

Peer-to-Peer Fundraising Webinar

La Porte County

GIVES

2pm Sept. 30 to 8pm Oct. 1

Meet the Team



Laurel

Project Manager



Cianne

Associate Project
Manager

Zoom Etiquette

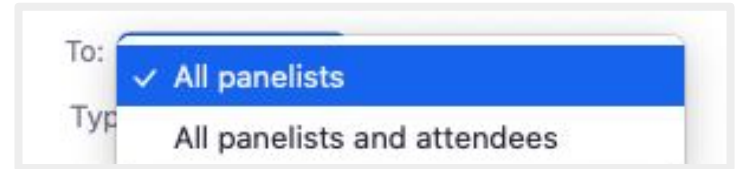
This is being recorded. The recording will be available on the /trainings page by **July 15**.

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

Introduce yourself! Name, location, organization.



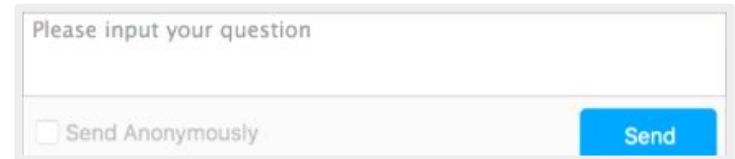
Chat Box



To: All panelists
Type: All panelists and attendees



Q&A



Please input your question

Send Anonymously

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?

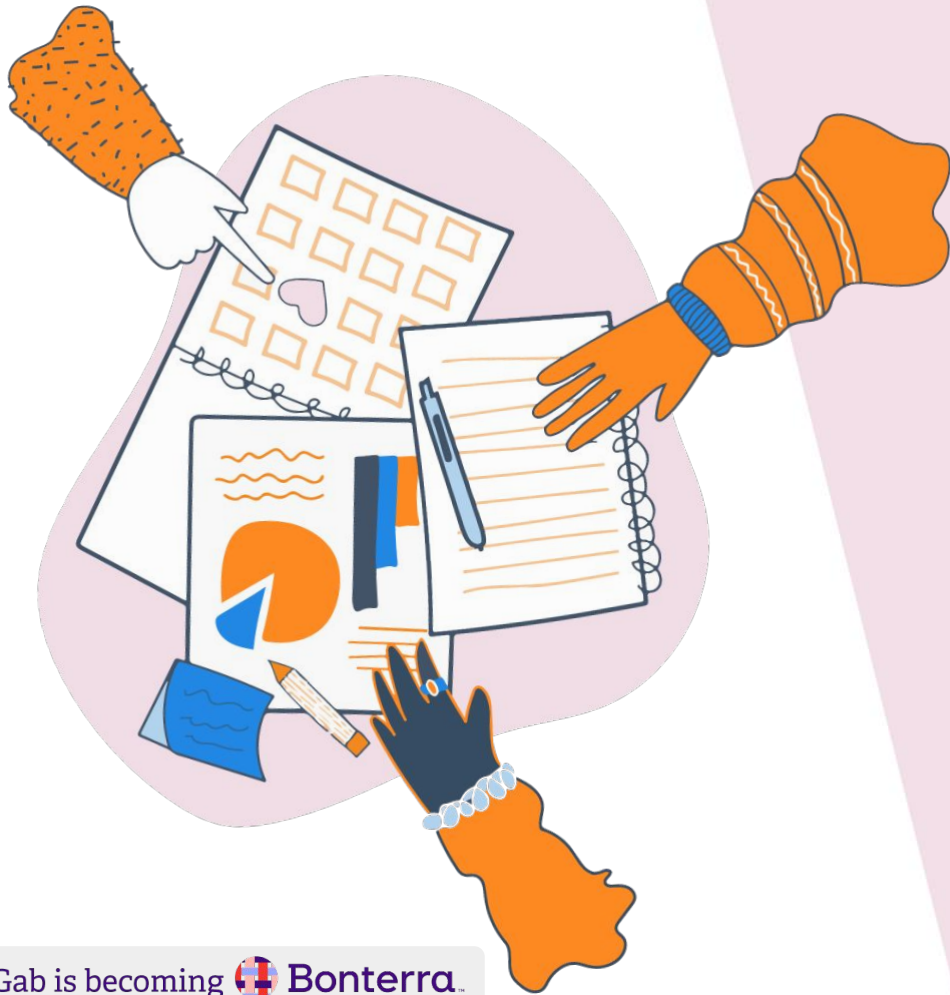
Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your La Porte County Gives profile. Their totals roll up into your totals!

