

Peer-to-Peer Fundraising

Give Local
Isabella



Meet the Team



Nickie

Senior Project Manager



Erik

Project Manager

Q&A

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.

Introduce yourself! Name, location, organization.



Chat Box

To: **✓ All panelists**

Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously **Send**



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**

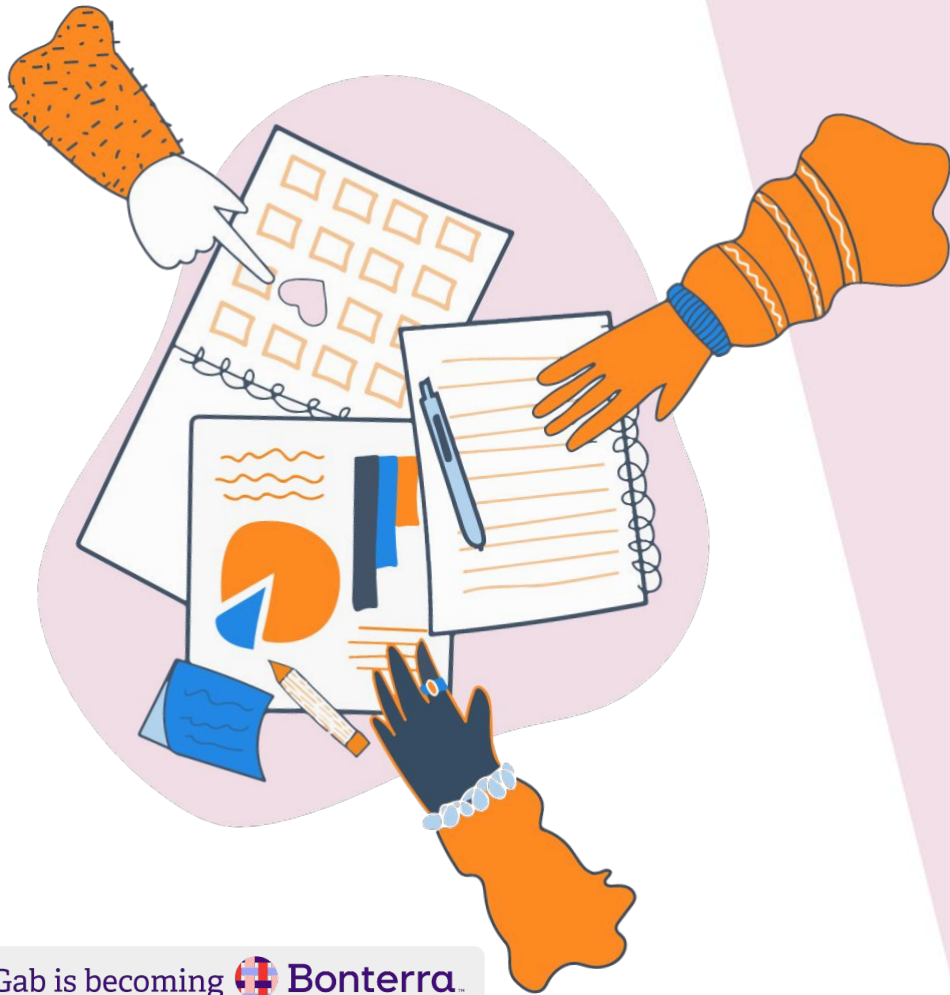
What is P2P Fundraising?

