



Peer-to-Peer Fundraising



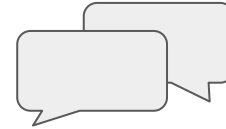
Submit Your Questions!



Chat Box

To: All panelists

Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

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

Agenda

- The Basics
 - What is Peer-to-Peer Fundraising?
- Benefits to using peer-to-peer fundraisers
- Potential fundraisers
- Get Creative!
- Tools for Success
- Questions

What is Peer to Peer Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your Give Local MOV profile.

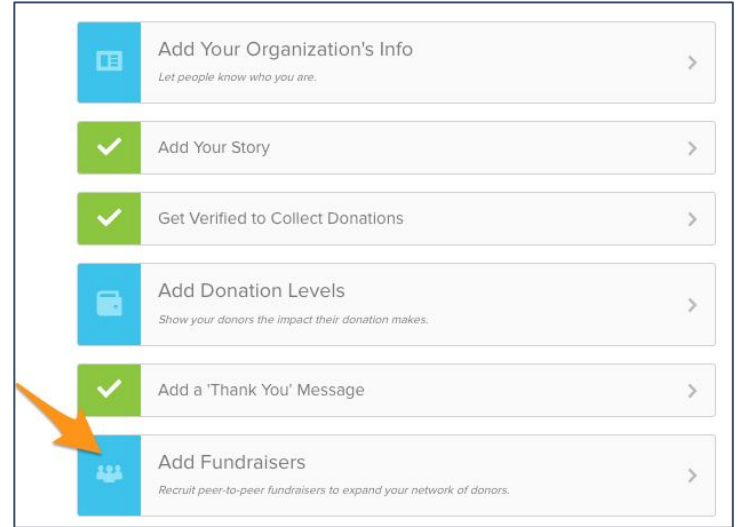
P2P Fundraisers will...

- Expand your network and foster new connections
- Help you steward existing supporters
- Can help you raise about **3x** more than you would without!

The logo consists of the letters 'G' and 'G' in a bold, sans-serif font. The first 'G' is blue and the second 'G' is orange.

How does it work?

- Fundraisers can invite themselves, or you can make it invitation-only. *See the last tab in your giving day dashboard!*
- Each fundraising page has its own unique link for sharing
- Their totals roll up into your totals!
- *Do your P2P's need help?* Admins can establish default settings, even create and manage pages on their behalf!



Recommended Training video:
[Peer-to-Peer Fundraising](#)

GIVE LOCAL MOV

PRIZES V MENU

GIVE LOCAL MOV

Parkersburg Area Community Foundation & Regional Affiliates

DONATE FUNDRAISE

\$10 \$25 \$50 \$100

CHOOSE YOUR OWN AMOUNT

Our Story

Our Story

The Parkersburg Area Community Foundation and Regional Affiliates (PACF) works with individuals, families, businesses, and civic or nonprofit organizations to make a positive and permanent commitment for the future of our community.

The PACF is a single 501(c)(3) public charity that manages more than 350 charitable funds started by people just like you. The PACF works in partnership with its local affiliates to provide leadership and develop philanthropic resources to meet the needs of an 11-county service area. Since 1963, PACF has helped local citizens support charitable needs and touch every aspect of life in the community in a variety of lasting ways.

The Foundation is committed to improving our collective future by **inspiring philanthropy** and connecting people with opportunities to make a **meaningful difference**; **engaging citizens** to address key issues; and **delivering results** that matter for the people of our area.

Our Mission

To serve our region's citizens by providing leadership and inspiring people to build permanent resources for the betterment of their communities through the Foundation.

Service Area

Calhoun, Doddridge, Gilmer, Jackson, Mason, Pleasants, Ritchie, Roane, Wirt, and Wood counties in West Virginia, and Washington County, Ohio.

