

# P2P Best Practices

## Getting Started with P2P:

- Who should you ask?
  - Board Members
  - Staff
  - Donors, both major and lower capacity
  - Volunteers
  - Dedicated Supporters
- Have returning P2P's? Host a debrief and reflect on last year's results
  - What went well?
  - What could be done differently?
  - Friends & Family
- 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

## 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		✕ ✎ ✖
Katrina Grein	1	\$1,200.00	\$500.00	testuser1020202092@givegab.com	(222) 333-4444	✕ ✎ ✖
Aimee McManus	1	\$500.00	\$500.00	testuser101010101@givegab.com	(444) 555-6666	✕ ✎ ✖
Aaron Godert	1	\$250.00	\$500.00	testuser0920922@givegab.com		✕ ✎ ✖
Andy Dwyer	0	\$0.00	\$500.00	testuser023902022@givegab.com	(123) 456-7891	✕ ✎ ✖
Casey Keller	0	\$0.00	\$500.00	testuser092032@givegab.com		✕ ✎ ✖
Aimee McManus	0	\$0.00	\$500.00	aimee.mcmanus@givegab.com	7817245067	✕ ✎ ✖

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	<a href="#">Molly Petrie</a>	\$2,000.00
2	<a href="#">Katrina Grein</a>	\$1,200.00
3	<a href="#">Aimee McManus</a>	\$500.00
4	<a href="#">Aaron Godert</a>	\$250.00
5	<a href="#">Andy Dwyer</a>	\$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**

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# 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!

# 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**”

# 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?](#)