

# Montana Giving: Peer-to-Peer Fundraising

# Meet the Team



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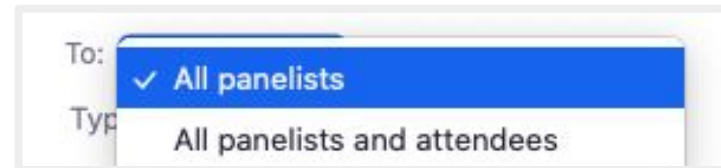
# Zoom Etiquette

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.



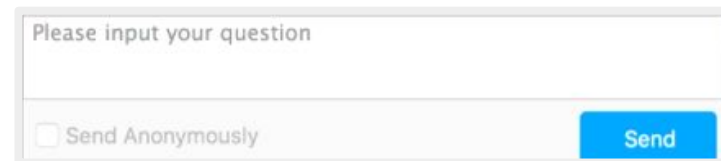
## Chat Box



The screenshot shows the 'To:' dropdown menu in the Zoom chat interface. The dropdown is open, showing two options: 'All panelists' (which is selected and highlighted in blue) and 'All panelists and attendees'.



## Q&A



The screenshot shows the Zoom Q&A input form. It features a text input field with the placeholder text 'Please input your question'. Below the input field, there is a checkbox labeled 'Send Anonymously' and a blue 'Send' button.



# Have You Used P2P Fundraising Before?

If so, what's been your biggest challenge?

