

Peer-to-Peer Fundraising

October 26, 2023
November 28, 2023

EVERY1
KNOWS
SOME1

Domestic Violence Awareness Month

GiveForDV

Meet the Team



Mackenzie

Associate Project
Manager



Amanda Ader

Associate Project
Manager

Zoom Etiquette

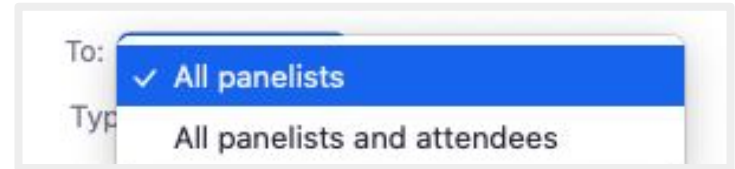
This is being recorded. The recording will be available on the /trainings page by September 15th.

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Introduce yourself! Name, location, organization.



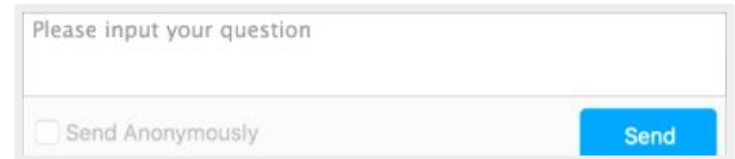
Chat Box



To: All panelists
Type: All panelists and attendees



Q&A



Please input your question

Send Anonymously



Have You Used P2P Fundraising Before?

If so, what's been your biggest challenge?

Agenda



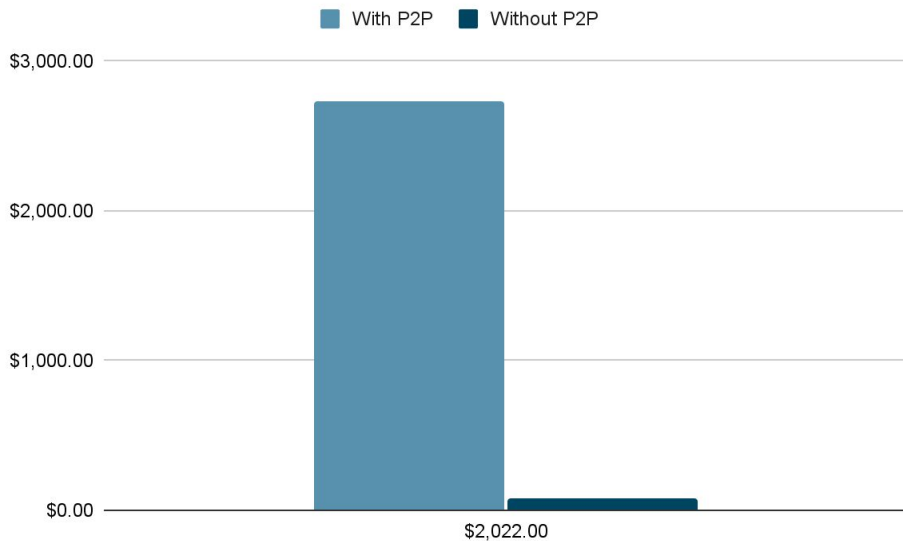
- **Peer-to-Peer Fundraising basics**
- **P2P Fundraising strategies and best practices**
- **Empowering and engaging your fundraisers**
- **Using GiveGab's Fundraising Tool**
- **Resources available to your organization**

What is P2P Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your #GiveForDV profile. Their totals roll up into your totals!

Impact on #GiveForDV Last Year

- 43.3% of organizations used P2P
- 17 P2P raised funds
- Accounted for 19.4% of total raised



