Give4Marion Peer-to-Peer Fundraising

September 20-21, 2022

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Meet the Team

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Project Manager

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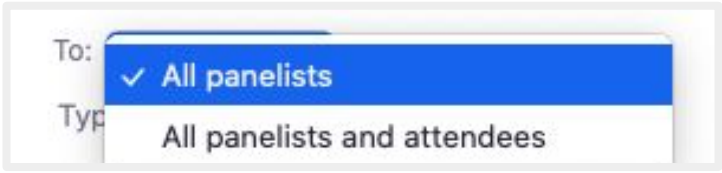
Zoom Etiquette

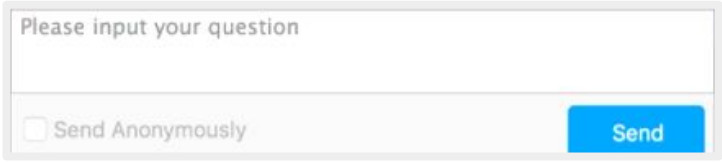
This is being recorded. The recording will be available on the /trainings page by the end of the week

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

Chat Box



Q&A



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Have You Used P2P Fundraising Before?

If so, what's been your biggest challenge?

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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

What is P2P Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your Give4Marion profile. Their totals roll up into your totals!

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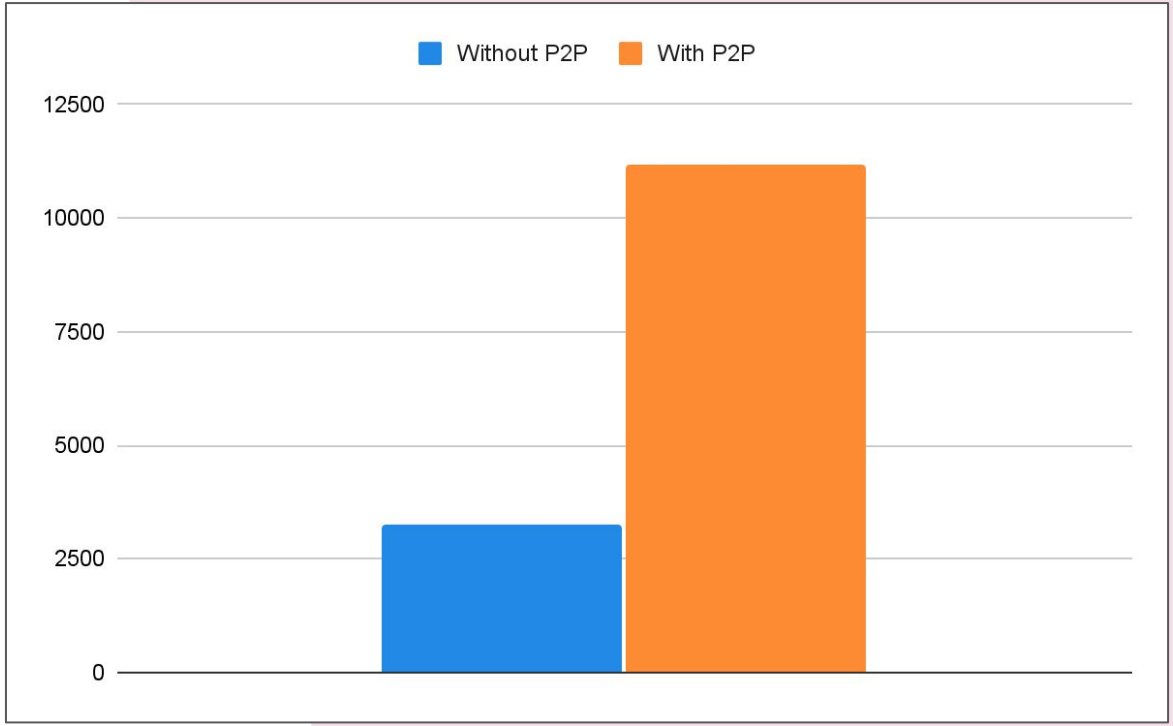
Impact on Give4Marion Last Year

48% of organizations used P2P
147 P2P raised funds
Accounted for 15.5% of total raised



Average Raised by Nonprofits With and Without P2P Fundraisers

Raise **3.5x more** with P2P fundraising!

