

Peer-to-Peer Fundraising

September 21, 2023





Have You Used P2P Fundraising Before?

If so, what's been your biggest challenge?

Agenda



- **Peer-to-Peer Fundraising basics**
- **P2P Fundraising strategies and best practices**
- **Empowering and engaging your fundraisers**
- **Using GiveGab's Fundraising Tool**
- **Resources available to your organization**

What is P2P Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your Palmyra's Great Give profile. Their totals roll up into your totals!

Impact on Palmyra's Great Give Last Year

27% of organizations used P2P

15 P2P raised funds

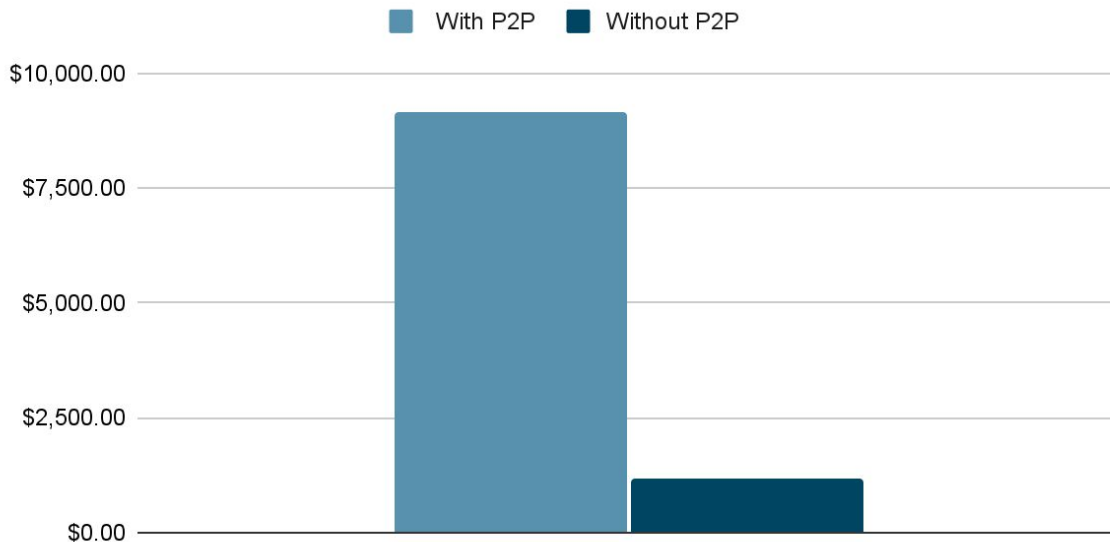
Group average raised with P2P:

\$9,158.75

Group average raised without P2P:

