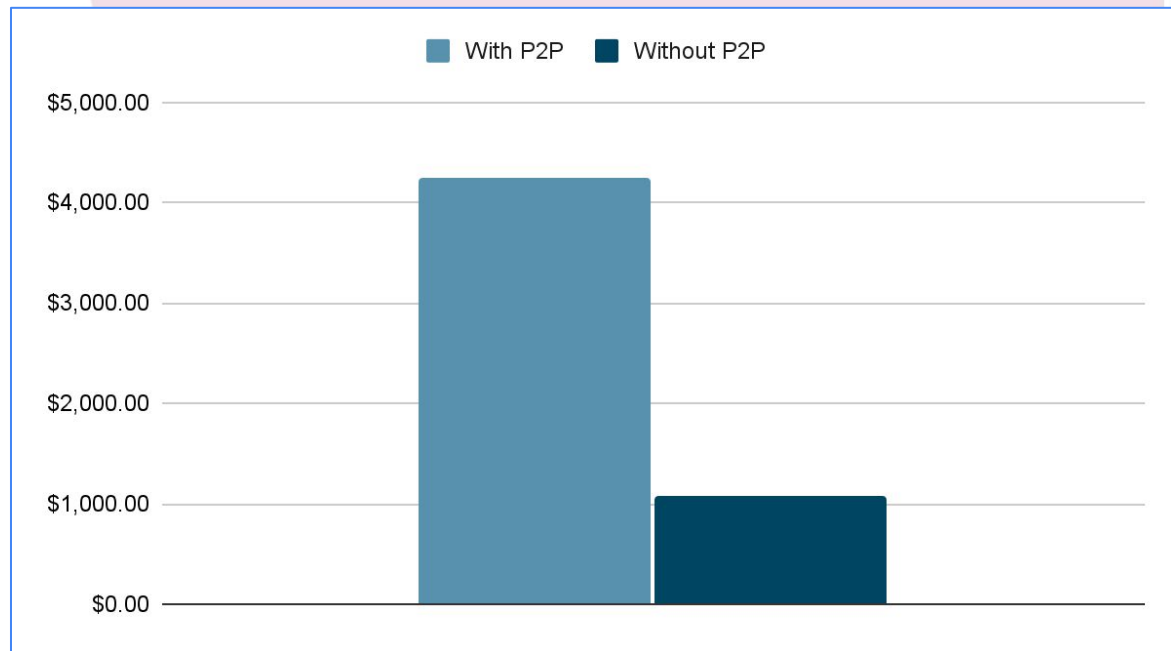
- **Peer-to-Peer Fundraising basics**
- **P2P Fundraising strategies and best practices**
- **Empowering and engaging your fundraisers**
- **Using GiveGab's Fundraising Tool**
- **Resources available to your organization**

What is P2P Fundraising?

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

Impact on Geneva Chamber Challenge 2022

Organizations who utilized
P2P fundraising in 2022
raised on average **3.9x more!**

