

# Peer-to-Peer Fundraising Best Practices



# Agenda

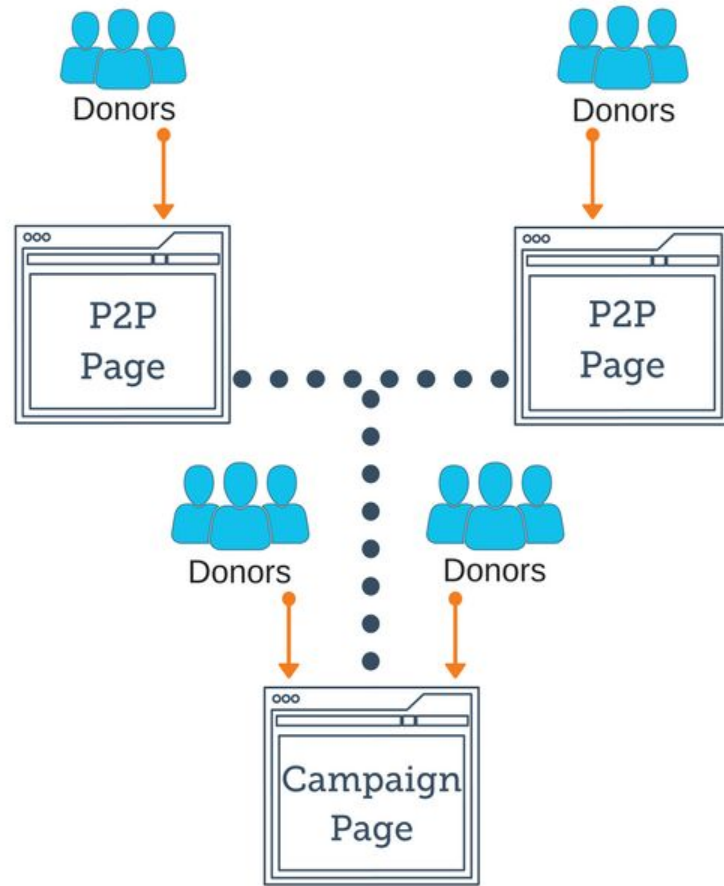
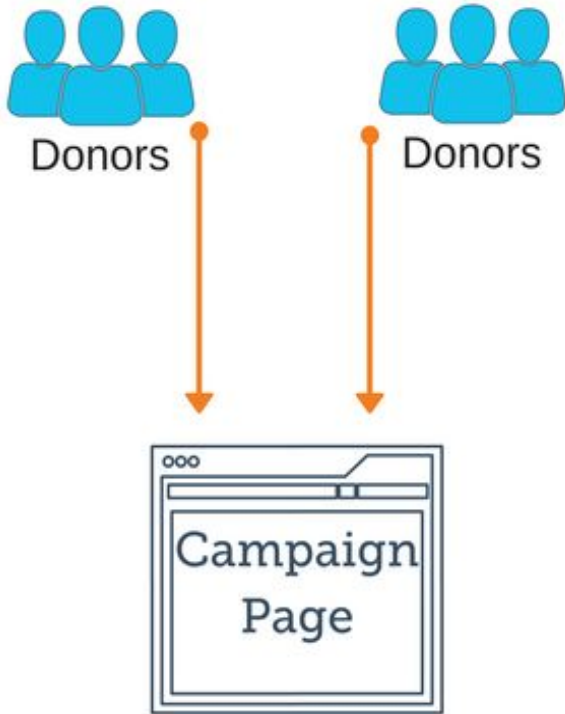
- The Basics
  - What is Peer-to-Peer Fundraising?
- Benefits to using peer-to-peer fundraisers
- Potential fundraisers
- The Great Give® 2019 Peer-to-Peer success stories
- Tools for Success
- Questions

# What is Peer-to-Peer Fundraising?

Peer-to-Peer Fundraising is an opportunity to...

- Leverage your passionate supporters to rally behind your cause and fundraise on your organization's behalf
- Share personal stories and connections to your cause with a new network of potential supporters to expand your reach
- Create personal fundraising pages for your supporters as a spin-off to your main campaign
- Multiply your followers - and influence - on social media

# Crowdfunding vs. P2P



# Benefits of P2P Fundraising

- **Reach** - Expands your reach to a new network of potential donors by tapping into your fundraiser's network
- **Stewardship** - Provides a new opportunity to engage with existing supporters by sharing their personal connections
- **Engagement** - Establishes more vested interest in your organization through active supporter participation
- **Trust** - Highlights your existing connections with passionate supporters, making donors confident in your cause
- **Fun** - Creates an opportunity for friendly competition and social sharing during the big event!

