



Love Is

A GIVING DAY TO SUPPORT HEALTHY
TEEN RELATIONSHIPS IN ORANGE COUNTY

PEER-TO-PEER FUNDRAISING



Hello!



Welcome



The Game of Divisive Questions
[Mentimeter]



Zoom- a-ways

1. Understand what Peer to Peer Fundraising Is
2. Learn the Benefits
3. Creating a Plan

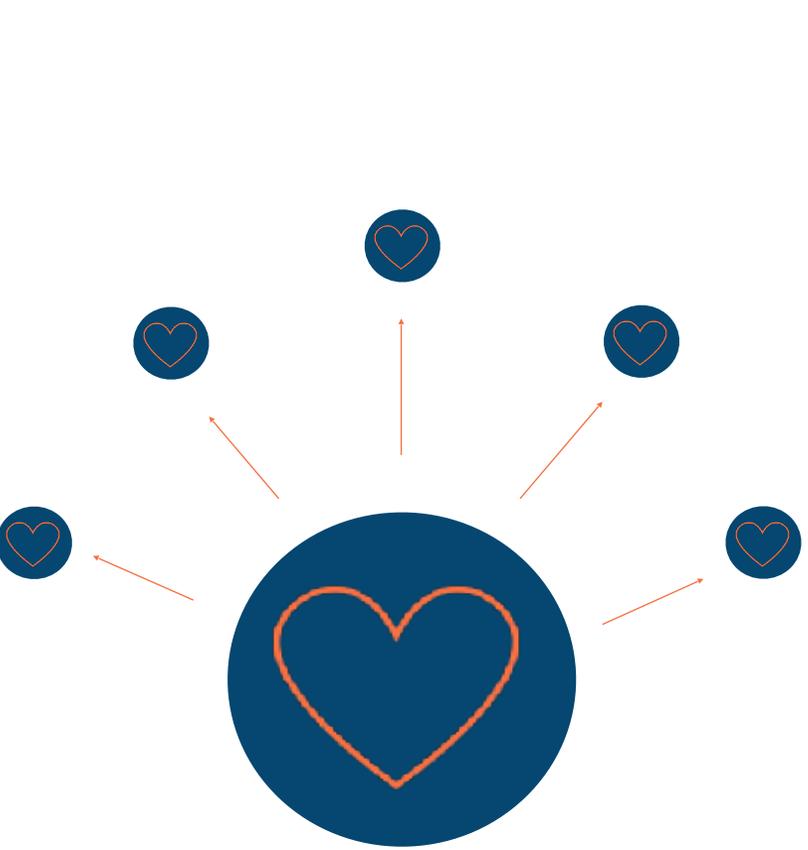


Next Steps

Peer-to-Peer Fundraising

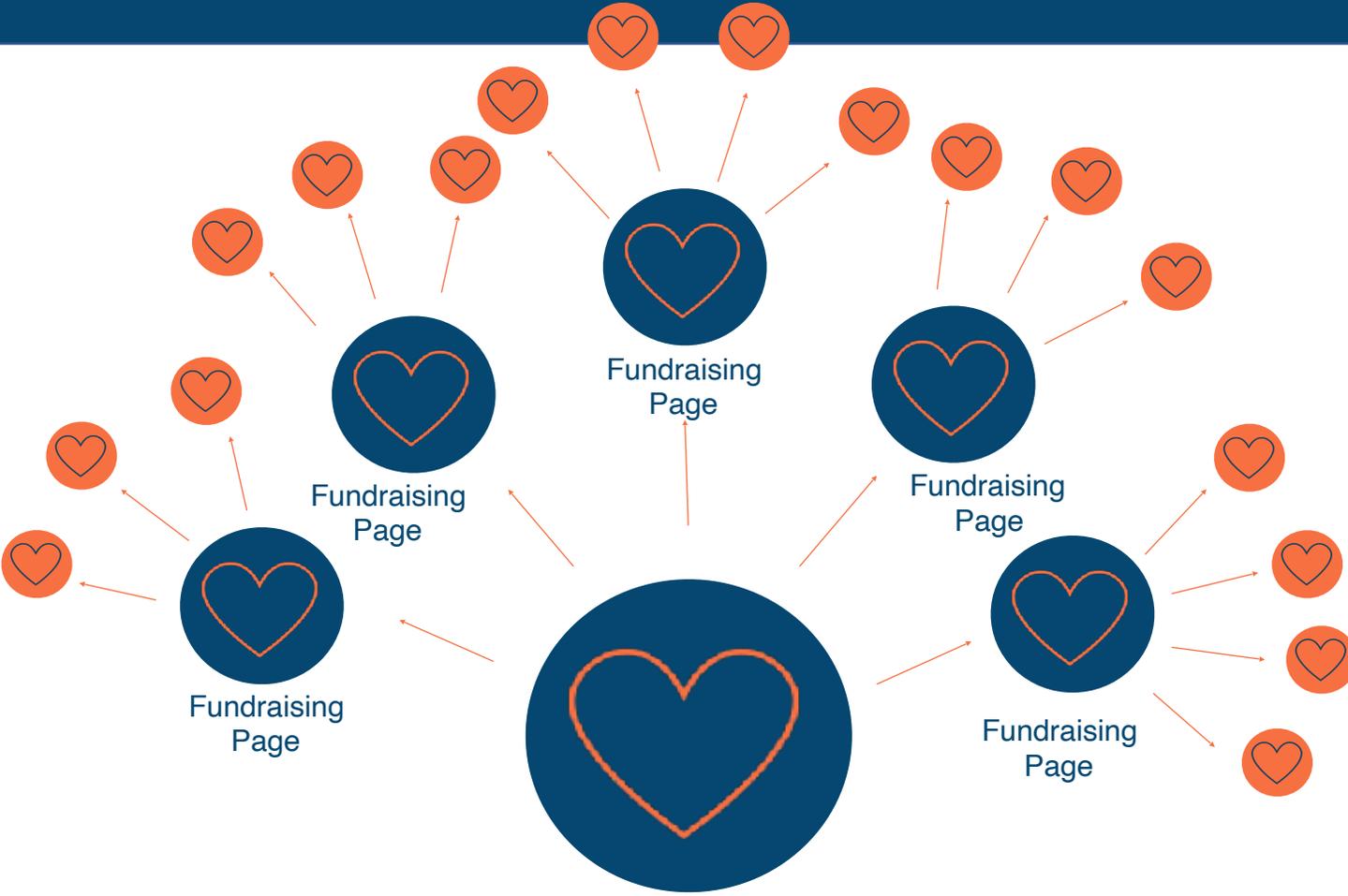
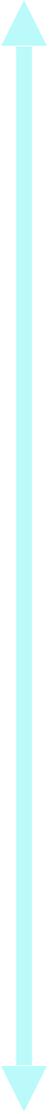
- Multi-tiered approach to Crowdfunding
- Utilizes ambassadors [volunteers, staff, board, etc.] - those already invested in your organization's mission and work
- Leverages ambassadors' networks
- Expands efforts

