

# Peer to Peer Fundraising and Matches and Challenges for KY Gives Day



# #KYGives24 Sponsors!



Foundation



Aetna Better Health<sup>®</sup>  
of Kentucky



impressions  
marketing

# Regional Partner:

- Breckinridge
- Grayson
- Hardin
- Hart
- LaRue
- Marion
- Meade
- Nelson
- Washington



# Your KYGives Team



**Ashley**

Associate Project  
Manager



**Cameron**

Associate Project  
Manager



**Laura Whitaker**

Associate Director at  
Kentucky Nonprofit  
Network

# Submit Your Questions!

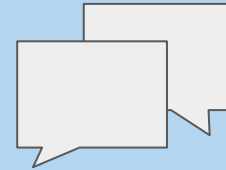


## Chat Box

To:  All panelists

Type:  All panelists and attendees

## Q&A



Please input your question

Send Anonymously

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

# Agenda



- How does expanding your reach help you?
- Peer to Peer Fundraising
- Getting your Board “On Board”
- Matches and Challenges
- Resources available to your organization

# Expanding Your Reach for KYGives 2024 by...

- Utilizing Peer-to-Peer (P2P) Fundraising
- Engaging your Board
- Creating matches and challenges

## ...will help your organization...

- Attract new donors
- Increase your total amount raised
- Tell new impact stories from different perspectives
- Raise awareness of the awesome work you do!