Fundraisers

1 Laurel Maley

\$0.00



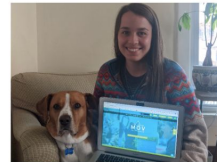
GIVE LOCAL MOV

PRIZES V MENU

GIVE LOCAL MOV

Parkersburg Area Community Foundation & Regional Affiliates

DONATE



I'm proud to support Parkersburg Area Community Foundation & Regional Affiliates during Give Local MOV. This organization's mission is to serve our region's citizens by providing leadership and inspiring people to build permanent resources for the betterment of their communities through the Foundation. Every dollar helps support the Foundation's efforts to inspire philanthropy, connecting people with opportunities to make a meaningful difference; engage citizens to address key issues; and deliver results that matter for the people of our area.

Please consider making a donation to support the Foundation today!

\$10 \$25 \$50 \$100

CHOOSE YOUR OWN AMOUNT

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P2P Best Practices

- Who should you ask?
 - Dedicated supporters, staff or volunteers, board members
 - Start with a few (2-5) committed individuals in the first year
- 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 [GiveLocalMOV.org](https://www.givelocalmov.org) and show them how to share their unique profile link!

Peer to Peer Resources

The image shows a website interface with a navigation menu and several resource cards. The navigation menu is located in the top right corner, featuring a green background and white text. It includes a 'PRIZES' button and a 'MENU' dropdown. The dropdown menu lists several options: HOME, PRIZES, ABOUT THE PACF, BECOME A SPONSOR, FAQ, NONPROFIT TOOLKIT (highlighted with an orange box and an orange arrow pointing to it), TRAININGS, and LOG IN. Below the navigation menu, there are three resource cards in a row. The first card is titled 'Register!' with a sub-link 'How to Register'. The second card is titled 'Training Sessions' with a sub-link 'Sign Up'. The third card is titled 'Frequently Asked Questions' with a sub-link 'View'. Below these cards, there is a section titled '2. Build Your Team'. This section contains three more resource cards. The first card in this section is titled 'Peer-to-Peer Fundraisers' with a sub-link 'View' (highlighted with an orange box and an orange arrow pointing to it). The second card is titled 'Communication Timelines' with a sub-link 'View'. The third card is titled 'Sponsorship Opportunities' with a sub-link 'View'.

PRIZES

▼ MENU

- HOME
- PRIZES
- ABOUT THE PACF
- BECOME A SPONSOR
- FAQ
- NONPROFIT TOOLKIT**
- TRAININGS
- LOG IN

Register!
[How to Register](#)

Training Sessions
[Sign Up](#)

Frequently Asked Questions
[View](#)

2. Build Your Team

Peer-to-Peer Fundraisers
[View](#)

Communication Timelines
[View](#)

Sponsorship Opportunities
[View](#)

Peer to Peer Resources

Engaging Your Supporters in Peer-to-Peer Fundraising

WATCH OUR PEER-TO-PEER TRAINING VIDEO

What is a P2P Fundraiser?

A P2P fundraiser is a supporter who rallies around your cause to fundraise on your behalf. These supporters create their own fundraising page as a spin off of your main Give Local MOV profile. Your fundraisers will share that page with their network to expand the reach of your cause and bring in new donors. These individuals are passionate about the work you do, and use their voice to make a difference!

Who are Your Potential Fundraisers?

[Board Members](#)

[Volunteers](#)

[Dedicated Supporters](#)

[Lower Capacity Donors](#)

[Major Donors](#)

[Staff Members](#)

[Friends & Family](#)

Step 4: Share the Give Local MOV Fundraiser Guide with your P2P Fundraisers



This page allows your P2P fundraisers to learn about all the features they can utilize when creating their fundraiser. Within this Fundraiser Guide, they have access to communication templates, and P2P strategies.

When you press "send", the supporter will receive an email with your message along with a link their Fundraising Toolkit where they can manage and customize their page.

Your supporters can also start fundraising without being recruited by clicking the "Fundraise" button on your Give Local MOV profile. Those fundraisers will be directed to their Fundraising Toolkit where they can start customizing their page and reaching out to their network immediately!

<https://www.givelocalmov.org/info/peer-to-peer-fundraising>

Peer to Peer Resources

Your Give Local MOV Fundraiser Guide

It's time to take the love you have for your favorite nonprofit or charitable cause! Give Local MOV is designed to make it super simple for you to build support for the organizations and causes you care about. So, let's get everyone in your network ready to give!

