

Peer-to-Peer Fundraising



GiveGab is becoming  Bonterra.

Meet the Team



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Zoom Etiquette

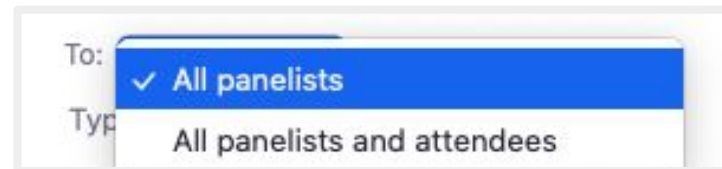
This is being recorded. The recording will be available on the /trainings page by **April 20**.

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

Introduce yourself! Name, location, organization.



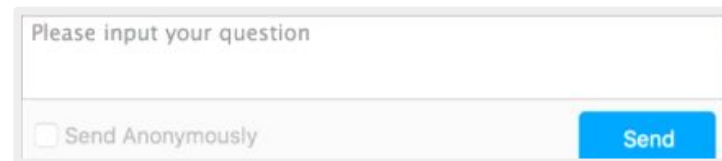
Chat Box



The screenshot shows the Zoom chat box interface. The 'To:' dropdown menu is open, displaying two options: 'All panelists' (selected with a checkmark) and 'All panelists and attendees'. The 'Type' field is visible below the dropdown.



Q&A



The screenshot shows the Zoom Q&A interface. 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.

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**

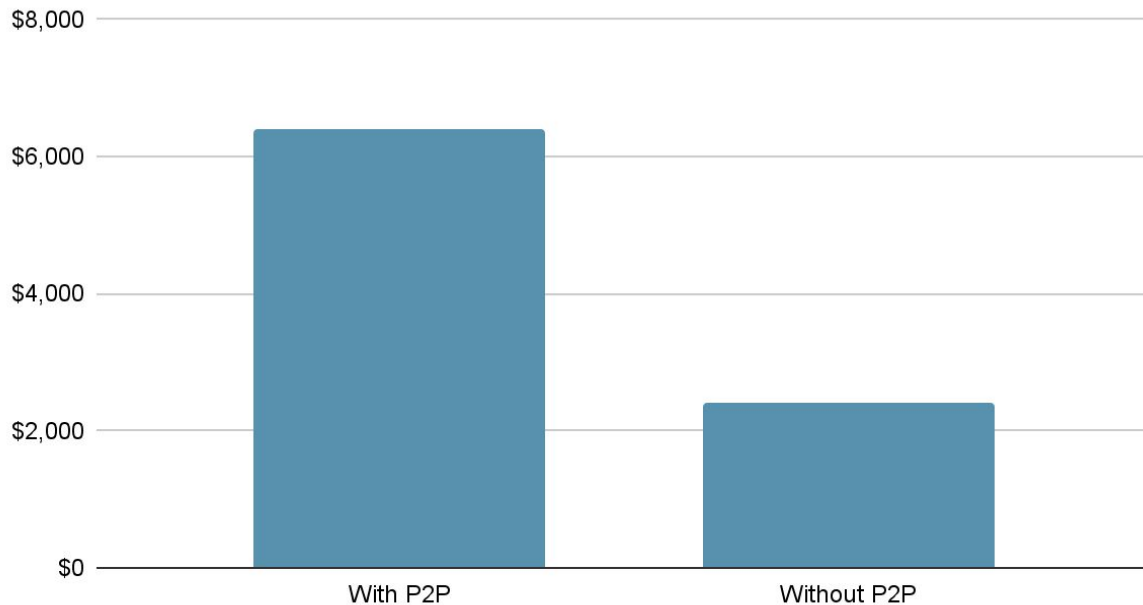
What is P2P Fundraising?