\$1,180

Average Raised by Nonprofits With and Without P2P Fundraisers

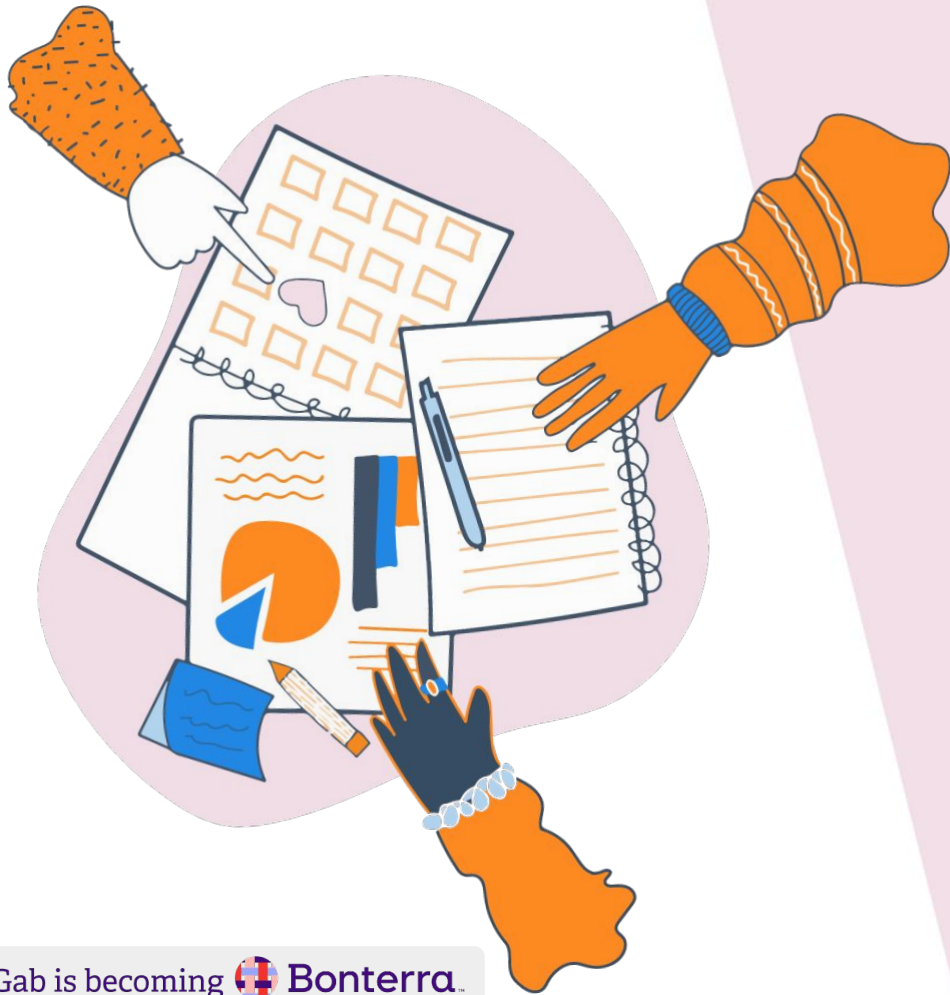


Average Raised by Nonprofits With and Without P2P Fundraisers

Raise **7.8x more** with P2P fundraising!

Why is it so effective?

- Multiplies your reach to potential donors
- Results in more authentic outreach and messaging
- Uses the power of social influence
- Increases your social media presence
- Establishes another avenue for engagement with your organization



