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The Power of P2P Fundraising for

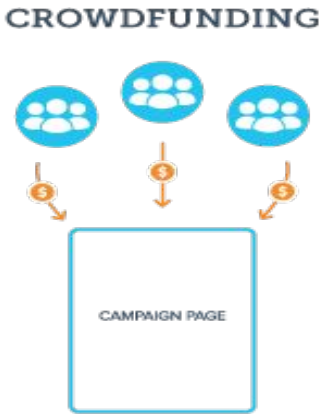
kygivesday

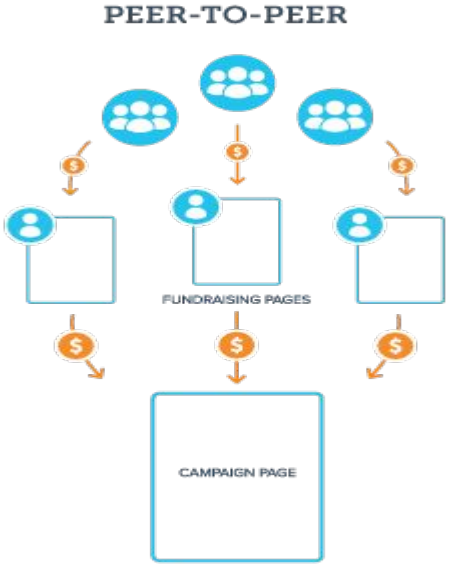
May 12, 2020

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!





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What is Peer-to-Peer Fundraising?

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!

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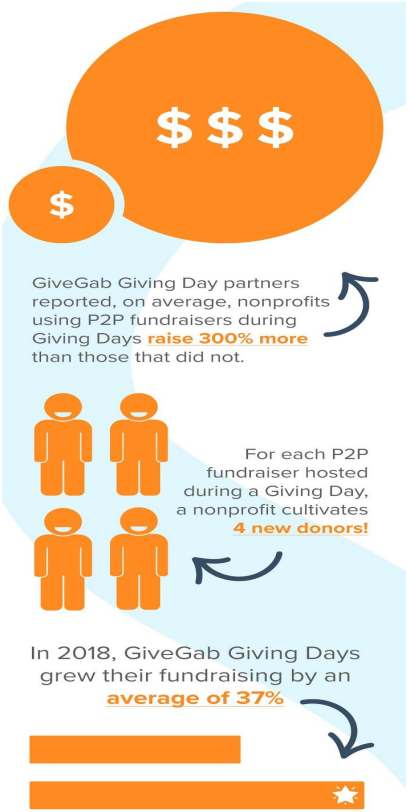
How is it impactful?

- 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

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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

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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!