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

Impact on Give Local Isabella 2022

48% of organizations used P2P
46 P2P raised funds
Accounted for 23% of total online raised

Dollars Raised

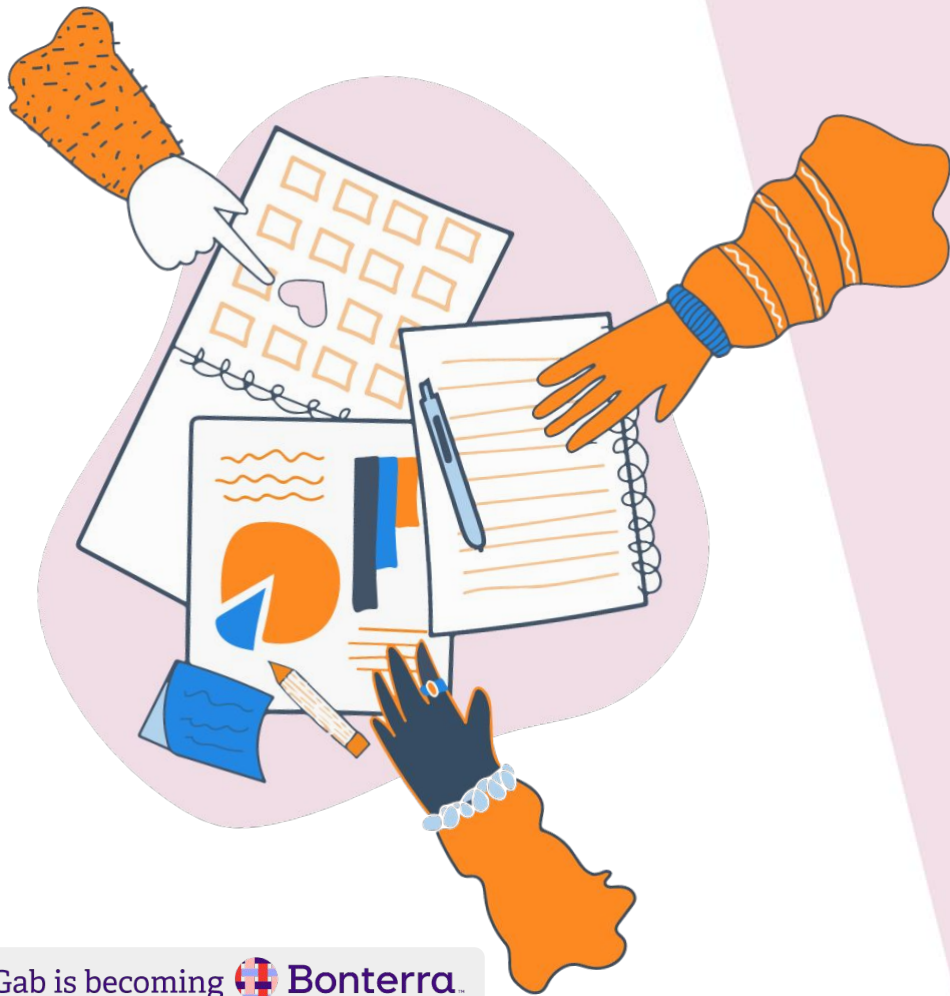


Average Raised by Nonprofits With and Without P2P Fundraisers

Raise **2.6x more** with P2P fundraising!