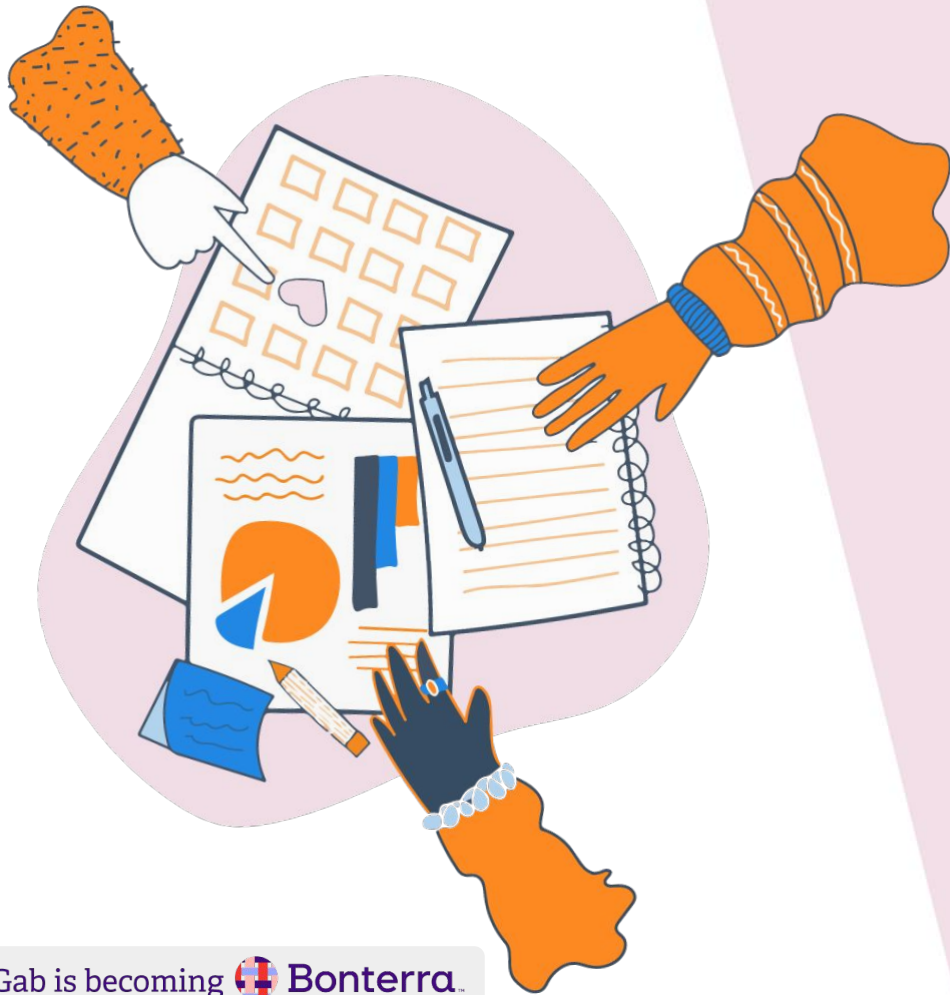
Average Raised by Nonprofits With and Without P2P Fundraisers

