



Peer-to-Peer Fundraising



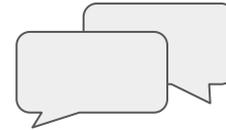
Submit Your Questions!



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 The Great Give profile.

P2P Fundraisers will...

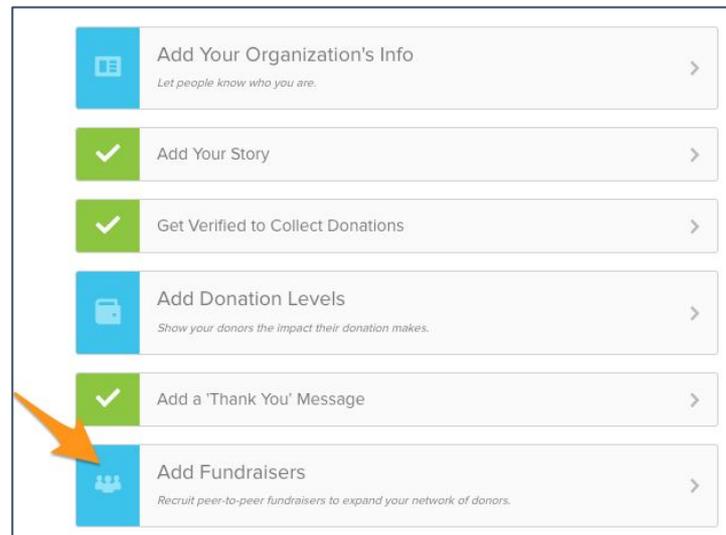
- Expand your network and foster new connections
- Help you steward existing supporters
- Can help you raise almost **2.7x*** than you would without!
 - On average, orgs who used the tool raised **\$15,821.34** vs **\$5,786.10** for orgs who did not



*The Great Give 2020 data

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](#)



Solar Youth

Empowering Youth to achieve Lifelong Success!

Causes: Youth, Environment, Education

[DONATE](#) [FUNDRAISE](#)

64% \$49,498 raised \$75,000 Goal 222 Donors

- \$25** Supports for a youth-imagined design-led Community Service Action Project
- \$65** One full week of fresh produce snacks after school for 50 children.
- \$100** Supporting transportation to excursions around the State of CT.
- \$250** Partial summer stipend for Green Jobs internship for teens from West Rock

CHOOSE YOUR OWN AMOUNT

Solar Youth Association

Watch on [YouTube](#)

Solar Youth's mission is to empower youth to achieve lifelong success (and nothing less)

Focusing in three high-poverty neighborhoods of New Haven, we do this through our unique program model which includes long-term supportive relationships, and programs that happen IN their neighborhoods, where youth **EXPLORE** their **ENVIRONMENT**, become **PROBLEM-SOLVERS** and practice **LEADERSHIP**.

NEWS FLASH: All donations during the Great Give will be **MATCHED** by Lewis G. Schaefferman Foundation up to **\$12,000!** You can help us close our funding gap caused by the cancellation of Solar Jam, normally our biggest fundraiser. New Haven youth need us now more than ever!

Thank you to our sponsors: The Community Foundation of Greater New Haven, Science Park Development, Walden Hills, and New Haven Bank.

[DONATE](#)

- Home
- Apply Now
- Prizes
- 2020 Prize Plan
- FAQ
- Nonprofit Toolkit
- Terms of Service

The Great Give® 2020
The Community Foundation for Greater New Haven
70 Audubon Street
New Haven, CT 06510



Fundraiser Name is fundraising for

Solar Youth

Empowering Youth to achieve Lifelong Success!

[DONATE](#) [Facebook](#) [Twitter](#) [LinkedIn](#)

64%

\$2,485 raised \$2,000 Goal 20 Donors



If these pandemic days everyone is hurting, we know youth in high poverty areas are often hit the hardest when crisis strikes. With the usual structure canceled, supporting them is more important than ever. Let's help Solar Youth by joining our campaign! Please watch the 30 second video my boys made to talk about how kids can make a difference. Thanks you for contributing!

