

The Great Give Peer-to-Peer Fundraising

May 1-2, 2024



A 36-hour, online-giving event
to support local nonprofits



GiveGab is becoming  Bonterra.

Meet the Team



Claire Ripley

Associate Project
Manager



Rorey Freeman

Customer Success
Project Manager

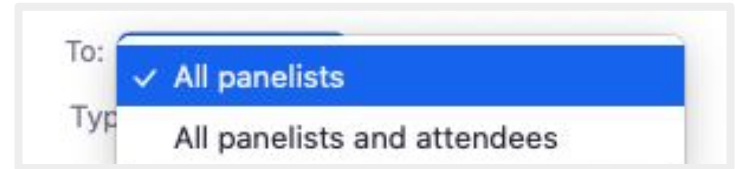
Zoom Etiquette

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.



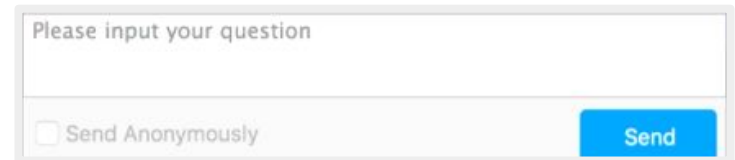
Chat Box



To: All panelists
Type: All panelists and attendees



Q&A



Please input your question

Send Anonymously



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 Bonterra/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

