

The background of the slide features a photograph of several hands cupped together, holding a mound of dark soil. A small green seedling is visible in the soil. The entire image is covered with a semi-transparent red overlay.

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**Peer-to-Peer  
Fundraising  
Tutorial**

CyberGrants 

 everyaction

Network  for Good™

 Social Solutions

GiveGab  salsa  DONORTRENDS  Mobilize  ActionKit

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

# How does P2P Fundraising work on GiveGab?

This is a view of Peer-to-Peer Dashboard where the Fundraiser page is edited.

The screenshot shows a fundraising dashboard for 'Kasana's fundraising dashboard for Karin's Clarinets'. The dashboard includes a profile picture of a woman, a progress bar at 0%, and four main action buttons: 'Tell Your Story', 'Make a Donation', 'Reach Out', and a heart icon. The progress section shows \$0 raised of a \$500 goal, 374 days left, 0 donors, and 0 emails sent. A share link is provided: <https://giving-days-demo.herokuapp.com>. The footer includes 'Your Fundraiser', 'Fundraising Dashboard', and 'Pawnee Gives'.

**Kasana's fundraising dashboard for Karin's Clarinets**

Complete the steps below to be sure that your fundraiser is successful.

- Tell Your Story
- Make a Donation
- Reach Out
- 

**Progress**

0%

**\$0** Raised of \$500 Goal

**374** Days Left

**0** Donors

**0** Emails Sent

Share your fundraiser!

<https://giving-days-demo.herokuapp.com>

Your Fundraiser Fundraising Dashboard Pawnee Gives

# Setting Expectations

**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)

# Ways to Sign up Fundraisers

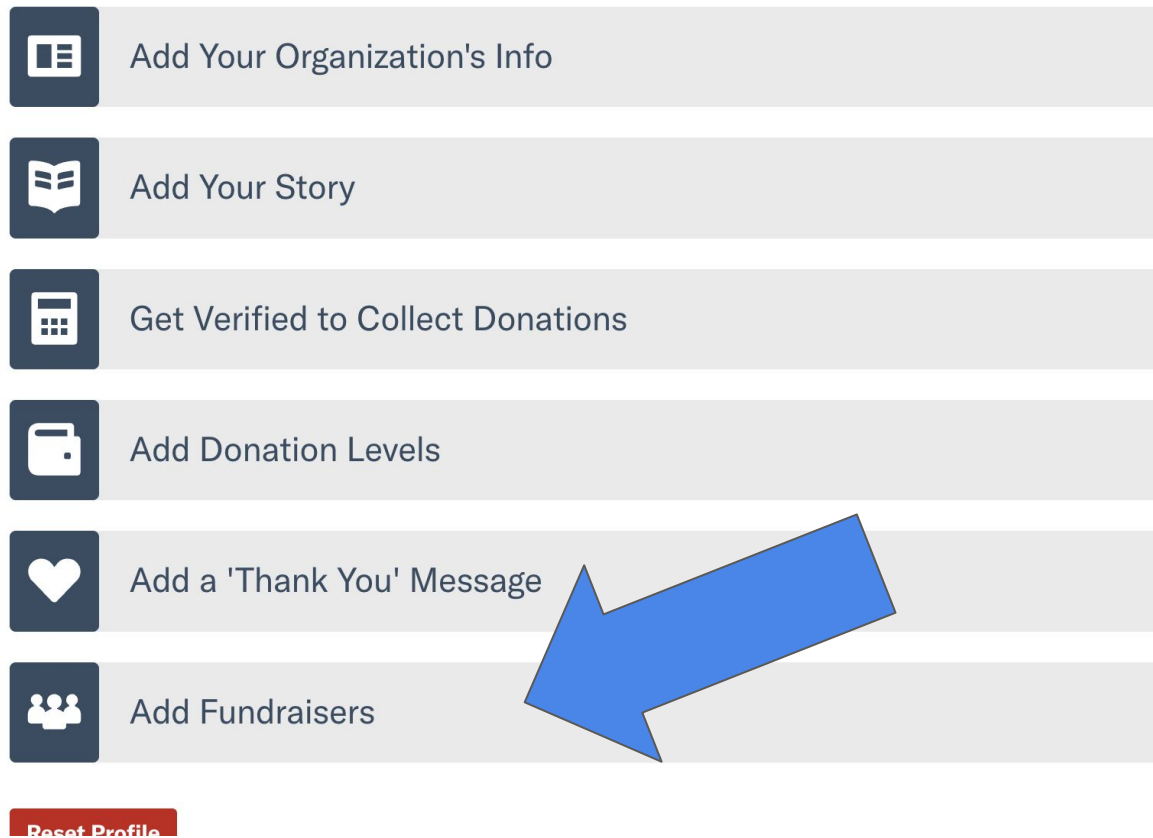
**Option 1: You can sign up supporters.** As an administrator, you can sign supporters up as Fundraisers from your Giving Day Dashboard. This capability is found under the tab “Add Fundraisers”. This automatically creates a Fundraiser page for them and triggers an email with login instructions.