# 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 your Giving Day profile. Their totals roll up into your totals!

# Impact on your Giving Day Last Year

12% of organizations used P2P

14 P2P raised funds

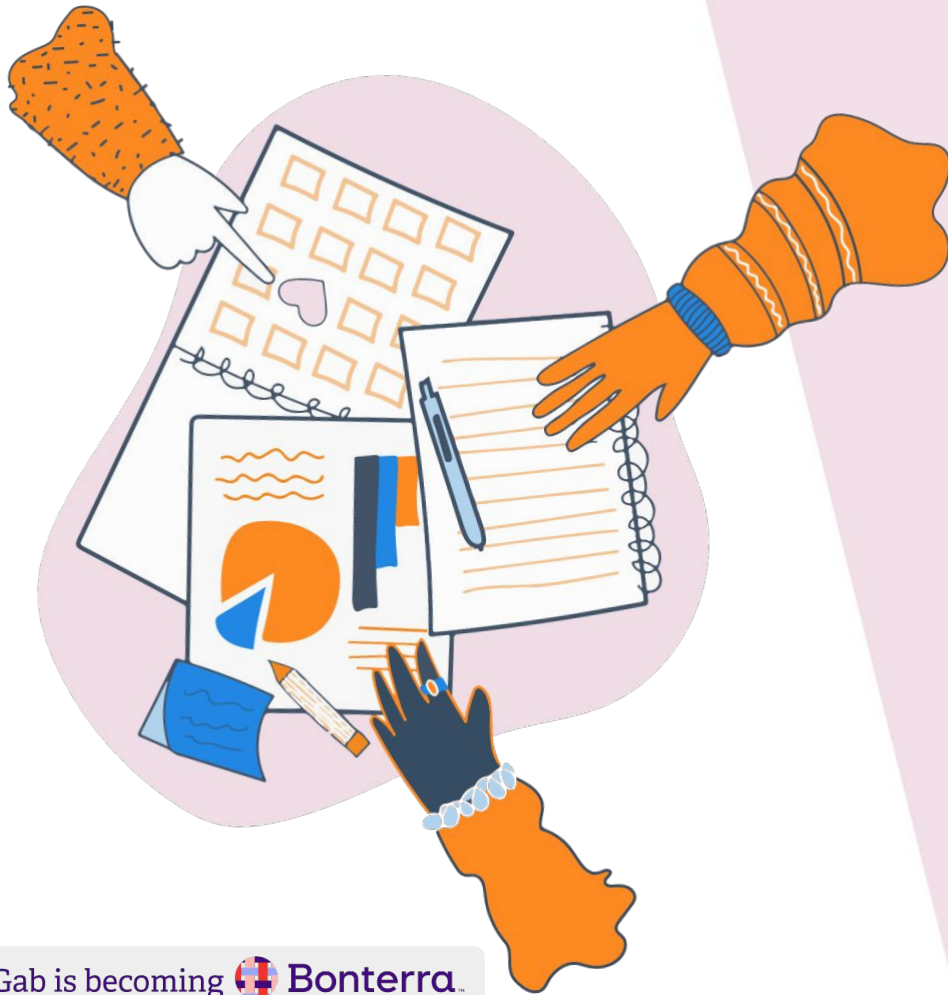
Accounted for 5% of total raised

**\$4,443**

**VS**

**\$982**

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



# Strategize and Plan

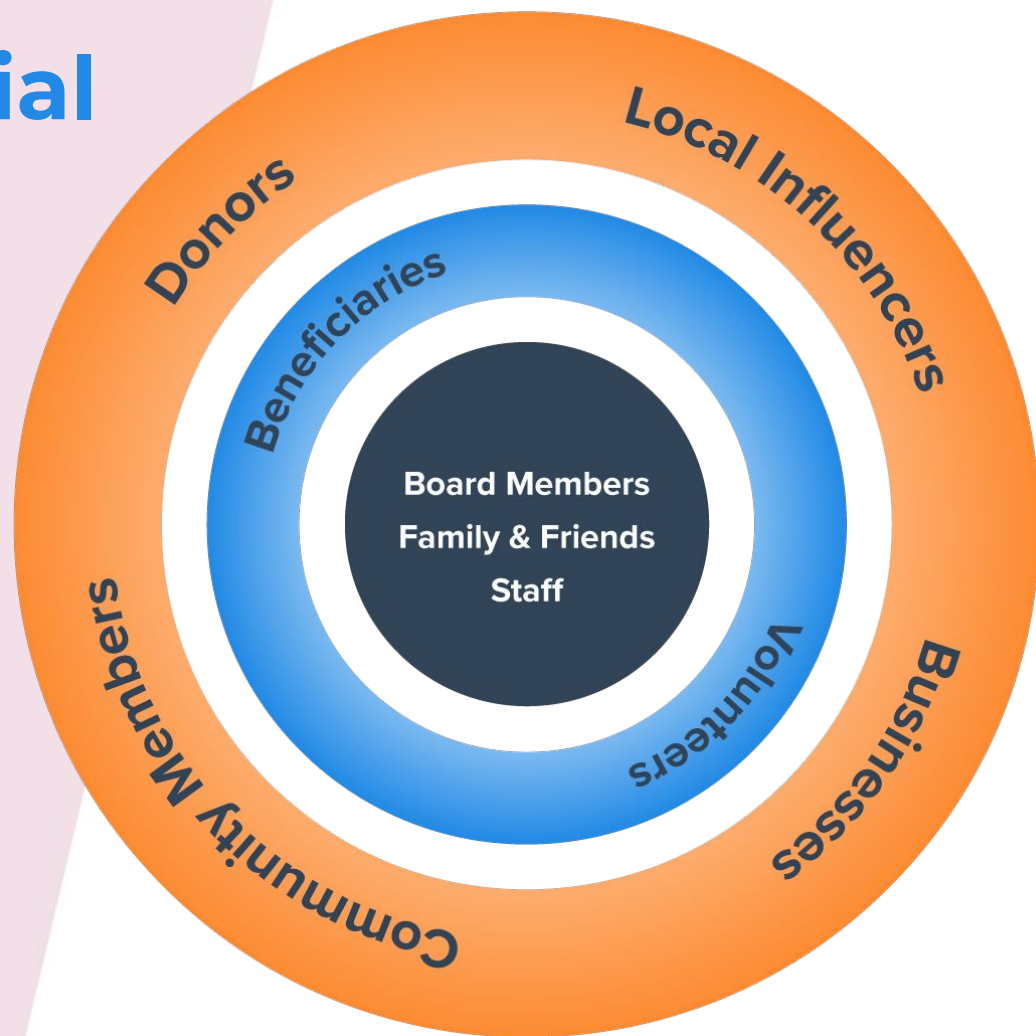


# 4 Steps to Fundraising Success

- 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



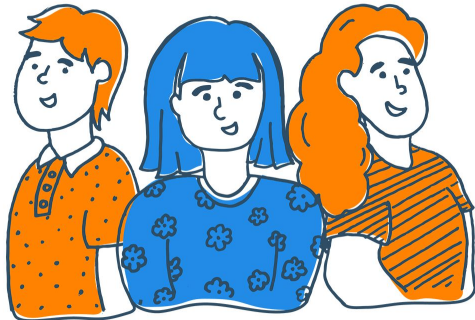