- New Donors
- More Donors
- Dollars Raised
- Social Engagement
- Contact Information



# P2P during The Great Give 2019

- 337 P2P's were successful in raising funds for 61 organizations
  - Total raised just by P2P fundraisers: \$171,612.25
  - Total donors that gave through P2P: 3,187
  - Average raised by each P2P: \$512.23
- Average amount raised by organizations with P2P = \$12,430.38
- Average amount raised by organizations without P2P = \$2,917.38

# P2P during The Great Give 2019

- 722 P2P's signed up on behalf of 81 organizations
  - 385 P2P's raised \$0
  - 20 organizations had P2P's with no results
- 337 P2P's with \$0 raised were recruited by organization admins



# Shelton High School Robotics Team and Shelton FLL

- 35 Fundraisers raised \$15,161
  - Average of \$433 per fundraiser
- 1st Place Winner of “You’ve Got Friends”
  - Most P2P fundraisers raising at least \$250 each

# Branford Early Learning Center, Inc

- 20 Fundraisers raised \$6,025
  - Average of \$301 per Fundraiser
- 2nd Place Winner of “You’ve Got Friends”
  - 2nd most P2P fundraisers raising at least \$250 each

# Engaging Potential P2P 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

# Getting Your Fundraisers on Board

## Start Early

- Educate your fundraisers about The Great Give® 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

# Capturing Fundraiser Stories

Motivate your Peer-to-Peer Fundraisers to share their stories by asking them these questions:

- What made you decide to make your first gift?
- What do you wish everyone knew about this cause?
- Why do you enjoy giving to our organization?
- What is your favorite program or service to donate to?
- How do you feel after making a gift to our organization?
- Since you've been supporting this cause, is there a moment that stands out to you where you truly felt your impact?

# 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 The Great Give® 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

# Turning Supporters into Fundraisers

Asking for money doesn't have to be scary!

- Share their personal connection to your cause
- Speak to the work you do and why it matters
- Be an ambassador for your mission
- Encourage fundraisers to thank their donors

# Treat Fundraisers like Major Donors

- Fundraising for your organization is 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



# Head to [www.TheGreatGive.org](http://www.TheGreatGive.org)



The Great Give 2020

Search...   

**THE great Give®**  
MAY 5-6, 2020  
A 36-hour, online-giving event  
to support local nonprofits

[APPLY NOW](#)

The Great Give® 2020 Begins in  
89 : 13 : 06 : 55  
days hours mins secs

[PLEASE SEND ME A REMINDER EMAIL](#)






THE great Give<sup>®</sup>  
MAY 5-6, 2020  
A 36-hour, online-giving event  
to support local nonprofits

[APPLY NOW](#)

The Great Give<sup>®</sup> 2020 Begins in

89 : 13 : 05 : 27  
days hours mins secs

[PLEASE SEND ME A REMINDER EMAIL](#)

# Your The Great Give® Dashboard



## The Great Give® 2020

May 5, 2020

### Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in The Great Give® 2020.

Participation Approval Status

**Approved**

Welcome to The Great Give®!

Time to launch

**90**

days



Add Your Organization's Info

*Let people know who you are.*



Add Your Story



Add Donation Levels



Add a 'Thank You' Message



Add Fundraisers

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



Reset Profile

### Donation Tools



Manage Sponsor Matching



Manage Donations



Embed a Donate Button

### Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas

# Setting Up Your Fundraisers

## Add Fundraisers

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

Download CSV **Add Fundraisers** Message All

Fundraiser	Donors	Amount Raised	Goal	Actions
No fundraisers found.				

Allow New Fundraisers to Sign Up

**Set Fundraisers' Story**

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

**Set Fundraisers' Goal**

\$	500	.00
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Each fundraiser may customize his or her story and goal by logging into GiveGab.

**Save**

# Setting Up Your Fundraisers

The image shows a screenshot of the 'Add Fundraisers' modal form on the GiveGab platform. The modal is a white box with a dark background behind it. It contains the following elements:

- Title:** 'Add Fundraisers'
- Form Fields:** Three input fields labeled 'First Name', 'Last Name', and 'Email'. The 'Email' field has a small 'x' icon to its right.
- Buttons:** A green button with a white plus sign and the text '+ New Fundraiser' is positioned below the input fields. At the bottom right of the modal, there are two buttons: a grey 'Cancel' button and a blue 'Next: Compose Your Message' button.
- Background Content:** The background shows a blurred view of the 'Add Fundraisers' page. Visible text includes 'Add Fundraisers', 'Recruit peer-to-peer Fundraisers to expand', 'Search Fundraisers', 'Fundraiser', 'No fundraisers found', 'Allow New Fundraisers to Sign Up', 'Set Fundraisers' Story', 'I support this organization's mission and I want it to have a greater impact on the community', 'Set Fundraisers' Goal', '\$ 500 00', and 'Save'.

