

The background of the slide features a photograph of several hands of different skin tones cupped together, holding a mound of dark, rich soil. The entire image is overlaid with a semi-transparent red filter. The text is centered over this background.

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**Best Practices and  
Strategy for  
Peer-to-Peer  
Fundraising**

CyberGrants 

 everyaction

Network  for Good™

 Social Solutions

GiveGab  salsa  Mobilize 

Corporate Social Good  
& Philanthropy

Nonprofit  
Fundraising &  
Relationship  
Management

Case  
Management

are coming together as



**Bonterra™**

We power those who power social impact.

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COLLABORATIVE GIVING DAYS

# What is P2P Fundraising?

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

## P2P Fundraisers will...

- Expand your network and foster make new connections
- Help you steward existing supporters
- Help you raise **3.7x** than you would without!



\*GiveGab data, 2020-2021

# Peer-to-Peer Fundraisers: The Benefits

## The Benefits:


- Dedicated fundraisers can help you make an exponential difference!
  - Remember: Organizations with fundraisers raise on average \***3.7x** more than organizations without fundraisers.
- New Donors
  - Each Fundraiser typically brings in 4 new donors on average.
- Social Engagement
- Contact information

\*GiveGab Data (2020-2021)


# How does P2P Fundraising work on GiveGab?

- Fundraisers have their own profiles that branch off of your organization's. This is customizable, but holds the core pieces of your organization's mission.
- The “**Tell Your Story**” section allows Fundraisers to customize the text and layout of their story, as well as add additional photos
- Fundraisers now have the option of providing their phone numbers via their P2P Dashboard.

**Note:** *The phone number is private and will only be shared with authorized profile administrators as contact information*



  
Tell Your Story

Your Story Image



Select ImageRemove

Set A Goal

\$ 500   .00

Video Link (YouTube or Vimeo)

Phone Number

148-505-5555

Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 1200x800.

Tell Your Story

Proxima Nova ▾


Formatting ▾


A ▾


B


I


U











....

**Love** is being a part of a **community**. Sharing with others, **being supported** and **being able to support others** that you care for.



# Peer-to-Peer Fundraisers

Love Is

▼ MENU

Help WTLC Reach our \$20,000 STRETCH Fundraising Goal!



*Love is Honor*

*Love is Honesty*

*Love is Respect*

*Love is Consent*

wtlc



WTLC Senior Class is a fundraiser for

Womens Transitional Living Center, Inc.



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# P2P Best Practices

## Getting Started with P2P:

- Who should you ask?
  - Board Members
  - Staff
  - Donors, both major and lower capacity
  - Volunteers
  - Dedicated Supporters
  - Friends & Family
- Have returning P2P's? Host a debrief and reflect on last year's results
  - What went well?
  - What could be done differently?
- Host a virtual onboarding session, and make it fun
  - Set a benchmark goal for Fundraisers, and provide next steps and clear action items for how they can achieve success
  - Encourage storytelling and engaging an audience with their personal connection
  - Provide them with the P2P Resources available on your Giving Day's website through the Nonprofit Resources portal, and show them how to share their unique profile link

# P2P Best Practices

**Set clear expectations to set your Fundraisers up for success.**

- Recruiting P2P Fundraisers should be a **personal ask** and **stewardship process**
- Provide insight into how the success of their P2P Fundraiser will contribute to your organization's overall goals for the campaign
- 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)



# P2P Best Practices

## Make it easy for your Fundraisers to achieve success!

- Set a default goal and story for their pages
- Set them up with social media and email templates
- Share the Digital Asset Toolkit with them
- Check in with them leading up to *and* during the Giving Day

✓

Add Fundraisers

Search Fundraisers

Download CSV

Add Fundraisers

Upload fundraisers

Message All

Fundraiser	Donors	Amount Raised	Goal	Email	Phone	Actions
Molly Petrie	1	\$2,000.00	\$500.00	testuser20902902@givegab.com		<div>✉✎✖</div>
Katrina Grein	1	\$1,200.00	\$500.00	testuser1020202092@givegab.com	(222) 333-4444	<div>✉✎✖</div>
Aimee McManus	1	\$500.00	\$500.00	testuser101010101@givegab.com	(444) 555-6666	<div>✉✎✖</div>
Aaron Godert	1	\$250.00	\$500.00	testuser0920922@givegab.com		<div>✉✎✖</div>
Andy Dwyer	0	\$0.00	\$500.00	testuser023902022@givegab.com	(123) 456-7891	<div>✉✎✖</div>
Casey Keller	0	\$0.00	\$500.00	testuser092032@givegab.com		<div>✉✎✖</div>
Aimee McManus	0	\$0.00	\$500.00	aimee.mcmanus@givegab.com	7817245067	<div>✉✎✖</div>

☒ 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

# P2P Best Practices

**Encourage your Peer-to-Peer Fundraisers to share their stories by asking them these questions:**

- What made you decide to make your first gift?
- What do you wish everyone knew about this cause?
- Why do you enjoy giving to our organization?
- What is your favorite program or service to donate to?
- How do you feel after making a gift to our organization?
- Since you've been supporting this cause, is there a moment that stands out to you where you truly felt your impact?

# P2P Best Practices

**Motivate your Fundraisers by encouraging friendly competition.**

Giving day profiles all have a built-in Fundraiser leaderboards. Leverage these leaderboards by:


- Holding a contest to incite some friendly competition or sending regular updates on your campaign progress
- Offering prizes to reward Fundraisers for their work

## Fundraising Champions

1	<u>Molly Petrie</u>	\$2,000.00
2	<u>Katrina Grein</u>	\$1,200.00
3	<u>Aimee McManus</u>	\$500.00
4	<u>Aaron Godert</u>	\$250.00
5	<u>Andy Dwyer</u>	\$0.00


[SEE MORE FUNDRAISERS](#)

# P2P Resources




## Nonprofit Resources


Find all the info specific to your needs in one of our helpful toolkits below!




