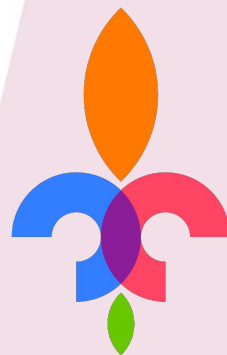# Peer-to-Peer Fundraising

September 14, 2023

Give for Good Louisville™
COMMUNITY FOUNDATION OF LOUISVILLE

Meet the Team

Kaitie

Project Manager
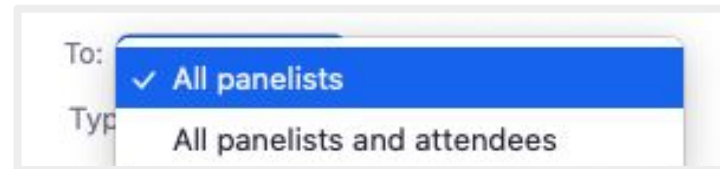
Natalie

Project Manager

Zoom Etiquette

This is being recorded. The recording will be available on the /trainings page by **EOD July 7.**

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

Introduce yourself! Name, location, organization.
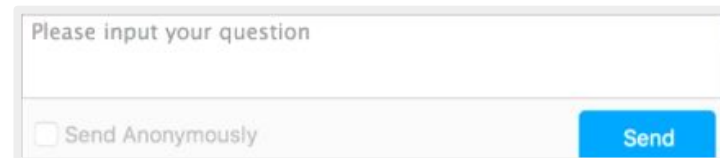
Chat Box

To:
✓ All panelists
Typ... All panelists and attendees

Q&A

Please input your question

Send Anonymously   Send

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 Give For Good Louisville profile. Their totals roll up into your totals!

Impact on Give For Good Louisville Last Year

34% of organizations used P2P
915 P2P raised funds
Accounted for 7% of total raised

Dollars Raised

■ With P2P Fundraisers ■ Without P2P Fundraisers

25,000	
20,000	
15,000	
10,000	
5,000	
0	
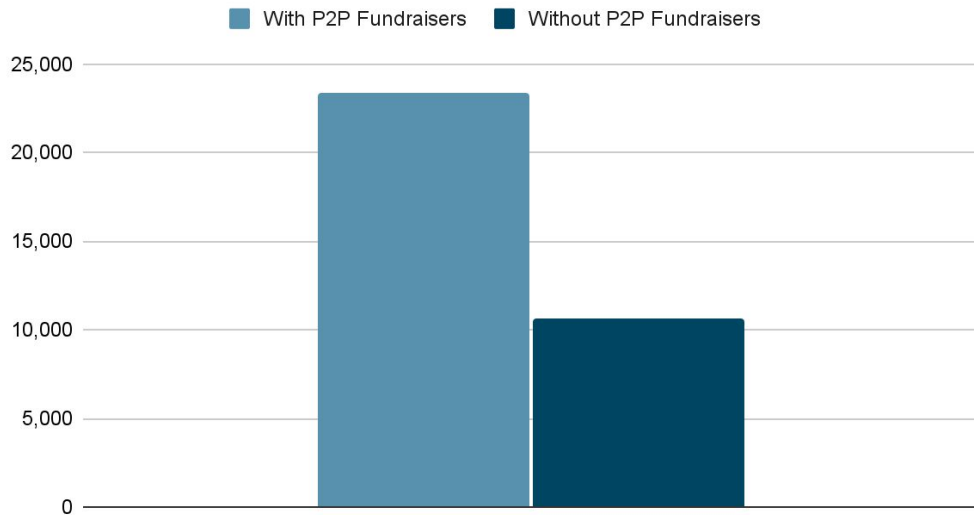
Average Raised by Nonprofits With and Without P2P Fundraisers

Raise **2X more** with P2P fundraising!

GiveGab is becoming ✚ Bonterra™

Why is it so effective?