- \$25** Supports for a youth-imagined design-led Community Service Action Project
- \$65** One full week of fresh produce snacks after school for 50 children.
- \$100** Supporting transportation to excursions around the State of CT.
- \$250** Partial summer stipend for Green Jobs internship for teens from West Rock

CHOOSE YOUR OWN AMOUNT

Solar Youth Association

Watch on [YouTube](#)

Recent Donors

- Donor Name **\$100.00**
- Donor Name **\$100.00**
- Donor Name **\$100.00**
- Donor Name **\$12.00**
- Donor Name **\$100.00**

[SEE MORE DONATIONS](#)

Solar Youth's mission is to empower youth to achieve lifelong success (and nothing less)

Focusing in three high-poverty neighborhoods of New Haven, we do this through our unique program model which includes long-term supportive relationships, and programs that happen IN their neighborhoods, where youth **EXPLORE** their **ENVIRONMENT**, become **PROBLEM-SOLVERS** and practice **LEADERSHIP**.

NEWS FLASH: All donations during the Great Give will be **MATCHED** by Lewis G. Schaefferman Foundation up to **\$12,000!** You can help us close our funding gap caused by the cancellation of Solar Jam, normally our biggest fundraiser. New Haven youth need us now more than ever!

Thank you to our sponsors: The Community Foundation of Greater New Haven, Science Park Development, Walden Hills, and New Haven Bank.

[DONATE](#)

- Home
- Apply Now
- Prizes
- 2020 Prize Plan
- FAQ
- Nonprofit Toolkit
- Terms of Service

The Great Give® 2020
The Community Foundation for Greater New Haven
70 Audubon Street
New Haven, CT 06510

P2P Best Practices

- Who should you ask?
 - Average 5-6 raise funds on a giving day
- Have returning P2P's? Host a debrief and reflect on last year's success
- 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 The Great Give, and show them how to share their unique profile link!

Peer to Peer Resources

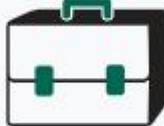


2. Next Steps



Peer-to-Peer Fundraisers

[View](#)



Donor Engagement

[View](#)



Building Board Support

[View](#)

▼ MENU

HOME

FAQ

NONPROFIT TOOLKIT

LOG IN



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 The Great Give® 2021 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 [The Great Give® 2021 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 The Great Give® 2021 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.thegreatgive.org/info/peer-to-peer-fundraising>

Peer to Peer Resources

Your The Great Give® 2021 Fundraiser Guide

It's time to take the love you have for your favorite nonprofit or charitable cause! The Great Give® 2021 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

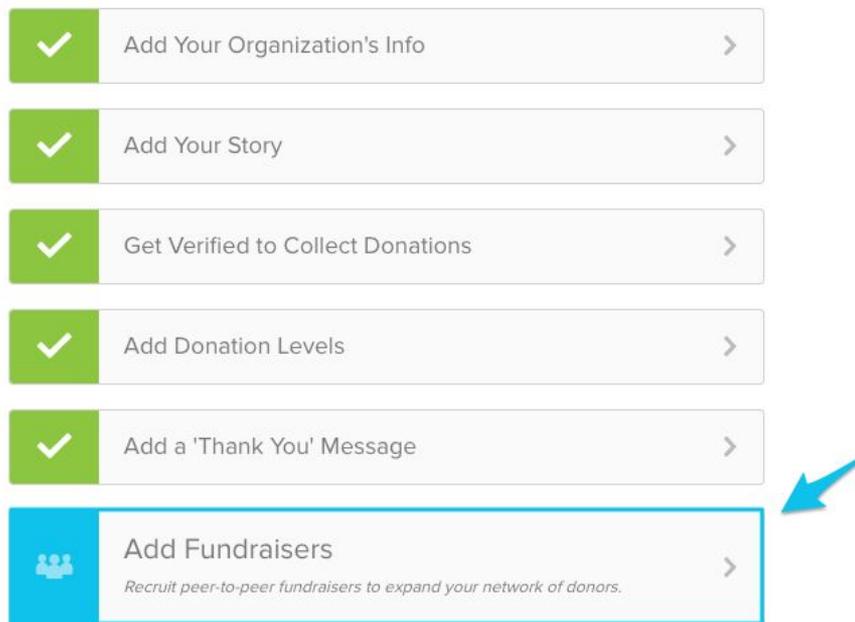
<https://www.thegreatgive.org/info/fundraiser-guide>