Peer-to-Peer Fundraising is as easy as...

1

Become a Champion

Show your favorite nonprofit you're rooting for them by raising funds on their behalf

2

Tell Your Story

Use your **Fundraiser Toolkit** to customize your page with images, text, and video

3

Spread the Word

Share your fundraiser with your personal network to promote the organization

Peer-to-Peer Fundraising Communication Guides

SOCIAL MEDIA

EMAIL MESSAGES

Helpful Resources

Support Articles

Visit the [Help Center](#)

[How do I use the Fundraiser's Toolkit?](#)

[How do I change the goal on my Fundraiser?](#)

[How do I thank my donors?](#)

Blogs

Visit the [GiveGab Blog](#)

[6 Actions Successful Peer-to-Peer Fundraisers Take](#)

[The ABCs of P2P Fundraising](#)

[Four Primary Benefits of P2P Fundraising](#)

Graphics

Click below to go to the downloads page

DOWNLOADS

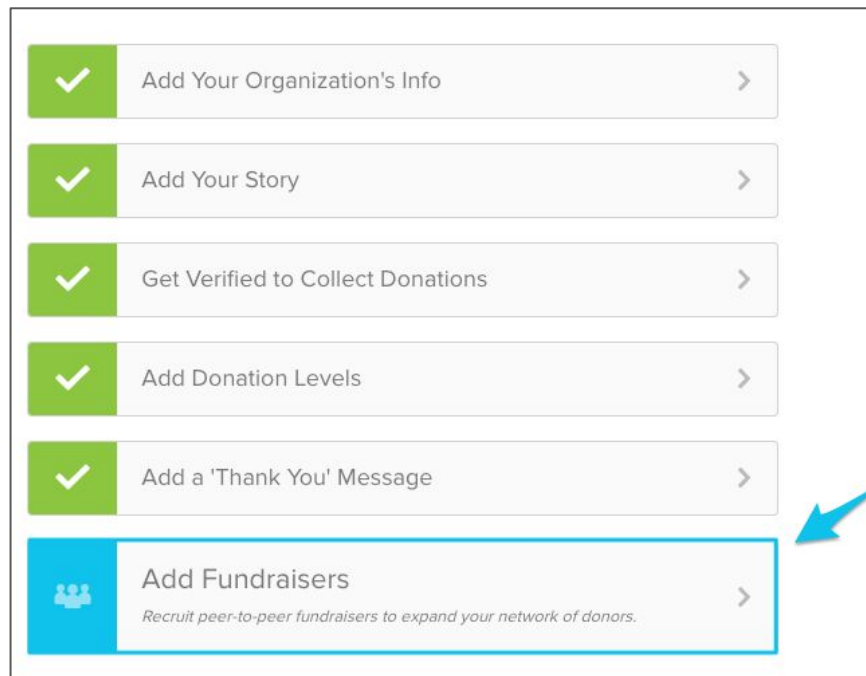
<https://www.givelocalmov.org/info/fundraiser-guide>

Ways to Sign Up Fundraisers

Option 1: You can sign up supporters. As an administrator, you can sign supporters up as Fundraisers from your Giving Day Dashboard. This capability is found under the tab “Add Fundraisers”. This automatically creates a Fundraiser page for them and triggers an email with login instructions.

Option 1: Steps for Admins to Sign Up Supporters

Step 1: First navigate to the “Add Fundraisers” tab.



Option 1: Steps for Admins to Sign Up Supporters

Step 2: Under the “Add Fundraisers” tab, click “Add Fundraisers”.

Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network of donors.

Search Fundraisers

[Download CSV](#) [Add Fundraisers](#) [Upload fundraisers](#) [Message All](#)

Fundraiser ▾ Donors ▾ Amount Raised ▾ Goal ▾ Email Phone Actions

No fundraisers found.

