Leveraging Peer-to-Peer fundraising during your Giving Day

Give for Good Louisville 2021

COMMUNITY FOUNDATION OF LOUISVILLE

Submit your questions!

If you have questions or comments throughout our training, please use the Zoom chat feature.

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Christina Miller

Giving Day Expert

Brigette Brouillard

Second Chances Wildlife

Caroline Johnson

Twisted Pink

Sassa Riveria

La Casita

What is Peer-to-Peer Fundraising?

Peer-to-Peer Fundraising is an opportunity to…

- Leverage your passionate supporters to rally behind your cause to fundraise on your organization's behalf
- Share personal stories and connections to your cause with a new network of potential supporters to expand your reach
- Create personal fundraising pages for your supporters as a spin-off to your main campaign

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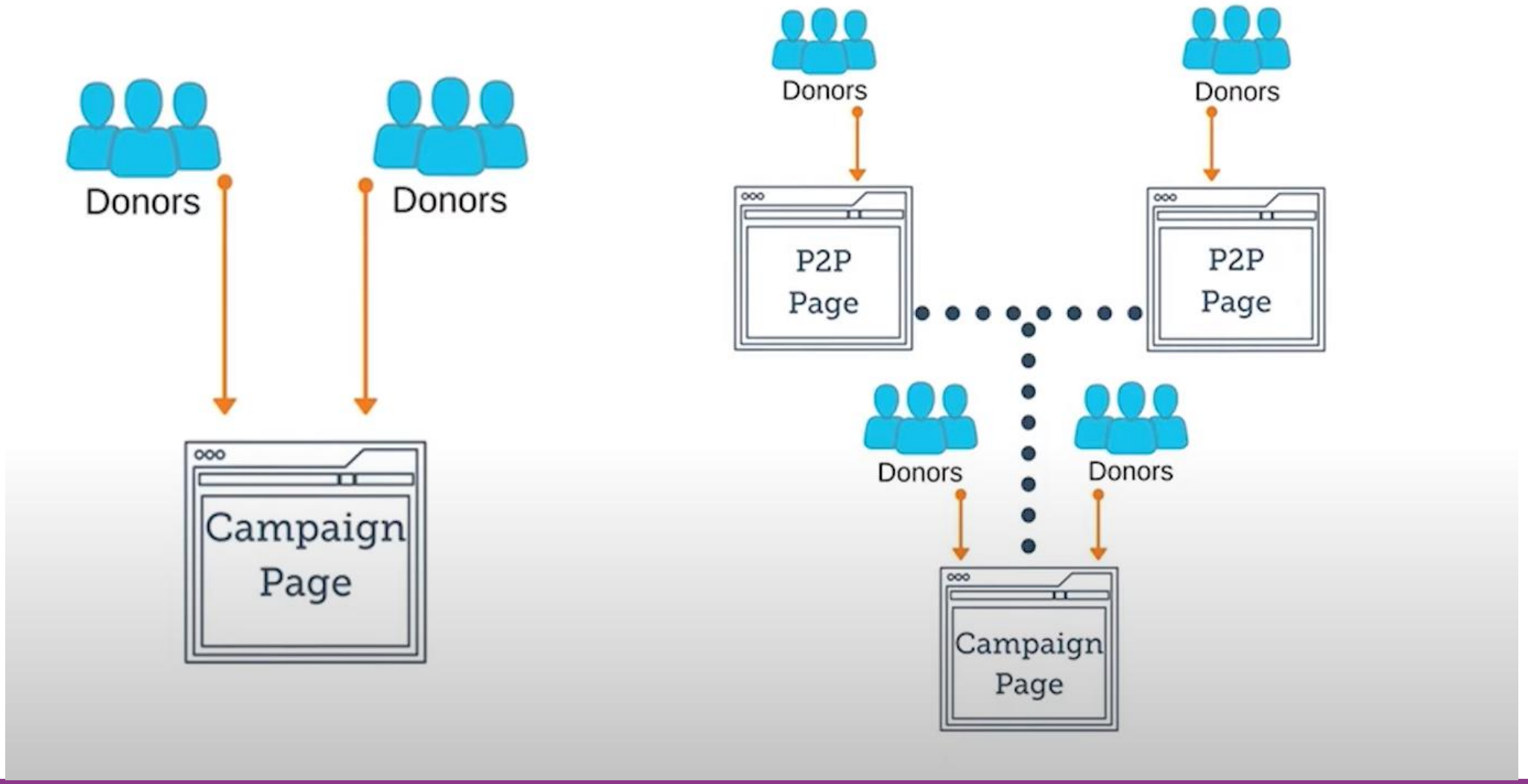

Crowdfunding vs. P2P Fundraising

What are the Benefits of P2P?