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

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





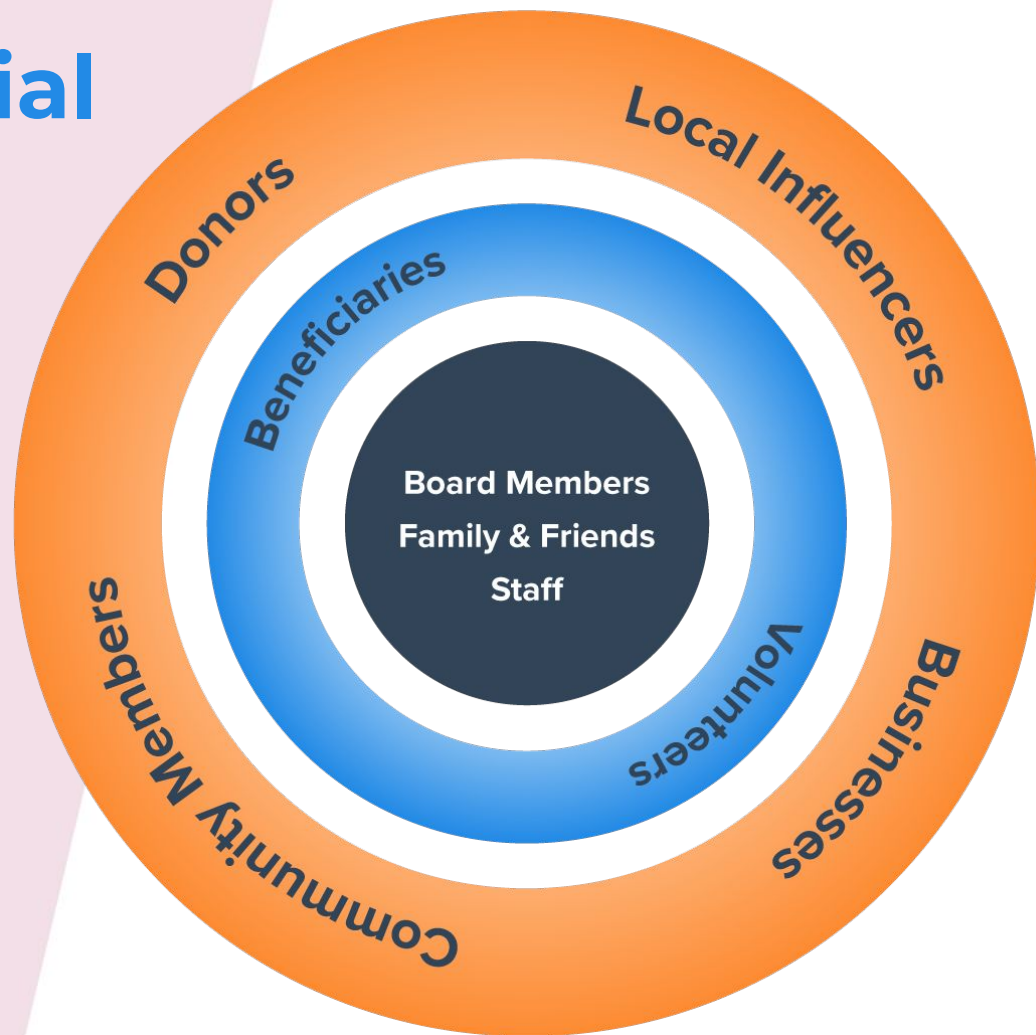
Strategize and Plan

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



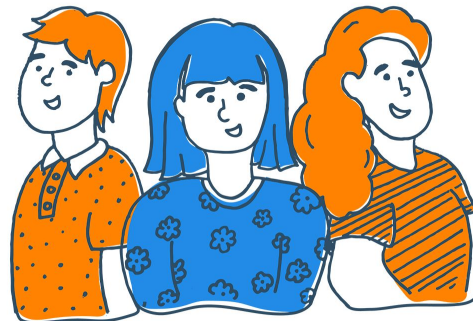
Identify Potential Fundraisers



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


-  Add Your Organization's Info 
-  Add Your Story 
-  Add Donation Levels 
-  Add a 'Thank You' Message 
-  Add 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

 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



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



Save





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  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.




