Peer-to-Peer Fundraising Tutorial
are coming together as

Bonterra™

We power those who power social impact.
How does P2P Fundraising work on GiveGab?

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

- Add Your Organization’s Info
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers
Step 2: Under the “Add Fundraisers” tab, click “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
Option 1: Steps for Admins to Sign Up Supporters

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

A pop-up will appear.

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:

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.
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.
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.
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.
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 Your Alzheimer's Orange County Page!

https://preserving-dignity-giving-day.ocnonprofitcentral.org/p2p/275651/melissa-anderson-e96f18
Peer-to-Peer Fundraisers

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

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

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

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COLLABORATIVE GIVING DAYS
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
  - 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
Thank You!