Benefits include:

- REACH – Expands your reach to a new network of potential donors by tapping into your fundraiser's network
- STEWARDSHIP – Provides a new opportunity to engage with existing supporters by sharing their personal connections
- ENGAGEMENT – Establishes more vested interest in your organization through active supporter participation
- TRUST – Highlights your existing connections with passionate supporters, making donors confident in your cause
- FUN – Creates an opportunity for friendly competition and social sharing during the big event

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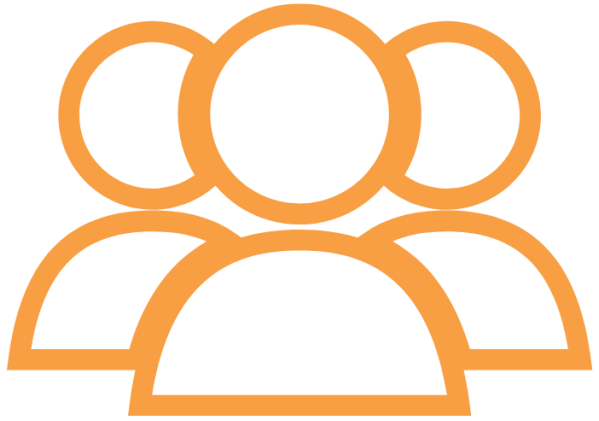
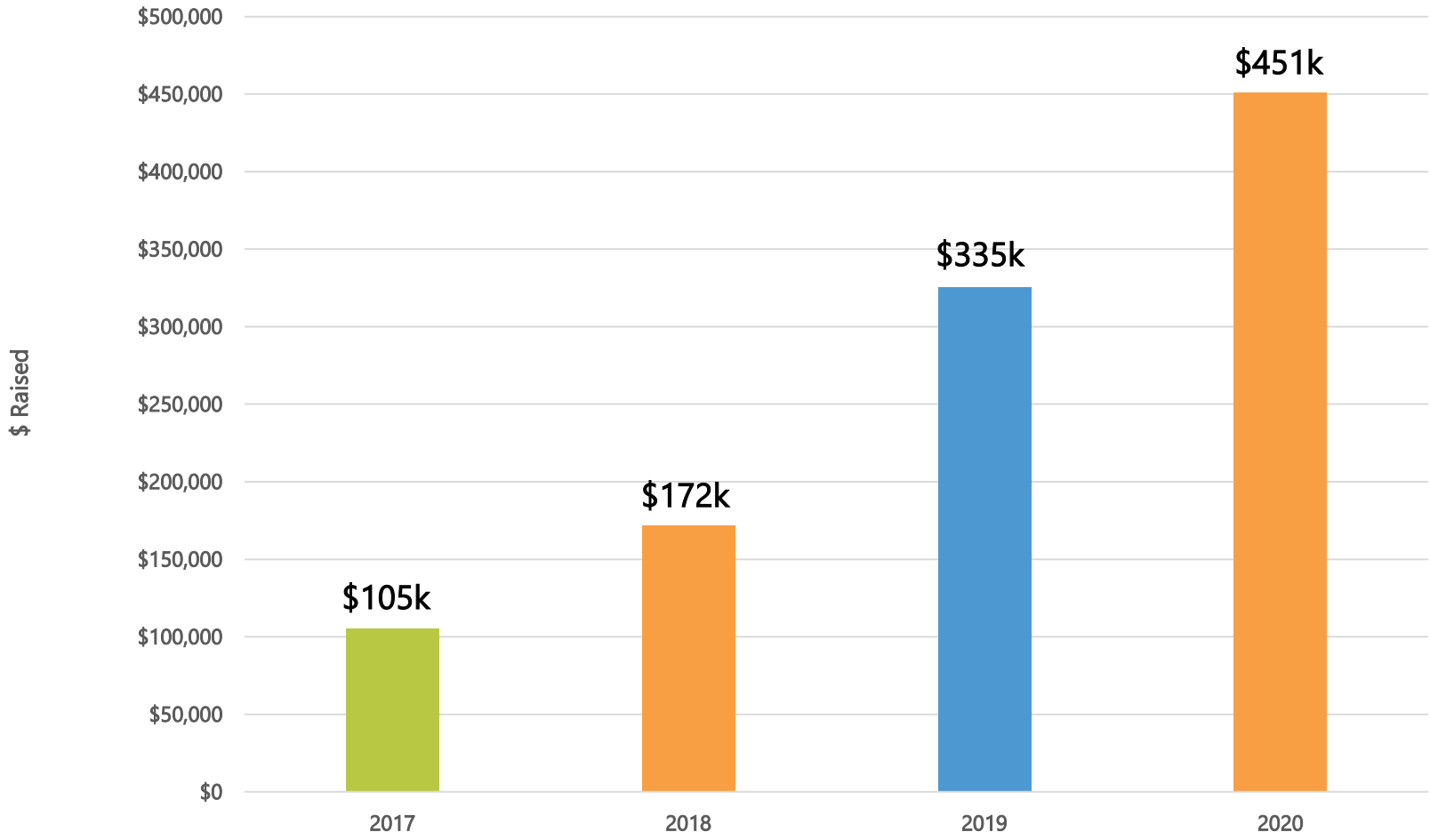
Fundraisers can help you make an exponential difference!