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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

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Strategize and Plan

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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

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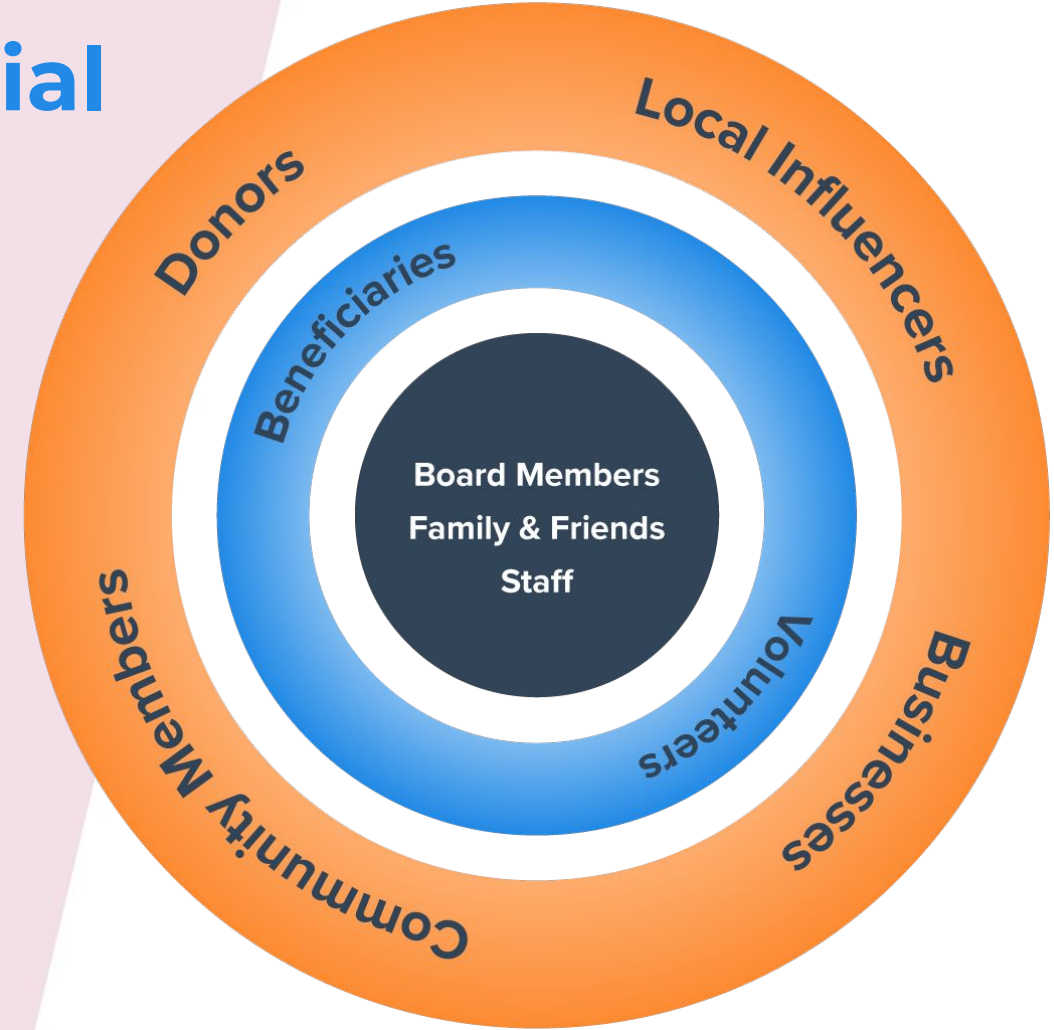
Identify Potential Fundraisers



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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?