# Identify Potential Fundraisers



# 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





# How to add and manage fundraisers on the platform

# 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 

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

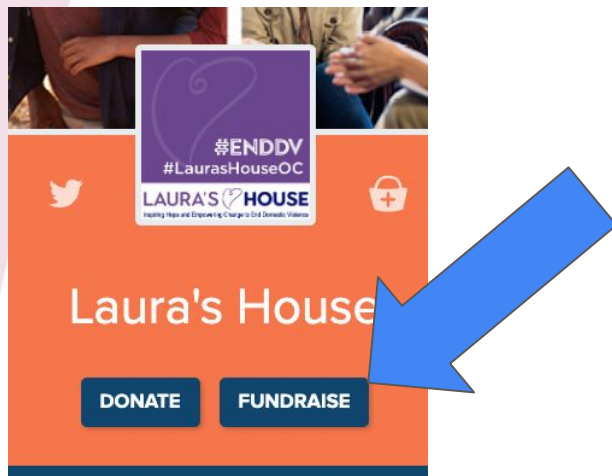
Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save



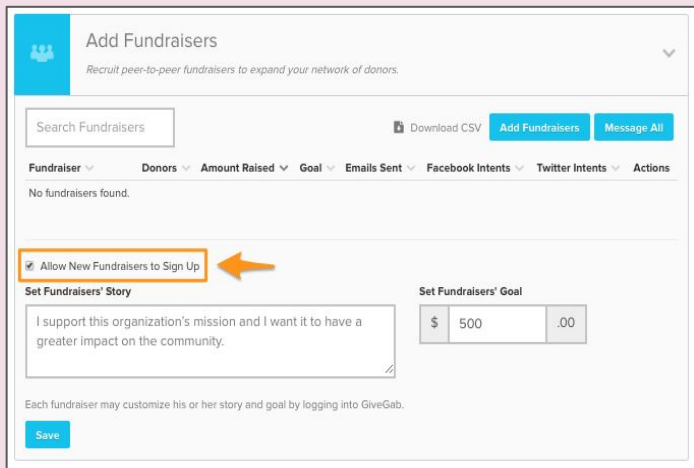
# Demo

**Option 1: Supporters can sign themselves up.** You can send supporters the link to your organization's Giving Day profile. They can click the "Fundraise" button on that page to sign themselves up and create their login information.