- New Donors
- More Donors
- Dollars Raised
- Social Engagement
- Contact Information



Peer-to-Peer Impact

2020 P2P Fundraising Stats



Engaging Potential Fundraisers

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

- Board Members
- Volunteers
- Average Donors
- Major Donors
- Staff Members
- Clients or people who have benefitted from your services
- Friends & Family

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Start Early

- Educate your fundraisers about the giving day as early as you can
- Gauge involvement to better understand how your fundraisers like to engage

Be Clear

- Share your goals for the day and how they can help you reach them
- Set expectations for your fundraisers so they know what to do

Make it Easy

- Provide the Fundraisers Guide and sample content for your fundraisers to use
- Set up a time to meet with them before the day to boost their confidence

Getting your Fundraisers On Board

Brainstorm:

Goal Setting with P2P

1. Identify five supporters that would be engaged peer-to-peer fundraisers.
2. How much of your overall goal can these individuals help you reach?

Motivating your Peer-to-Peer Fundraisers

Motivate your P2P 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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- Provide them with the link to the Fundraisers Guide
- Direct them to use the social media and email templates
- Share your Give for Good Louisville graphics with them
- Check in with them before and on the day
- Encourage them to share their personal story
- Spark friendly competition between your fundraisers

Set your fundraisers up for success!

Turning Your Supporters into Fundraisers

Asking for money doesn't have to be scary!

- Share their personal connection to your cause
- Speak to the work you do and why it matters
- Be an ambassador for your mission
- Encourage fundraisers to thank their donors

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- 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

Treat Your Fundraisers Like Major Donors

How Does it Work?

giveforgoodlouisville.org/info/peer-to-peer-fundraising

Real-world Examples

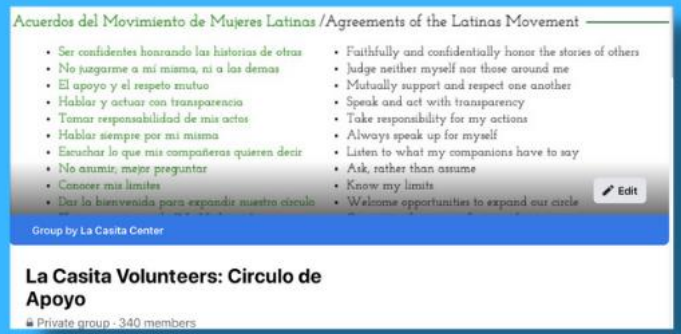
Brigette Brouillard

Caroline Johnson

Sassa Riveria

WHERE DID WE GET OUR PEER FUNDRAISERS?

VOLUNTEERS (FACEBOOK GROUP)



STAFF & BOARD

SOCIAL MEDIA

PREVIOUS PEER FUNDRAISERS (GIVE GAB EMAIL)

La Casita needs you again! Become a Peer to Peer Fundraiser for this year's La Casita Center! Inbox ×

Bree Pearsall <notifications@givegab.com> Tue, Aug 25, 2020, 11:42 AM
to me

Hello Fundraising Champions!

If you are receiving this email it means you went the extra mile during last year's "Give for Good" and dedicated to supporting La Casita within your own circles! Last year our peer-to-peer fundraisers raised over $5,000 for La Casita Center in just 24 hours and help us EX goal for the day. We loved seeing your creative efforts, cheered you one with every donation you got, and know we couldn't have made without your support! Now, we would love for you to join us again this year for Give for Good on September 17th!

Due COVID-19 we made the tough call to cancel all of our event fundraisers (Corn Festival, Summer Brunch, and Circle of Solidarity) f circle. Which means our main fundraising opportunity will be Give for Good. Our goal is to raise $30,000 and we will need your help to day! If you are looking for a social-distance friendly opportunity to support La Casita Center and the needed work we do, consider beco fundraiser again! This year, if you sign up, you'll be in the running to win *PRIZES* like homemade tamales, self care baskets, and mor access to our media kit to help us spread the word, and have the support of me (LC's Media Liaison) and our Fundraising Support mav you get started, to cheer you on, and to make this Give for Good the best one yet.

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HOW DID WE SUPPORT OUR PEER FUNDRAISERS?

- Staff dedicated to supporting Peer Fundraisers
- Incentives for those who completed their goal/ got the most individual donors.
- Provided a media kit of graphics specific to La Casita to share.

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WHAT WAS THE RESULT?

"Excellent job by everyone!"

$13,173

FUNDS RAISED THROUGH P2P

"It was motivating to see all the other peer fundraisers being so creative."

"It was all great fun helping raise money for the amazing La Casita. I appreciate all the help offered by way of information and materials!"

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P2P FUNDRAISERS

"Awesome job, team!"

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Questions or Comments?

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