- Multiplies your reach to potential donors
- Results in more authentic outreach and messaging
- Creates social pressure
- Increases your social media presence
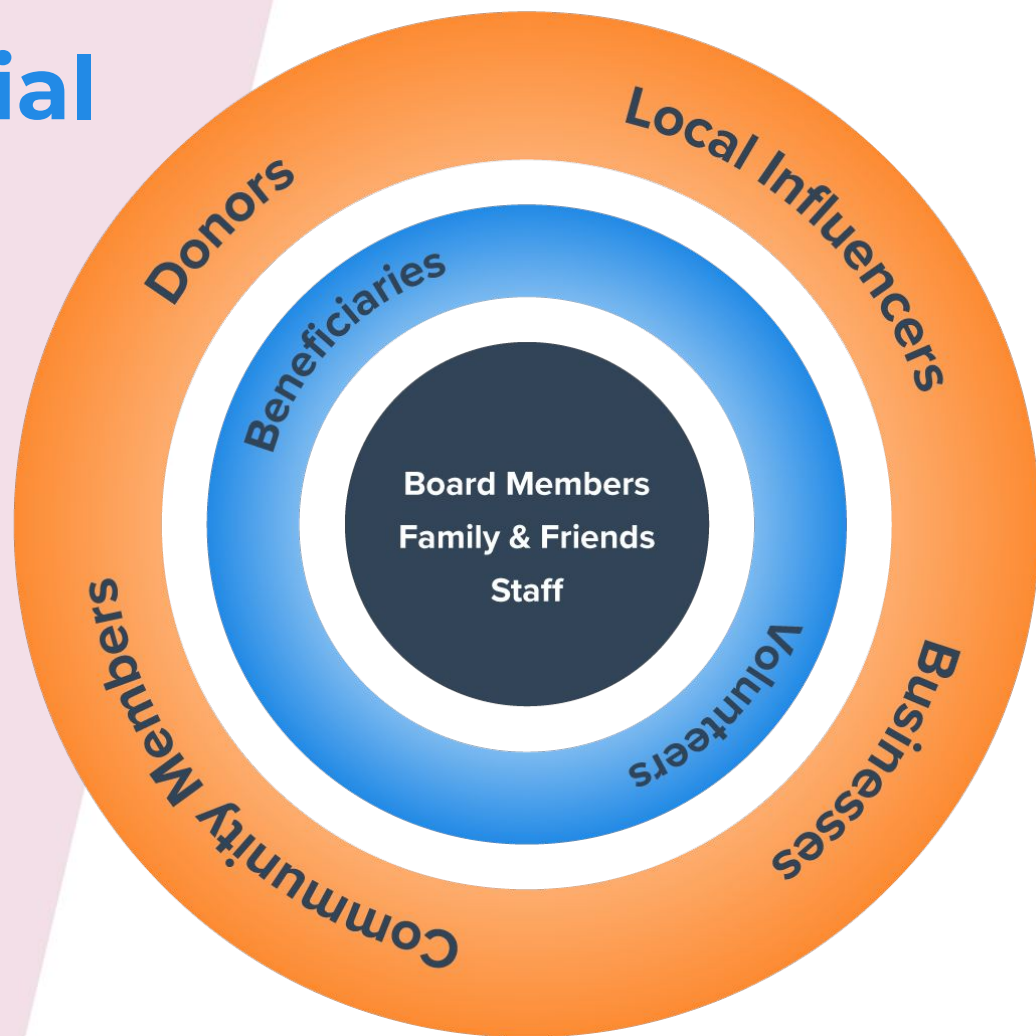- Establishes another avenue for engagement with your organization
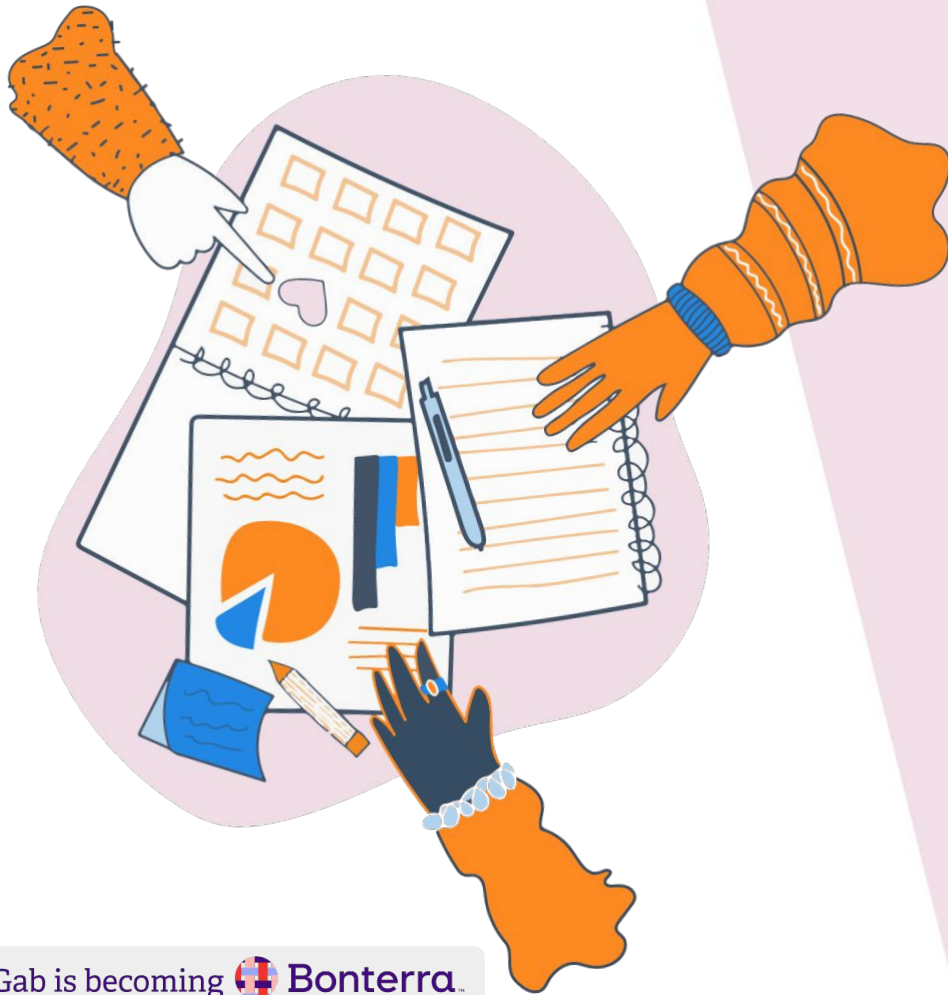
Strategize and Plan