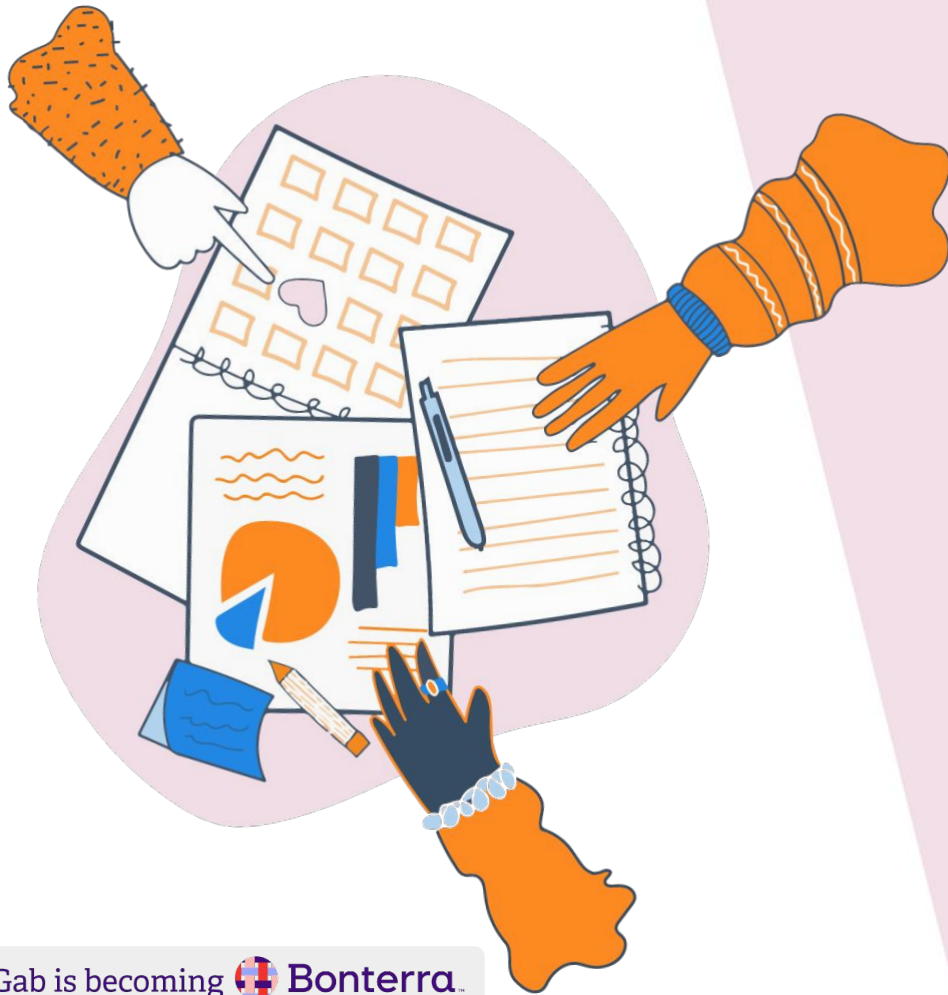


Average Raised by Nonprofits With and Without P2P Fundraisers

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





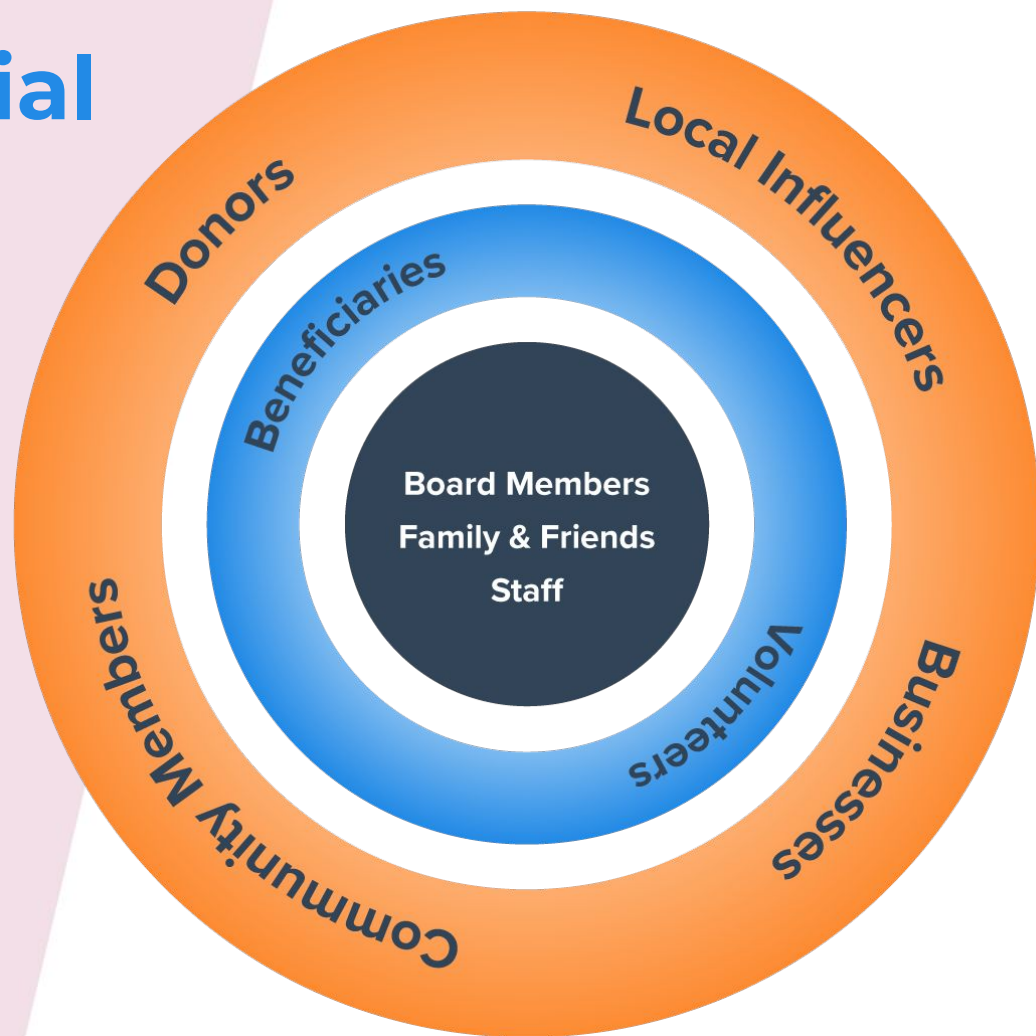
Strategize and Plan

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



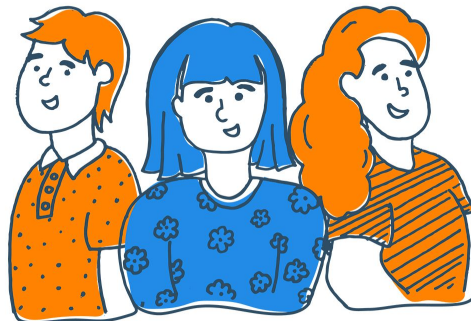
Identify Potential Fundraisers



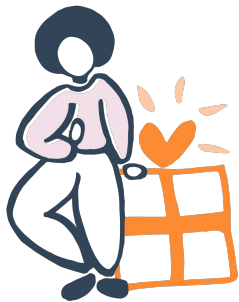
Capture Fundraiser Stories

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



Steward Your Fundraisers



- Treat fundraisers like major donors
- Acknowledge fundraising for your organization 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 - GiveGab has already created a ton of these for you, available in the Nonprofit Toolkit on the Geneva Chamber Challenge website.
- Ask yourself, what experience would you want to have as a fundraiser?





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 for anyone interested to sign up

✓

Add Fundraisers

▼

Search Fundraisers:

Download CSV

Add Fundraisers

Upload Fundraisers

Message All

Fundraiser ▼	Fundraiser Display Name	Donors ▼	Amount Raised ▼	Goal ▼	Email	Phone	Actions
Robyn Chione	Robyn Chione	0	\$0.00	\$500.00	rchione@genevachamber.com		✉ ✎ ✕

☐ Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

\$

.00



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


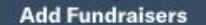
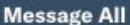
Save


Demo

Navigate to your
Fundraisers Tab in your
Giving Day Dashboard.


Select “Add Fundraisers”