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

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

[Save](#)

Option 1: Steps for Admins to Sign Up Supporters

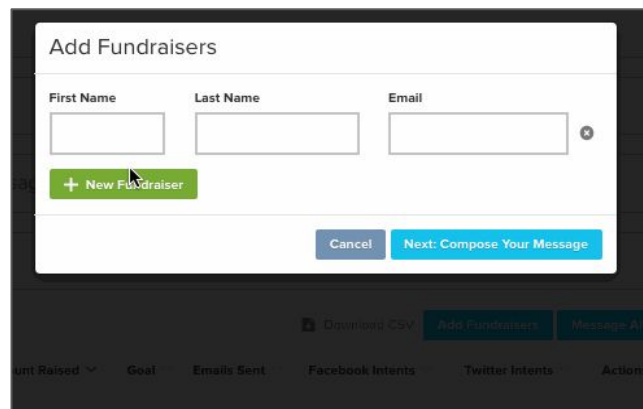
Step 3: You'll need to enter the Fundraiser's

- first name
- last name
- email address



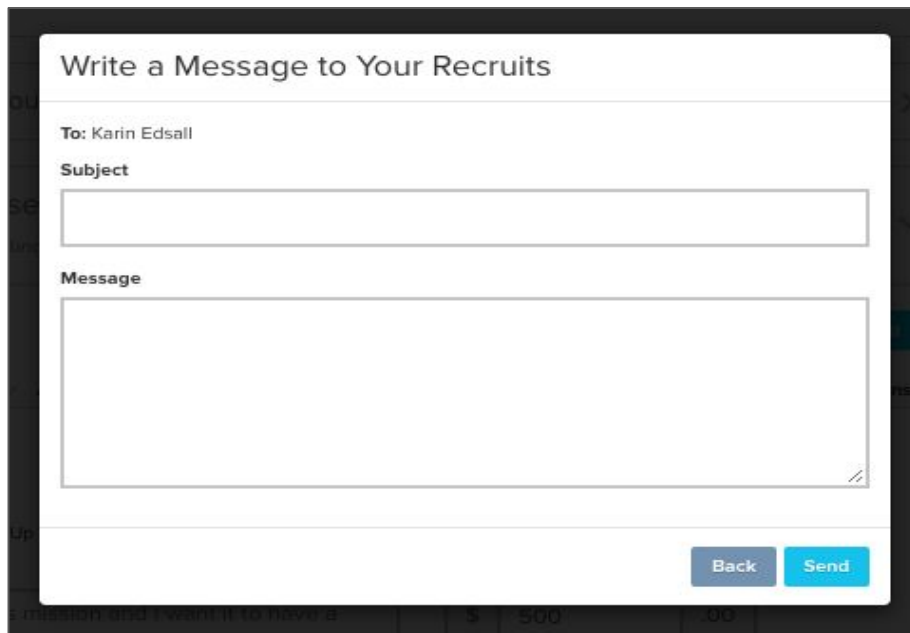
The screenshot shows a form titled "Add Fundraisers". It contains three input fields: "First Name", "Last Name", and "Email". Below the fields is a green button with a plus sign and the text "+ New Fundraiser". At the bottom right, there are two buttons: a blue "Cancel" button and a blue "Next: Compose Your Message" button.

Click "+ New Fundraiser" for another line of fields to appear so you can add multiple fundraisers at one time!



This screenshot is similar to the one above, showing the "Add Fundraisers" form. A mouse cursor is positioned over the green "+ New Fundraiser" button, indicating that clicking it will add another set of input fields for a fundraiser's details. The rest of the form, including the "Cancel" and "Next: Compose Your Message" buttons, is visible below.

Option 1: Steps for Admins to Sign Up Supporters




The image shows a screenshot of a web form titled "Write a Message to Your Recruits". The form is white with a black border. It contains the following elements:

- Title:** "Write a Message to Your Recruits"
- To:** "Karin Edsall"
- Subject:** A text input field.
- Message:** A large text area for writing the message.
- Buttons:** "Back" and "Send" buttons at the bottom right.

Write a message to your Fundraisers. This message will be sent in the same email containing log in instructions.


Option 1: Steps for Admins to Sign Up Supporters



Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network of donors.