# Demo

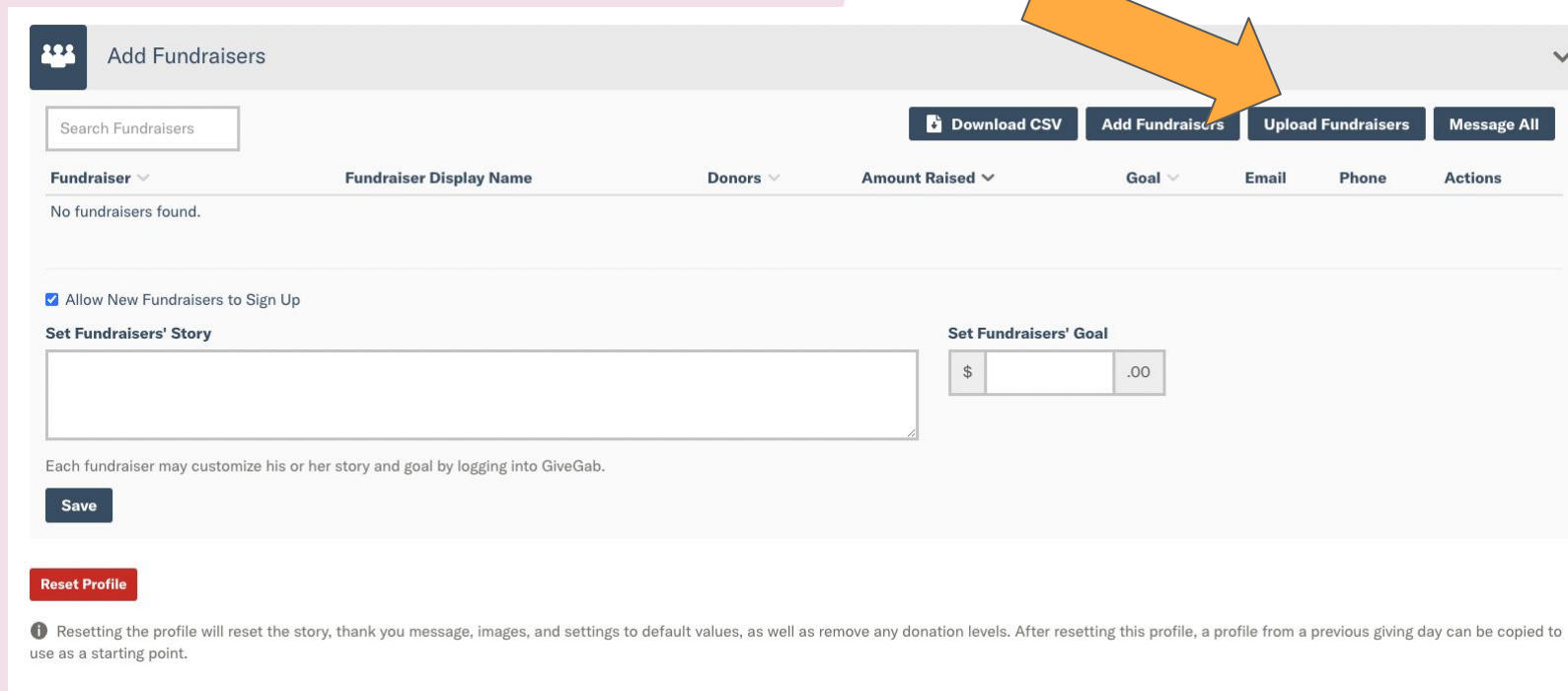
You can send the link to your Giving Day profile to your supporters in email communications, newsletters, social media, etc. They'll be able to sign themselves up as fundraisers. Here's how!



The screenshot shows the 'Add Fundraisers' interface. At the top, there's a blue header with the title 'Add Fundraisers' and a subtitle 'Recruit peer-to-peer fundraisers to expand your network of donors.' Below this is a search bar labeled 'Search Fundraisers' and buttons for 'Download CSV', 'Add Fundraisers', and 'Message All'. A row of tabs includes 'Fundraiser', 'Donors', 'Amount Raised', 'Goal', 'Emails Sent', 'Facebook Intents', 'Twitter Intents', and 'Actions'. The main content area says 'No fundraisers found.' Below this is a checkbox labeled 'Allow New Fundraisers to Sign Up', which is checked and highlighted with an orange box and an orange arrow. Underneath is a section titled 'Set Fundraisers' Story' with a text area containing the text 'I support this organization's mission and I want it to have a greater impact on the community.' To the right of the text area is a 'Set Fundraisers' Goal' section with a currency selector '\$', a value '500', and a decimal selector '.00'. At the bottom, there's a note 'Each fundraiser may customize his or her story and goal by logging into GiveGab.' and a 'Save' button.

The “Allow New Fundraisers to Sign Up” under the “Add Fundraisers” tab will be pre-checked. By leaving this checked, a “Fundraise” button will appear on your profile, which is necessary for this option.

# Demo



**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](#)

[Reset Profile](#)

**i** Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point.

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

# Demo

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

### Add Fundraisers

**Fundraiser Display Name (optional)**

**First Name**

**Last Name**

**Email**  
 ✕

**Fundraiser Display Name (optional)**

**First Name**

**Last Name**

**Email**  
 ✕

+ New Fundraiser

Cancel

Next: Compose Your Message

# Fundraiser Dashboard



## Rob's fundraising dashboard for Pawnee Gives

Complete the steps below to be sure that your fundraiser is successful.