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



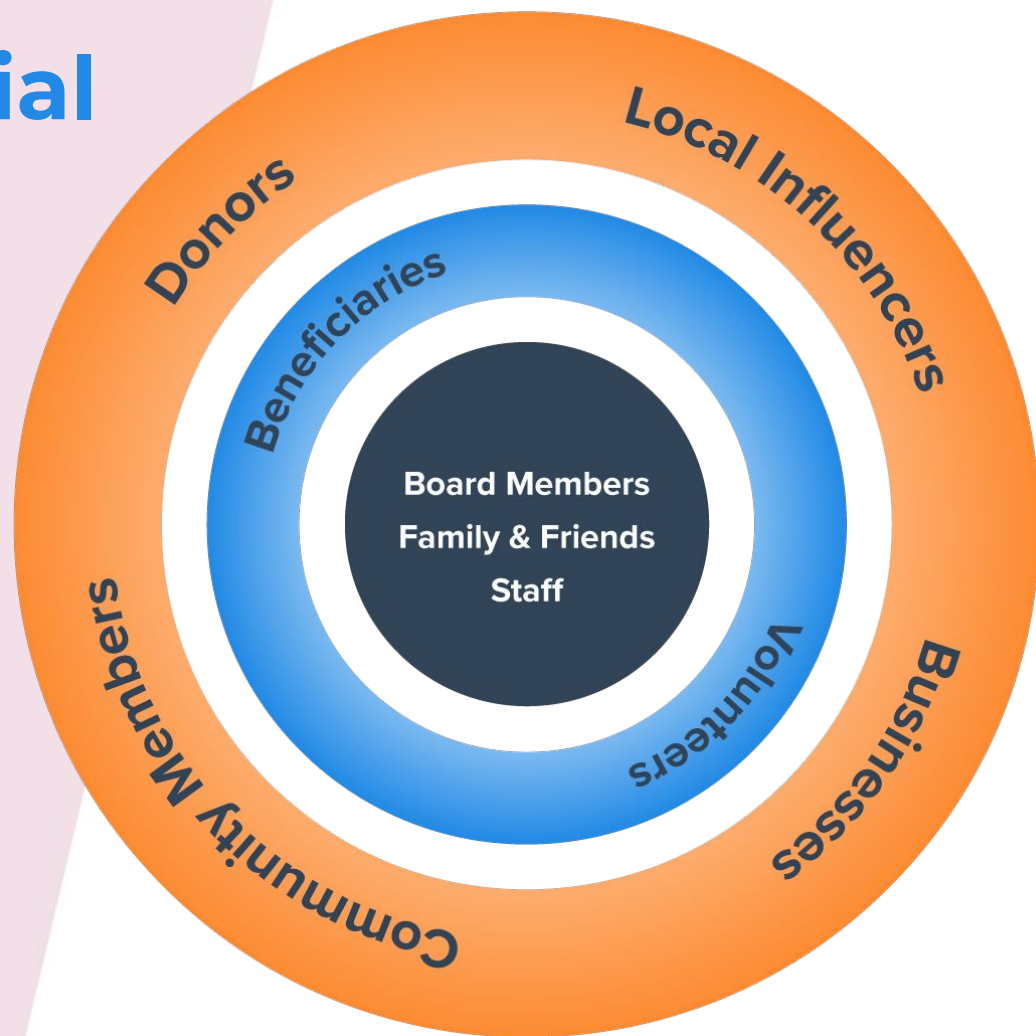
Strategize and Plan

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



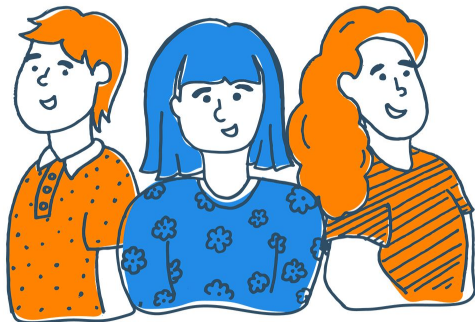
Identify Potential Fundraisers



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.