Search Fundraisers

 Download CSV [Add Fundraisers](#) [Upload fundraisers](#) [Message All](#)

Fundraiser ▾ **Donors** ▾ **Amount Raised** ▾ **Goal** ▾ **Email** **Phone** **Actions**

No fundraisers found.

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

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

[Save](#)

Option 1: Steps for Admins to Sign Up Supporters

Here you can provide a CSV with the following values in this order:

First name, Last Name, Email

Enter your email subject here...

Enter your email body here...

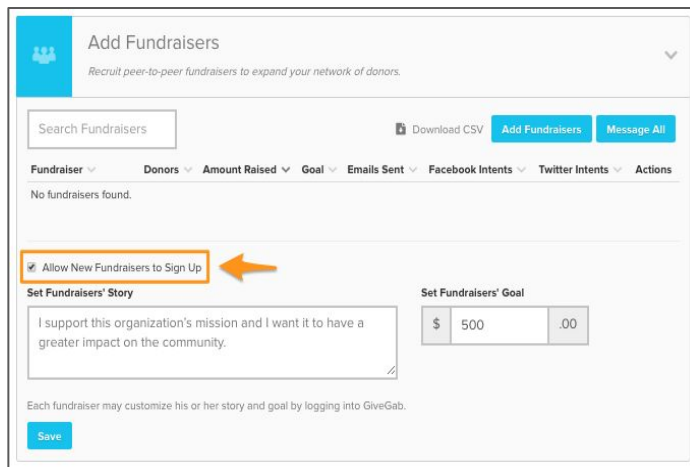
No file chosen

Ways to Sign Up Fundraisers

Option 2: 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.

Option 2: Steps for Supporters to Sign Themselves Up

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 is a search bar labeled 'Search Fundraisers' and buttons for 'Download CSV', 'Add Fundraisers', and 'Message All'. Below the search bar are several filter tabs: 'Fundraiser', 'Donors', 'Amount Raised', 'Goal', 'Emails Sent', 'Facebook Intents', 'Twitter Intents', and 'Actions'. The main content area displays 'No fundraisers found.' Below this, there is a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. An orange arrow points to this checkbox. Below the checkbox is a text area labeled 'Set Fundraisers' Story' 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 symbol '\$', a value of '500', and a decimal part of '.00'. At the bottom of the form is 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.

Option 2: Steps for Supporters to Sign Themselves Up




Here's what that Fundraise button looks like! Supporters can click there to sign themselves up as a Fundraiser.

Option 2: Steps for Supporters to Sign Themselves Up

When they click on “Fundraise”, this pop-up appears.

The individual will need to enter their:

- First and Last Name
- Email
- Create a Password



Start Fundraising For
Parkersburg Area Community
Foundation & Regional Affiliates

First and Last Name

Email



Password


New passwords must be 8 characters and include a letter, a number and a special character (e.g. !,?, or \$).

[Forgot your Password?](#)

CANCEL **SUBMIT**


Fundraiser Dashboard

Home Support 




Laurel's fundraising dashboard for Parkersburg Area Community Foundation & Regional Affiliates


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




Tell Your Story




Make a Donation



Reach Out



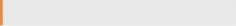
Share Socially



Give Thanks

Progress

0%



\$0

Raised of \$500 Goal

58

Days Left

0


Donors


0


Emails Sent

Share your fundraiser!

<https://www.givelocalmov.org/p2p/1867/>







Your Fundraiser Fundraising Dashboard Give Local MOV

Fundraiser Dashboard



Tell Your Story

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

\$ 1000 ^ .00
v

Video Link (YouTube or Vimeo)

Your Phone Number

This will not be displayed publicly.

Tell Your Story

Proxima Nova ▾

Formatting ▾

A ▾

B

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I'm proud to support Parkersburg Area Community Foundation & Regional Affiliates during Give Local MOV. This organization's mission is to serve our region's citizens by providing leadership and inspiring people to build permanent resources for the betterment of their communities through the Foundation. Every dollar helps support the Foundation's efforts to inspire philanthropy, connecting people with opportunities to make a meaningful difference; engage citizens to address key issues; and deliver results that matter for the people of our area.