Tell Your Story



Make a Donation



Reach Out



Share Socially



Give Thanks

### Progress

0%

\$0

Raised  
of \$200 Goal

8

Days Left

0

Donors

0

Emails Sent

Share your fundraiser!

<https://www.givebiggreenbay.org/p2p/1/>





## Tell Your Story

### Campaign Name

If you'd like your page name to be something other than your first and last name, enter that here.

### Your Story Image



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 1200x800.

### Set A Goal

\$ 500 .00

### Video Link (YouTube or Vimeo)

### Your Phone Number

This will not be displayed publicly.

### Tell Your Story

GT America ▼

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...

I support this organization's mission and I want it to have a greater impact on the community.

Save Changes



## Make a Donation



*Show people that you're committed.*

Start your campaign off right. Make the first donation to show your commitment to the cause. This will give your campaign the momentum it needs as you share it out to others.

Donate



We know asking people for donations can be scary, so consider reaching out to close family members or friends first. This will help build some momentum for your campaign and give you the confidence you'll need when reaching out to others.

[Send Email](#)[Access Contacts](#)

Name	Email	Emails Sent	Actions
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Here's a template to get you started, though the more you can personalize it, the better!

Hi,

I am thrilled to be supporting Solar Youth by helping them fundraise for their campaign: The Great Give 2020.

This cause means a lot to me because: In these pandemic days everyone is hurting. We know youth in high poverty areas are often hit the hardest when crisis strikes. With the usual structures upended, supporting them

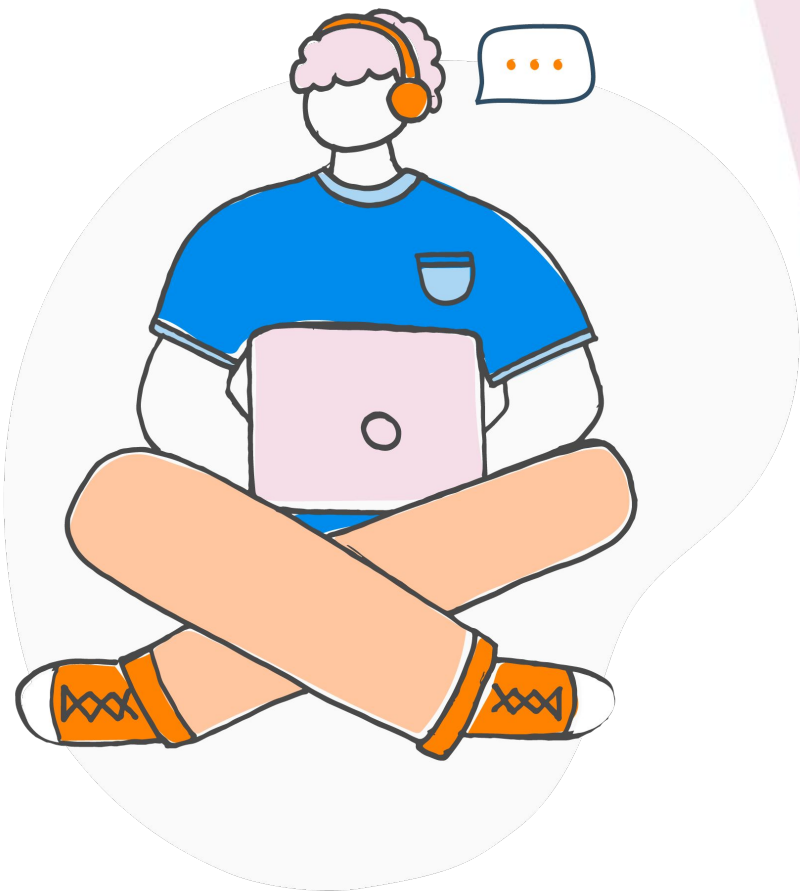
[Cancel](#)[Send](#)





# P2P Best Practices

- Have returning P2P's? Host a debrief and reflect on last year's success
- Host a virtual onboarding session, and make it fun!
  - Set a benchmark goal for fundraisers, and provide next steps/clear action items for how they can achieve this
  - Encourage storytelling and engaging an audience with their personal connection.
  - Provide them with the P2P Resources available on your Giving Day, and show them how to share their unique profile link!