Nonprofit Toolkit  
[Explore](#)



Trainings  
[Explore](#)



Digital Asset Toolkit  
[Download](#)



P2P Fundraisers Toolkit  
[Explore](#)

▼ MENU

- HOME
- MATCHES
- FUNDRAISERS
- FAQ
- NONPROFIT RESOURCES**
- TRAININGS
- VIDEOS
- LOG IN

# P2P Resources

## 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

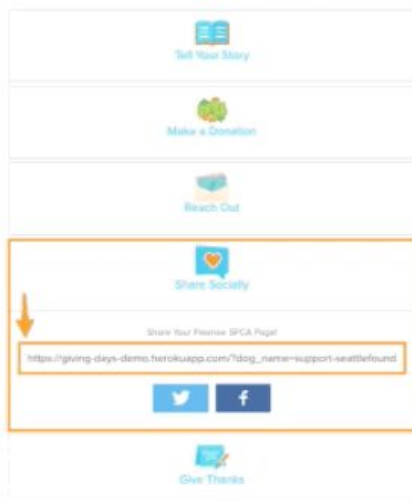
Use your **Fundraiser Dashboard** to customize your page with images, text, and video

3

### Spread the Word

Share your fundraiser with your personal network to promote the organization

## Fundraising Basics



### How do I become a Peer-to-Peer Fundraiser?

If you weren't invited to fundraise for an organization, you can still sign up! Just search for your [organization](#), view their profile, and click the **Fundraise** button.

### What link do I share?

You'll want to share the link created for your fundraising page found in your [Fundraising Dashboard](#).

You can also share the organization's main campaign link, and your supporters will still be able to donate to your specific page!

### How do I get the word out?

To get the word out about Love Is, you'll want to communicate with your contacts through email messages, social media posts, and word of mouth. Check out some of the sample content below for ideas of what to post and when!

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# P2P Resources

## GiveGab Support Articles

- [How to add a P2P Fundraiser](#)
- [How to Edit and View a P2P Fundraiser's Profile](#)
- [How to set Default Stories and Goals for P2P Fundraisers](#)
- [How to Expand Your Giving Day Reach with P2P Fundraisers](#)
- [How to Remove an Existing P2P Fundraiser](#)
- [What's New with Peer to Peer Fundraising for the OC Collaborative Giving Days?](#)



# Day-of Tips for you P2P Fundraisers

## Day-of Tips for your Fundraisers:

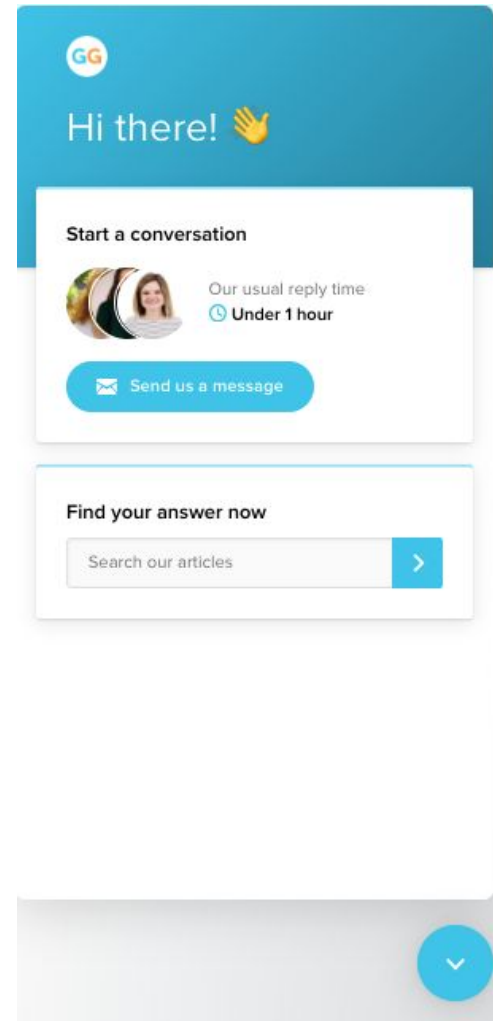
- Share your Fundraiser link in as many ways as possible through:
  - Social Media (Instagram, Twitter, Facebook, LinkedIn)
  - Email
  - Personalized messages to friends and family
- Include your fundraising goals **every time** you share your link
- Update your network on how your Fundraiser is doing 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 calls to action
  - “**Donate**” “**Share**”

# Treat Your Fundraisers Like Major Donors

- Consider fundraising a higher level of participation
- Recognize those that 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

# Customer Success

- Visit Our Help Center at [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](mailto:CustomerSuccess@GiveGab.com)
  - Look for the little blue chat bubble: 6:00 A.M. PT - 2:00 P.M. PT
- Day Of Support:  
12:00 A.M. - 1:00 A.M PT  
5:00 A.M. - 1:00 A.M. PT



A photograph of a woman with her hair in a bun, wearing a patterned dress, smiling and looking down at a young girl. The girl is wearing a white dress and looking up at the woman. They are seated at a table covered with a patterned tablecloth. In the background, there are other people and a large umbrella, suggesting an outdoor event. The entire image is overlaid with a semi-transparent red filter.

**Thank You!**