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


Fundraiser Dashboard




Tell Your Story




Make a Donation



Reach Out

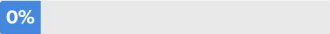


Share Socially



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

PAWSITIVE
CHANGEDAY

▼ MENU

Big Dog Ranch

DONATE FUNDRAISE

\$50
Basic K-9 Flea and Tick prevention

\$75
Covers one 50lb bag of dog food

\$100
Who doesn't love a Big Dog Bed?!

\$200
Thank you for covering ongoing emergency vet costs!

CHOOSE YOUR OWN AMOUNT

Become a fundraiser for
Big Dog Ranch

First Name

Last Name

Campaign Name (optional)

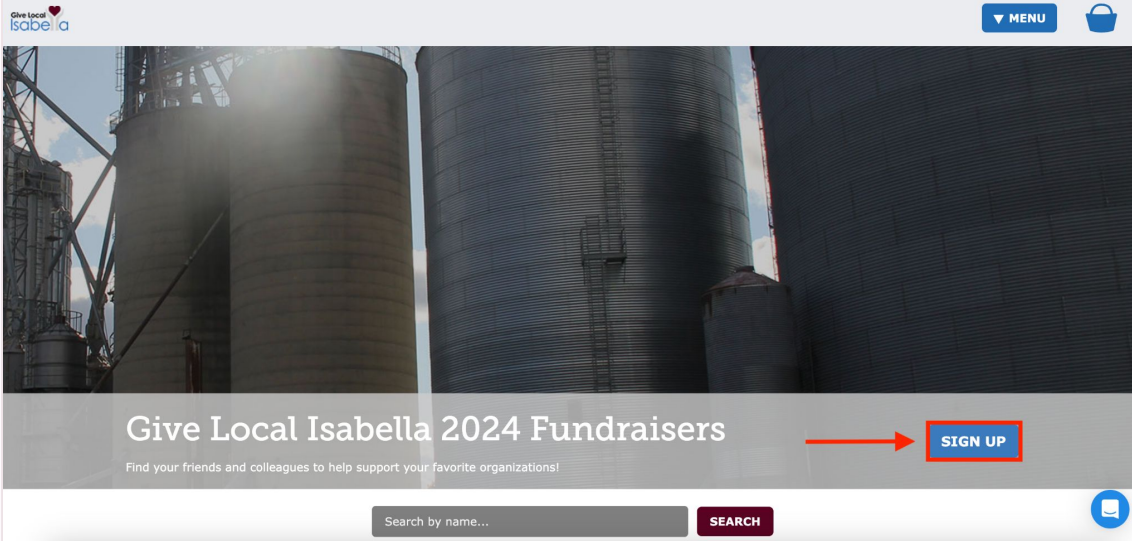
If you'd like your fundraiser page name to be something other than your first and last name, enter that here.

Email

Password

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

Fundraiser Page



The screenshot shows a fundraiser page for 'Give Local Isabella 2024 Fundraisers'. The header features the 'Give Local Isabella' logo on the left, a 'MENU' button with a dropdown arrow, and a shopping cart icon on the right. The main image is a photograph of several large, dark, cylindrical industrial silos. Below the image, the text 'Give Local Isabella 2024 Fundraisers' is displayed in a large font, with a red arrow pointing to a blue 'SIGN UP' button. Underneath this, a smaller line of text reads 'Find your friends and colleagues to help support your favorite organizations!'. At the bottom of the page, there is a search bar with the placeholder text 'Search by name...' and a red 'SEARCH' button, along with a chat icon on the right.