**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.

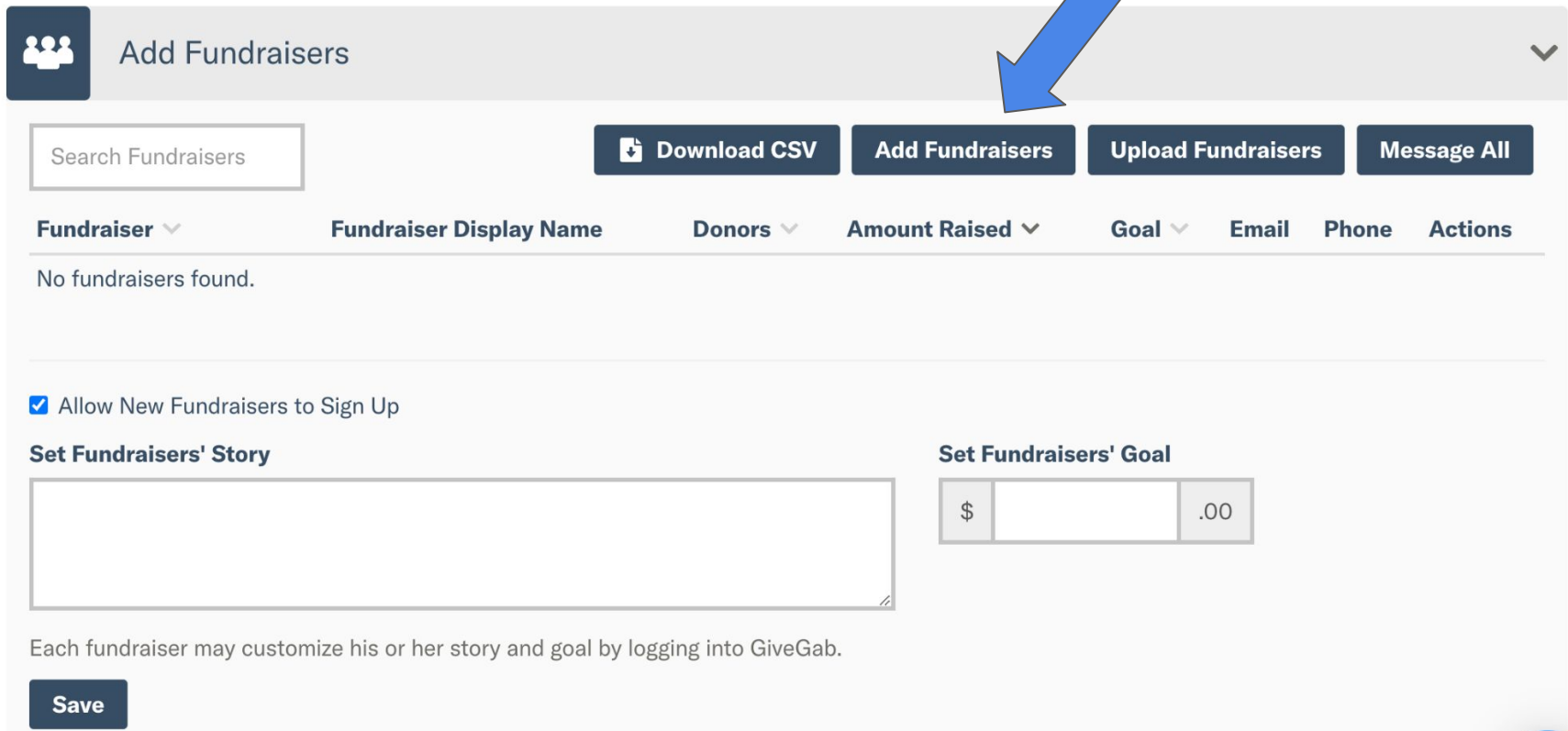
# Option 1: Steps for Admins to Sign Up Supporters

Step 1: First navigate to the “Add Fundraisers” tab.