Raise **19% 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





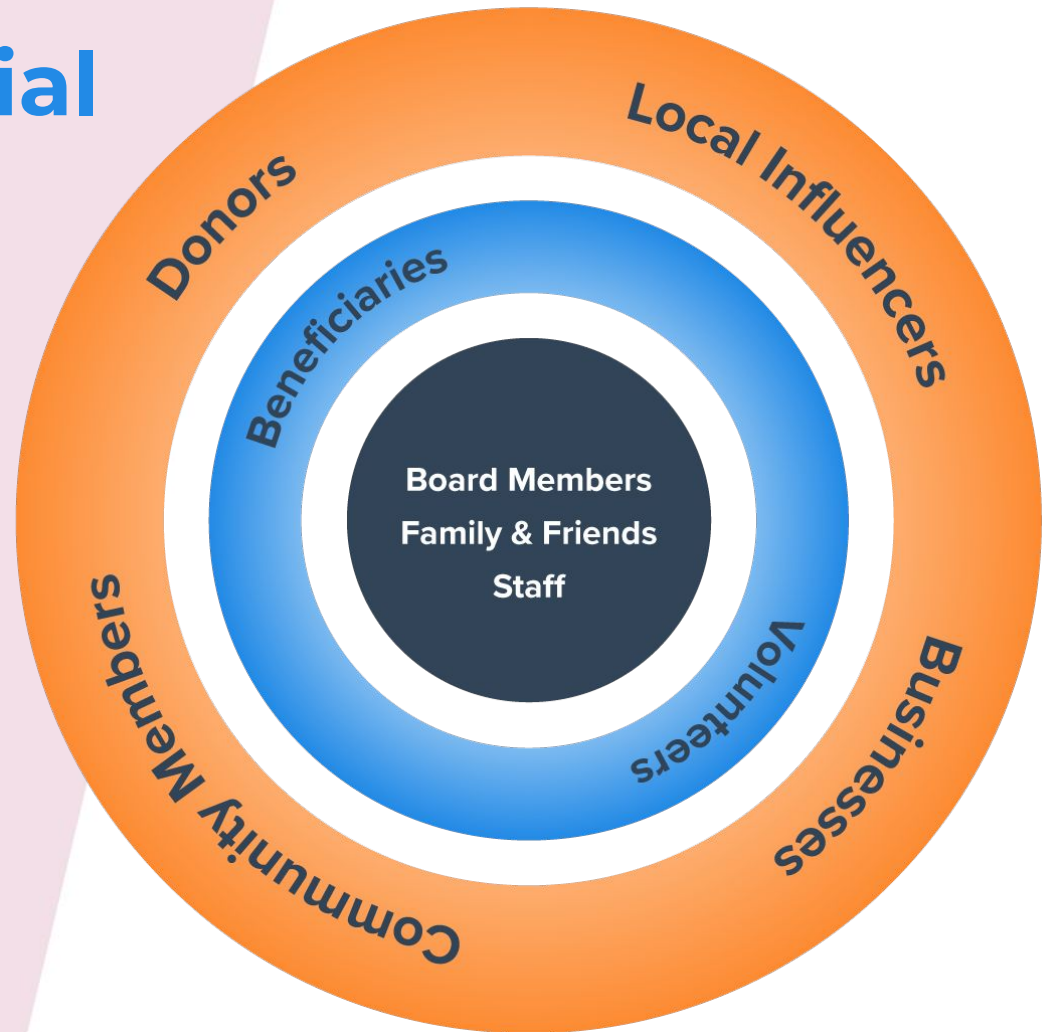
Strategize and Plan

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



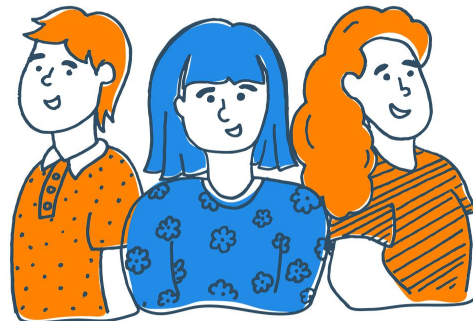
Identify Potential Fundraisers



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.

Set a default story and goal for your P2Ps

Make fundraising invite-only, or open to anyone interested

The screenshot shows the 'Add Fundraisers' interface. At the top, a red arrow points to the 'Add Fundraisers' header. Below it is a search bar and several action buttons: 'Download CSV', 'Add Fundraisers', 'Upload Fundraisers', and 'Message All'. A table header lists columns: 'Fundraiser', 'Fundraiser Display Name', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table content shows 'No fundraisers found.' Below the table, a checkbox labeled 'Allow New Fundraisers to Sign Up' is checked, with a red arrow pointing to it. Two red boxes highlight the 'Set Fundraisers' Story' text area and the 'Set Fundraisers' Goal' input fields, which are currently set to '\$' and '.00'. A 'Save' button is at the bottom.