# What is P2P Fundraising?

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

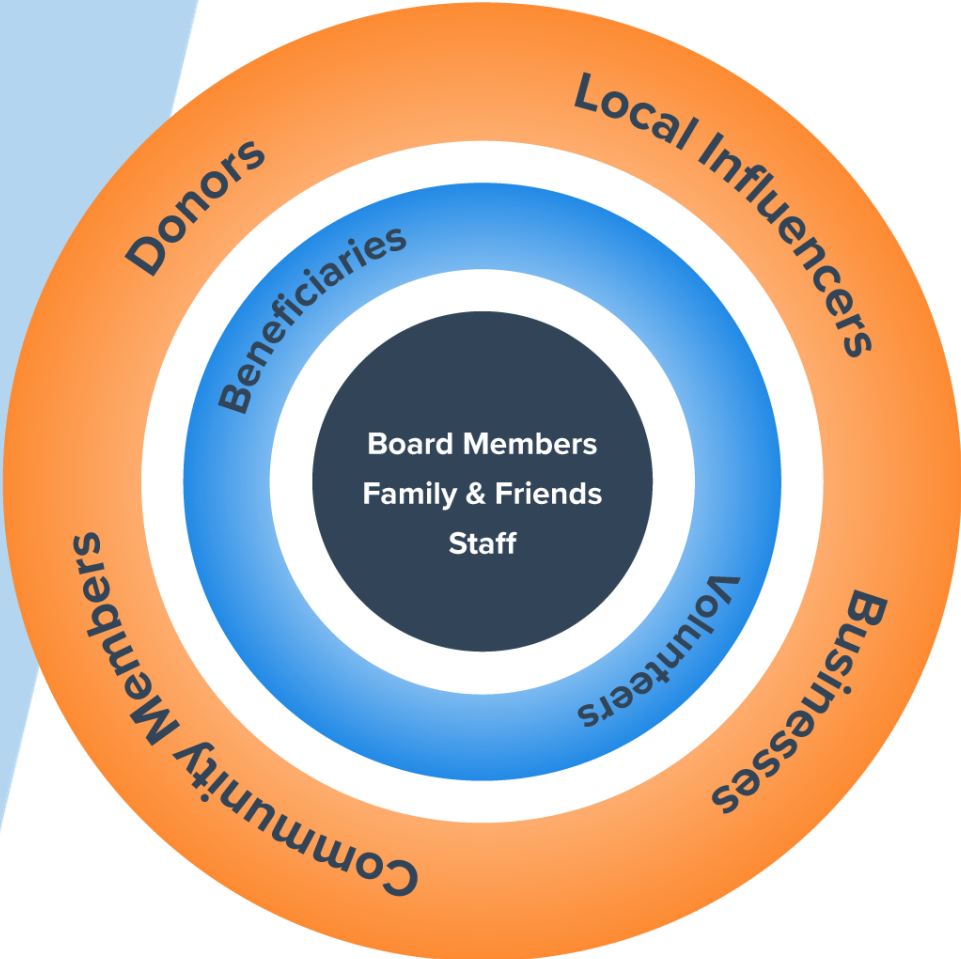


# Why is it so effective?

- 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



# Identify Potential Fundraisers



# Timeline for P2P Recruitment

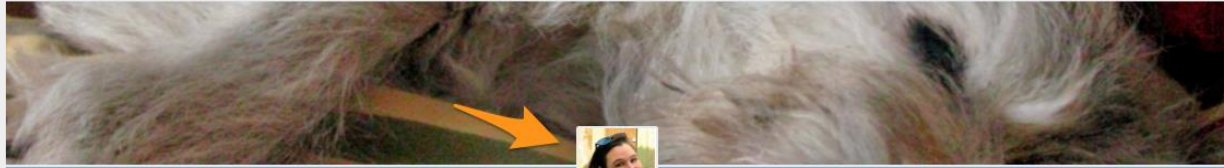


# Capture Fundraiser

**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 at] our organization?





Bridget Cafaro's fundraiser for  
Logan's Pups

DONATE

20%

\$100 Raised \$500 Goal 1 Donors



Owning a senior dog changed me for the better and I hope that by supporting Logan's Pups I can help more senior pups find the loving homes they deserve and educate my friends and family about how amazing owning a senior dog can be!



\$25

Provides one week of food for a senior pup



\$50

Provides a super soft bed for a loving senior pup



\$100

Helps a family foster one of our amazing senior pups



\$500

Provides life-changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT



# P2P Fundraising Resources

[How do I recruit a peer-to-peer fundraiser for my campaign?](#)

[How do I set default stories and goals for my P2P Fundraisers?](#)

[How do I download a list of my P2P Fundraisers?](#)



# Getting your Board “On Board”

# Rally Your Board Members

Reach out to existing board members to see who is willing to:

- Share your social media posts
- Write a testimonial or review
- Volunteer their skills
- Share their own images
- Become a Peer-to-Peer Fundraiser





# Make it Compelling

## Focus Story:

- What services do you provide?
- How are services delivered?
- What are the outcomes of these services?

## People Story:

- How did you get involved with the organization?
- What impact did the organization have on you?
- What impact does your work with the organization have on the larger community?

## Impact Story:

- Tell us about your life before you worked with our organization.
- Do you remember any specific individuals you worked with or programs you participated in? Tell us about them.
- What does your life look like after working with us?

# Final Notes

*For Peer to Peer Fundraising  
and Engaging your Board*



# Set Up For Success



## Start Early

- Educate your fundraisers
- Understand their capacity for this ask



## Be Clear

- Be transparent with your goals
- Set expectations for your fundraisers



## Make It Easy

- Provide the content they need
- Take time to check-in

# Tips and Tricks to Fundraising Success

1. Encourage fundraisers and board members to use their loudest voices
1. Communicate that storytelling is vital, and can replace a direct “ask”
1. Make it fun



# Maintain these Relationships



- Treat Ambassadors 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 ambassadors have a great experience regardless of how much they raise

# Tools for Success

- [Resource Toolkits page](#)
  - Access to the [P2P Fundraisers Toolkit](#) and the [Board Member Toolkit](#)
    - Resources & support articles
    - Communication guides & templates
    - Link to downloads page

## Resource Toolkits

Find all the info specific to your needs in one of our helpful toolkits below!



Nonprofit Toolkit

[Explore](#)



P2P Fundraiser Toolkit

[Explore](#)



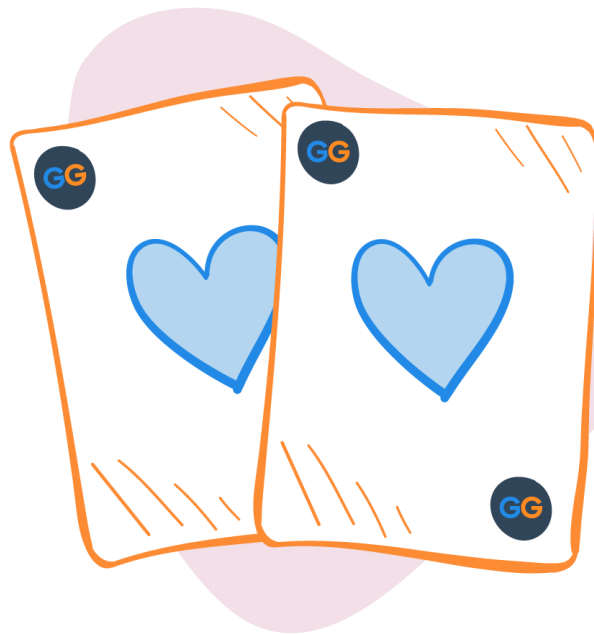
Board Member Toolkit

[Explore](#)