# Option 1: Steps for Admins to Sign Up Supporters

Step 2: Under the “Add Fundraisers” tab, click “Add Fundraisers”.



The screenshot shows the 'Add Fundraisers' interface. At the top, there is a header bar with a group of people icon and the text 'Add Fundraisers'. Below this, there is a search bar labeled 'Search Fundraisers' and four buttons: 'Download CSV', 'Add Fundraisers', 'Upload Fundraisers', and 'Message All'. A blue arrow points to the 'Add Fundraisers' button. Below the buttons, there is a table header with columns: 'Fundraiser', 'Fundraiser Display Name', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table body shows 'No fundraisers found.' Below the table, there is a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. There are two sections: 'Set Fundraisers' Story' with a text area, and 'Set Fundraisers' Goal' with a currency selector (\$), a text input, and a decimal input (.00). At the bottom, there is a 'Save' button and a note: 'Each fundraiser may customize his or her story and goal by logging into GiveGab.'

**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

Save

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



# Option 1: Steps for Admins to Sign Up Supporters

A pop-up will appear.

Step 3: You'll need to enter the Fundraiser's

- first name,
- last name, and
- email address.

## Add Fundraisers

Fundraiser Display Name (optional)

First Name

Last Name

Email



+ New Fundraiser

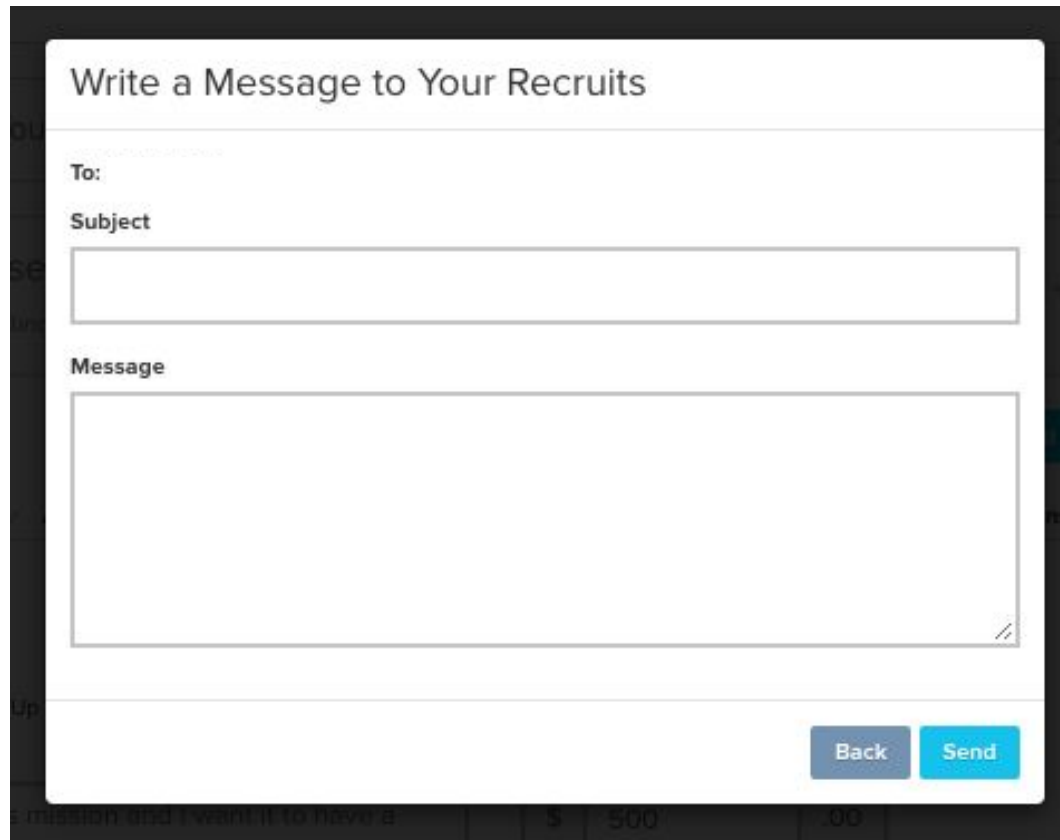
Cancel

Next: Compose Your Message

You are able to click “+ New Fundraiser” for another line of fields to appear so you can add multiple fundraisers at one time!



# Option 1: Steps for Admins to Sign Up Supporters



The screenshot shows a web form with a white background and a dark border. At the top, the title "Write a Message to Your Recruits" is displayed in a dark font. Below the title, there are three input fields: "To:" (a small text input), "Subject" (a medium text input), and "Message" (a large text area). At the bottom right of the form, there are two buttons: a blue "Back" button and a green "Send" button.

Write a message to your Fundraisers. This message will be sent in the same email containing log in instructions.

# Example Message

## Write a Message to Your Recruits

**To:**

**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.

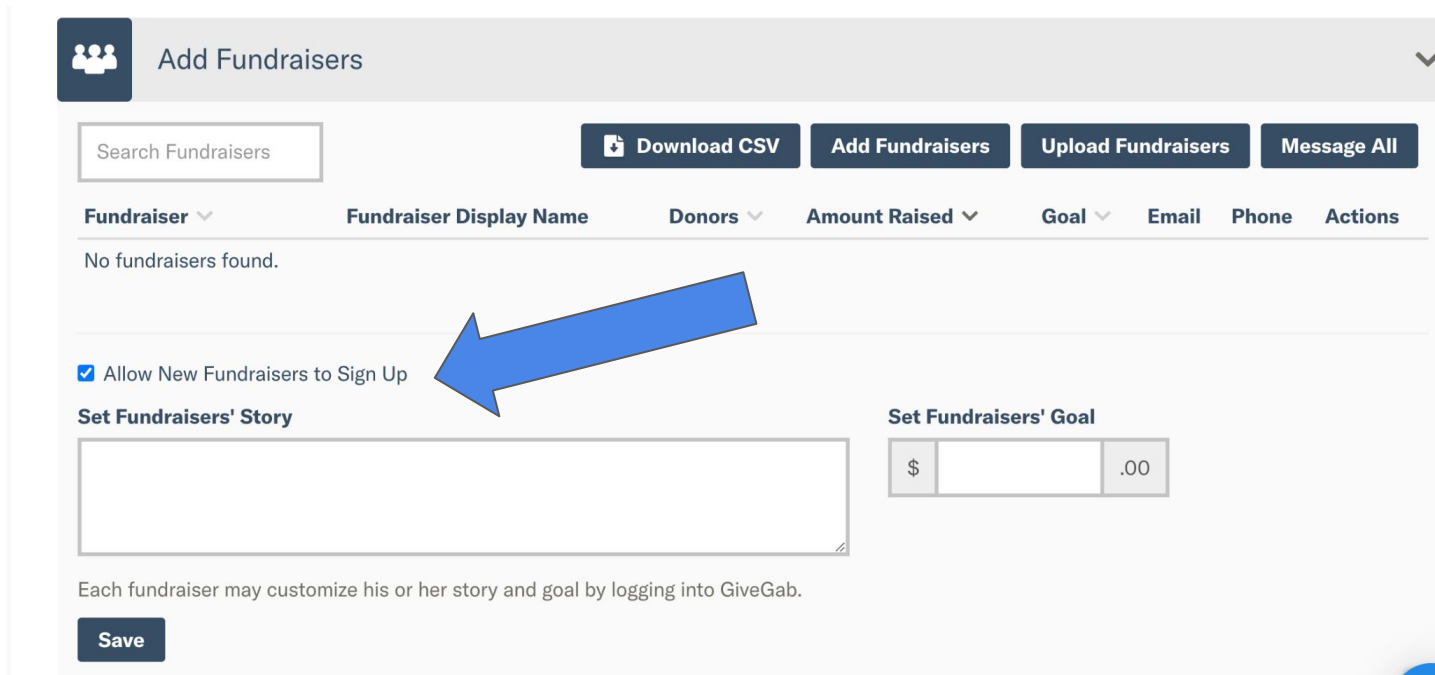
Here's how you can help:

Back

Send

# 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!



**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](#)

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.