 Add Fundraisers 


 Download CSV  Upload Fundraisers 

Fundraiser 

Fundraiser Display Name

Donors 

Amount Raised 

Goal 

Email

Phone

Actions

No fundraisers found.

☒ Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

\$.00

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

Save

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


Demo

 Add Fundraisers 





Search Fundraisers:

 Download CSV

Add Fundraisers

 Upload Fundraisers

Message All

Fundraiser 	Fundraiser Display Name	Donors 	Amount Raised 	Goal 	Email	Phone	Actions
No fundraisers found.							

☐ Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

\$.00

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

Save

Upload a csv to invite a group of fundraisers at once.

Demo

Upload a csv to invite a group of fundraisers at once.

GiveGab is becoming  Bonterra.

Upload Fundraisers

Upload a CSV with the following columns in this order. Please **do not** include these column headings in the file:

First Name, Last Name, Fundraiser Display Name, Email Address

No file chosen

Welcome your fundraisers with an email message. This email will be sent to all of the email addresses included in your file upload.

Email Subject

You're Invited to be a Fundraiser for [Our Organization]

Email Body

Enter your email body here...

Cancel

Import

Fundraiser Dashboard



Rorey Freeman's fundraising dashboard for Geneva Chamber of Commerce

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

58

Days Left

0

Donors

0

Emails Sent

Share your fundraiser!