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"

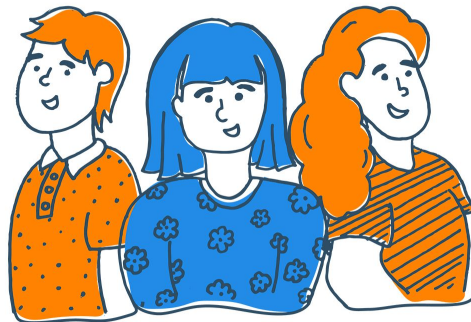**3** Steward your fundraisers

4 Make it fun

Identify Potential Fundraisers

Concentric circles diagram:

- **Center:** Board Members, Family & Friends, Staff
- **Inner ring:** Beneficiaries, Volunteers
- **Outer ring:** Donors, Local Influencers, Businesses, Community Members

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

Inviting Your Fundraisers

Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Set a default story and goal for your P2Ps

Make fundraising invite-only, or open to anyone interested

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

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

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☑ Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

$ [   ] .00

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Save

Demo

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

Demo

Write a personalized message to your P2P Invitees!

This will be sent alongside an email invite with instructions on how to set up their P2P page.

Write a Message to Your Recruits

To: Laryssa Hebert

Subject

Message

Back   Send

Demo

You can export a list of your P2P Fundraisers, monitor their progress, and communicate with them individually or in bulk.

You can access the P2P's dashboard if they need assistance with their profile!
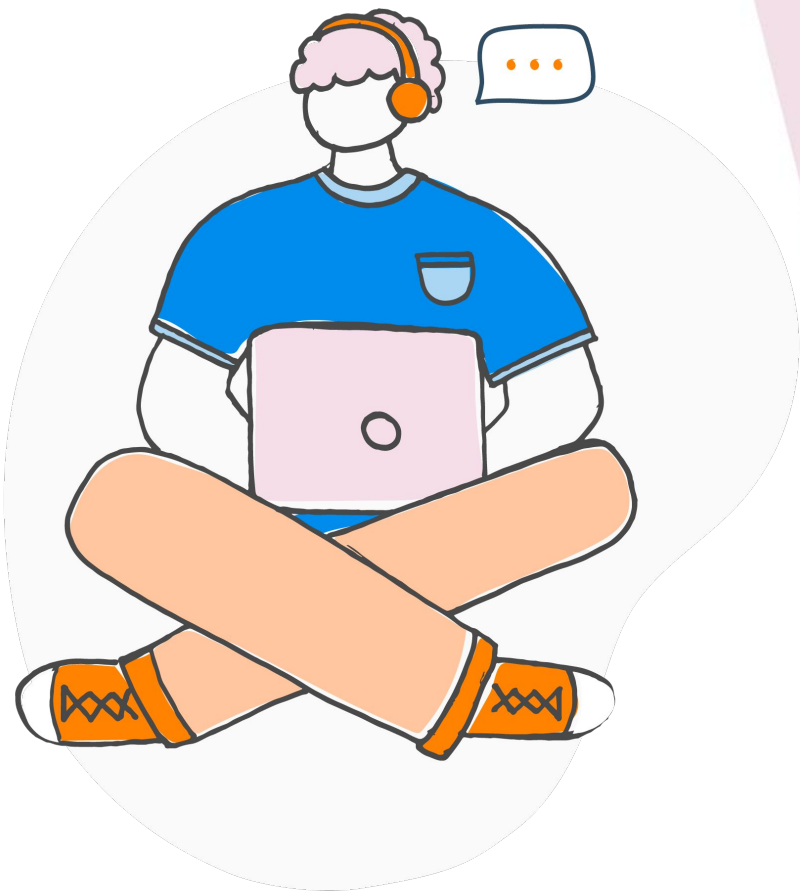
Takeaways & Resources

