Peer-to-Peer Fundraising

September 14, 2023

Give for Good Louisville™
COMMUNITY FOUNDATION OF LOUISVILLE

GiveGab is becoming Bonterra
Meet the Team

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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.
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

Average Raised by Nonprofits With and Without P2P Fundraisers

Raise 2X more with P2P fundraising!
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

- Board Members
- Family & Friends
- Staff
- Volunteers
- Community Members
- Businesses
- Donors
- Beneficiaries
- Local Influencers
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
Demo

Select “Add Fundraisers”

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**Add Fundraisers**

<table>
<thead>
<tr>
<th>Fundraiser</th>
<th>Fundraiser Display Name</th>
<th>Donors</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>Email</th>
<th>Phone</th>
<th>Actions</th>
</tr>
</thead>
</table>

No fundraisers found.

- **Allow New Fundraisers to Sign Up**

**Set Fundraisers’ Story**

Set Fundraisers’ Goal

- $0.00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

**Save**
Invite one or multiple fundraisers at once. You will need first name, last name, and email address.
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.
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**
- Now
  - Review fundraising toolkits
  - Brainstorm internally
  - Set goals

**Prepare**
- Early August
  - Invite & onboard P2Ps
  - Communicate goals
  - Share resources

**Coordinate**
- Late August
  - Provide templated materials
  - Host office hours for questions
  - P2Ps complete profiles

**Check In**
- Day Of
  - Send encouraging messages
  - Update P2Ps on progress

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

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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.