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

\$.00

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

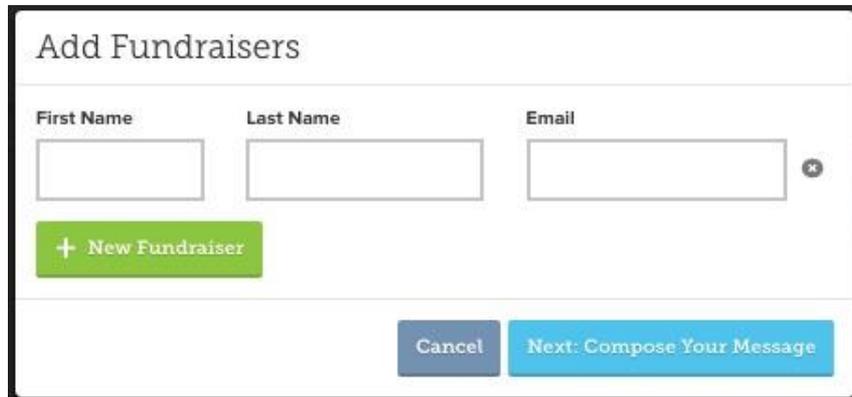
[Save](#)

Option 1: Steps for Admins to Sign Up Supporters

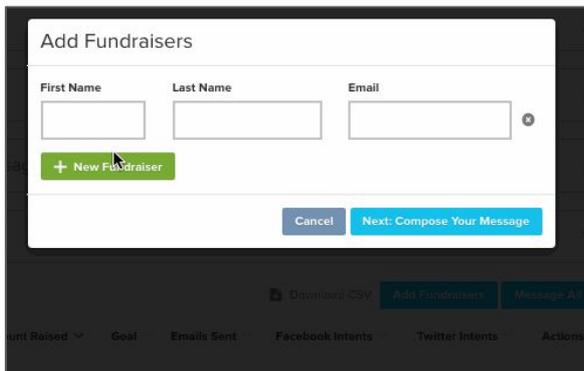
A pop-up will appear.

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

- first name
- last name, and
- email address



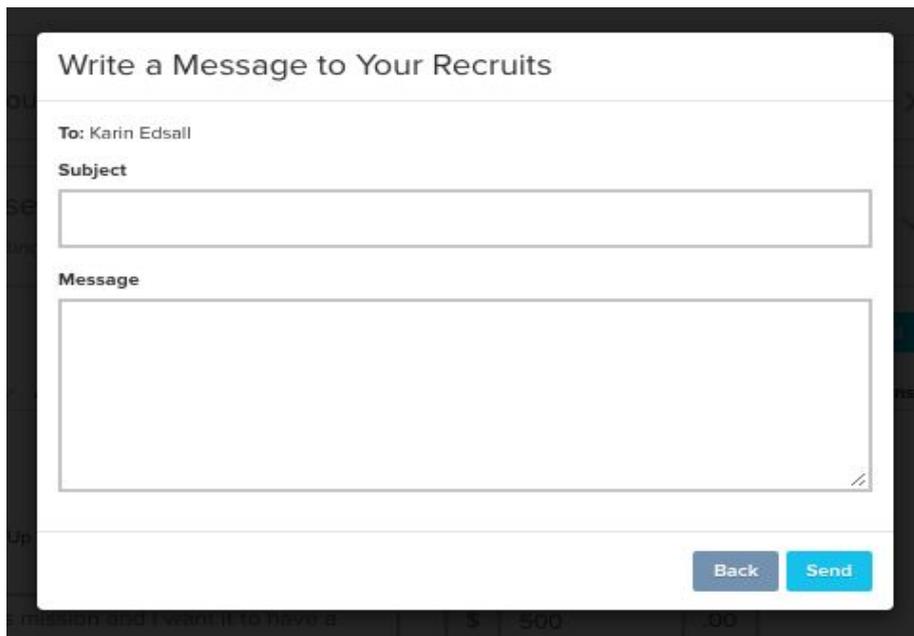
The screenshot shows a white pop-up window titled "Add Fundraisers". It contains three input fields labeled "First Name", "Last Name", and "Email". Below these fields is a green button with a plus sign and the text "+ New Fundraiser". At the bottom right of the pop-up are two buttons: a grey "Cancel"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



This screenshot shows the same "Add Fundraisers" form as above, but it is overlaid on a dark grey application interface. The interface includes a top navigation bar with "Dynamilis Co." and "Add Fundraiser" and "Message" buttons. A bottom navigation bar contains "Amount Raised", "Goal", "Emails Sent", "Facebook Intents", "Twitter Intents", and "Actions".

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

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 set against a white background with a thin grey border. At the top, the title "Write a Message to Your Recruits" is displayed in a dark grey font. Below the title, the "To:" field is populated with the name "Karin Edsall". The "Subject" field is currently empty. The "Message" field is a large, empty text area with a small cursor icon in the bottom right corner. At the bottom right of the form, there are two buttons: a grey "Back" button and a blue "Send" button.