On average, groups with P2P fundraisers raise 3.6x more than those without during a Giving Day!

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





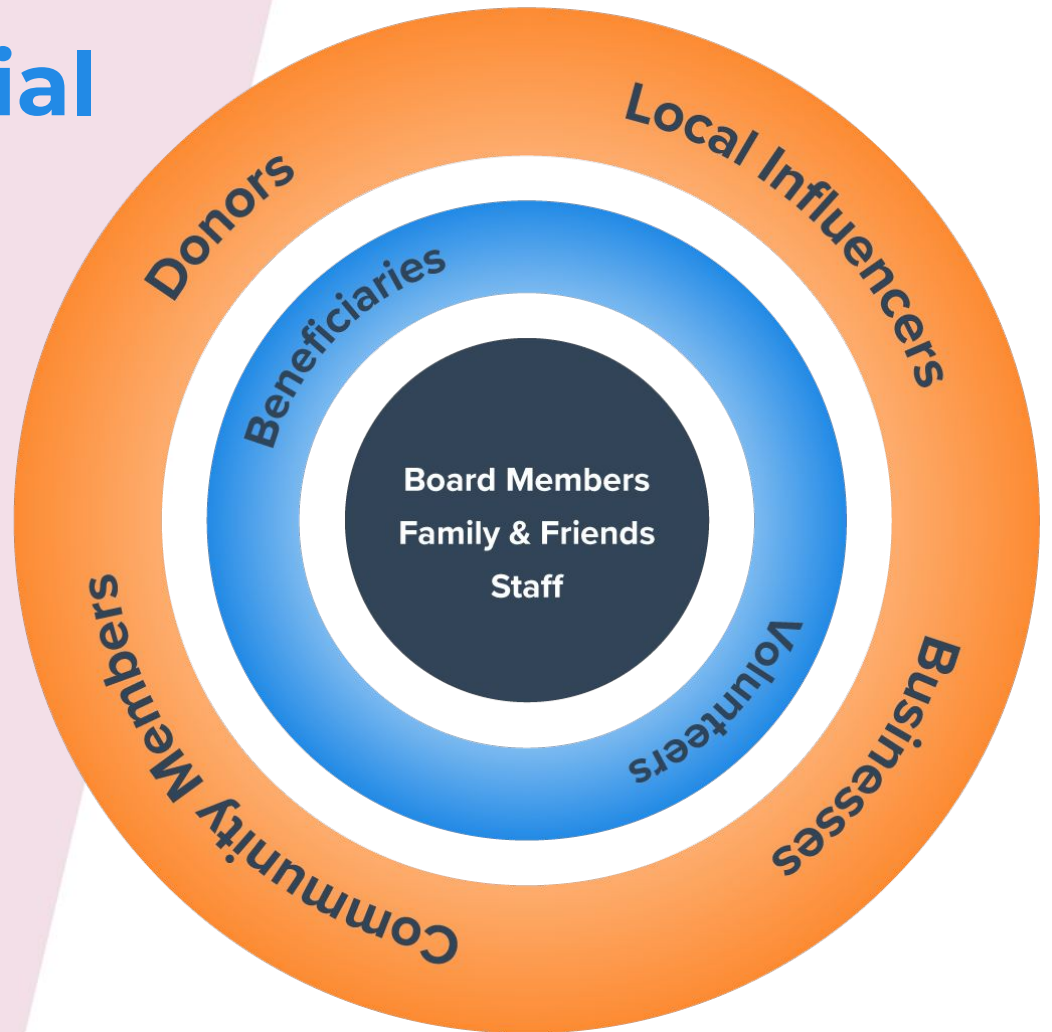
Strategize and Plan

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



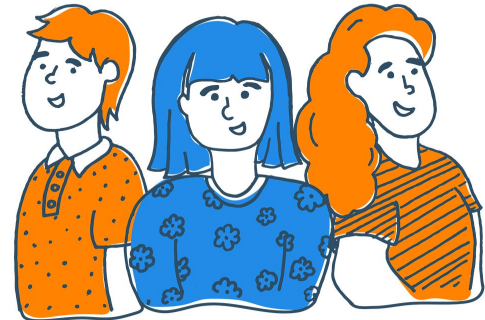
Identify Potential Fundraisers



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 at] 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
- Ask yourself, what experience would you want to have as a fundraiser?