# Setting Up Your Fundraisers

**Add Fundraisers**

Recruit peer-to-peer fundraisers to expand your fundraising efforts.

Search Fundraisers

**Fundraiser**

No fundraisers found.

Allow New Fundraisers to Sign Up

**Set Fundraisers' Story**

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

**Set Fundraisers' Goal**

\$ 500 00

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

Save

**Add Fundraisers**

**First Name** Katrina

**Last Name** Grein

**Email** katrina@givegab.com

+ New Fundraiser

Cancel Next: Compose Your Message

# Setting Up Your Fundraisers

The screenshot shows a web interface for setting up fundraisers. A modal window titled "Write a Message to Your Recruits" is open over a background page titled "Add Fundraisers".

**Write a Message to Your Recruits**

To: Katrina Grein

Subject

Message

Back Send

**Add Fundraisers**  
Recruit peer-to-peer Fundraisers to expand your reach.

Search Fundraisers

Fundraiser Done

No fundraisers found.

☑ Allow New Fundraisers to Sign Up

**Set Fundraisers' Story**

I support this organization's mission and I want to help support the community.

Each fundraiser may customize his or her story and goals.

Save

# Setting Up Your Fundraisers

The screenshot shows a web interface for setting up fundraisers. A modal window titled "Write a Message to Your Recruits" is open over a background page titled "Add Fundraisers".

**Write a Message to Your Recruits**

**To:** Katrina Grein

**Subject**

Let's make a difference together!

**Message**



Please join me in fundraising on our behalf for Day of Giving!


At the bottom right of the modal, there are two buttons: "Back" and "Send". The "Send" button is highlighted with an orange border, and an orange arrow points to it from the right side of the image.








The background page "Add Fundraisers" includes a search bar, a "Fundraiser" section with "No fundraisers found.", a checkbox for "Allow New Fundraisers to Sign Up", and a "Set Fundraisers' Story" section with a text input field containing "I support this organization's mission and I want to help on the community." There is also a "Save" button at the bottom left of the background page.



# Setting Up Your Fundraisers

 Add Fundraisers 

 Download CSV

Fundraiser 	Donors 	Amount Raised 	Goal 	Actions
Katrina Grein	0	\$0.00	\$500.00	  

Allow New Fundraisers to Sign Up






**Set Fundraisers' Story**

**Set Fundraisers' Goal**

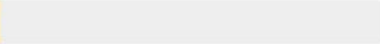
\$

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

# Your Fundraiser's Toolkit

-  **Tell Your Story**  
*Let people know why you're fundraising.* >
-  **Make a Donation**  
*Show people that you're committed.* >
-  **Reach Out**  
*Ask for the support of your inner circle.* >
-  **Share Socially**  
*Tell the whole world about your fundraiser.* >
-  **Give Thanks**  
*Thank your supporters.* >



### Progress

0% 

<b>\$0</b> Raised of \$500 Goal	<b>85</b> Days Left	<b>0</b> Donors
--	------------------------	--------------------

Share your Fundraiser!


<https://www.theamazinggive.org/p2p/al>

### Need some inspiration?

Check out [these great fundraising ideas](#) over on the GiveGab blog.

# Your Fundraiser's Toolkit



## Tell Your Story

*Let people know why you're fundraising.*


### Tell Your Story

Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about providing senior dogs with the love and

### Set A Goal

\$	500	^	.00
		v	

### Your Story Image




Select Image Remove

### Video Link (YouTube or Vimeo)

**Save Changes**

# Your Fundraiser's Toolkit




## 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](#)



## Make a Donation

*Show people that you're committed.*

 You donated \$107.67 on 12/13/2016.

# Your Fundraiser's Toolkit




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

Hi Laryssa,

I am thrilled to be supporting Logan's Pups by helping them fundraise on our community Giving Day on November 28!

This cause means a lot to me because: Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!

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

Thank you,  
Bridget




## Reach Out

*Ask for the support of your inner circle.*

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.




