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

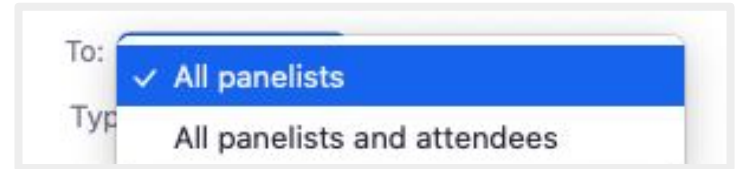GiveGab is becoming Bonterra

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.

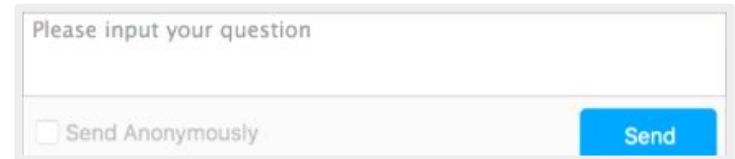Introduce yourself! Name, location, organization.

Chat Box

To:

✓ All panelists

All panelists and attendees

Typ

Q&A

Please input your question

☐ Send Anonymously   Send

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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**

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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
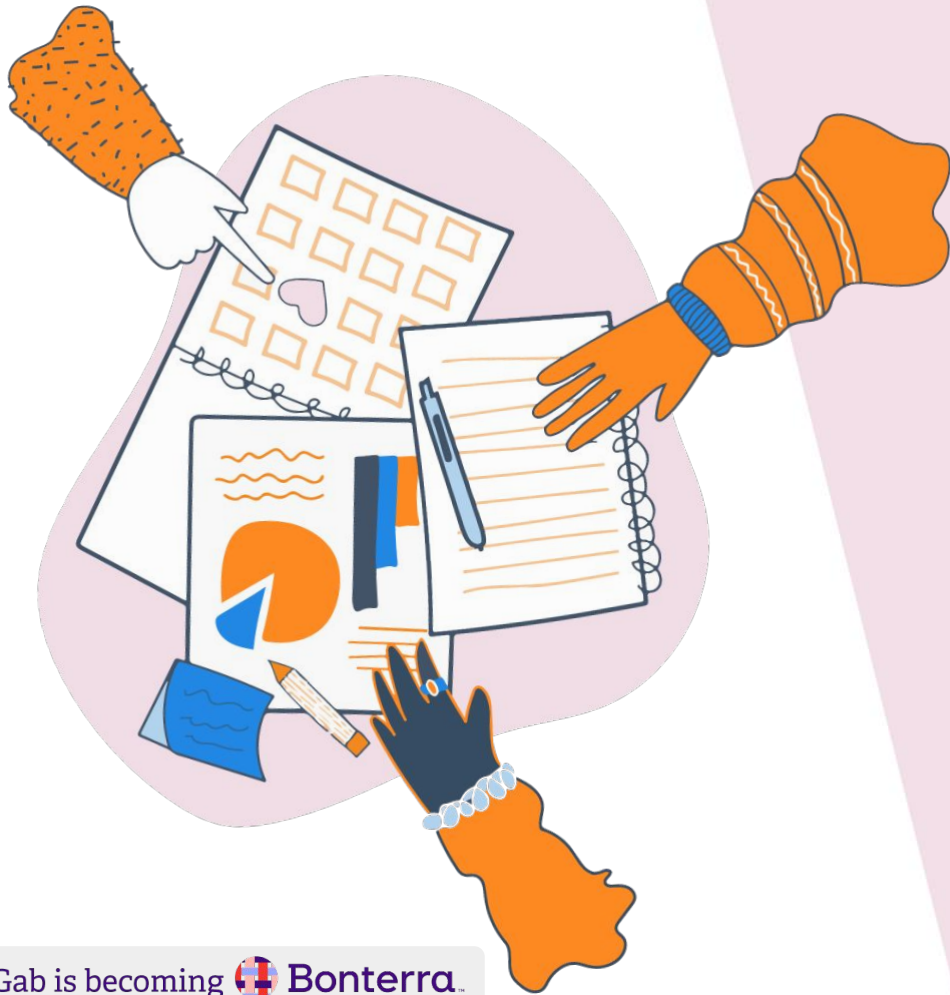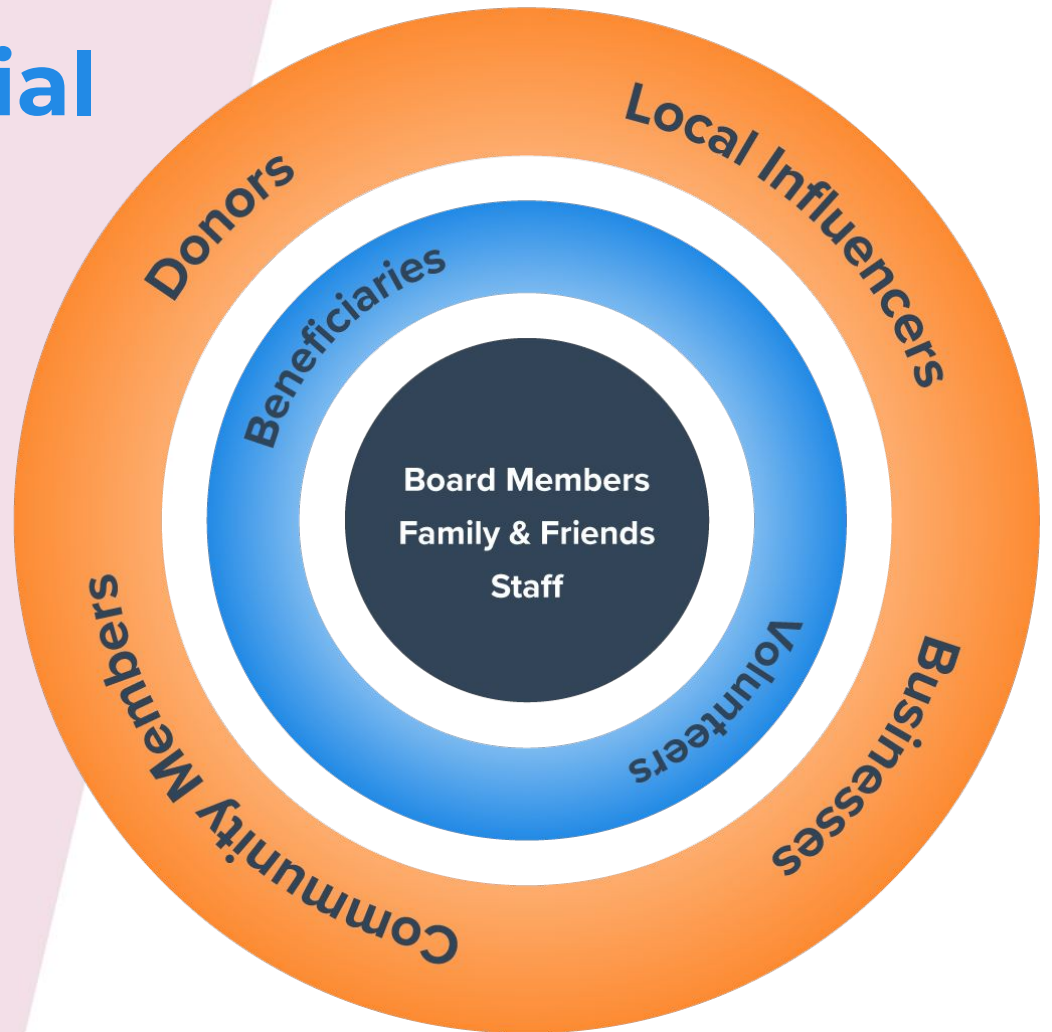
Strategize and Plan

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"

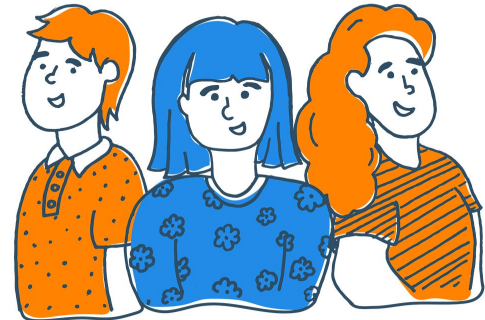**3** Steward your fundraisers

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.