Set Your Fundraisers 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



Managing Your Fundraisers

Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.



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La Porte County Gives

\$0.00 Raised · 0 Donors · 0 Gifts

Analytics

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in La Porte County Gives.

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations >
- ✓ Add Donation Levels >
- ✓ Add a 'Thank You' Message >
- 👤 Add Fundraisers >

101 Days to Launch

Participation Approval Status

Approved

Your registration has been approved.

Demo

Set a default story and goal for your P2Ps

Make fundraising invite-only, or open to anyone interested

Get Verified to Collect Donations >

Add Donation Levels >

Add a 'Thank You' Message >

Add 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.

GiveGab is becoming  Bonterra.

Ways to Sign Up Fundraisers

Option 1: You can sign up fundraisers.

As an administrator, you can sign fundraisers up from your Give Day Dashboard. This capability is found under the tab “Add Fundraisers”. This automatically creates a Fundraiser page for them and triggers an email with login instructions.

Demo

Navigate to your Fundraisers Tab in your Give Day Dashboard.

Select “Add Fundraisers”

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

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
<input type="text" value="Laryssa"/>	<input type="text" value="Hebert"/>	<input type="text" value="test@givegab.com"/> ✖

Fundraiser Display Name (optional)

First Name	Last Name	Email
<input type="text" value="Jane"/>	<input type="text" value="Doe"/>	<input type="text" value="test2@givegab.com"/> ✖

+ New Fundraiser

Cancel **Next: Compose Your Message**

Ways to Sign Up Fundraisers

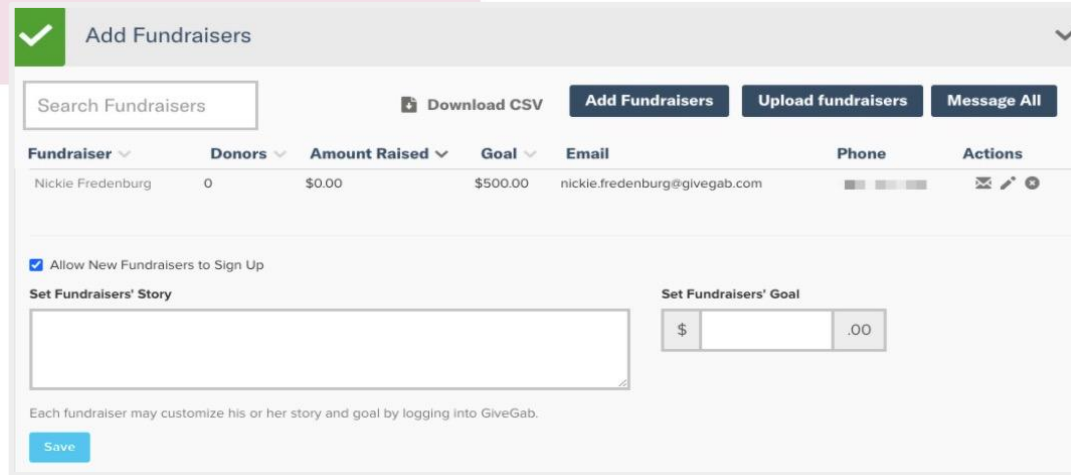
Option 2: Fundraisers can sign themselves up.

You can send potential fundraisers the link to your organization's Give Day profile.

They can click the "Fundraise" button on that page to sign themselves up and create their login information.

Option 2: Steps for Supporters to Sign Themselves Up

Find the “Allow New Fundraisers to Sign Up” check box within the “Add Fundraisers” tab.



The screenshot shows the 'Add Fundraisers' interface. At the top, there is a search bar and buttons for 'Download CSV', 'Add Fundraisers', 'Upload fundraisers', and 'Message All'. Below this is a table with columns: Fundraiser, Donors, Amount Raised, Goal, Email, Phone, and Actions. The table contains one entry for 'Nikkie Fredenburg' with 0 donors, \$0.00 raised, and a goal of \$500.00. Below the table, there is a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. To the right of this checkbox is a 'Set Fundraisers' Goal' section with a text input field containing '\$' and '.00'. Below these fields is a 'Save' button. An orange arrow points from the left towards the 'Allow New Fundraisers to Sign Up' checkbox.