Peer-to-Peer Fundraising



Your Campaign Page

CROWDFUNDING



Your Campaign Page

PEER-TO-PEER



Benefits



Builds on current relationships

1. Engaging with your donors is the best way to retain them, and donor retention is paramount because donors that have given once are more likely to give again.
2. Proper stewardship leads to happy donors and happy donors get involved in other ways and help promote your cause.

A peer-to-peer campaign is the perfect opportunity to engage existing donors and deepen that relationship.



Boosts donor acquisition

1. By activating your most loyal and passionate supporters as fundraisers, your campaign and your cause get access to a whole new audience of potential donors.
2. Individuals are much more likely to donate to their friend's fundraiser than a random cause

*****It is imperative that you effectively train and equip your supporters to fundraise well.*****

Your peer-to-peer fundraisers can help you expand your network and boost donor acquisition, but they can only do so if they are successful in their own asks.



Benefits

It raises money quickly and easily

1. Supporters are putting their time into the activity, rather than nonprofit staff.
2. While the campaign is occurring, your team can be working on another initiative, essentially doubling what is accomplished over a given fundraising period.

Don't overlook the practical benefits of peer-to-peer. It is cost-effective and fast-paced.

It increases awareness to your cause

1. Peer-to-peer fundraising is an organic way to reach new audiences and share the work you're doing with a larger community.
2. Through the social fundraising process, you get the opportunity to educate and inform a broader network, so take advantage!

Make sure all fundraisers are equipped to speak accurately and eloquently about your cause and mission, and be sure that your contact information is given to any prospective donor.



How to create a Peer-to-Peer Fundraising Plan

- 📍 Finding Fundraisers
Who could serve as your fundraisers? Who are make up your constituents?
 - Clubs, Organizations, Volunteers, Board members, Teen advisor groups, etc.
- 📍 Invite your Fundraisers
You are inviting them to share their passion- the love for the work and mission of the organization. Set up Fundraiser meetings so they can build comradery, share strategies, set goals, and support each other.
- 📍 Train your Fundraisers
Even if they are the most seasoned supporters, you want to make sure your Love Is messaging is consistent. Create a script- authenticity goes a long way so have them respond to why they give, or why it is important to them- sample email, share marketing images, and incentivize.

Creating a Plan



- ♥ Help Fundraisers set up their page on GiveGab- they will receive a unique link which they can use when reaching out to their networks
- ♥ Affirm, Support, and Affirm
Leading up to, and during the event have a staff member designated to support Fundraisers or set aside time to reach out to your Fundraisers to see how things are going; give shout outs throughout the day to Fundraisers for moving the needle forward; and be prompt in your responses to their needs.
- ♥ Celebrate!
Host a virtual celebration with your Fundraisers to thank them for their efforts and recognize their accomplishments and gather feedback on their experiences. Sending a handwritten note of thanks goes a long way. This should be done even if Fundraisers didn't reach their goal.

Creating a Plan = Winning Success!



- ♥ GiveGab Giving Day partners reported, on average, nonprofits using P2P fundraisers during Giving Days **raised 300% more** than those that did not.
- ♥ For each P2P fundraiser hosted during a Giving Day, a nonprofit cultivates **4 new donors!**
- ♥ Organization that used P2P fundraising for their giving day **raised 2.4x more on average.**



Zoom-a-ways



- ♥ Know what Peer to Peer Fundraising Is
- ♥ Know the Benefits
- ♥ Created a Plan



Next Steps & Questions

- Finalize Match
- Set-Up GiveGab Page, 1/7/2021
- Attend Love Is Best Practices Part 2: Marketing Your Heart Out, 1/13/2021, 10-11AM
- Use planning guides
- Questions

