

Peer-to-Peer Fundraising

May 7, 2024



Zoom Etiquette

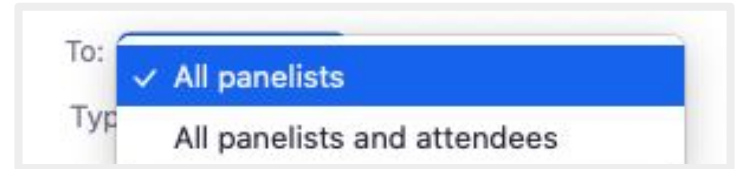
This is being recorded. The recording will be available on the /trainings page by Thursday, **March 28**.

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

Introduce yourself! Name, location, organization.



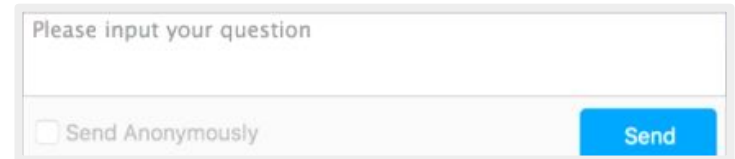
Chat Box



To: All panelists
Type: All panelists and attendees



Q&A



Please input your question

Send Anonymously



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 the Giving Days 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 Local MOV profile. Their totals roll up into your totals!

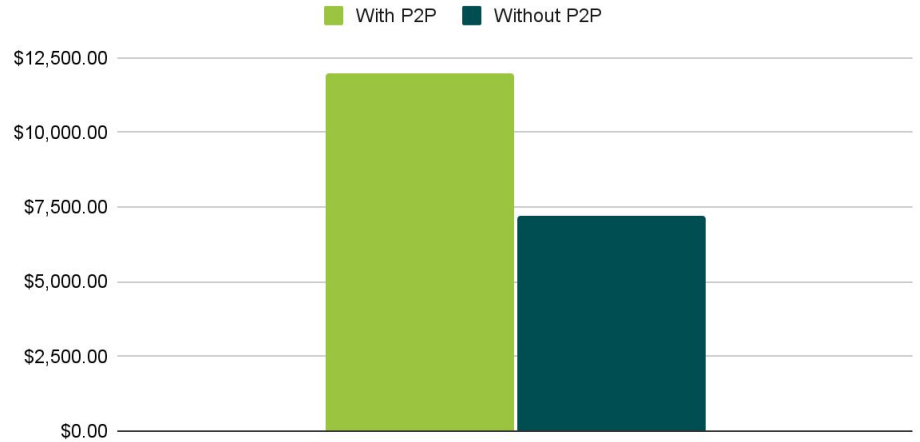
Impact on Give Local MOV Last Year

13% of organizations used P2P

Average Raised by Nonprofits With and Without P2P Fundraisers

Raise **1.7x more** with P2P fundraising!

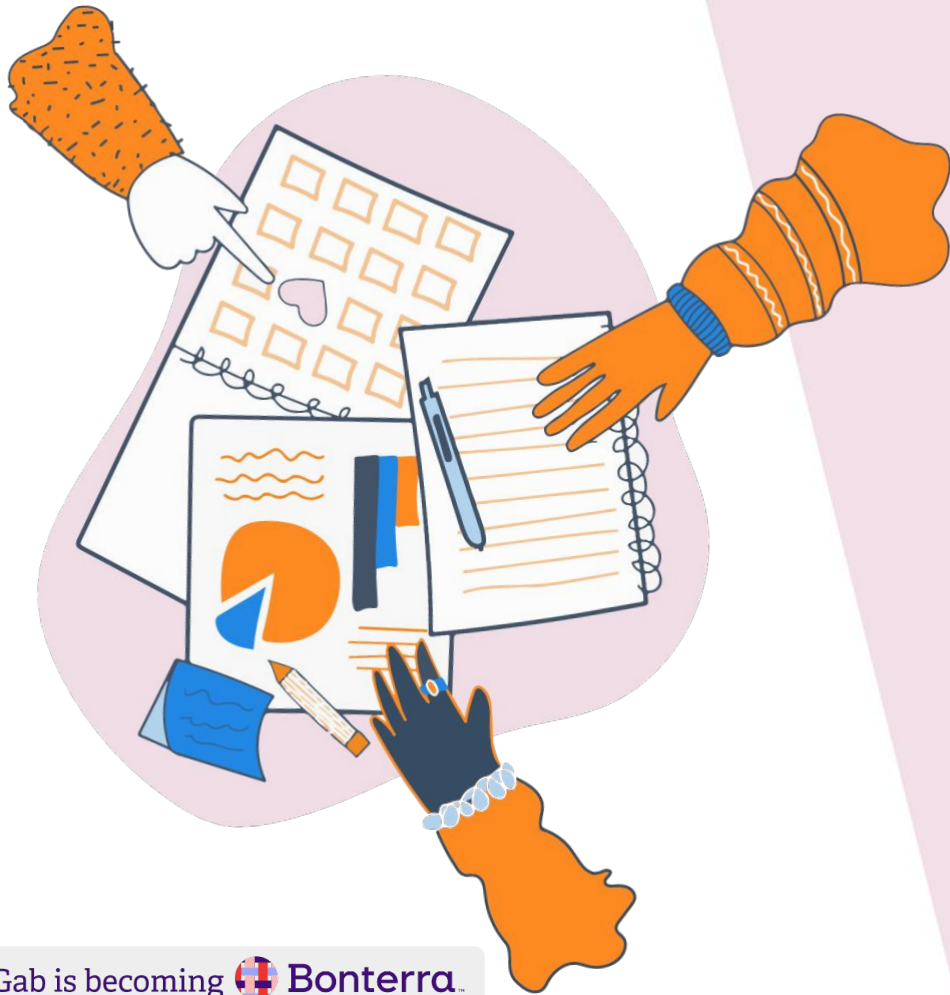
Average Raised by Nonprofits With and Without P2P Fundraisers



