The Great Give Peer-to-Peer Fundraising
May 3-4, 2023
Meet the Team

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Zoom Etiquette

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.
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 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 The Great Give profile. Their totals roll up into your totals!
Impact on The Great Give Last Year

26% of organizations used P2P
876 P2P raised funds
Accounted for 12% of total raised

Raise on average 3.5x more with P2P fundraising!

$15,080 VS $3,990
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

- Board Members
- Family & Friends
- Staff
- Volunteers
- Businesses
- Community Members
- Donors
- Local Influencers
- Beneficiaries
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
How to add and manage fundraisers on the platform
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
Demo

Option 1: 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.
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.
Navigate to your Fundraisers Tab in your Giving Day Dashboard.
Demo

Invite one or multiple fundraisers at once. You will need first name, last name, and email address.
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
Reach Out

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.

[Form fields for 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 now is crucial.

[Options to send or cancel]
P2P Best Practices

● 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!
Key Takeaways

- P2P Fundraising can help you raise 3.5x 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 The Great Give. 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
Giving Day Support & Resources

Visit our [Help Center](#)

Check out [Our Blog](#)

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! Just look for the little blue chat bubble.
Questions?

May 3-4, 2023

THE great Give
MAY 3-4, 2023
A 36-hour, online-giving event to support local nonprofits