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

\$

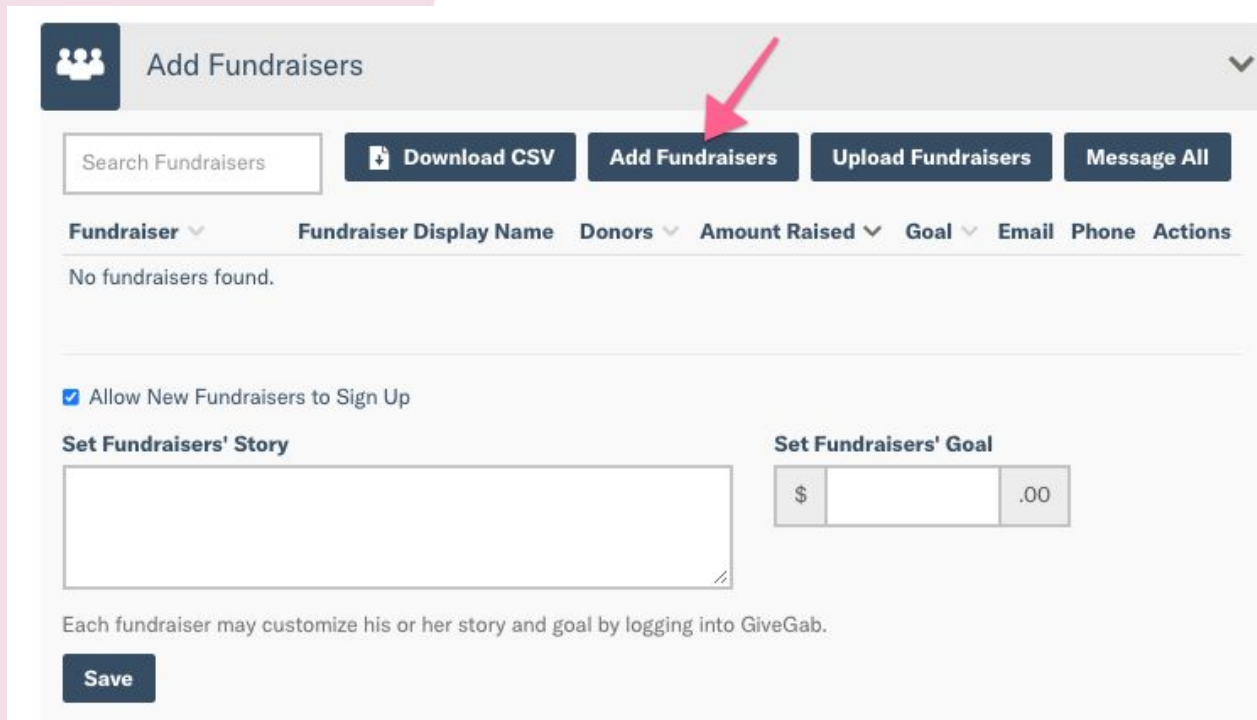

Each fundraiser may customize his or her story and goal by logging into GiveGab.





Save





Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Select “Add Fundraisers”

 **Add 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
\$

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

Save

Demo

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

Add Fundraisers

Fundraiser Display Name (optional)

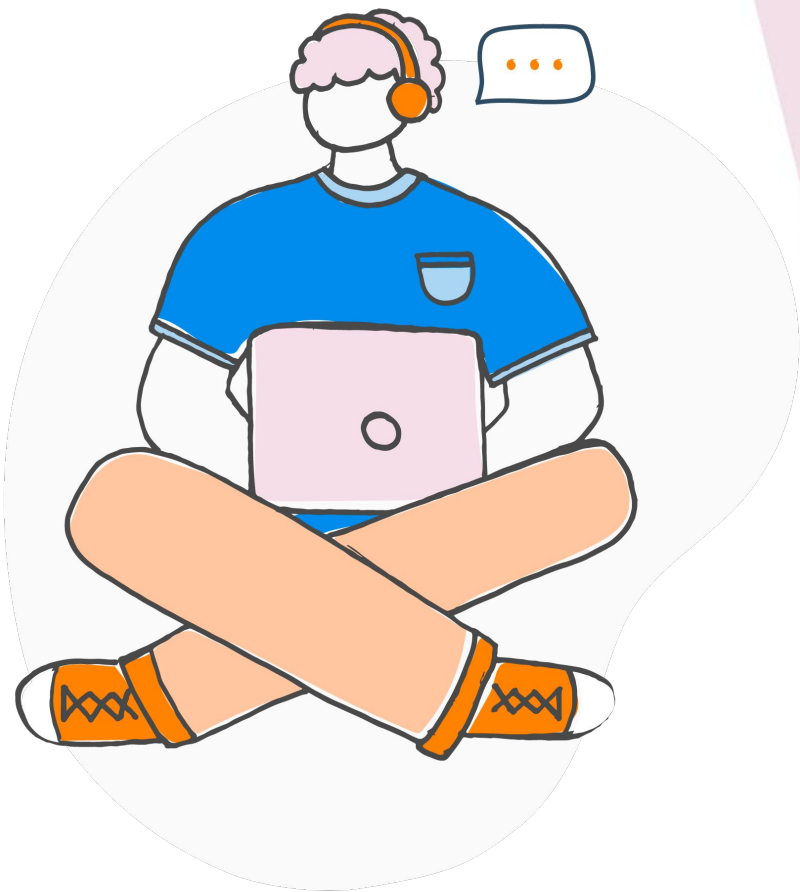
First Name	Last Name	Email
<input type="text" value="Laryssa"/>	<input type="text" value="Hebert"/>	<input type="text" value="test@givegab.com"/> *