# Option 2: Steps for Supporters to Sign Themselves Up



Here's what that Fundraise button looks like! Supporters can click there to sign themselves up as a Fundraiser.

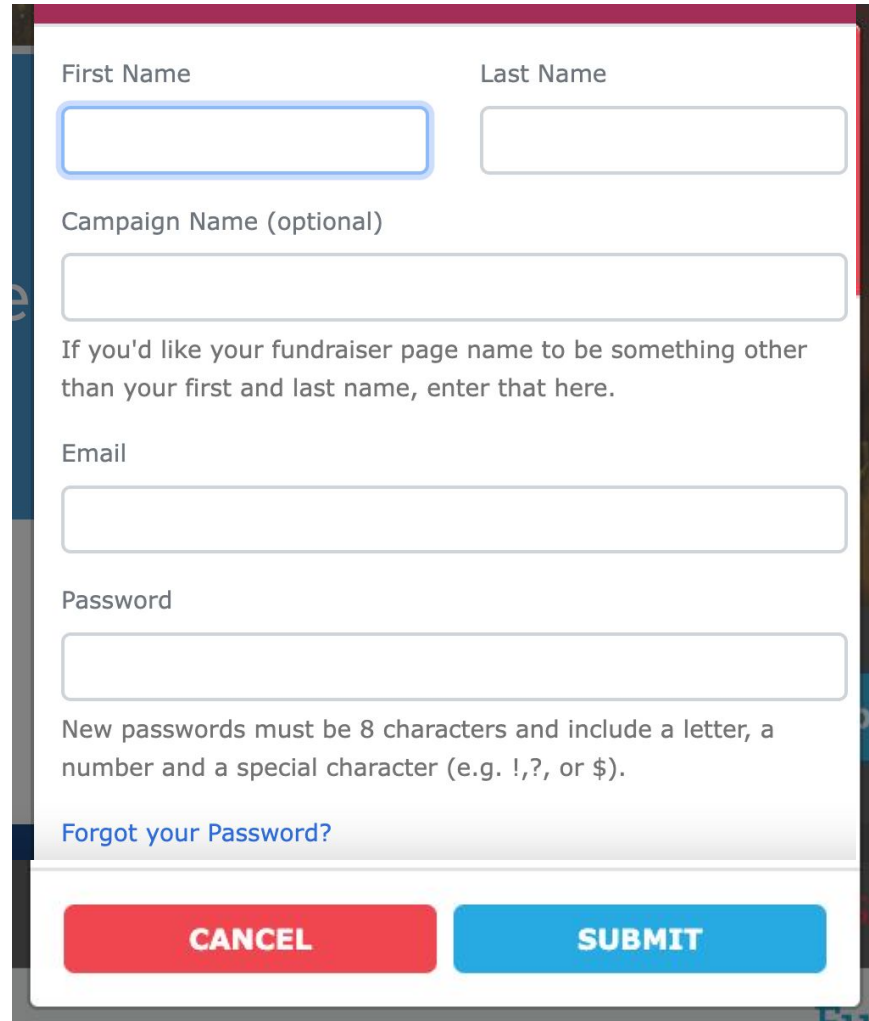
# Option 2: Steps for Supporters to Sign Themselves Up

When they click on “Fundraise”, this pop-up appears.

The individual will need to enter their:

- First and Last Name
- Email
- Create a Password

If they are a returning user, you may be prompted to sign in and then click the “Fundraise” button on the profile.



First Name

Last Name

Campaign Name (optional)

If you'd like your fundraiser page name to be something other than your first and last name, enter that here.

Email

Password

New passwords must be 8 characters and include a letter, a number and a special character (e.g. !,?, or \$).