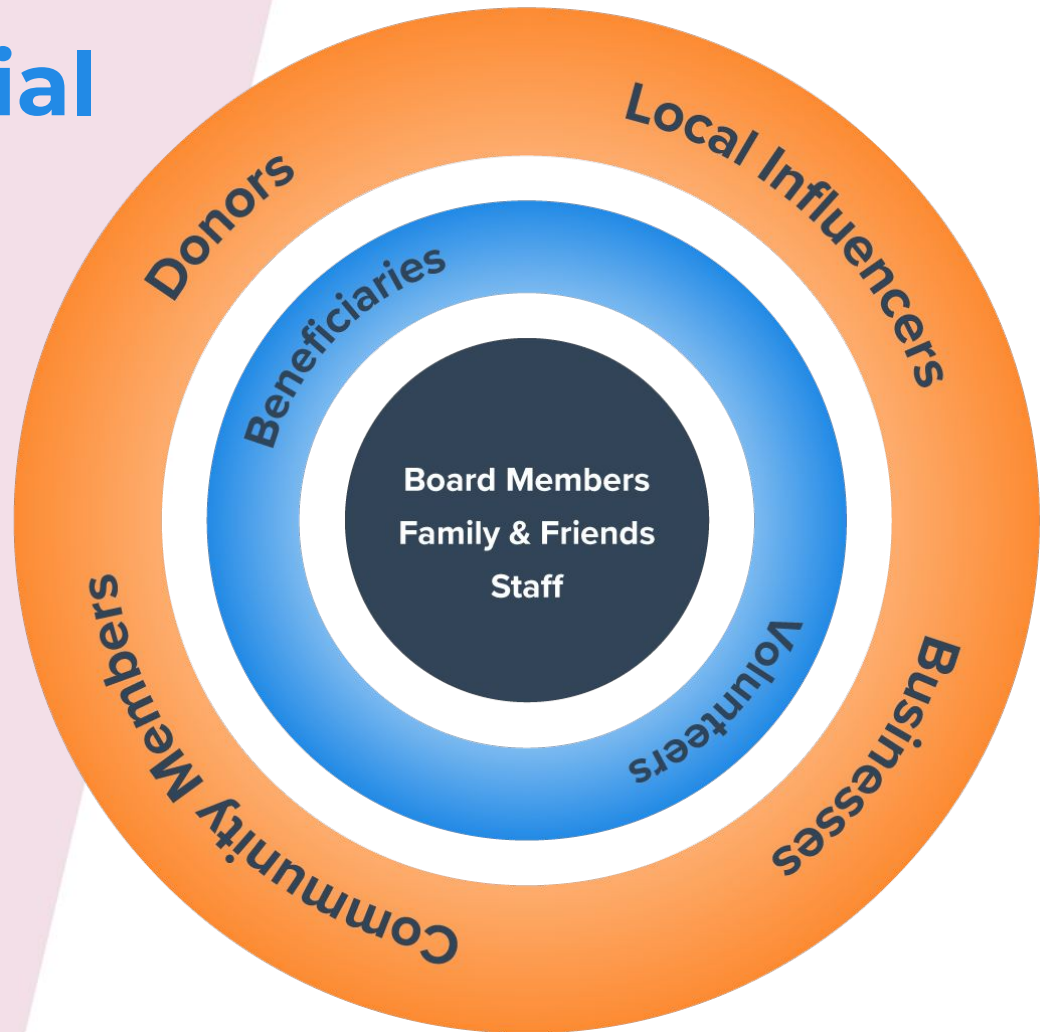
Strategize and Plan

4 Steps to Fundraising Success

- 1 Select individuals who will be your loudest voices
- 2 Communicate that storytelling is vital, and can replace a direct “ask”
- 3 Steward your fundraisers
- 4 Make it fun



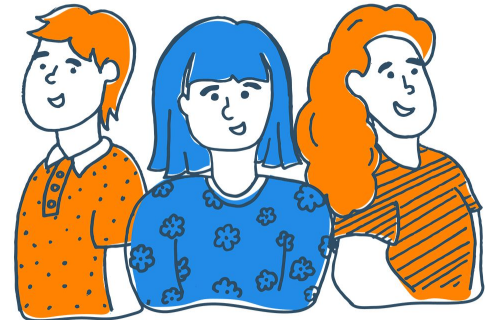
Identify Potential Fundraisers



Capture Fundraiser Stories

Motivate fundraisers to share their personal connection to your mission by asking these questions:

- What made you decide to get involved?
- What do you wish everyone knew about this organization?
- Why do you enjoy giving to our organization?
- What is your favorite program or service and why?
- How do you feel after [working at, volunteering at] our organization?



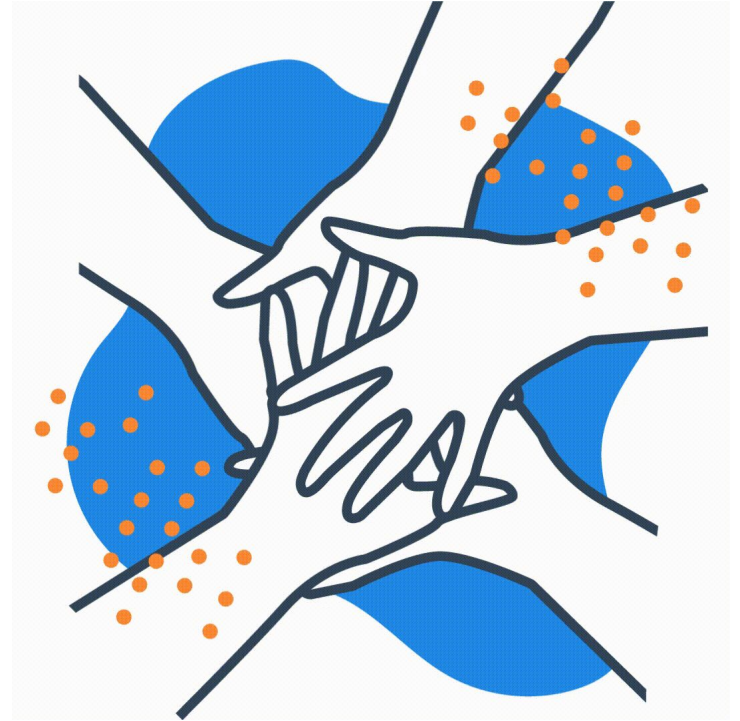
Steward Your Fundraisers



- Treat fundraisers like major donors
- Acknowledge fundraising for your organization as a higher level of participation
- Recognize those who 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

Make It Fun!