Checking this box adds a “Fundraise” button on your profile, which is necessary for this option.

Option 2: Steps for Supporters to Sign Themselves Up



The image shows a screenshot of the Unity Foundation of La Porte County website. The main navigation bar is purple and features the text "Power for Good" in white. Below this, there is a central logo for "U+30 YEARS Unity Foundation of La Porte County". To the left of the logo are icons for Facebook and Twitter, and to the right are icons for a shopping cart and a share button. The text "Unity Foundation of La Porte County" is displayed below the navigation bar. At the bottom of the page, there are two buttons: "DONATE" and "FUNDRAISE". The "FUNDRAISE" button is highlighted in a darker purple color. The background of the website features large, stylized letters "UNITY" where each letter contains a different image related to the foundation's work, such as a grocery store, a person pouring water, a person sitting at a table, a person walking, and a person holding a sign.

Supporters can click the “Fundraise” button to sign themselves up.

Option 2: Steps for Supporters to Sign Themselves Up

Step 3: When they click on “Fundraise”, this pop-up appears where they can enter the following:

- First and Last Name
- Display Name (optional)
- Email
- Create a Password



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.

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

P2P Dashboard

Fundraisers can:

- Write their own story, set a goal, and upload a photo
- Make a seed donation to their page
- Find their fundraising page URL
- Email friends & family
- Thank their donors

The screenshot shows the GiveGab P2P Dashboard for Laurel's fundraising dashboard for Parkersburg Area Community Foundation & Regional Affiliates. The dashboard includes a progress bar at 0%, a goal of \$500, and 58 days left. It also shows 0 donors and 0 emails sent. The dashboard is divided into two main sections: a central area with five steps to complete (Tell Your Story, Make a Donation, Reach Out, Share Socially, Give Thanks) and a right-hand progress section. The footer includes social media icons for Twitter, Facebook, YouTube, Instagram, and LinkedIn, and a navigation bar with links to 'Your Fundraiser' and 'Fundraising Dashboard'.

GiveGab
Nonprofit Giving Platform

Home Support

Laurel's fundraising dashboard for Parkersburg Area Community Foundation & Regional Affiliates

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://www.givelocalmov.org/p2p/1867/>