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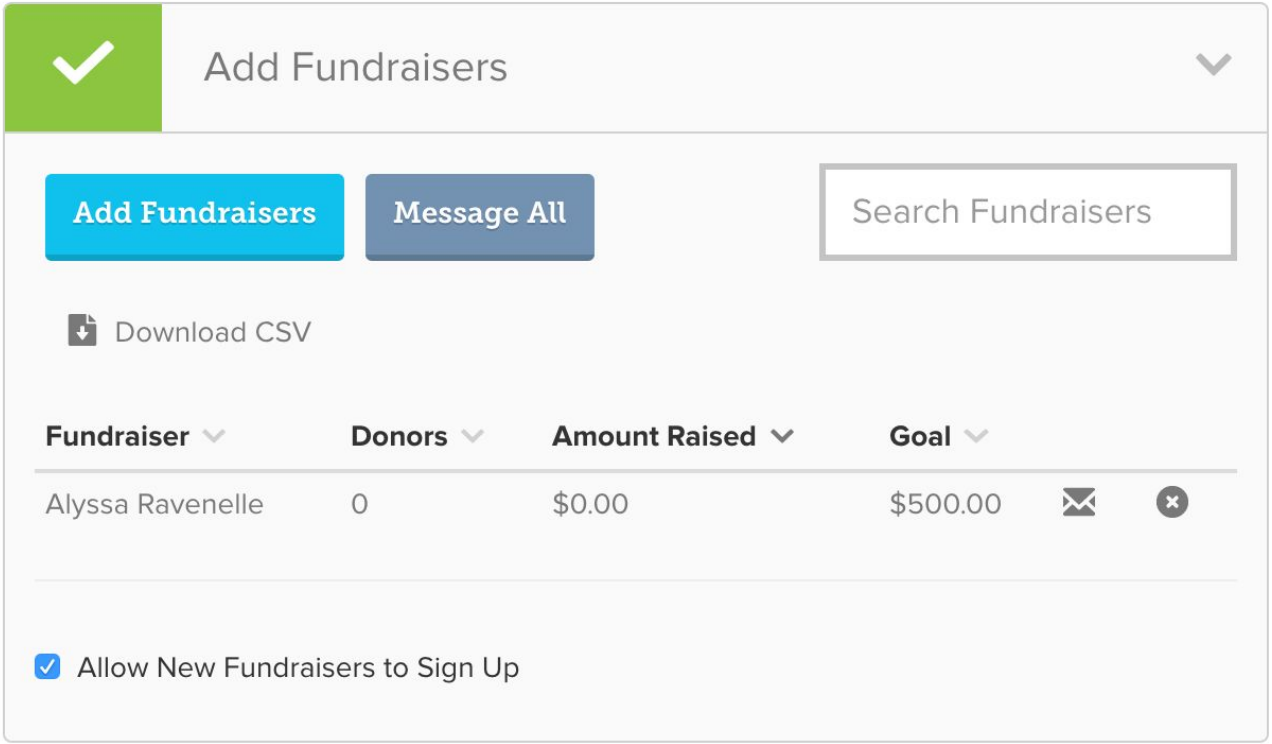
How to add Fundraisers



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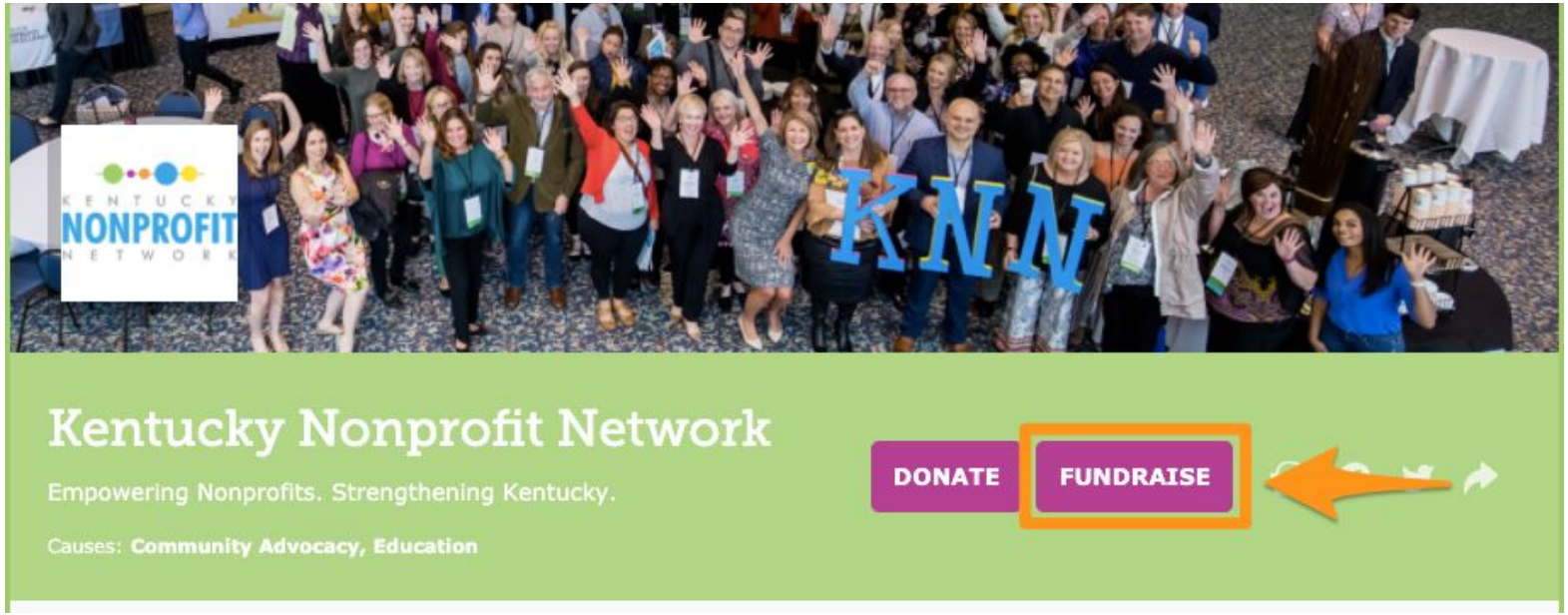
How to add Fundraisers