Why is P2P 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





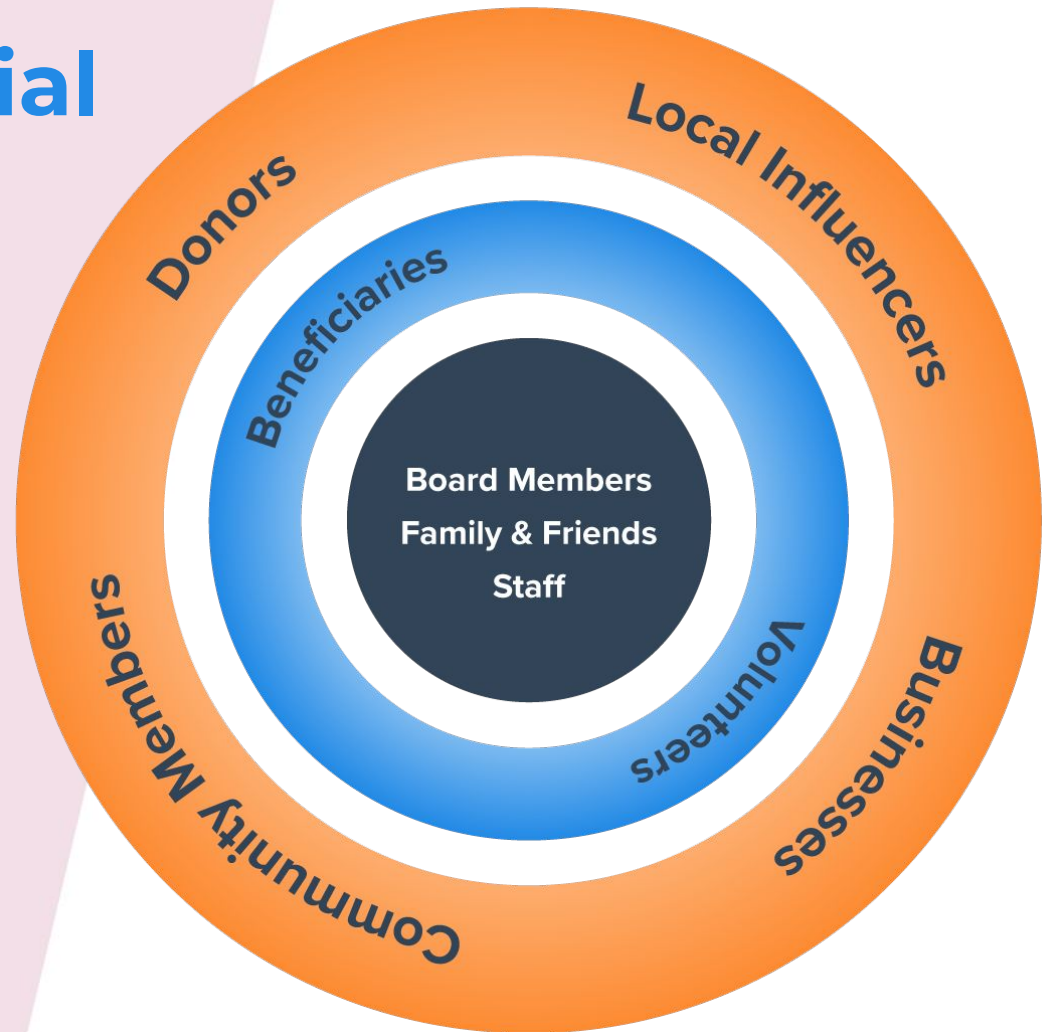
Strategize and Plan

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



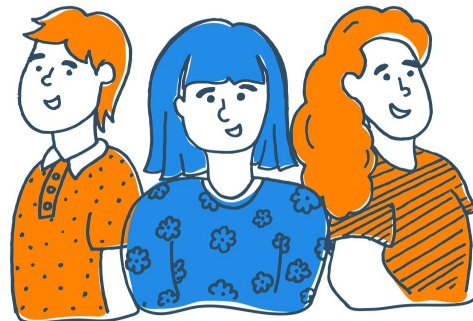
Identify Potential Fundraisers



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



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





The screenshot displays the 'Give Local MOV 2024' dashboard for May 7, 2024. At the top, it shows the 'GIVE LOCAL MOV' logo, a status of '\$0.00 Raised • 0 Donors • 0 Gifts', and an 'Analytics' button. Below this is a 'Get Set Up' section with the instruction: 'Complete the steps below to be sure that you are set up and ready to participate in Give Local MOV 2024.' A checklist follows with five items, each marked with a green checkmark and a right-pointing arrow: 'Add Your Organization's Info', 'Add Your Story', 'Add Donation Levels', 'Add a 'Thank You' Message', and 'Add Fundraisers'. The 'Add Fundraisers' item is highlighted with an orange border, and an orange arrow points to it from the left. In the top right corner, a grey box contains the text '50 Days to Launch' and 'Participation Approval Status', with a light blue button labeled 'Approved' below it.





Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Select “Add Fundraisers”

 **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
\$

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

Save

Demo