24% of organizations used P2P

946 P2P raised funds

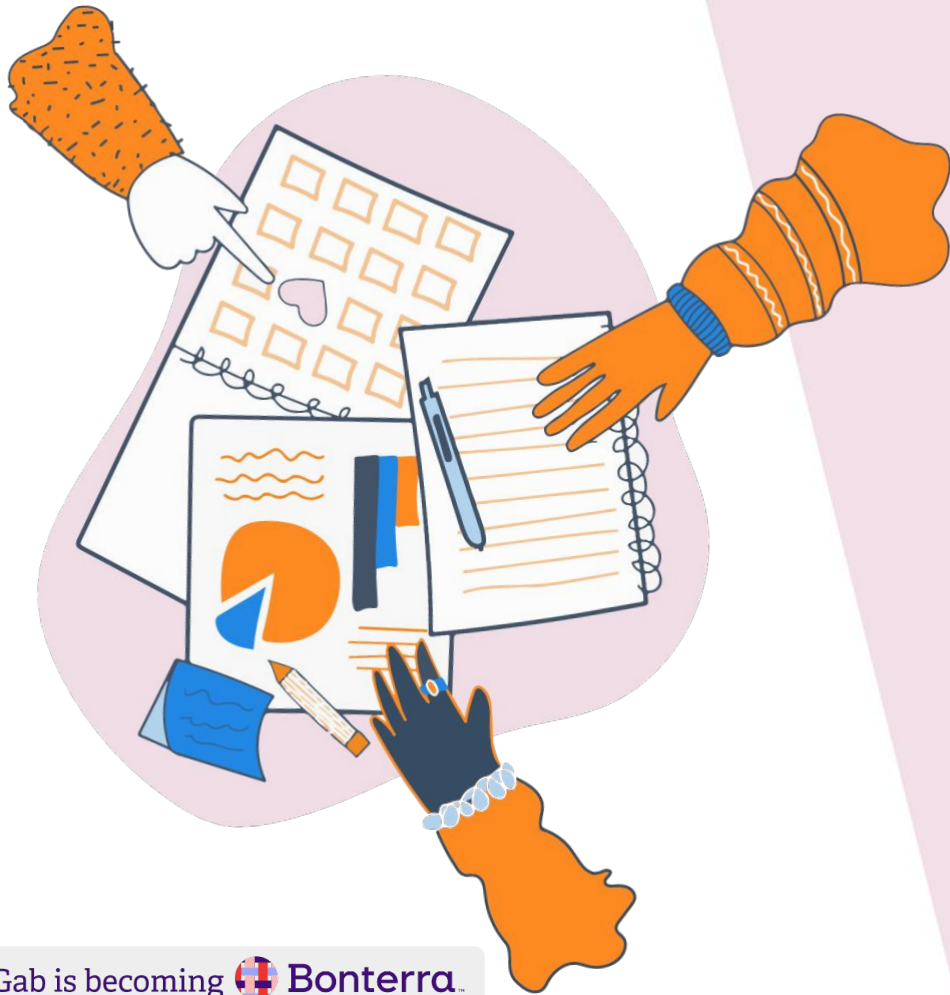
Accounted for about 14% of total raised

\$14,894

VS

\$3,842

Raise on average **3.5x more** with P2P fundraising!