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Capturing Fundraiser Stories

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?

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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

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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

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P2P + Countdown to KY Gives

Share the Countdown to KY Gives resources with your P2P Fundraisers!

- Bit.ly/KYGives20 (Julia Campbell 2020)
- Kickoff P2P fundraising efforts on May 5
- Encourage P2P fundraisers to use the theme calendar prompts
- Make sure they use the hashtags #KYGives20 and #GivingTuesdayNow
- Ask them to deck out their social media profiles with KY Gives resources

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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!

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Resources

- KY Gives Nonprofit Toolkit
- KY Gives P2P Toolkit
- KY Gives Downloadable Goodies
- Countdown to KY Gives 20 Toolkit

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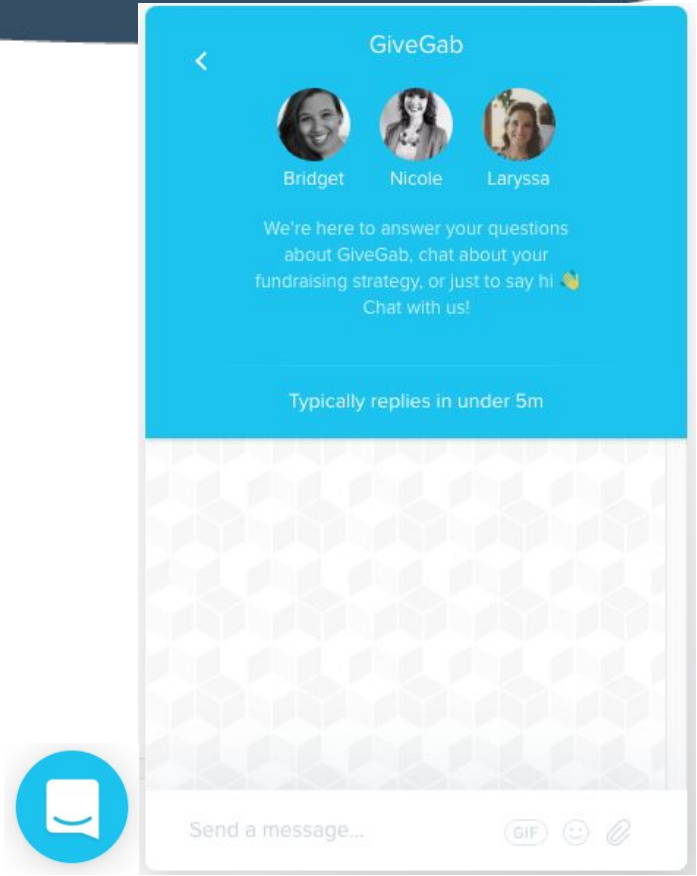
We're Here For You!

- 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



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