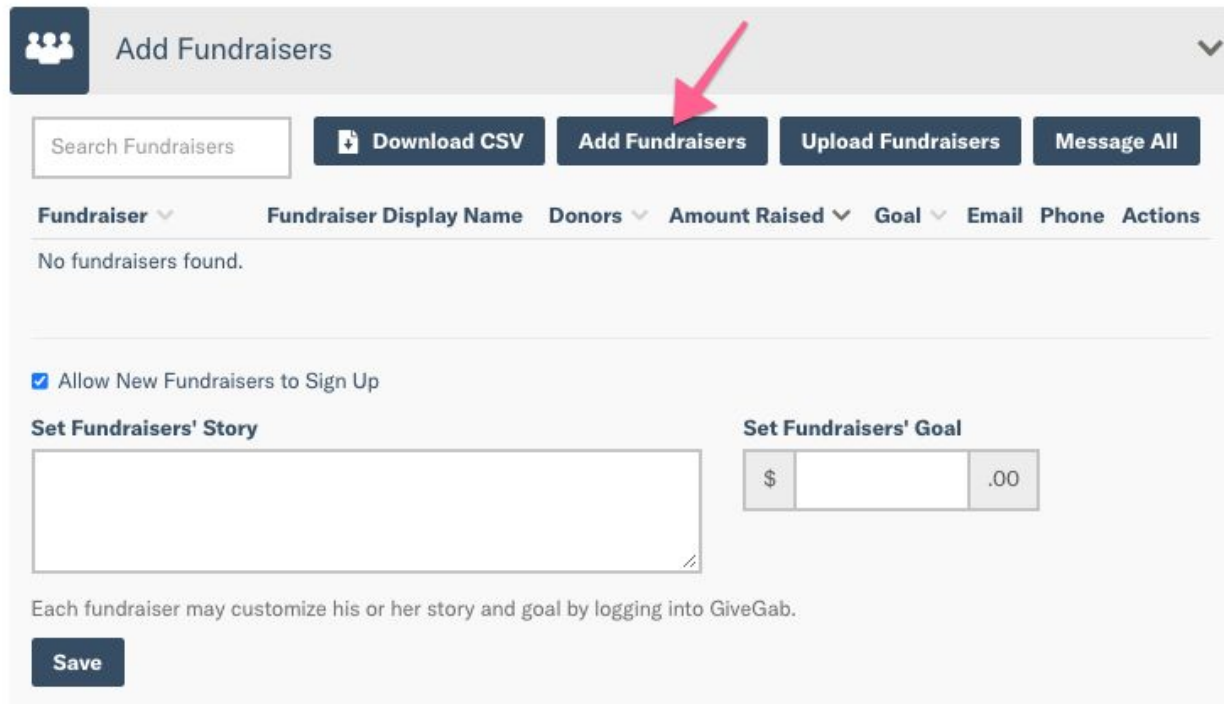
-  Add Your Organization's Info >
-  Add Your Story >
-  Add Donation Levels >
-  Add a 'Thank You' Message >
-  Add a 'Give Again' Message >
-  Add Fundraisers >



Demo



Set a default story and goal for your P2Ps

Make fundraising invite-only, or open to anyone interested

Select “Add Fundraisers”



 Add Fundraisers 

 Download CSV  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

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



Demo

You will need first name, last name, and email address.

(You also have the option to add multiple fundraisers at once by uploading a CSV!)

Add Fundraisers

Fundraiser Display Name (optional)

First Name

Last Name

Email
 ✕

Fundraiser Display Name (optional)

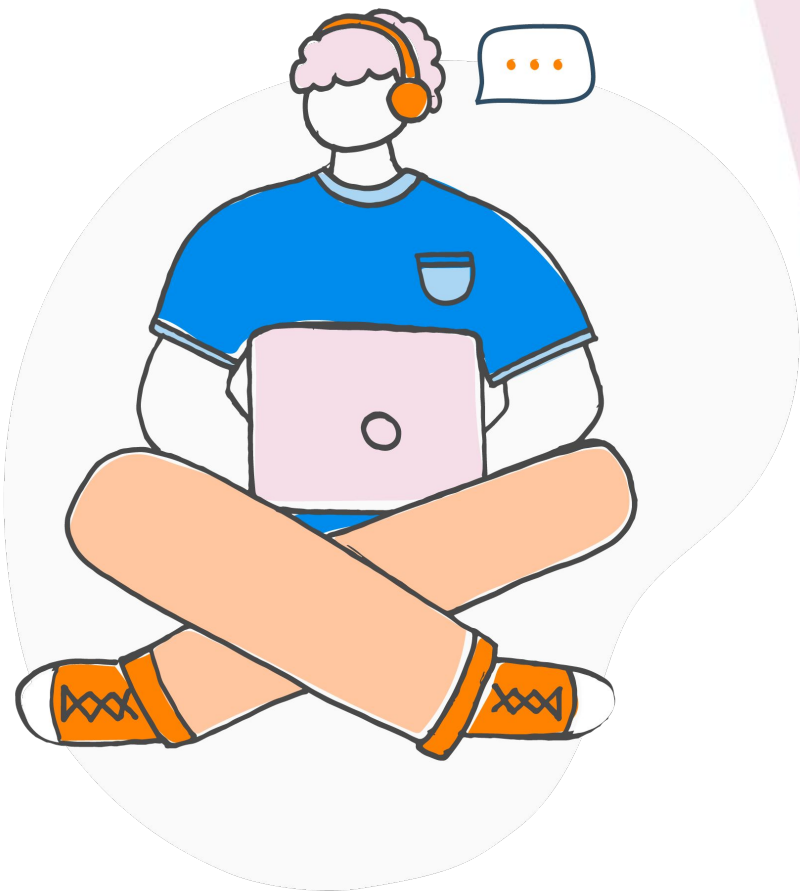
First Name

Last Name

Email
 ✕

[+ New Fundraiser](#)

