GiveGab®

The Power of P2P Fundraising for

kygivesday
May 12, 2020

How to engage your most passionate supporters to rally around you on your Giving Day
What is Peer-to-Peer Fundraising?

Supporters can create a personal fundraising page as a spin-off to your giving day campaign. They can share their own unique profile link, and their donations get added to your totals!
Peer-to-Peer Fundraising is an opportunity to...

- Engage existing supporters in a way that will strengthen your relationships
- Share personal stories and connections with new networks of potential supporters to multiply your reach!
How is it impactful?

- Reach
- Stewardship
- Engagement
- Donor Trust
- Fun

Organizations that used P2P fundraising for their giving day raised 2.4x more on average!

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Peer-to-Peer Impact

Fundraisers can help you make an exponential difference!

- New Donors
- More Donors
- Dollars Raised
- Social Engagement
- Contact Information
Engaging Potential Fundraisers

Find your existing passionate supporters with strong personal connections to your cause!

- Board Members
- Volunteers
- Lower Capacity Donors
- Major Donors (Who have recently made a gift)
- Staff Members
- Friends & Family
Getting Your Fundraisers On Board

Start Early

- Educate your fundraisers about the Giving Day as early as you can

Be Clear

- Share your goals for the day and how they can help you reach them

Make it Easy

- Provide a guide or sample content for your fundraisers to use, and set up a kickoff meeting if possible!
How to add Fundraisers

Add Fundraisers

- Add Fundraisers
- Message All
- Search Fundraisers

Download CSV

Fundraiser | Donors | Amount Raised | Goal
---|---|---|---
Alyssa Ravenelle | 0 | $0.00 | $500.00

Allow New Fundraisers to Sign Up
How to add Fundraisers

Kentucky Nonprofit Network
Empowering Nonprofits. Strengthening Kentucky.
Causes: Community Advocacy, Education
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?
Motivating Your Fundraisers

Set your fundraisers up for success!

- Set a default goal and story for their pages
- Set them up with social media and email templates
- Share Giving Day graphics with them
- Check in with them before and on the day
- Spark friendly competition between your fundraisers
Treat Your Fundraisers Like Major Donors

- Consider fundraising a higher level of participation
- Recognize those that 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
Share the Countdown to KY Gives resources with your P2P Fundraisers!

- Kickoff P2P fundraising efforts on May 5
- Encourage P2P fundraisers to use the [theme calendar](https://example.com) prompts
- Make sure they use the hashtags #KYGives20 and #GivingTuesdayNow
- Ask them to deck out their social media profiles with KY Gives [resources](https://example.com)
Sample P2P Fundraiser Timeline

Week of April 20
- Determine your P2P fundraisers and invite them to fundraise
- Set up virtual kickoff meeting for following week

Week of April 27
- Host virtual kickoff meeting with your P2P Fundraisers to share resources and timeline

May 5
- P2P Fundraisers start sharing their page online
- Countdown begins!

May 12
- KY Gives Day!
Resources

- KY Gives Nonprofit Toolkit
- KY Gives P2P Toolkit
- KY Gives Downloadable Goodies
- Countdown to KY Gives 20 Toolkit
We’re Here For You!

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  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