First Name

Last Name

Campaign Name (optional)

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

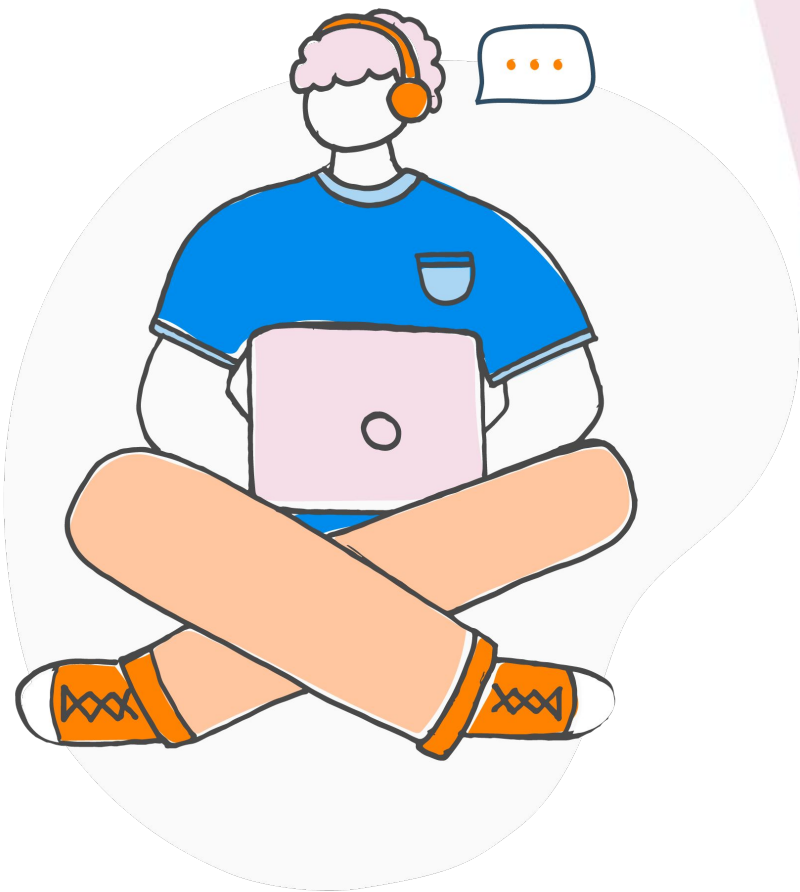
Select Organization

Email

Password

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

[Forgot your Password?](#)



Takeaways & Resources

Timeline for P2P Recruitment



Key Takeaways



- P2P Fundraising can help you raise [3.6] 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 Isabella. 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

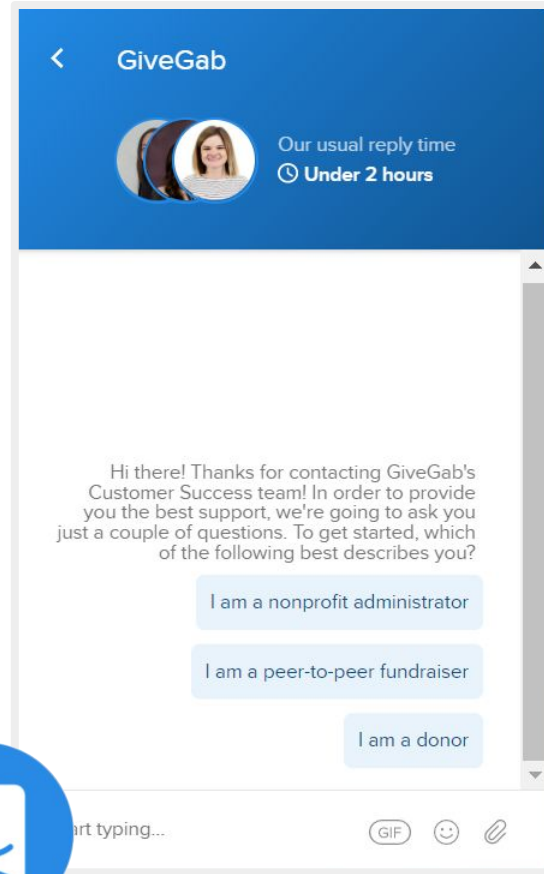
Visit our [Help Center](#)

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?

Give Local
Isabella

The logo for Give Local Isabella features the text "Give Local" in black and "Isabella" in blue. To the right of the text is a graphic of two light grey hands holding a dark red heart.