# Takeaways & Resources

# Key Takeaways

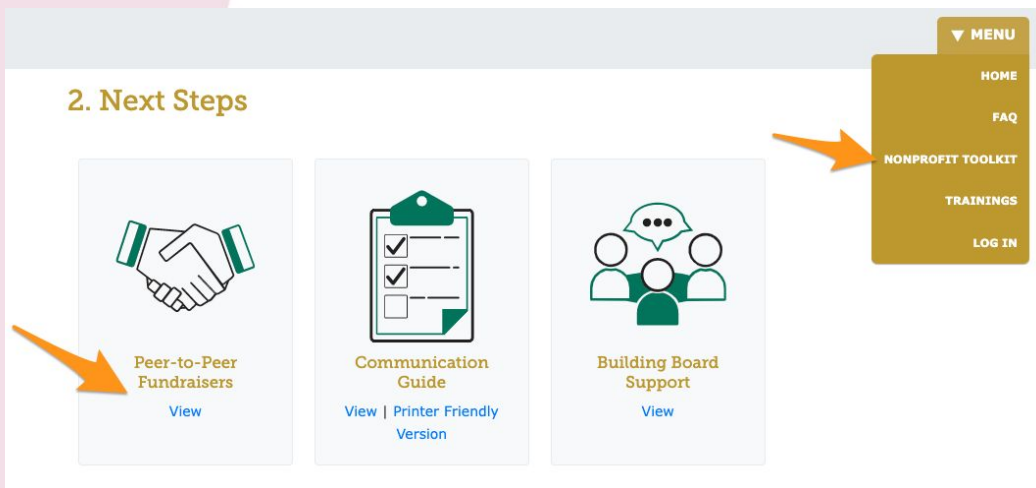


- P2P Fundraising can help you raise 3.5x more
- Fundraisers increase your organization's reach
- Be strategic when selecting fundraisers
- Provide your fundraisers with resources to make it easy and fun
- There is plenty of time before your Giving Day. Start small this year and grow it in the future!

# Tools for Success

## Tools for Nonprofits

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



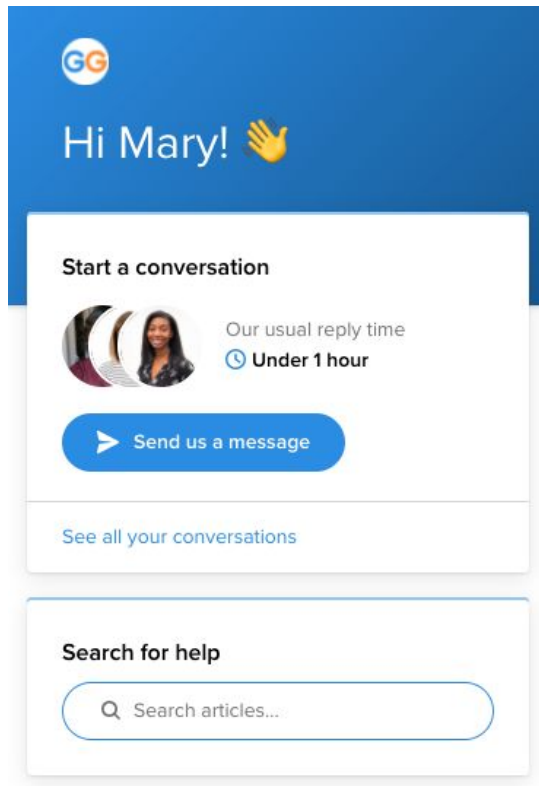
# Giving Day Support & Resources


Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at  
[CustomerSuccess@GiveGab.com](mailto:CustomerSuccess@GiveGab.com)

GiveGab is becoming  **Bonterra.**



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

# Questions?