Peer-to-Peer Fundraising Tutorial
Peer-to-Peer Fundraisers

The Basics:

- Your supporters fundraise on behalf of your organization by creating a “mini-campaign” that champions for your cause and expand your reach!
- Each fundraiser has their own fundraising page and every dollar they raise goes toward your organization’s totals!
- P2P Fundraisers can be your board members, staff, supporters, donors, and volunteers

The Benefits:

- Organizations with fundraisers raise on average 3.4 x more than organizations without fundraisers.
- Each Fundraiser typically brings in 4 new donors.
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.

OR

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 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 interface]

- **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.
Step 3: You’ll need to enter the Fundraiser’s
● first name,
● last name, and
● email address.

You are able to click “+ New Fundraiser” for another line of fields to appear so you can add multiple fundraisers at one time!
Write a message to your Fundraisers. This message will be sent in the same email containing log in instructions.
Write a Message to Your Recruits

To: moll petrie

Subject

We want YOU!

Message

...to help us fundraise for our next Giving Day! This can only mean one thing YOU ROCK!

We are looking for passionate and energetic supporters to help us meet our goal for this upcoming Giving Day.

Here's how you can help:
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.
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
Option 2: Steps for Supporters to Sign Themselves Up

Once they click “Submit” on that pop-up, they’ll be sent an email with login information. They can then follow the instructions in the email, login, and manage their fundraiser. They have their fundraiser page link here at the top of this page. It will also be accessible to them in their Fundraiser Toolkit.
When they log in, they land on their personal Dashboard. Here’s what that could look like:

To edit their Fundraiser, they’ll want to click “Toolkit”.
This is the Fundraiser’s Toolkit where they edit their Fundraiser page.
You can find resources for yourselves and your Fundraisers in the P2P Fundraisers Toolkit, which is accessible from the “Nonprofit Resources” page of your Giving Day.
Peer-to-Peer Fundraisers

HELP WTLH REACH OUR $15,000 GOAL:
EACH DOLLAR DONATED TO WTLH IS MATCHED, DOUBLING YOUR DONATION!

A fundraiser for:
Womens Transitional Living Center, Inc.
Help us Reach a $15,000 Goal: Each Dollar is Matched, Doubling Your Donation

DONATE

Hi, I'm WTLH Freshmen Class and I'm fundraising for Women's Transitional Living Center, Inc.

Hi,
In support of Teen Dating Violence Awareness month and healthy relationships, WTLH's Freshmen Class is raising $2,500 in only 24 hours! Will you show your support of raising awareness for teen dating violence and healthy relationships by supporting our class with a donation of $25, $50 or $100? Anything counts!

Thank You from the Freshmen Class,
Andrea, Alyssa, Diane, Jessica J., Kendra, Leslie, Morelia, Rosie, Sarah,
Setting Expectations

- Recruiting P2P Fundraisers should be a personal ask and stewardship process.
- Clearly outline what being a Fundraiser means.
- Provide resources so your Fundraisers are successful.
- Help or encourage them to set goals (dollar amount or donor amount)
Motivating Fundraisers

Giving day profiles all have a built-in Fundraiser leaderboards. You’re welcome to use this to encourage friendly competition.

Consider:

- Holding a contest to incite some friendly competition or sending regular updates on your campaign progress
- Hosting kick off parties or closing events to thank your fundraisers for their support
- Offering Prizes to Reward Fundraisers for their Hard Work
Peer to peer fundraisers will find the link to their profile in the lower right corner of their Fundraiser Toolkit:

**Tell Your Story**
*Why are you fundraising? Tell a story about this organization, add an image, and set your fundraising goal!*

**Make a Donation**
*Make the first donation to show your commitment.*

**Reach Out**
*Send emails to friends and family and ask for support.*

**Share Socially**
*Share to Facebook and Twitter.*

**Give Thanks**
*Email your donors and say "Thanks!"*

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**Fundraiser’s Shareable Links**

**Progress**
- $0 Raised of $1,000 Goal
- 41 Days Left
- 0 Donors
- 1 Emails Sent

**Share Your Fundraiser!**
https://dog-staging.givegab.com/p2p/15

**Need some inspiration?**
Check out these great fundraising ideas over on the GiveGab blog.
Day-of Tips for you P2P Fundraisers

- Share your Fundraiser link in as many ways as possible:
  - on social media, throughout the day
  - Send personal messages to friends / family encouraging them to donate
- Share what your goals are in your communications
- Update your network of how your fundraiser is doing throughout the day
  - “Off to a great start! $X already. $X to go!”
  - “Thanks for all your support! I’m on my way to reaching my goal and need your support in getting there!”
- Be specific with your asks!
  - “Donate!” “Share” “Like”, etc
Customer Success

- Visit Our Help Center [https://support.givegab.com/](https://support.givegab.com/)
- Chat with GiveGab's Customer Success Team whenever you have questions or need a hand creating or updating your profile
  - CustomerSuccess@givegab.com
  - Look for the little blue chat bubble: 6AM-2PM PT
- Day Of Support: 12:00AM PT - 1:00AM PT; 5:00AM PT - 1:00AM PT
Questions?