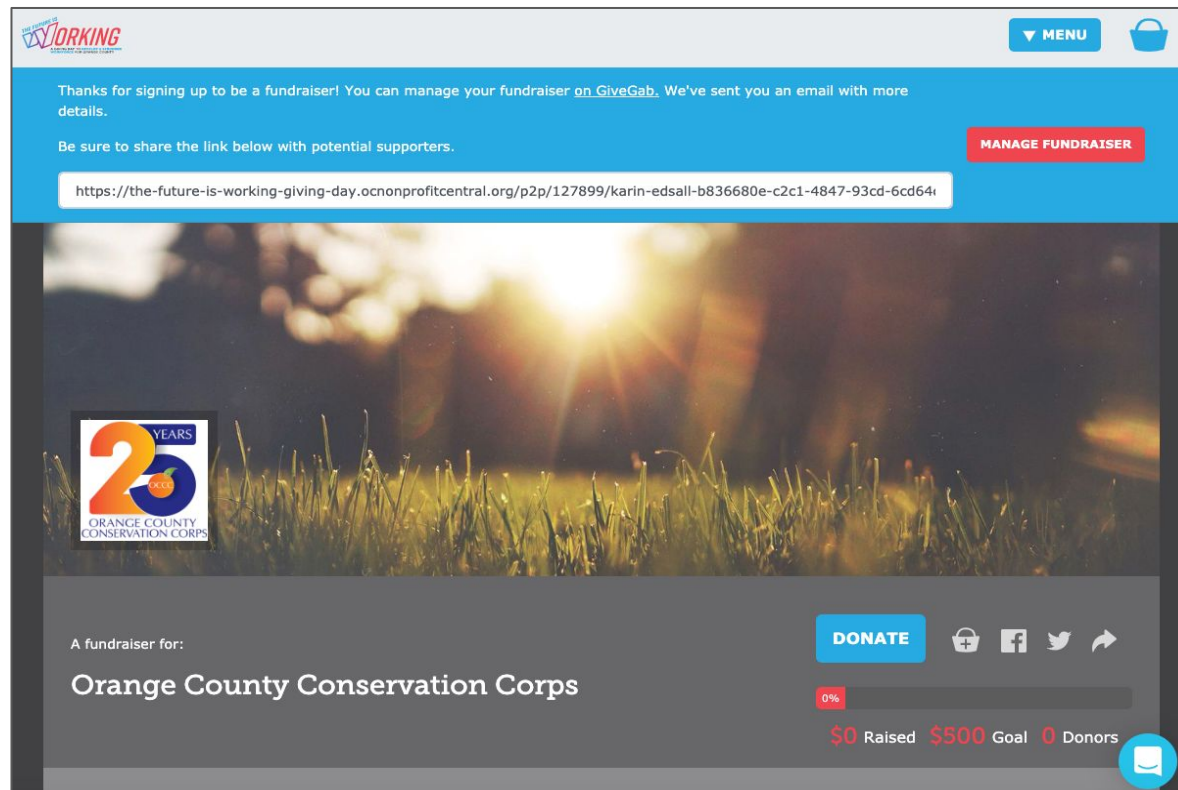
[Forgot your Password?](#)

