Peer-to-Peer Fundraising
Submit Your Questions!

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

○ What is Peer-to-Peer Fundraising?

Benefits to using peer-to-peer fundraisers

Potential fundraisers

Get Creative!

Tools for Success

Questions
Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your Giving Day profile.

**P2P Fundraisers will...**
- Expand your network and foster new connections
- Help you steward existing supporters
- Can help you raise almost 3.3x* than you would without!
  - On average, orgs who used the tool raised $15,819.11 vs $4,745.73 for orgs who did not

*The Great Give 2021 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
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.
Step 2: Under the “Add Fundraisers” tab, click “Add Fundraisers”.

![Add Fundraisers screen](image)
Step 3: You’ll need to enter the Fundraiser’s
- first name / last name
- campaign name*
- email address

A pop-up will appear.

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

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

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...

Choose File  No file chosen  Cancel  Import
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 “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
- **NEW**: Campaign Name (optional)
- Email
- Create a Password
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://
Tell Your Story

Campaign Name

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

Your Story Image

Set A Goal

Video Link (YouTube or Vimeo)

Your Phone Number

This will not be displayed publicly.

Tell Your Story

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

Save Changes
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.

![Email Icon]
Reach Out

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Emails Sent</th>
<th>Actions</th>
</tr>
</thead>
</table>

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 raise funds 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...
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

<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>Amount</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Donor Name</td>
<td>$100.00</td>
<td>Mark as Thanked</td>
</tr>
<tr>
<td></td>
<td>Donor Name</td>
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</tbody>
</table>
P2P Best Practices

- Who should you ask?
  - Average 5-6 raise funds on a giving day
  - 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

- 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

- Communication Guide
  View | Printer Friendly Version

- Building Board Support
  View
Engaging Your Supporters in Peer-to-Peer Fundraising

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

https://www.thegreatgive.org/info/fundraiser-guide
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?