[Cancel](#) [Next: Compose Your Message](#)



Takeaways & Resources

Key Takeaways



- P2P Fundraising can help you raise 2.6x more
- Fundraisers increase your organization's reach
- Be strategic when selecting fundraisers
- Provide your fundraisers with resources to make it easy and fun
- Start small this year and grow it in the future!

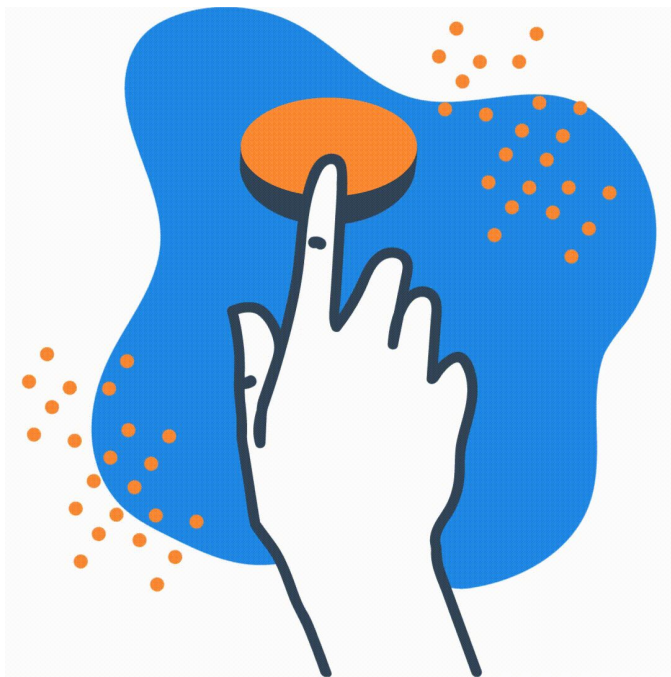
Tools for Success

Tools for Nonprofits

- Check out the [Nonprofit Toolkit](#)
 - How to identify and add fundraisers
 - Support articles & videos for engaging P2P fundraisers
 - Email templates for recruiting fundraisers



Tools for Success



Tools for Fundraisers

- Check out the [Fundraiser Toolkit](#)
 - How to sign up
 - Resources & support articles
 - Communication guides & templates
 - Link to downloads page

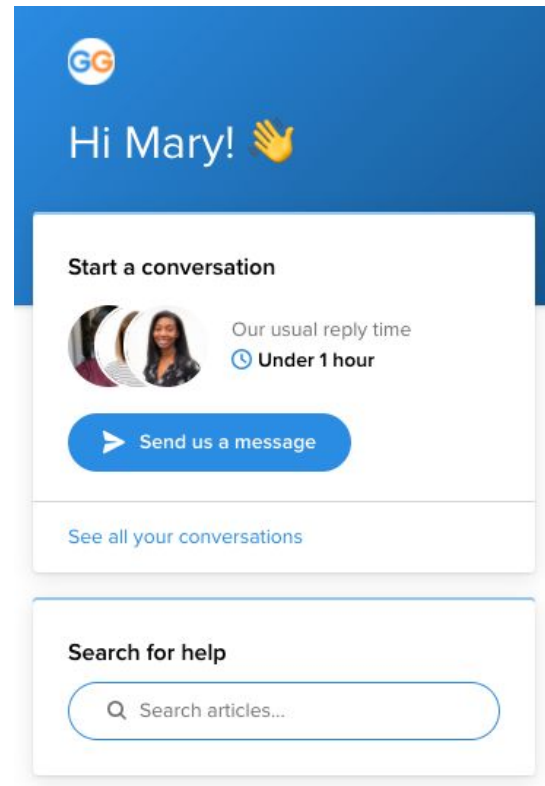
Giving Day Support & Resources


Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
CustomerSuccess@GiveGab.com

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?