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 19% 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 #GiveForDV. Start small this year and grow it in the future!

Tools for Success

Articles for Nonprofits

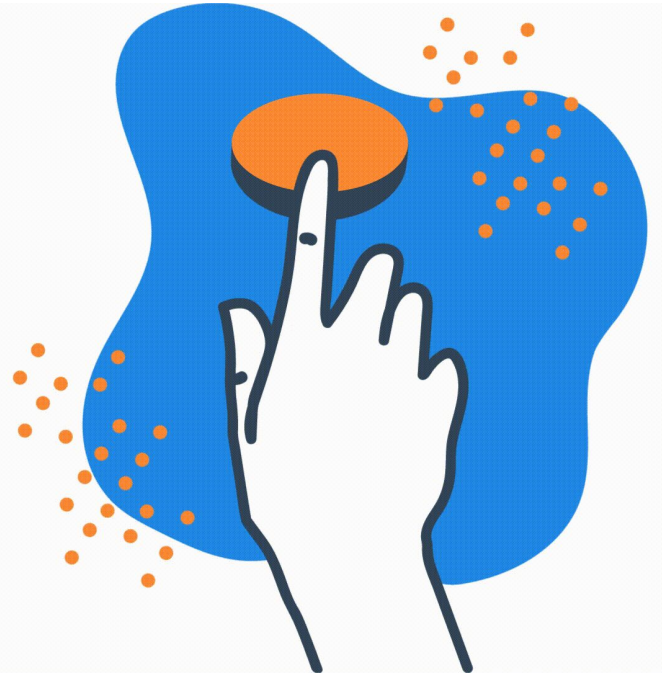
- [Motivating Your Peer to Peer Fundraisers](#)
- [Best Practices](#)

Links for Nonprofits

- [Peer to Peer Donor Stewardship](#)
- [Peer to Peer Email Templates](#)



Tools for Success



Articles for Fundraisers

- [How do I log in to my Peer to Peer dashboard?](#)
- [How do I customize my Peer to Peer Fundraising page?](#)
- [How do I thank my donors as a fundraiser?](#)

Links for Fundraisers

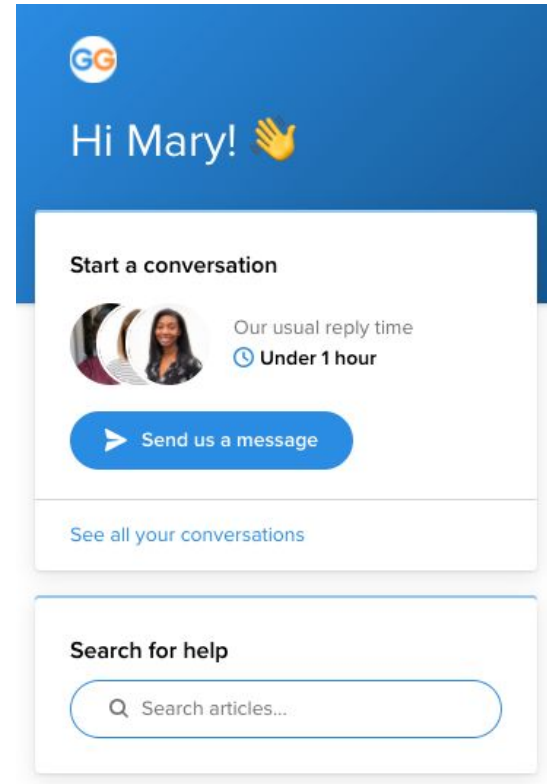
- [Peer to Peer Communication Guide](#)
- [Peer to Peer Fundraiser Toolkit](#)


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. 

Questions?

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