Invite one or multiple fundraisers. 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







Demo

 Add Fundraisers 

Search Fundraisers:

 Download CSV   


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

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




Upload a CSV to invite a group of fundraisers at once.


Fundraiser Dashboard




Tell Your Story




Make a Donation



Reach Out

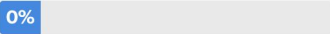


Share Socially



Give Thanks



Progress

0% 

\$0 Raised of \$500 Goal	58 Days Left
0 Donors	0 Emails Sent

Share your fundraiser!

<https://giving-days.herokuapp.com/p2p/3>

Fundraiser Profile

Team Bonterra is a fundraiser for
Parkersburg Area Community Foundation & Regional Affiliates

DONATE

\$0 Raised \$1,000 Goal 0 Donors



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

\$25

\$50

\$100

CHOOSE YOUR OWN AMOUNT

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. Funds raised through Give Local MDX 2023 will be used to support our work in the region.

The PACF is a single 501(c)(3) public charity that manages more than 500 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.

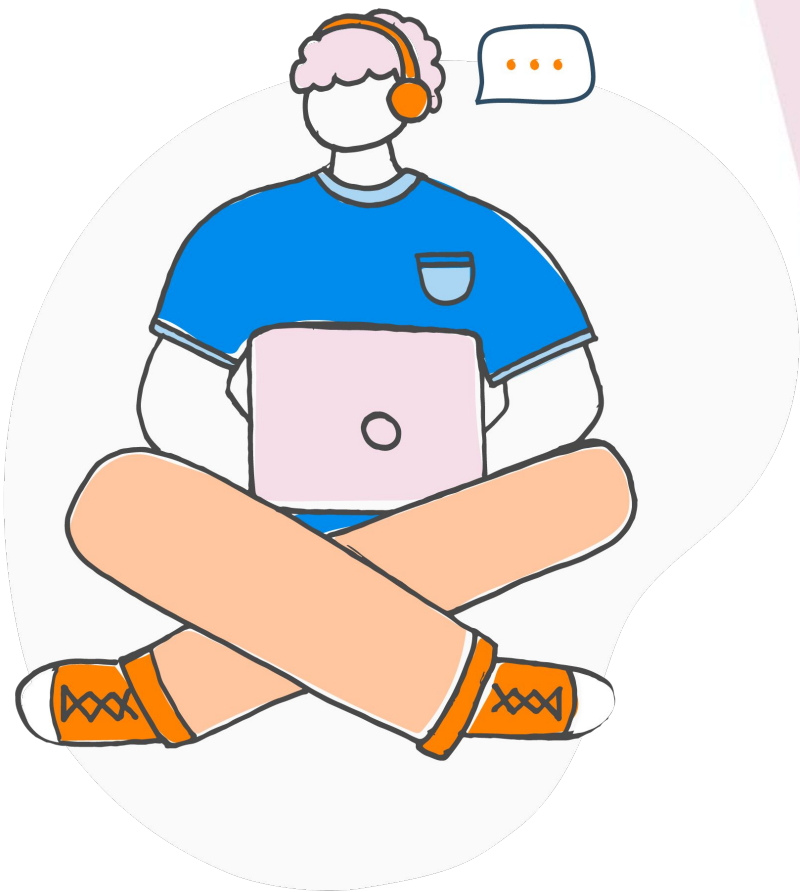
The Foundation is committed to improving our collective future by **inspiring philanthropy** and connecting people with opportunities to make a meaningful difference, **engaging citizens** to address key issues, and **delivering results** that matter for the people of our area.