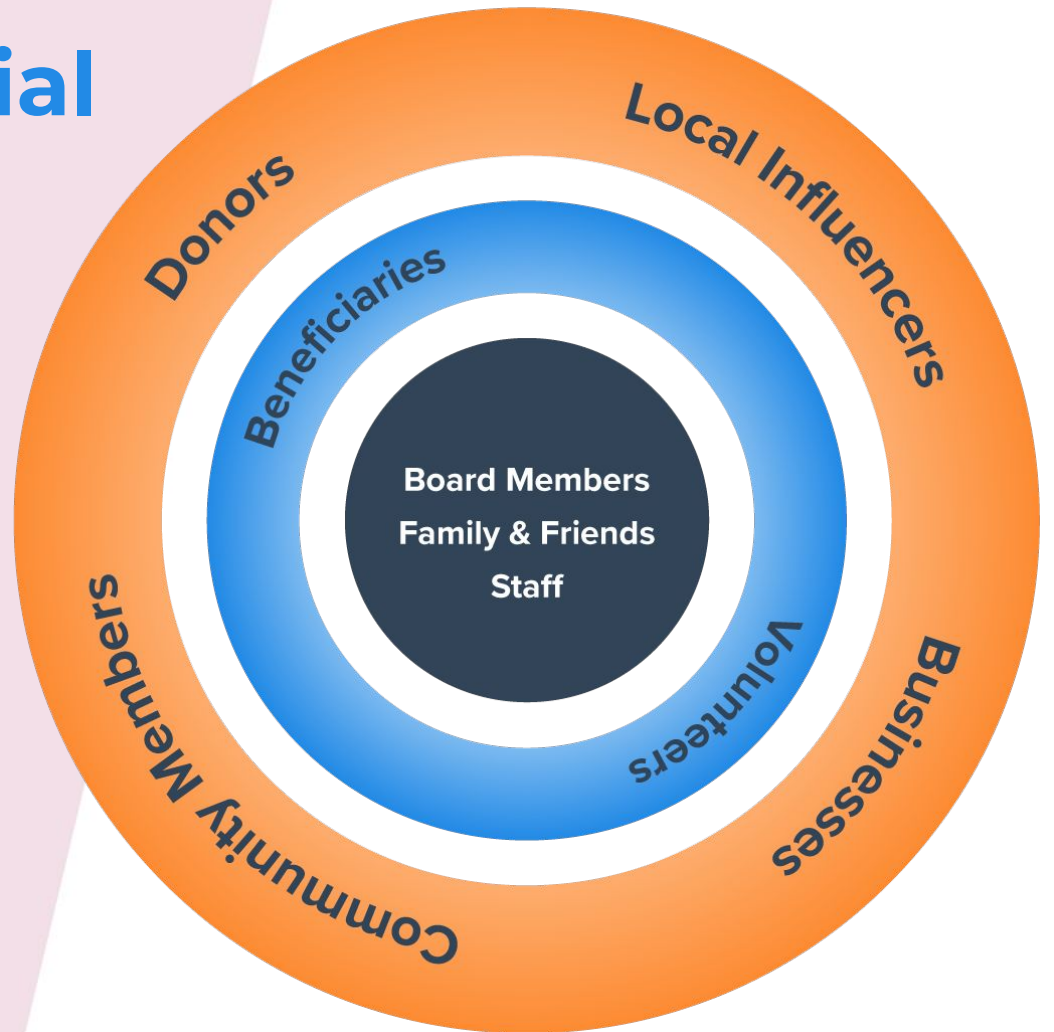
Strategize and Plan

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



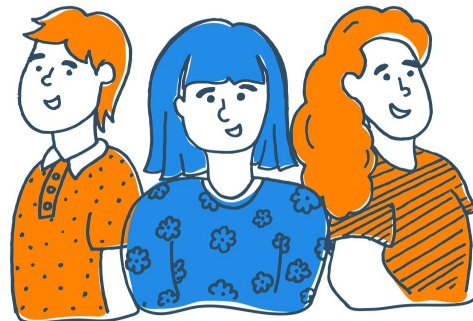
Identify Potential Fundraisers



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



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

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

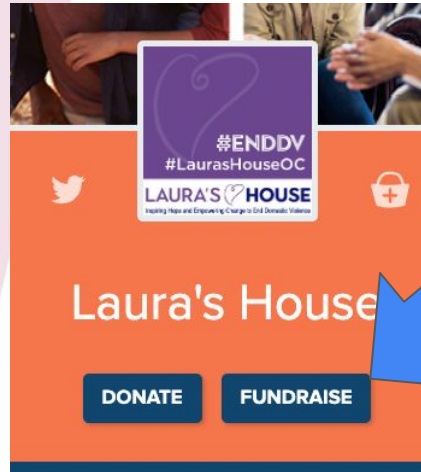
\$.00

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

Save

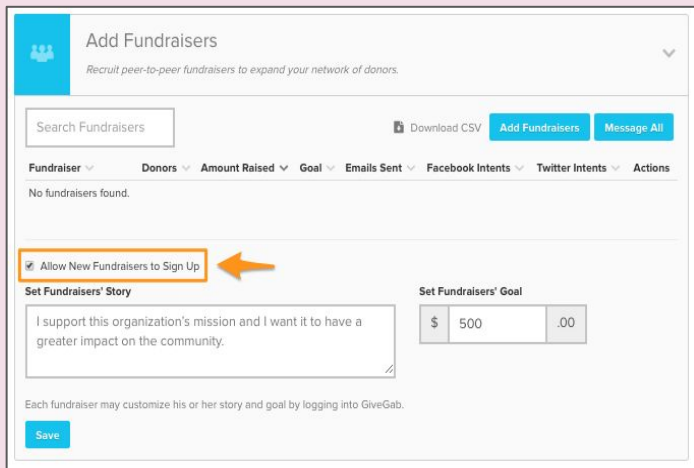
Demo

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.



Demo

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!




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

Search Fundraisers Download CSV Add Fundraisers Message All

Fundraiser ▾ Donors ▾ Amount Raised ▾ Goal ▾ Emails Sent ▾ Facebook Intents ▾ Twitter Intents ▾ 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

