Best Practices and Strategy for Peer-to-Peer Fundraising
are coming together as

Bonterra™

We power those who power social impact.
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
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.
Peer-to-Peer Fundraisers

Help WTLHC Reach our $20,000 STRETCH Fundraising Goal!

love is Honor
love is Respect
love is Honesty
love is Consent

WTLHC Senior Class is a fundraiser for
Womens Transitional Living Center, Inc.
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

Set Fundraisers' Story

Set Fundraisers' Goal

Each fundraiser may customize his or her story and goal by logging into GiveGab.
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. Molly Petrie $2,000.00
2. Katrina Grein $1,200.00
3. Aimee McManus $500.00
4. Aaron Godert $250.00
5. Andy Dwyer $0.00
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
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 our 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!
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:

- 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

- 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: 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
Thank You!