# Matches & Challenges

# Benefits of Matches & Challenges

- Incentivizes donors as their gift will have a greater impact
- Opportunity to highlight your business sponsor or major donor
- Organizations with matching funds raise on average 4.5 x more than organizations without a match





# Matches

Matching gifts allow donations to be increased by a set ratio



## Ann's Coffee Cafe: Giving Day Match

Ann's Coffee Cafe has graciously offered to match all donations received between February 19th and February 25th up to \$1,000!

**\$1,000** MATCH

**\$125** REMAINING

GiveGab also supports 2:1 and 3:1 matches!

Donations will be multiplied by this amount when matched. Cannot be edited after matching donations have been made. **Pro tip:** use the description to let your donors know how their donations will be matched.

### Matching Ratio ⓘ

- 1:1** example: \$10 donation is matched by \$10
- 2:1** example: \$10 donation is matched by \$20
- 3:1** example: \$10 donation is matched by \$30

# Challenges

- Challenges allow funds to be added to the organization's total once a goal is reached
  - Goals can be a **Donor Count**, **Dollar Amount**, or **Donation amount**

## Wag: Happy Pups Challenge

Help us unlock an extra \$5,000 to Logan's Pups with your donation!



**115** more donors unlocks **\$5,000!**

## Lizzy's Pet Supply: Let's boost Logan's Pups!

When Logan's Pups reaches its goal of \$100,000, Lizzy's Pet Supply will give an extra \$10,000!



**\$21,298.13** more unlocks **\$10,000!**

# Potential Match Sponsors



- Board Members (individually or collectively)
- Major Donors
- Local Businesses
- Corporations
- Community Members

*Educate your match sponsors on the benefits their gift can provide and how their contribution is stretched for greater overall impact.*

# Motivating Matches



# Power Hour Matches

- Set match parameters to a specific time frame, creating a greater sense of urgency during the day
- Opportunity to stimulate donors during non-peak hours
- Great for featuring smaller matches and multiple sponsors

## ***Morning Match!***

All donations made from 7am - 9am will be DOUBLED thanks to our generous sponsor, Debbie's Pet Supply!



# Social Engagement Match

- Encourage more online engagement through a social media match through liking and sharing
- Opportunity to cross promote with match sponsors existing social media network and your own

## ***Social Superstars Match!***

For every like this post receives, our generous board of trustees will donate \$1 up to \$1,000!  
Like and share today only and help us make a difference!





# Creative Challenges

# Get Local Businesses Involved!



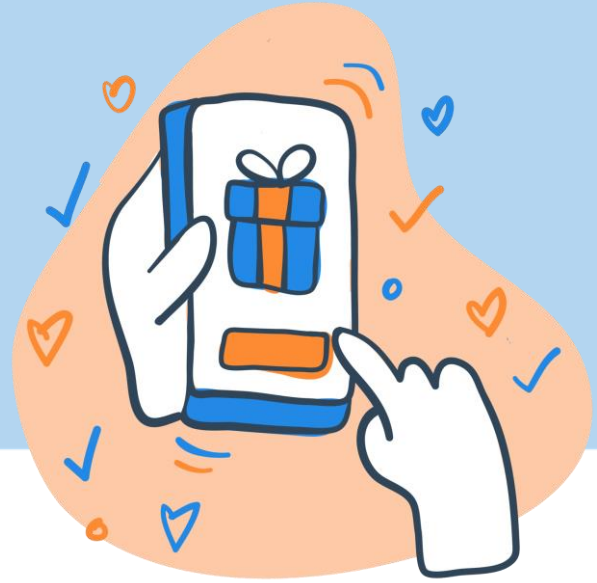
## Example:

- The SPCA has a \$3,000 fundraising goal for their campaign
- PetSmart agrees to contribute \$1,000 if the SPCA reaches their \$3,000 goal
- As soon as the SPCA reaches their goal, PetSmart's \$1,000 donation is released to their total funds raised
- This is a **Dollar Challenge**



# Create Donor Challenges

- Alternately, you could set up a Donor Challenge
- Sponsored funds are released when a donor milestone is met, rather than dollar milestone
- Example: PetSmart agrees to give \$1,000 to the SPCA once 100 unique donors have made their gift



**Note:** Your nonprofit is responsible for gaining and receiving funds from the sponsor.

# Matches and Challenges

## Resources

[What are Matches and Challenges?](#)

[How do I add a Matching Opportunity to my Giving Day profile?](#)

[How do I add a Challenge to my Giving Day profile?](#)



# Important Tips

- A Match or Challenge will remain active for the entire length of the set date and time parameters
- If you did not meet the amount necessary to deplete the match, but wish to release the entire sponsored amount, select “Deplete Match”
- When you no longer wish to display your match or challenge, select the “Archive” checkbox within the match or challenge editor

Matches Challenges

+ Add Match

### Board of Directors Match

Sponsored by **Sample Food Bank's Board**

Total Amount	Amount Remaining	✓ Auto-Matching Enabled
<b>\$5,000.00</b>	<b>\$850.00</b>	

Sample Food Bank's Board has so generously donated \$...

Edit Archive Remove Deplete Match

# Deplete Your Match

The screenshot shows the GiveGab interface for a user named Noelle. The main heading is 'Matches and Challenges' for the organization 'Kitty Corner'. Below the heading are three buttons: '+ Add Match Commitment', '+ Add Challenge', and 'Manage Donations'. A note states: 'Note: All times are assumed to be in Eastern Time.' The main content area features a match card for 'Double your dollar!' sponsored by 'Logan's Pups'. The card includes a photo of a golden retriever puppy and the following statistics: Total Amount \$1,000.00, Amount Remaining \$1,000.00, and Per Donation Cap \$50.00. A green checkmark indicates 'Auto-Matching Enabled'. At the bottom of the card, there are three buttons: 'Edit', 'Remove', and 'Deplete Match'. An orange arrow points to the 'Deplete Match' button. The footer of the dashboard shows 'Viewing Dashboard for Kitty Corner' with a star icon.

If you add a matching opportunity prior to May 7, KNN will reach out to tell you how to deplete your matches by 11pm ET on May 7 – or the KNN team will do it for you before midnight – so it is counted toward KY Gives Day totals!

If your match is NOT unrestricted (meaning you will not get the match money if you do not get enough donations), you will have the option to opt out so that the KNN team will not deplete your match.



# Takeaways & Resources

# Your Nonprofit Toolkit

The [Nonprofit Toolkit](#) has valuable resources for all your KY Gives Day needs.

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!



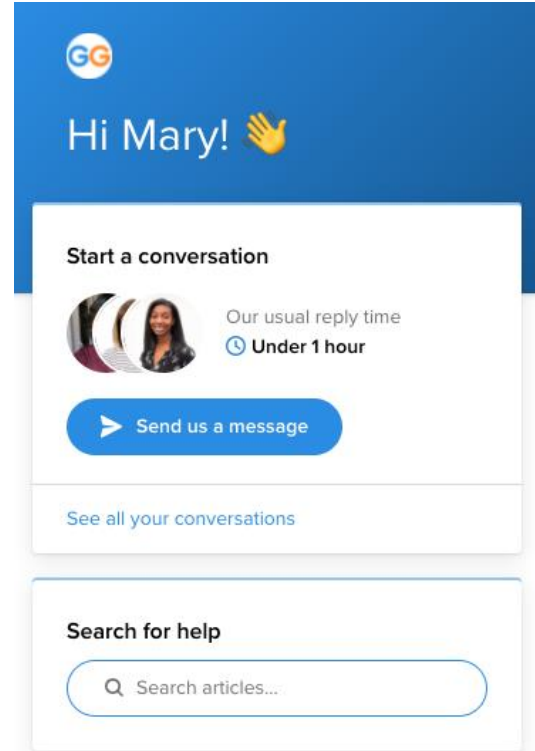
# Giving Day Support & Resources


Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at  
[CustomerSuccess@GiveGab.com](mailto: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?