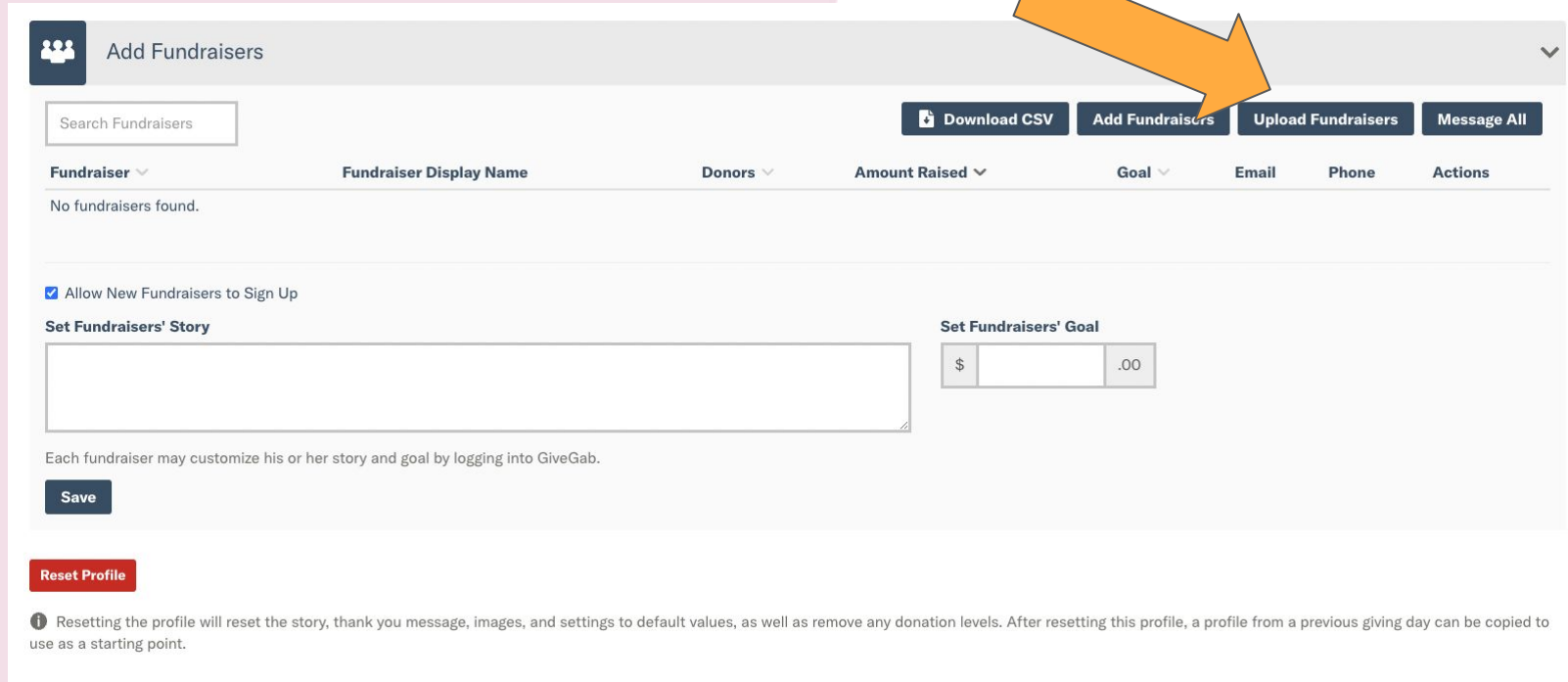
\$ 500 .00

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

Save

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.

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

\$.00

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

[Save](#)

[Reset Profile](#)

i Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point.

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.

Add Fundraisers

Fundraiser Display Name (optional)

First Name	Last Name	Email
<input type="text" value="Laryssa"/>	<input type="text" value="Hebert"/>	<input type="text" value="test@givegab.com"/> *

Fundraiser Display Name (optional)

First Name	Last Name	Email
<input type="text" value="Jane"/>	<input type="text" value="Doe"/>	<input type="text" value="test2@givegab.com"/> *

+ New Fundraiser

Cancel **Next: Compose Your Message**

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

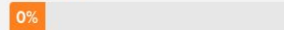


Share Socially



Give Thanks

Progress



\$0
Raised
of \$200 Goal

8
Days Left

0
Donors

0
Emails Sent

Share your fundraiser!

<https://www.givebiggreenbay.org/p2p/1/>





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



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.

Recommended dimensions: 1200x800.

Set A Goal

\$ 500 .00

Video Link (YouTube or Vimeo)

Your Phone Number

This will not be displayed publicly.

Tell Your Story

GT America

Formatting

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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



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
------	-------	-------------	---------

Name or Nickname

Email

Subject

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.