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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

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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?

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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

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Inviting Your Fundraisers

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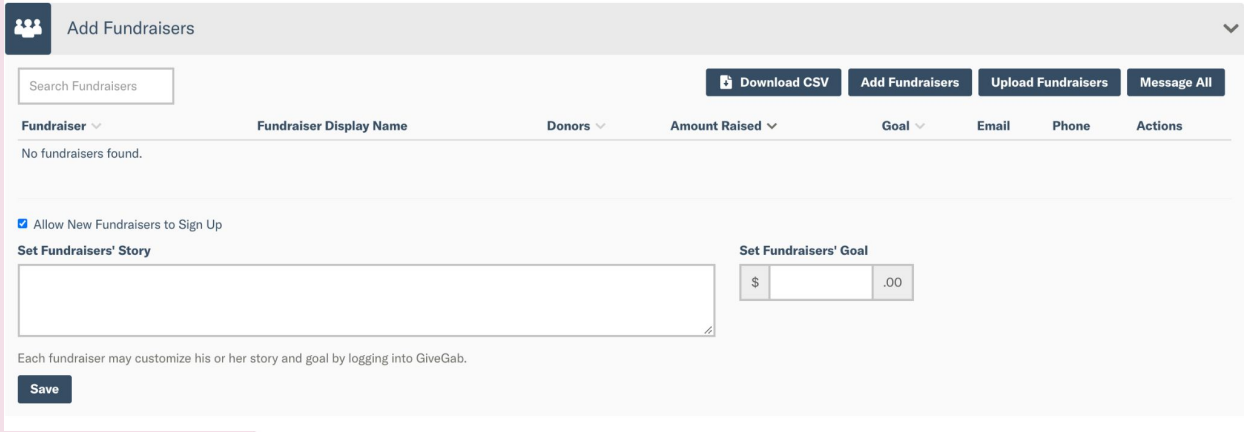
Demo

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



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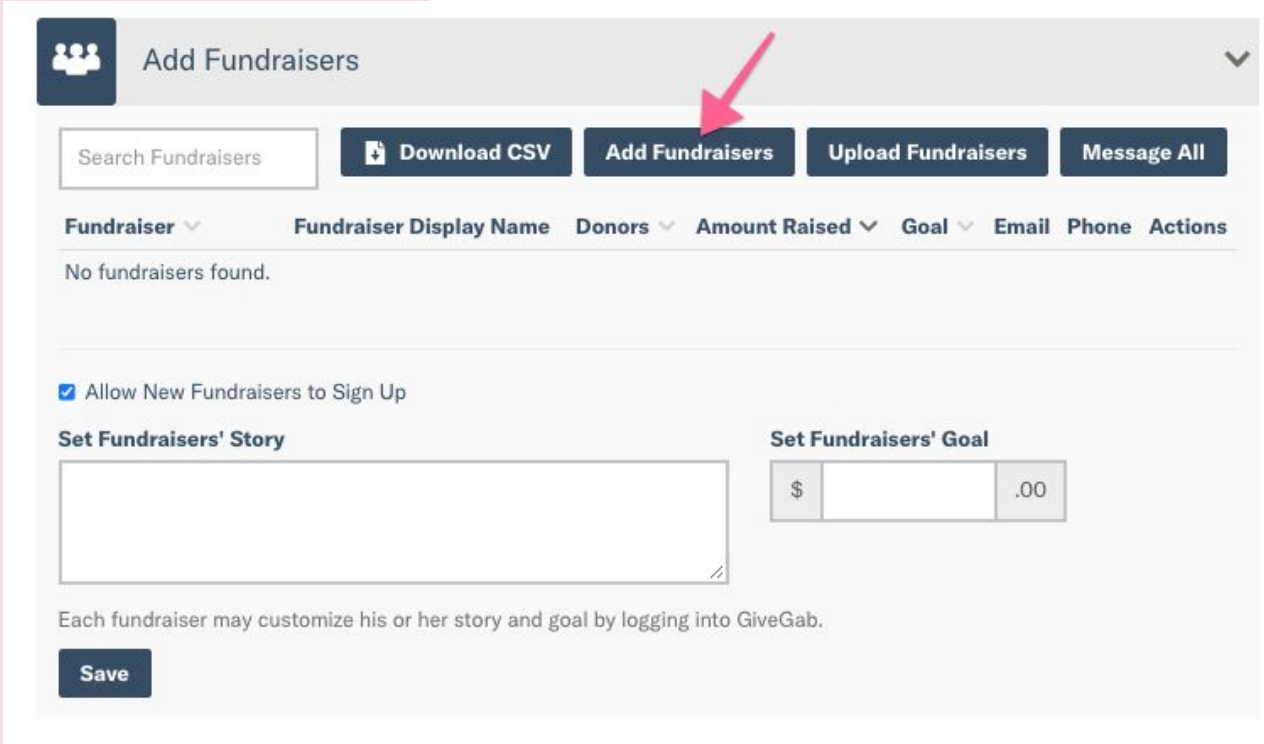
Demo