- Create friendly competition
- Pair it with an event
- Provide templated graphics, communications and sample content ideas for sharing on social media
- Ask yourself, what experience would you want to have as a fundraiser?



Set Your Fundraisers Up For Success



Start Early

- Educate your fundraisers
- Understand their capacity for this ask



Be Clear

- Be transparent with your goals
- Set expectations for your fundraisers



Make It Easy

- Provide the content they need
- Take time to check-in



Inviting Your Fundraisers

Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Here you can directly customize many aspects of your P2P strategy!

The screenshot displays the GiveGab Admin Dashboard for 'The Caring Cupboard, Inc.'. The left sidebar contains navigation options: Home, Giving Days, and Reports. The main content area is titled 'Admin Dashboard' and features a 'Giving Days' section. A card for 'Palmyra's Great Give' (September 21, 2023) is highlighted with an orange box and an arrow. Below this, a 'Get Set Up' section lists several tasks, each with a green checkmark and a right-pointing arrow. The 'Add Fundraisers' task is highlighted with an orange box and an arrow.

GiveGab

The Caring Cupboard, Inc.

Admin Dashboard

Giving Days

Palmyra's Great Give September 21, 2023

View All Giving Days

Palmyra's Great Give September 21, 2023

31 Days to Launch

\$0.00 Raised • 0 Donors • 0 Gifts

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Palmyra's Great Give.

- ✓ Add Your Organization's Info
- ✓ Add Your Story
- ✓ Get Verified to Collect Donations
- ✓ Add Donation Levels
- ✓ Add a 'Thank You' Message
- ✓ Add Fundraisers

Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Select "Add Fundraisers"

Set a default story and goal for your P2Ps

Make fundraising invite-only, or open to anyone interested

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.

Demo

Invite one or multiple fundraisers at once. You will need first name, last name, and email address.

Add Fundraisers

Fundraiser Display Name (optional)

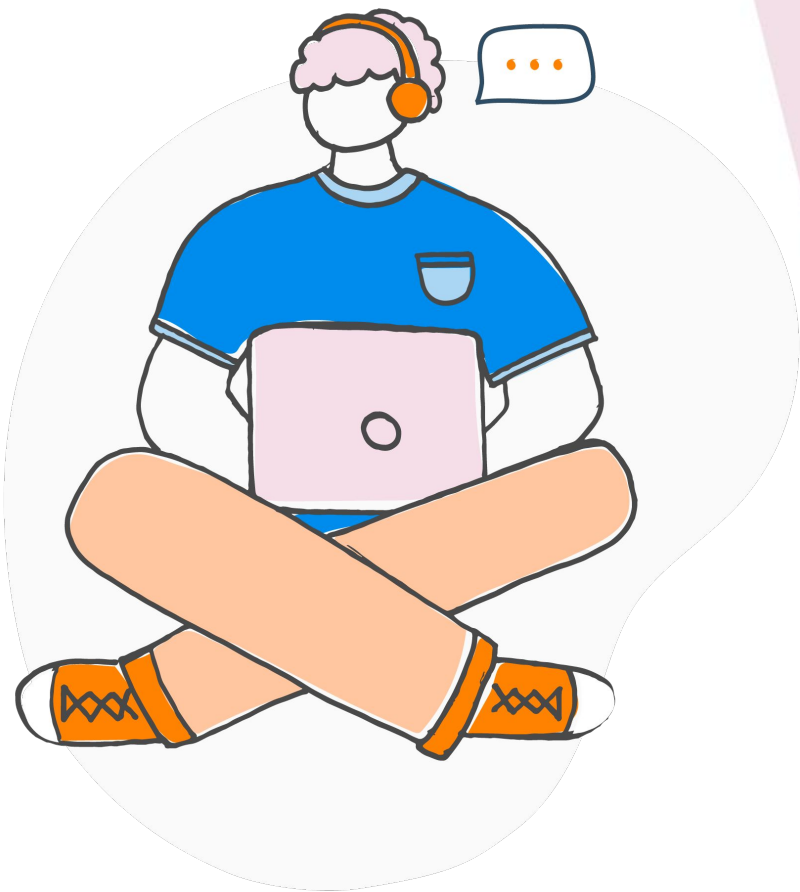
First Name	Last Name	Email
<input type="text" value="Laryssa"/>	<input type="text" value="Hebert"/>	<input type="text" value="test@givegab.com"/> *