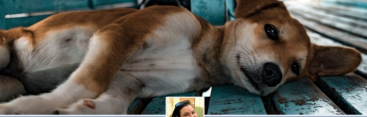
This cause means a lot to me because: In these pandemic days everyone is hurting. We know youth in high poverty areas are often hit the hardest when crisis strikes. With the usual structures upended, supporting them






Cancel

Send

PAWNEE GIVES

[MENU](#)
[TRANSACTIONS](#)
[YIMM!](#)










Siobhan Callery is a fundraiser for **Double Dog Dare Rescue**

[VIEW PROFILE](#)


\$1,375
Raised
\$4,000
Goal
8
Donors

An amazing fundraiser for Pawnee can make a real difference by supporting the rescue efforts of Double Dog Dare Rescue. Double Dog Dare Rescue is a rescue organization that saves and finds homes for dogs in need. They are currently looking for people to help them with their rescue efforts. If you are interested in helping, please contact them at info@double-dog-dare-rescue.com.




\$18.43

Proceeds from the purchase and transfer to this dog




\$35.19

Proceeds from the purchase and transfer to this dog



\$72.50

Proceeds from the purchase and transfer to this dog



\$112.85

Proceeds from the purchase and transfer to this dog

[LOOKING FOR A NEW DOG?](#)

Our Story

Recent Donors

Our Story

Who are we?

Double Dog Dare Rescue, Inc. is composed of a group of people who are dedicated to saving the lives of dogs that have been abandoned, neglected, or abused. We are currently looking for people to help us with our rescue efforts. If you are interested in helping, please contact us at info@double-dog-dare-rescue.com.

Why should you care?


The dogs we rescue are often in need of medical attention, food, shelter, and love. They are often in need of a good home. Double Dog Dare Rescue is a rescue organization that saves and finds homes for dogs in need. They are currently looking for people to help them with their rescue efforts. If you are interested in helping, please contact them at info@double-dog-dare-rescue.com.

What do we do?

Our volunteer members spend countless hours adopting, scheduling, training, and providing education. We are currently looking for people to help us with our rescue efforts. If you are interested in helping, please contact us at info@double-dog-dare-rescue.com.

How can you help?

Helpful and if you are able, please contact us at info@double-dog-dare-rescue.com.



Recent Donors

Anonymous	\$50
Kylie Cundy	\$100
Kylie Cundy	\$50
Proceeds from the purchase and transfer to this dog	\$100
Kylie Cundy	\$100
The Cundy Family	\$100

[VIEW PROFILE](#)