<https://giving-days.herokuapp.com/p2p/3>



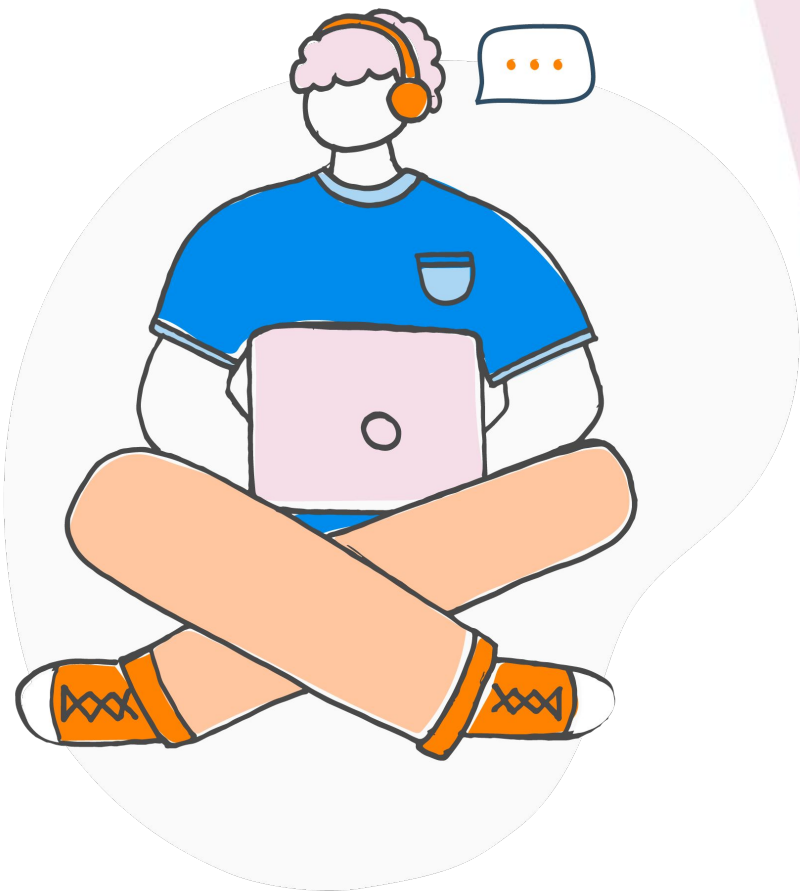
Fundraiser Profile



Rorey Freeman is a fundraiser for
[Geneva Chamber of Commerce](#)

DONATE





Takeaways & Resources

Timeline for P2P Recruitment



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
- You can always start small this year and grow your P2P strategy in the future!