Fundraiser Display Name (optional)

First Name	Last Name	Email
<input type="text" value="Jane"/>	<input type="text" value="Doe"/>	<input type="text" value="test2@givegab.com"/> *

+ New Fundraiser

Cancel **Next: Compose Your Message**



Takeaways & Resources

Timeline for P2P Recruitment



Key Takeaways



- P2P Fundraising can help you raise significantly more
- Fundraisers increase your organization's reach
- Be strategic when selecting fundraisers
- Provide your fundraisers with resources to make it easy and fun
- There is plenty of time before Palmyra's Great Give. Start small this year and grow it in the future!

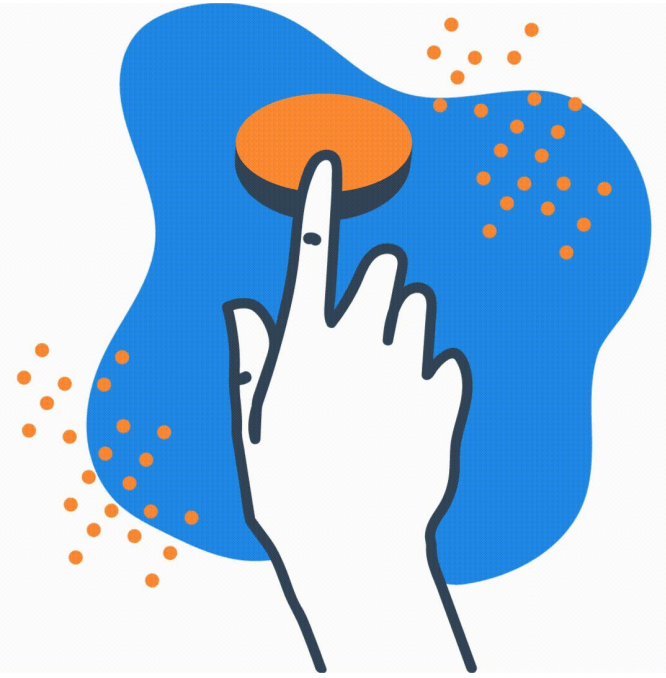
Tools for Success

Tools for Nonprofits

- [How to identify and add fundraisers](#)
- [Support articles & videos for engaging P2P fundraisers](#)
- [Email templates for recruiting fundraisers](#)



Tools for Success



Tools for Fundraisers

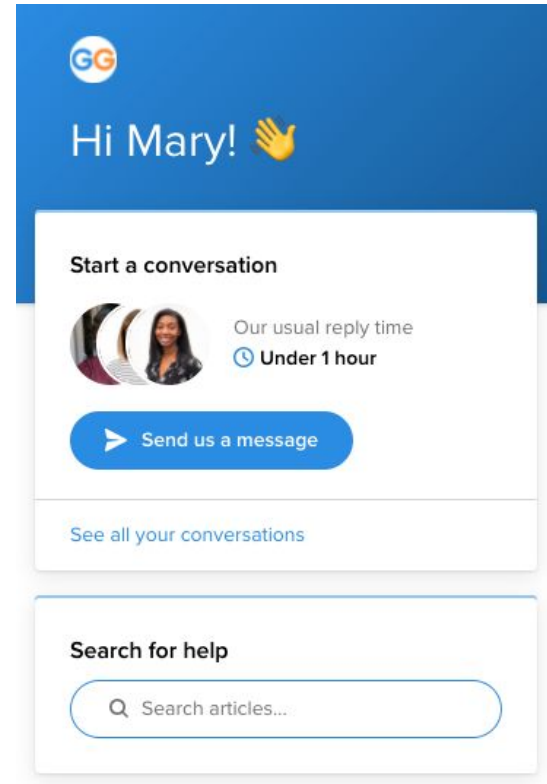
- [How to sign up](#)
- [Resources & support articles](#)
- [Communication guides & templates](#)
- [Link to downloads page](#)


Giving Day Support & Resources

Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
CustomerSuccess@GiveGab.com



Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble. 

Thank you!



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