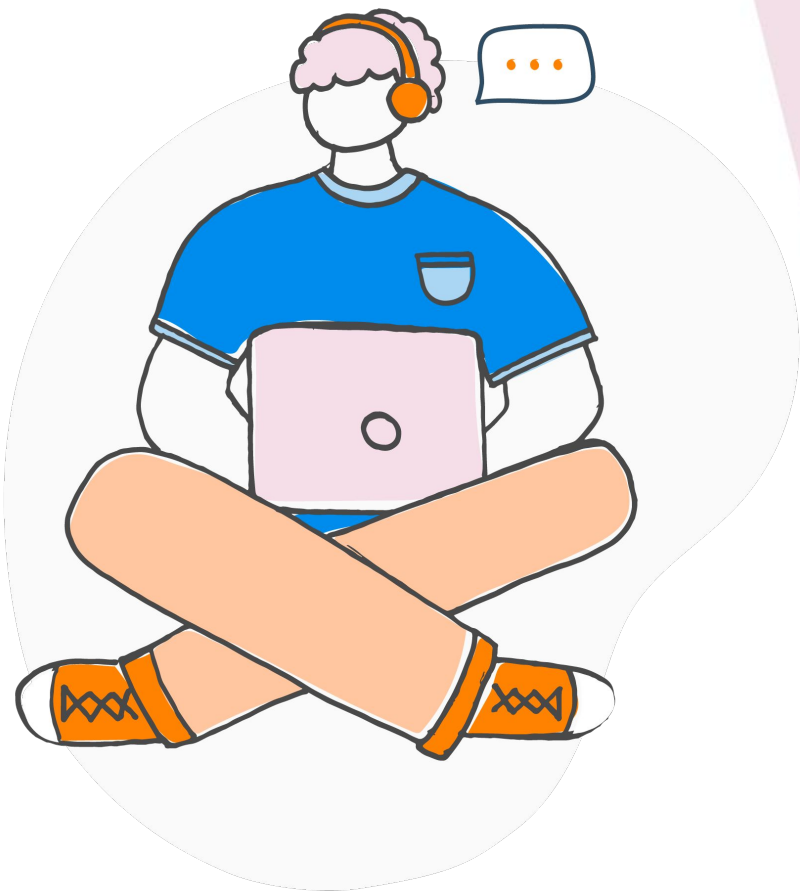
Twitter Facebook

Your Fundraiser Fundraising Dashboard

Give Local MOV

P2P Profile





Takeaways & Resources

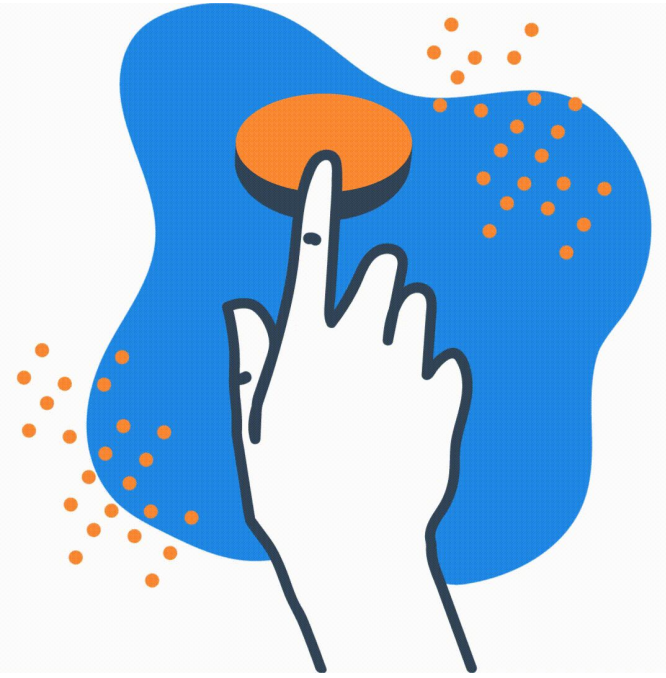
Tools for Success

Tools for Organizations

- How to identify and add fundraisers
- Support articles & videos for engaging P2P fundraisers
- Email templates for recruiting fundraisers



Tools for Success



Tools for Fundraisers

- How to sign up
- Resources & support articles on how to complete your page
- Communication guides & templates
- Link to downloads page

Timeline for P2P Recruitment



Key Takeaways



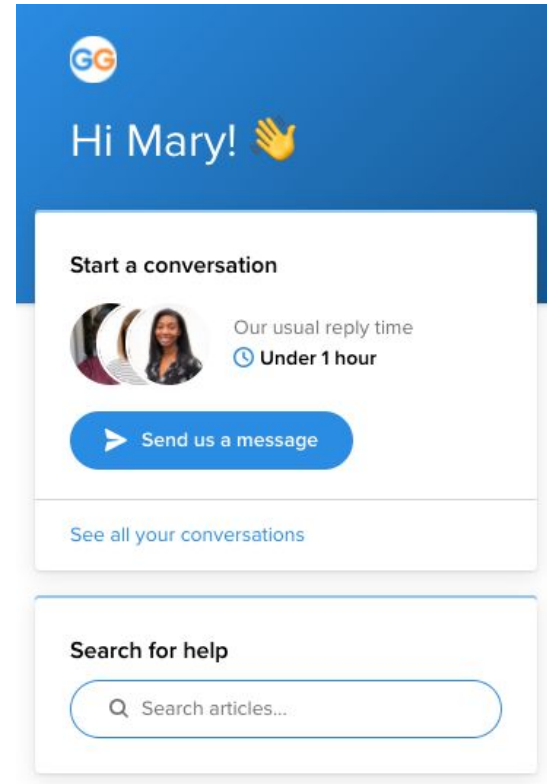
- P2P Fundraising can help you raise **3.6x more**
- Fundraisers increase your organization's reach
- Be strategic when selecting fundraisers
- Provide your fundraisers with resources to make it easy and fun
- There is plenty of time before La Porte County Gives. Start small this year and grow it in the future!


Giving Day Support & Resources

Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
CustomerSuccess@GiveGab.com



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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