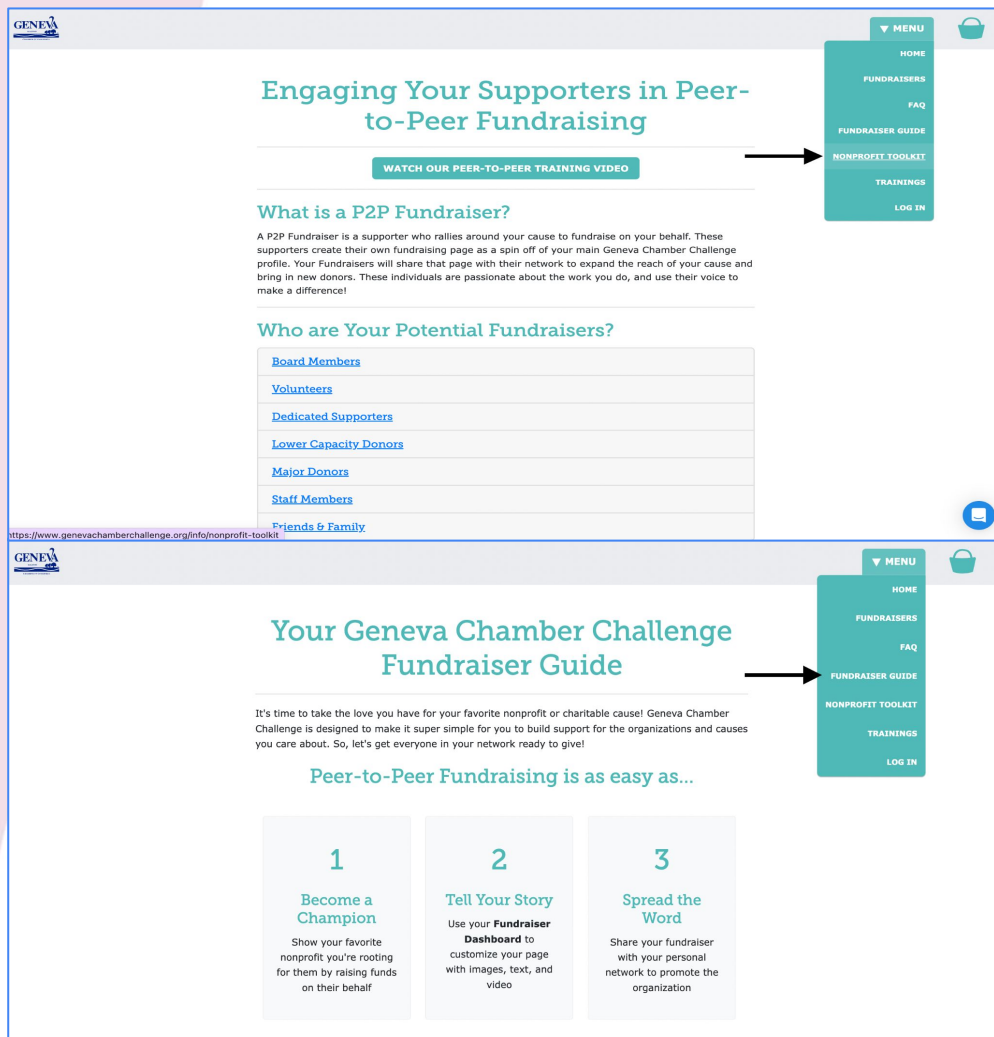
Tools for Success

Tools for Nonprofits

- How to identify and add fundraisers
- 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



Engaging Your Supporters in Peer-to-Peer Fundraising

[WATCH OUR PEER-TO-PEER TRAINING VIDEO](#)

What is a P2P Fundraiser?

A P2P Fundraiser is a supporter who rallies around your cause to fundraise on your behalf. These supporters create their own fundraising page as a spin off of your main Geneva Chamber Challenge profile. Your Fundraisers will share that page with their network to expand the reach of your cause and bring in new donors. These individuals are passionate about the work you do, and use their voice to make a difference!

Who are Your Potential Fundraisers?

- [Board Members](#)
- [Volunteers](#)
- [Dedicated Supporters](#)
- [Lower Capacity Donors](#)
- [Major Donors](#)
- [Staff Members](#)
- [Friends & Family](#)

<https://www.genevachamberchallenge.org/info/nonprofit-toolkit>

Your Geneva Chamber Challenge Fundraiser Guide

It's time to take the love you have for your favorite nonprofit or charitable cause! Geneva Chamber Challenge is designed to make it super simple for you to build support for the organizations and causes you care about. So, let's get everyone in your network ready to give!

Peer-to-Peer Fundraising is as easy as...

- 1**
Become a Champion
Show your favorite nonprofit you're rooting for them by raising funds on their behalf
- 2**
Tell Your Story
Use your **Fundraiser Dashboard** to customize your page with images, text, and video
- 3**
Spread the Word
Share your fundraiser with your personal network to promote the organization

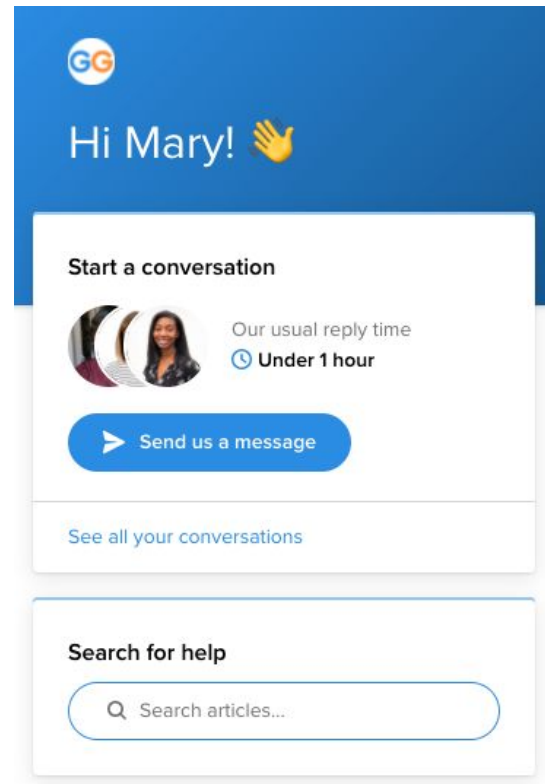
Giving Day Support & Resources


Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
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?



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