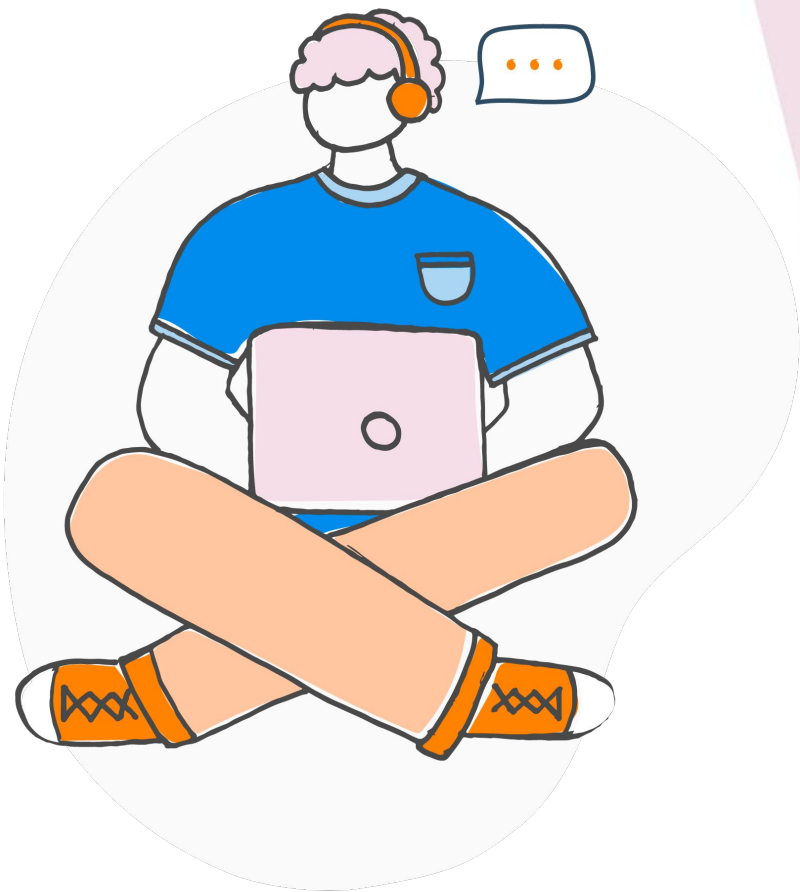
Name	Follow on Facebook	Follow on Twitter	Follow on Instagram
Address	Follow on YouTube	Follow on LinkedIn	Follow on Pinterest
City	Follow on SoundCloud	Follow on Dribbble	Follow on DeviantArt
State	Follow on Last.fm	Follow on MySpace	Follow on Flickr
Zip	Follow on Goodreads	Follow on Academia.edu	Follow on ResearchGate
Phone	Follow on GitHub	Follow on Stack Overflow	Follow on Kaggle
Fax	Follow on Behance	Follow on ArtStation	Follow on DeviantArt

Powered by [Bonterra](#), The Nonprofit Giving Platform.

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!

Quick note on possible prize opportunities



Takeaways & Resources

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

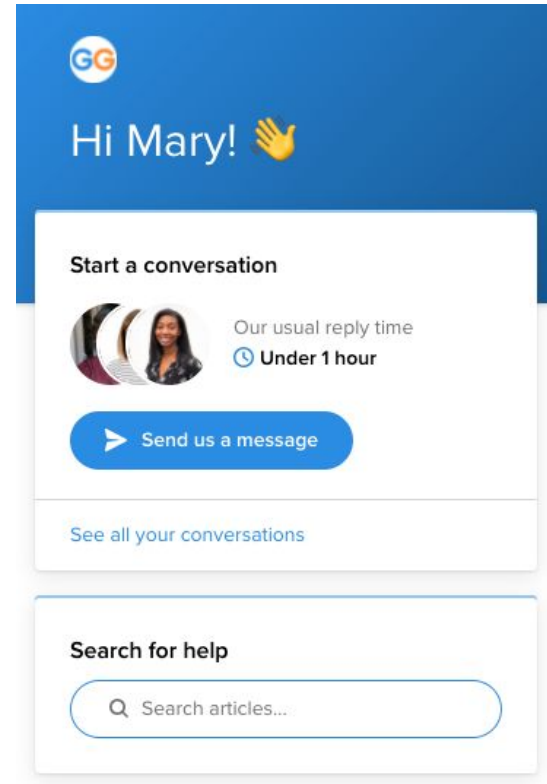
The screenshot displays a website interface with a header bar and a main content area. The main content area is titled "2. Next Steps" and contains three cards. The first card, "Peer-to-Peer Fundraisers", features a handshake icon and a "View" link. The second card, "Communication Guide", features a clipboard icon and a "View | Printer Friendly Version" link. The third card, "Building Board Support", features an icon of three people and a "View" link. On the right side, a "MENU" dropdown is open, showing options: HOME, FAQ, NONPROFIT TOOLKIT (highlighted with an orange arrow), TRAININGS, and LOG IN. An orange arrow also points from the "NONPROFIT TOOLKIT" menu item to the "Peer-to-Peer Fundraisers" card.


Giving Day Support & Resources

Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
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?



The **COMMUNITY** Foundation
for Greater New Haven



VALLEY COMMUNITY
FOUNDATION