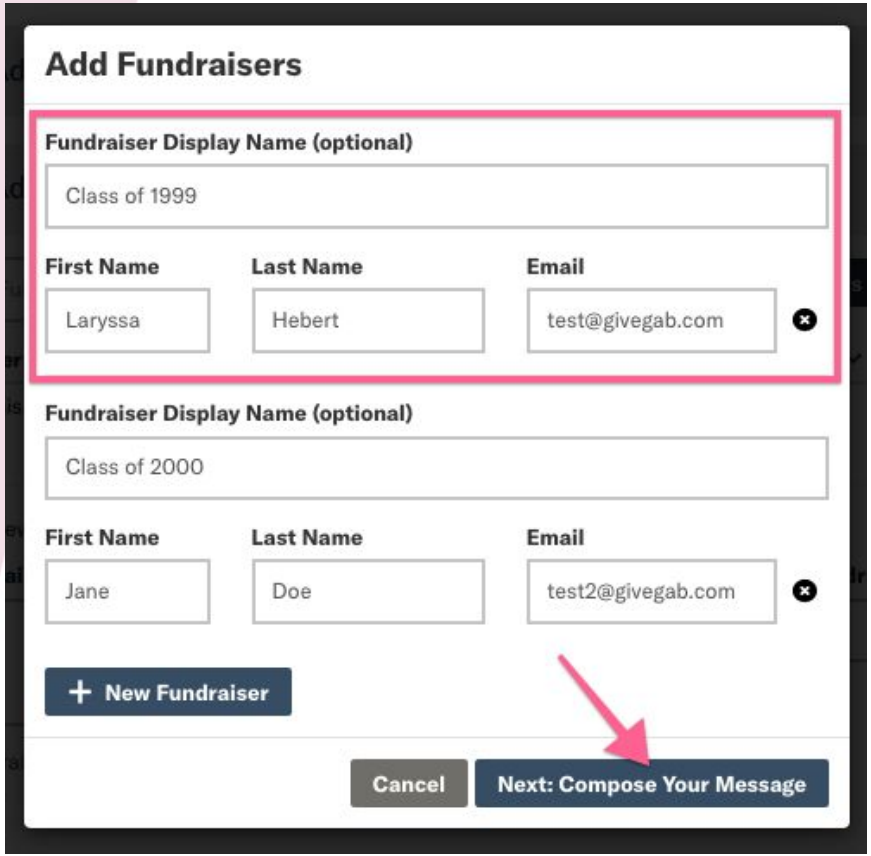


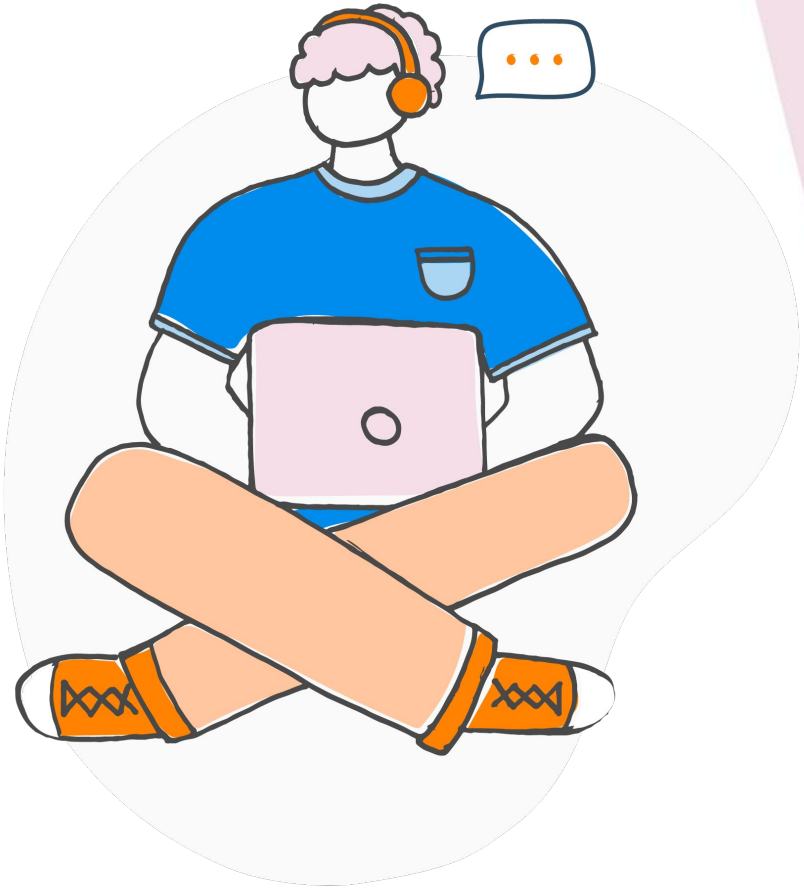
Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Select “Add Fundraisers”

Demo

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





Takeaways & Resources

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Key Takeaways

- P2P Fundraising can help you raise 3.5x 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 Give4Marion. Start small this year and grow it in the future!