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

\$.00

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...

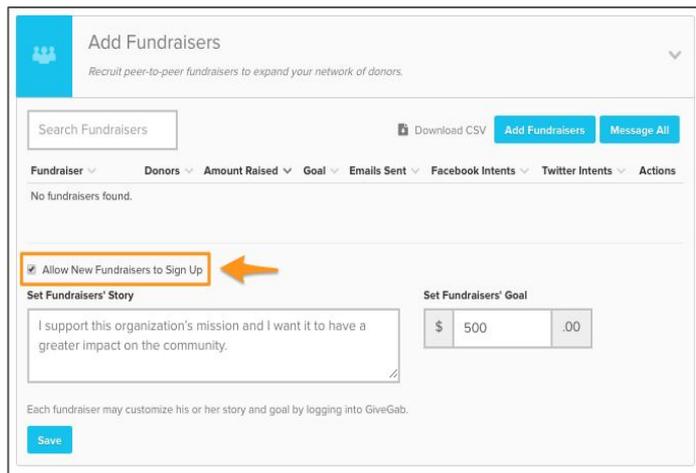
No file chosen

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' settings page. At the top, there is a search bar and buttons for 'Download CSV', 'Add Fundraisers', and 'Message All'. Below the search bar, there are several filter tabs: 'Fundraiser', 'Donors', 'Amount Raised', 'Goal', 'Emails Sent', 'Facebook Intents', 'Twitter Intents', and 'Actions'. The text 'No fundraisers found.' is displayed. A checkbox labeled 'Allow New Fundraisers to Sign Up' is checked and highlighted with an orange box and an arrow. Below this, there is a section for 'Set Fundraisers' Story' with a text area 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 this section is a 'Set Fundraisers' Goal' section with a goal of \$500.00. At the bottom, there 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



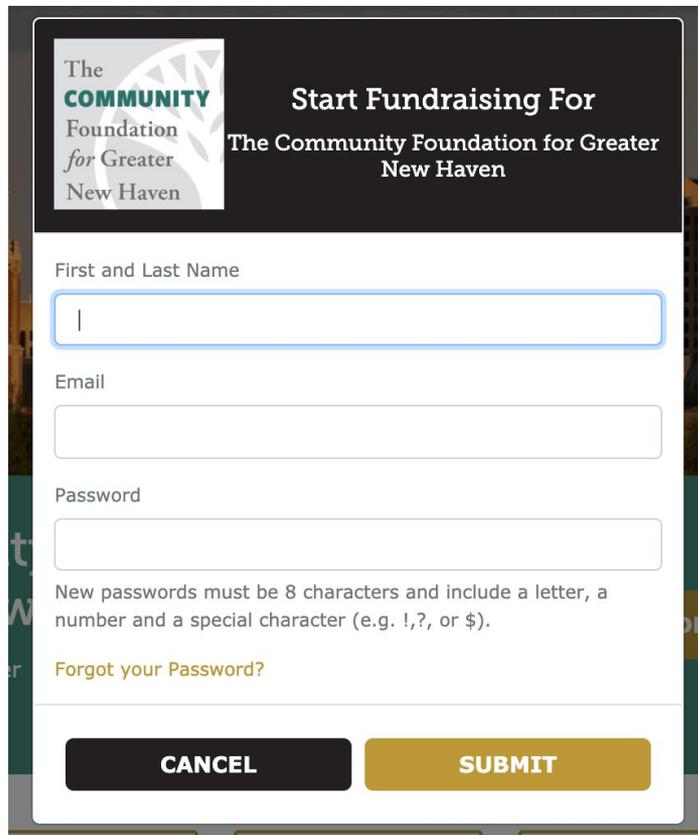
Here's what that Fundraise button looks like! Supporters can click there to sign themselves up as a Fundraiser.

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



The **COMMUNITY** Foundation for Greater New Haven

Start Fundraising For
The Community Foundation for Greater
New Haven

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



Rob's fundraising dashboard for Pawnee Gives

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 \$200 Goal

8
Days Left

0
Donors

0
Emails Sent

Share your fundraiser!

https://



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

\$ 2000 .00

Video Link (YouTube or Vimeo)



Phone Number

Tell Your Story

Proxima Nova Formatting A B I U

In these pandemic days everyone is hurting. We know youth in high poverty areas are often hit the hardest when crisis strikes. With the usual structures upended, supporting them is more important than ever. Will you help Solar Youth by joining our campaign? Please watch the 30 second video my boys made to talk about how kids can make a difference. Thank you for contributing!