**CANCEL**

**SUBMIT**

# Option 2: Steps for Supporters to Sign Themselves Up

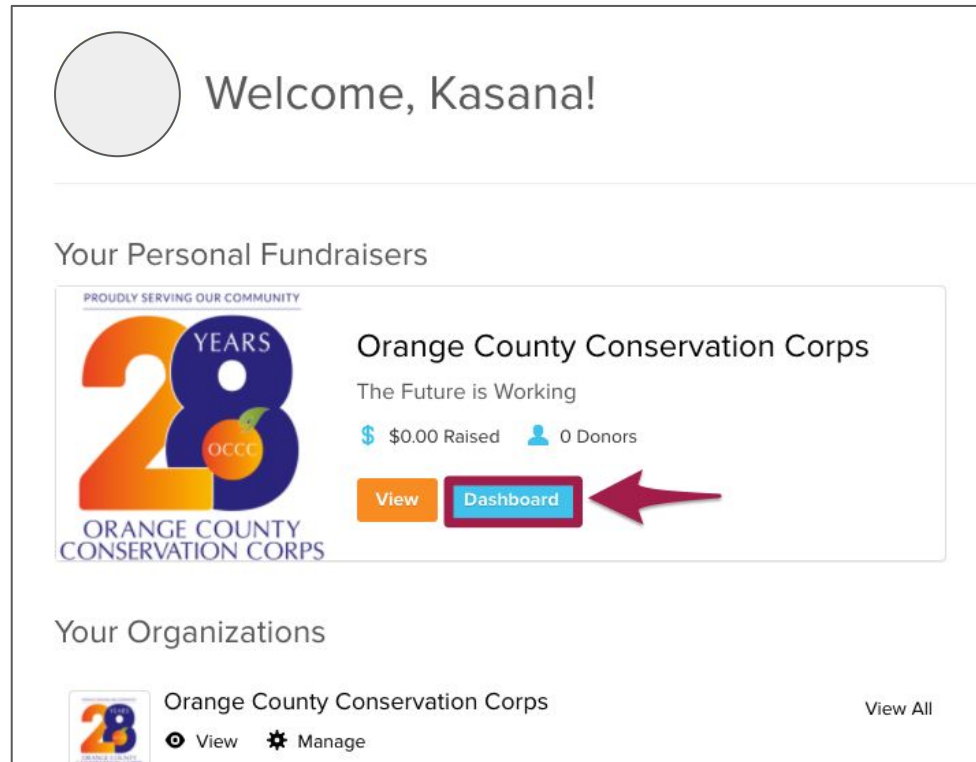
**For New Users:** Once they click “Submit” on that pop-up, they’ll be sent an email with login information. They can then follow the instructions in the email, login, and manage their fundraiser. They have their fundraiser page link here at the top of this page . It will also be accessible to them in their Peer-to-Peer Dashboard.



# P2P Dashboard - Logging In

When they log in, they land on their personal Dashboard.

Here's what that may look like:



To edit their Fundraiser, they'll want to click "Dashboard".

*Tip: Feel free to send your P2Ps this support article on [How to Log In as a P2P Fundraiser](#).*



# P2P Fundraiser's Shareable Links

This is the Peer-to-peer Dashboard that your P2Ps will see when they log in.

P2P fundraisers will find the public link to their profile in the "Share Socially" tab!



## Share Socially

**Share Your Alzheimer's Orange County Page!**

<https://preserving-dignity-giving-day.ocnonprofitcentral.org/p2p/275651/melissa-anderson-e96f18>