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Tools for Success

Tools for Nonprofits

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

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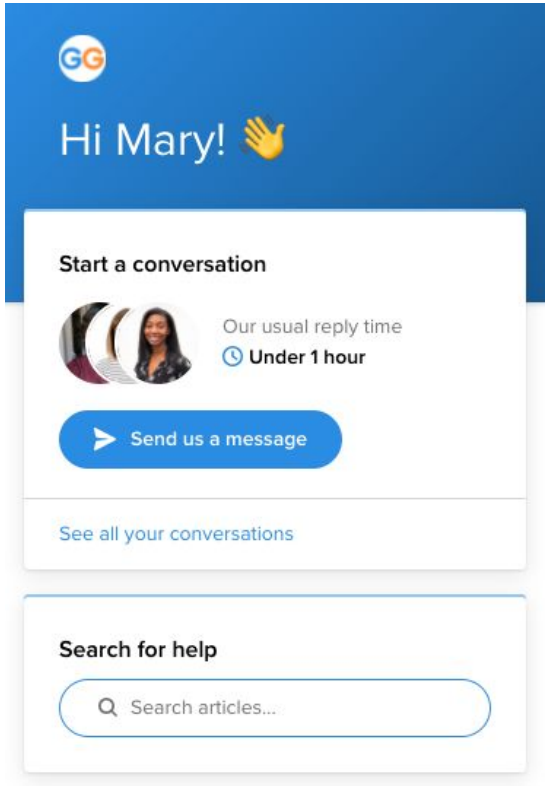
Giving Day Support & Resources

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.

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Questions?

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