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

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 Solar Youth by helping them fundraise for their campaign: The Great Give 2020.

This cause means a lot to me because: In these pandemic days everyone is hurting. We know youth in high poverty areas are often hit the hardest when crisis strikes. With the usual structures upended, supporting them

Cancel

Send

Fundraiser Dashboard



Share Socially

Share Your Solar Youth Page!



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



Fundraiser Name is fundraising for

Solar Youth

Empowering Youth to achieve Lifelong Success!

DONATE



11%

\$2,485 Raised \$2,000 Goal 2% Donors



Photo: Solar Youth

In these pandemic days everyone is hurting. We know youth in high poverty areas are often hit the hardest when it comes to school. With the usual graduation ceremony, supporting them is more important than ever. Will you help Solar Youth by joining our campaign? Please watch the 20 second video my boys made to ask about how kids can make a difference. Thank you for contributing!

\$25

Supplies for a youth-imagined designed-led Community Service Action Project

\$65

One full week of fresh fruit/vegetable snack after school for 20 children.

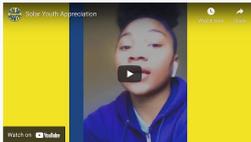
\$100

Supporting transportation to expeditions around the State of CT.

\$250

Partial summer offered for Green Jobs Internship for teens from West Bank.

CHOOSE YOUR OWN AMOUNT



Video: Solar Youth Appreciation

Watch on YouTube

Recent Donors

Donor Name \$100.00

Donor Name \$100.00

Donor Name \$100.00

Donor Name \$25.00

Donor Name \$100.00

SEE MORE DONATIONS

Solar Youth's mission is to empower youth to

achieve lifelong success (and nothing less)!

Focusing in these high-poverty neighborhoods of New Haven, we do this through our unique program model which includes long-term supportive relationships, and programs that happen in their neighborhoods, where youth EXPLORE their ENVIRONMENT, become PROBLEM-SOLVERS and practice LEADERSHIP.

NEWS FLASH: All donations during the Great Give will be MATCHED by Lewis G. Schaneman Foundation up to \$12,000! You can help us close our funding gap caused by the cancellation of Solar Jam, normally our biggest fundraiser. New Haven youth need us now more than ever!

Thank you to our sponsors The Community Foundation of Greater New Haven, Science Park Development, Walden Hills, and New Haven Bank.



DONATE

Home

Apply Now

Prices

2020 Price Plan

FAQ

Nonprofit Tools

Terms of Service

Follow us on Facebook

Follow us on Twitter

The Great Give® 2020

The Community Foundation for Greater New Haven

70 Audubon Street

New Haven, CT 06510

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

Getting 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

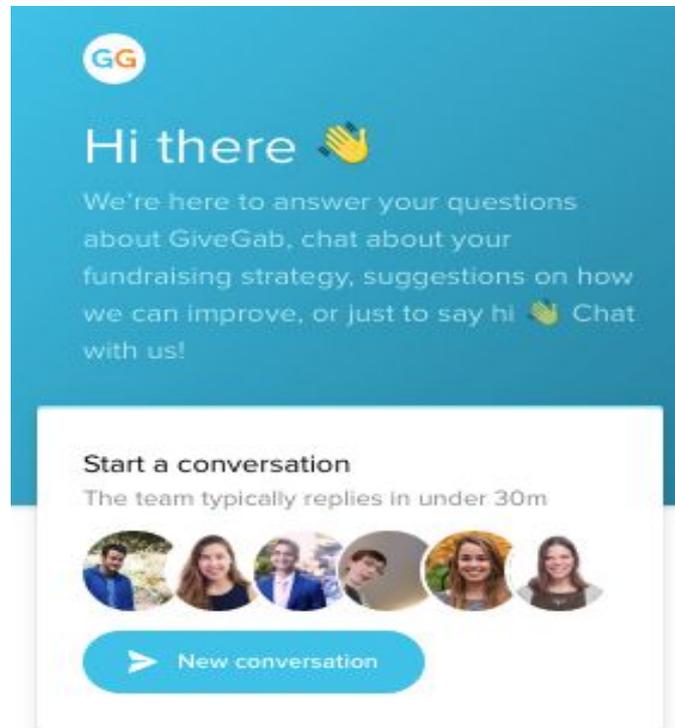
Motivate your Fundraisers

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

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!**





Questions?