## Reach Out

*Ask for the support of your inner circle.*

Keep track of your potential supporters. Feel free to touch base with your contacts about recent campaign updates or to reach out again if they haven't contributed yet. See who has contributed in the Give Thanks section below.



Name	Email	Actions
Bridget	Bridget@givegab.com	<input type="button" value="Touch Base"/> <input type="button" value="View Message"/>

# Your Fundraiser's Toolkit



## Share Socially

*Tell the whole world about your fundraiser.*



After you've reached out to your inner circle, it's time to tap into your social networks and cast a wider net. Did you know that your online influence is just as important to this cause as volunteering or donating?

<https://www.givingday.org/logans-pups/bridget>



Have you done this?

Mark that you've done this step!

**Scout's Honor**

# Your Fundraiser's Toolkit



## Give Thanks

*Thank your supporters.*



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"/>	Bridget Cafaro	\$100.00	<input checked="" type="checkbox"/> That's you!
<input type="checkbox"/>	Bridget Cafaro	\$10.00	<input type="checkbox"/> <a href="#">Mark as Thanked</a>

# Your Fundraiser's Page



A fundraiser for:

## Logan's Pups

Help a senior dog with your donation!

Causes: **Animals, Education**

Manage this on GiveGab

**DONATE**



54%

**\$270** Raised **\$500** Goal **3** Donors



Rebekah Casad

Hi, I'm Rebekah Casad and I'm fundraising for [Logan's Pups](#).

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



**\$50**

Provides a super soft bed for a loving senior pup



**\$100**

Provides food for a month for a senior pup



**\$200**

Provides vet care and essential vaccines for a senior pup



**\$500**

Feeds every dog in the sanctuary for a week

**CHOOSE YOUR OWN AMOUNT**



Head to your Nonprofit Toolkit for helpful resources!

- Email Templates
- Social Media Posts
- Downloadable Graphics
- Tips and Best Practices



# We're Here for You!

- Visit Our Help Center

<https://support.givegab.com/>

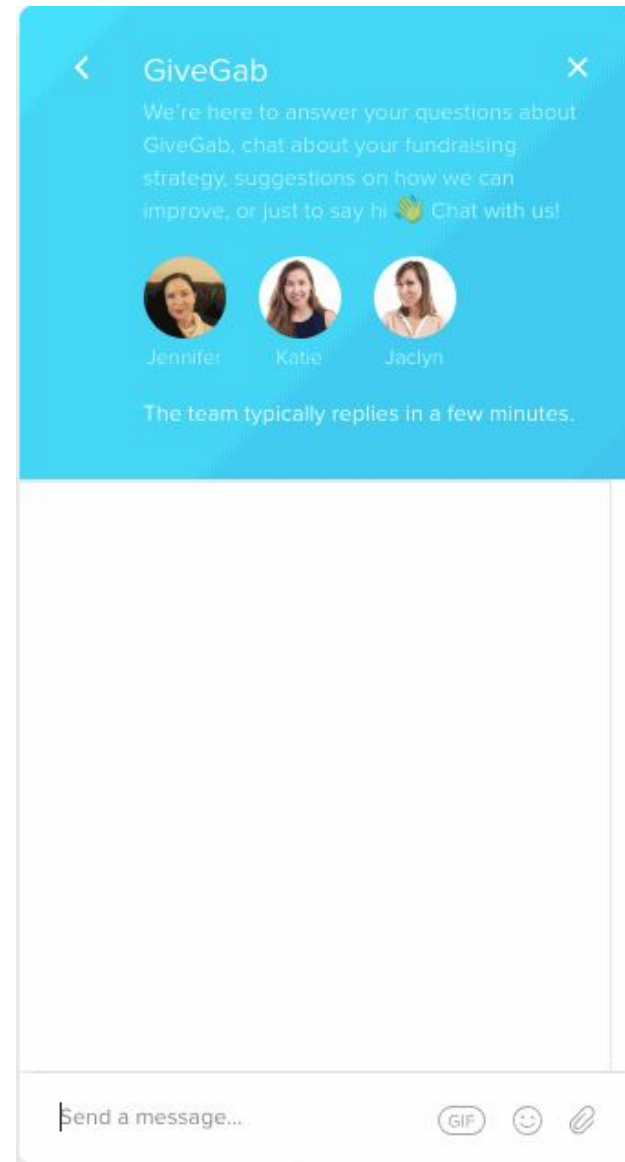
- Send us an email at

[CustomerSuccess@givegab.com](mailto: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!



# Questions?