La Porte County Gives

La Porte County GIVES 2pm Sept. 30 to 8pm Oct. 1

$0.00 Raised • **0** Donors • **0** Gifts

Analytics

101 Days to Launch

Participation Approval Status

Approved

Your registration has been approved.

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 ›

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Demo

Set a default story and goal for your P2Ps

Make fundraising invite-only, or open to anyone interested

	Get Verified to Collect Donations	>
✓	**Get Verified to Collect Donations**	>
✓	**Add Donation Levels**	>
✓	**Add a 'Thank You' Message**	>
👥	**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

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"

Demo

Invite one or multiple fundraisers at once. You will need first name, last name, and email address.

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.

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

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

Become a fundraiser for
Unity Foundation of La Porte County

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

P2P Profile

Takeaways & Resources

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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
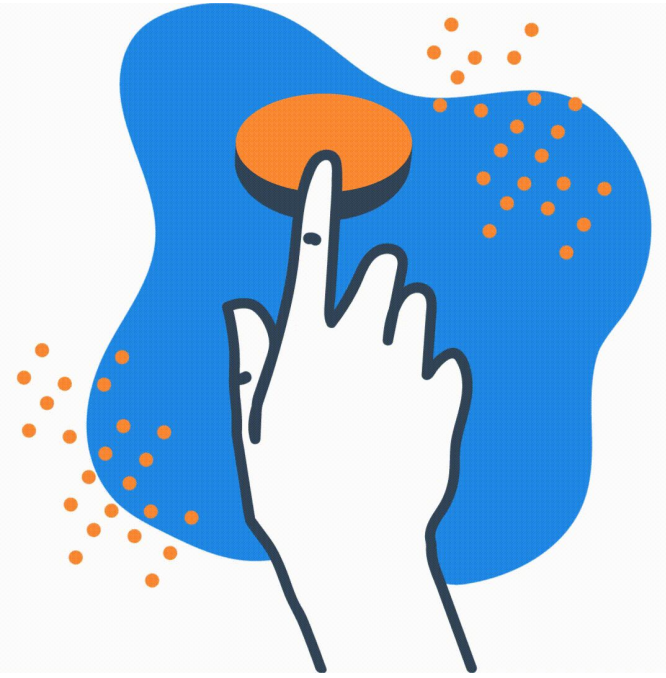- Link to downloads page

Timeline for P2P Recruitment

Plan
Review fundraising toolkits
Brainstorm internally
Set goals

Now

Mid August

Prepare
Invite & onboard P2Ps
Communicate goals
Share resources

Coordinate
Provide templated materials
Host office hours for questions
P2Ps complete profiles

Mid Sept

Day Of

Check In
Send encouraging messages
Update P2Ps on progress

Follow Up
Thank your P2Ps
Plan post-event touch points
Collect feedback, host debrief

After the Day

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
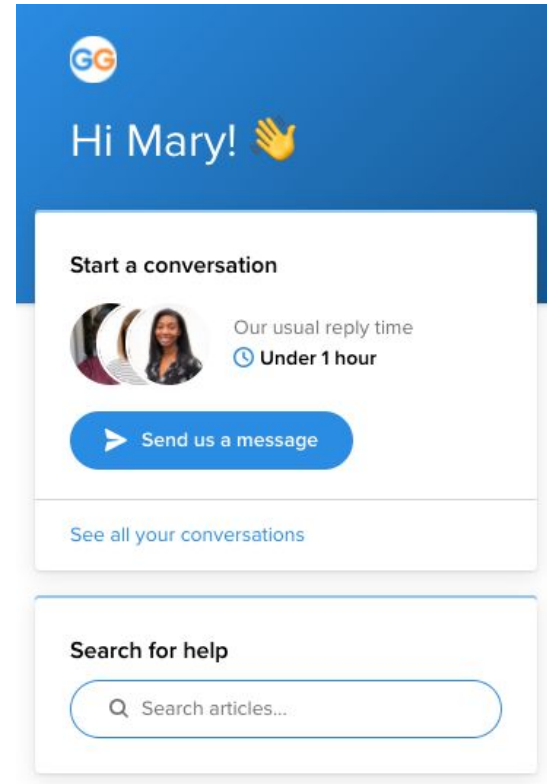
Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble.

Questions?

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