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, Oxbridge, Gilmer, Jackson, Mason, Pleasants, Wilkes, Roane, Wirt, and Wood counties in West Virginia, and Washington County, Ohio.



Takeaways & Resources

Timeline for P2P Recruitment



Key Takeaways



- P2P Fundraising can help you raise 1.7 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 Local MOV. Start small this year and grow it in the future!

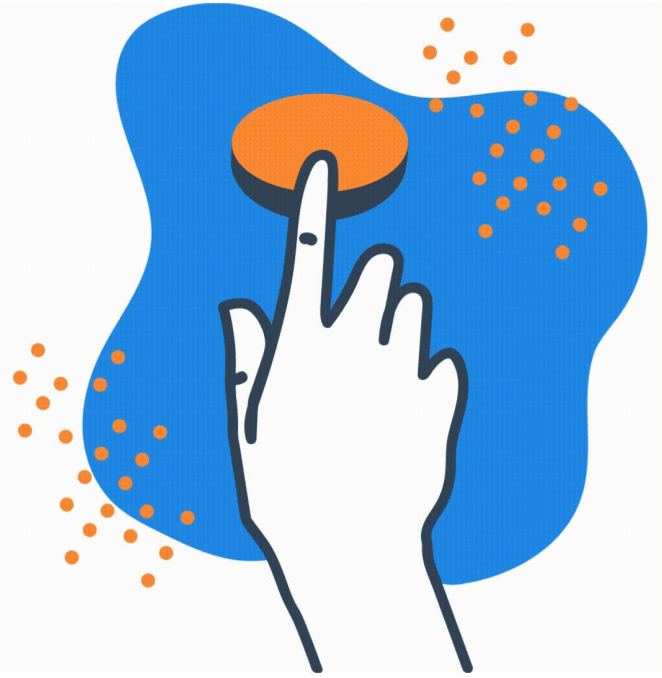
Tools for Success

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 Nonprofits

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

Tools for Fundraisers

- How to sign up
- Resources & support articles
- Communication guides & templates
- Link to downloads page

Giving Day Support & Resources

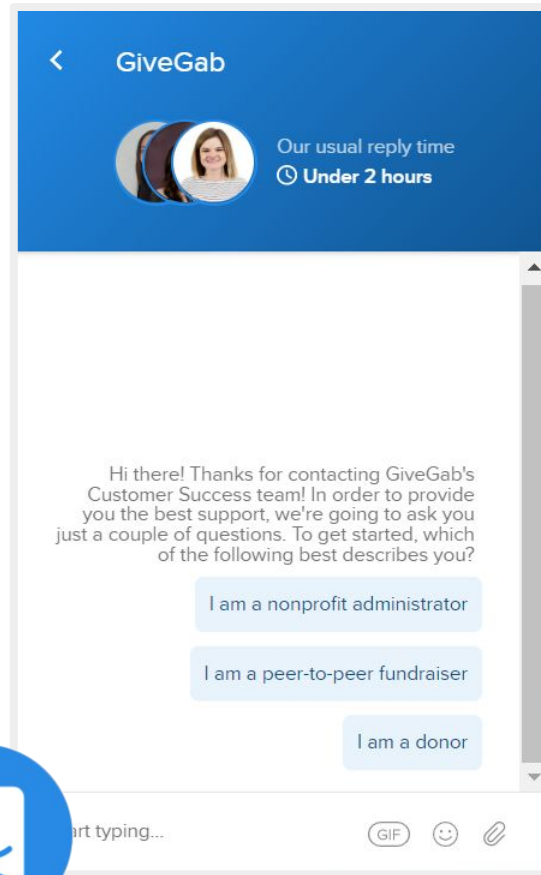
Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
CustomerSuccess@GiveGab.com

Chat with our Customer Success Team
Look for the little blue chat bubble

GiveGab is becoming  **Bonterra.**



Questions?



May 7, 2024