# 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

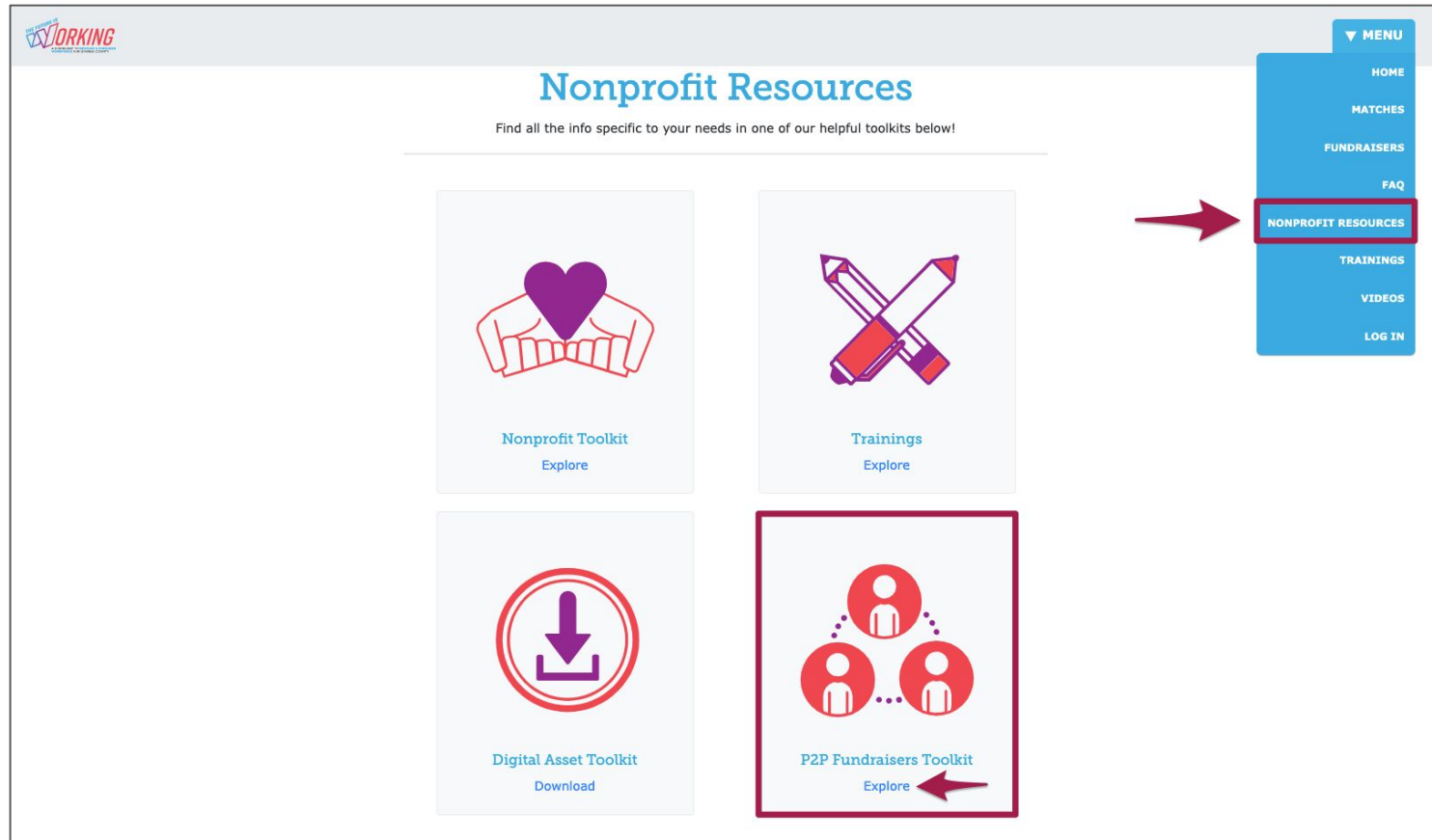
Womens Transitional Living Center, Inc.



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COLLABORATIVE GIVING DAYS

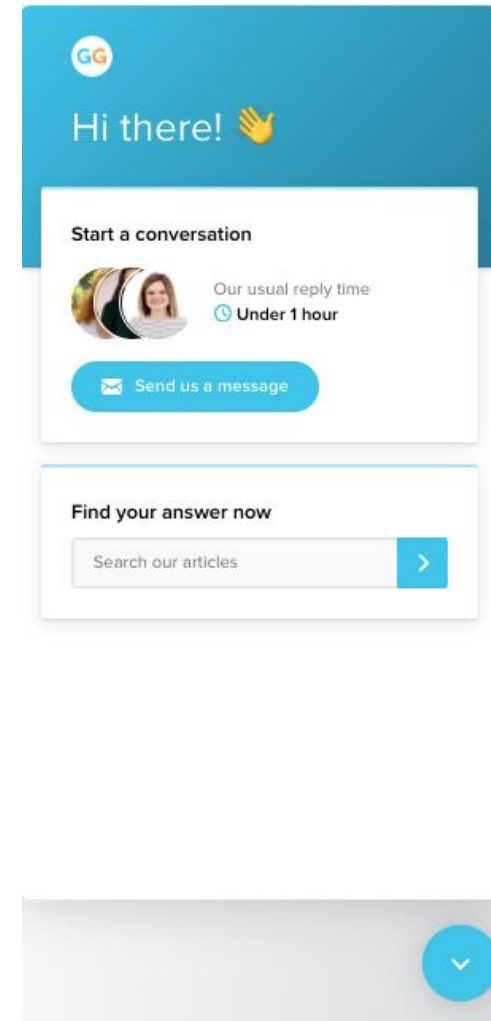
# P2P Fundraisers - Resources



You can find resources for yourselves and your Fundraisers in the P2P Fundraisers Dashboard, which is accessible from the “Nonprofit Resources” page of your Giving Day.

# Customer Success

- Visit Our Help Center  
<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: 6AM-2PM PT
- Day Of Support: 12:00AM PT - 1:00AM PT; 5:00AM PT - 1:00AM 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!**