Fundraiser Dashboard



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](#)

Note: P2P donations can only be made during Give Local MOV on May 4, 2021

Fundraiser Dashboard



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
------	-------	-------------	---------

Here's a template to get you started, though the more you can personalize it, the better!

Hi,

I am thrilled to be supporting Parkersburg Area Community Foundation & Regional Affiliates by helping them fundraise for their campaign: Give Local MOV.

I hope you can consider supporting me in this endeavor by donating \$25, \$50 or even \$100. Every little bit counts.

Cancel

Send

Fundraiser Dashboard



Share Your Parkersburg Area Community Foundation & Regional Affiliates Page!

<https://www.givelocalmov.org/p2p/186754/laurel-maley>



Fundraiser Dashboard



Give Thanks

No matter what amount you've raised, it's very important to thank the supporters that donated to your campaign.

Thank Selected Donors

<input type="checkbox"/>	Name	Amount	Comment
<input type="checkbox"/>	Donor Name	\$100.00	Mark as Thanked
<input type="checkbox"/>	Donor Name	\$100.00	Mark as Thanked
<input type="checkbox"/>	Donor Name	\$100.00	Mark as Thanked



Laurel Maley is a fundraiser for

[Parkersburg Area Community Foundation & Regional Affiliates](#)

[DONATE](#)



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\$10

\$25

\$50

\$100

[CHOOSE YOUR OWN AMOUNT](#)

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Engaging Potential Fundraisers

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

- Board Members
- Volunteers
- Lower Capacity Donors
- Major Donors (who have recently made a gift)
- Staff Members
- Friends & Family
- Those who benefit from your services

Getting Fundraisers on Board

Start Early

- Educate your fundraisers about Give Local MOV 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 a guide or sample content for your fundraisers to use
- Set up a time to meet with them before the day to boost their confidence

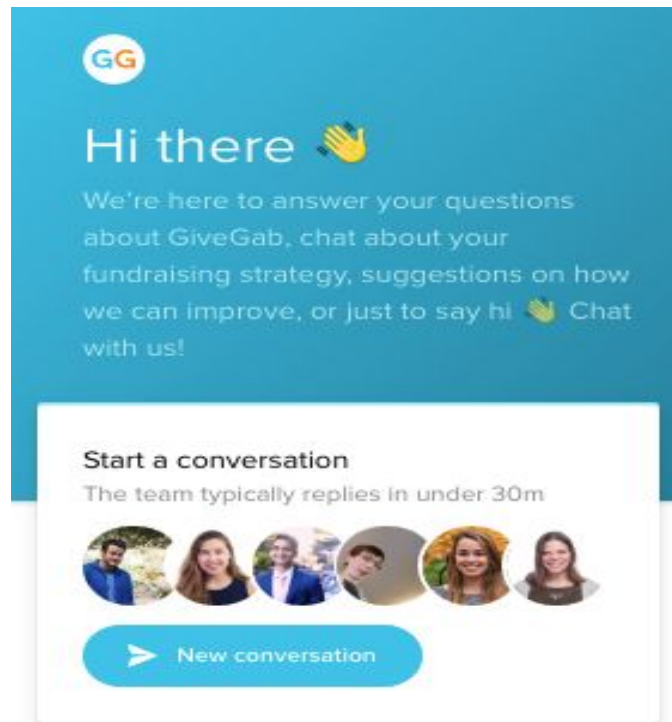
Motivate your Fundraisers

Set your fundraisers up for success!

- Create a quick guide with everything they need to know
- Set them up with social media and email templates
- Share Give Local MOV graphics with them
- Check in with them before and on the day
- Encourage them to share their personal stories
- Spark friendly competition between your fundraisers

Giving Day Support & Resources

- Visit Our Help Center
 - <https://support.givegab.com/>
- Check Out Our Blog
 - <https://www.givegab.com/blog/>
- Send us an Email
 - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team whenever you have questions or need a hand!
 - **Look for the little blue chat bubble!**



GiveGab®

Questions?