Timeline for P2P Recruitment

Plan
Review fundraising toolkits
Brainstorm internally
Set goals

Now

Early August

Prepare
Invite & onboard P2Ps
Communicate goals
Share resources

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

Late August

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 2X 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 Give For Good Louisville. Start small this year and grow it in the future!
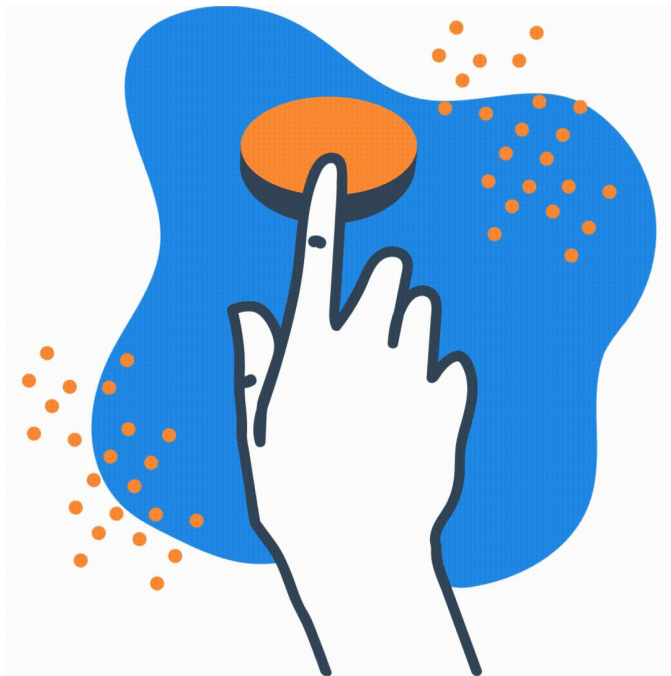
Tools for Success

Tools for Nonprofits

- 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
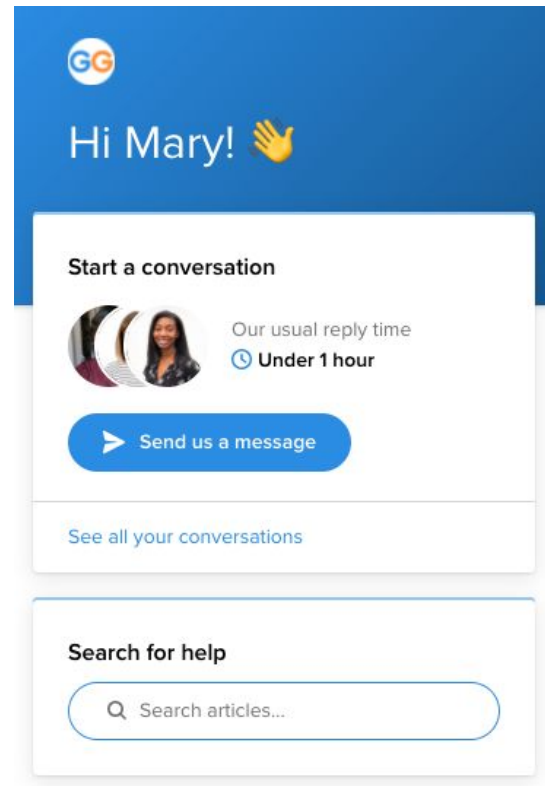- Communication guides & templates
- Link to downloads page

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?

Give
for Good
Louisville™
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