

Peer-to-Peer Fundraising During Give Local 757!

GIVE

LOCAL

757!™

Zoom Tips

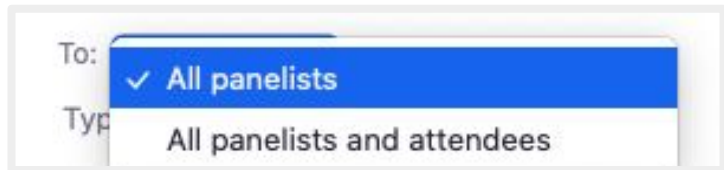
This is being recorded. The recording will be available on the /trainings page by **Friday, January 26.**

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

Introduce yourself! Name, location, organization.



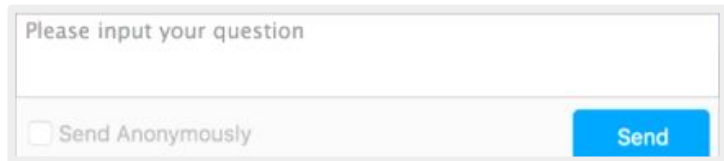
Chat Box



The screenshot shows the 'To:' dropdown menu in the Zoom chat interface. The dropdown is open, showing two options: 'All panelists' (which is selected and highlighted in blue) and 'All panelists and attendees' (which is in a light gray box below it). The 'To:' label is visible to the left of the dropdown.



Q&A



The screenshot shows the Zoom Q&A input form. It features a text input field with the placeholder text 'Please input your question'. Below the input field, there is a checkbox labeled 'Send Anonymously' and a blue 'Send' button.



Have You Used P2P Fundraising Before?

If so, what's been your biggest challenge?

Agenda



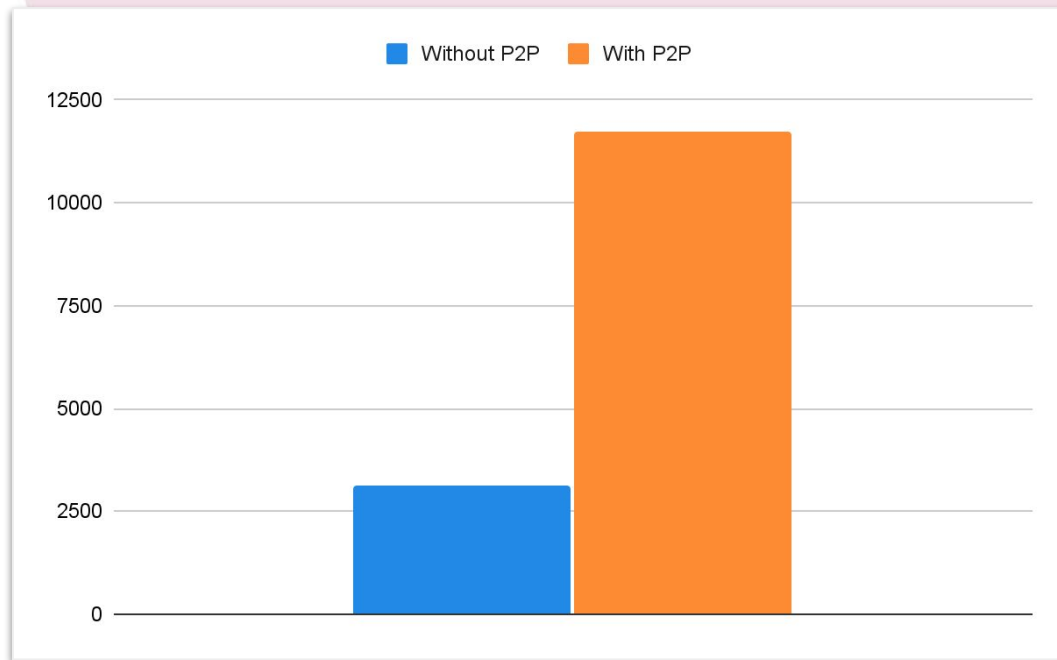
- Peer-to-Peer Fundraising basics
- P2P Fundraising strategies and best practices
- Empowering and engaging your fundraisers
- Using GiveGab's Fundraising Tool
- Resources available to your organization

What is P2P Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your Give Local 757! profile. Their totals roll up into your totals!

Impact in 2023

- 28% of organizations used P2P
- 559 P2P raised funds
- 4,417 donors gave via P2P
- Avg. 7 P2P's raised funds per org
- \$745,415 raised by P2P Fundraisers
 - 8% increase from 2022
- Accounted for 40% of total raised
 - 2% increase from 2022

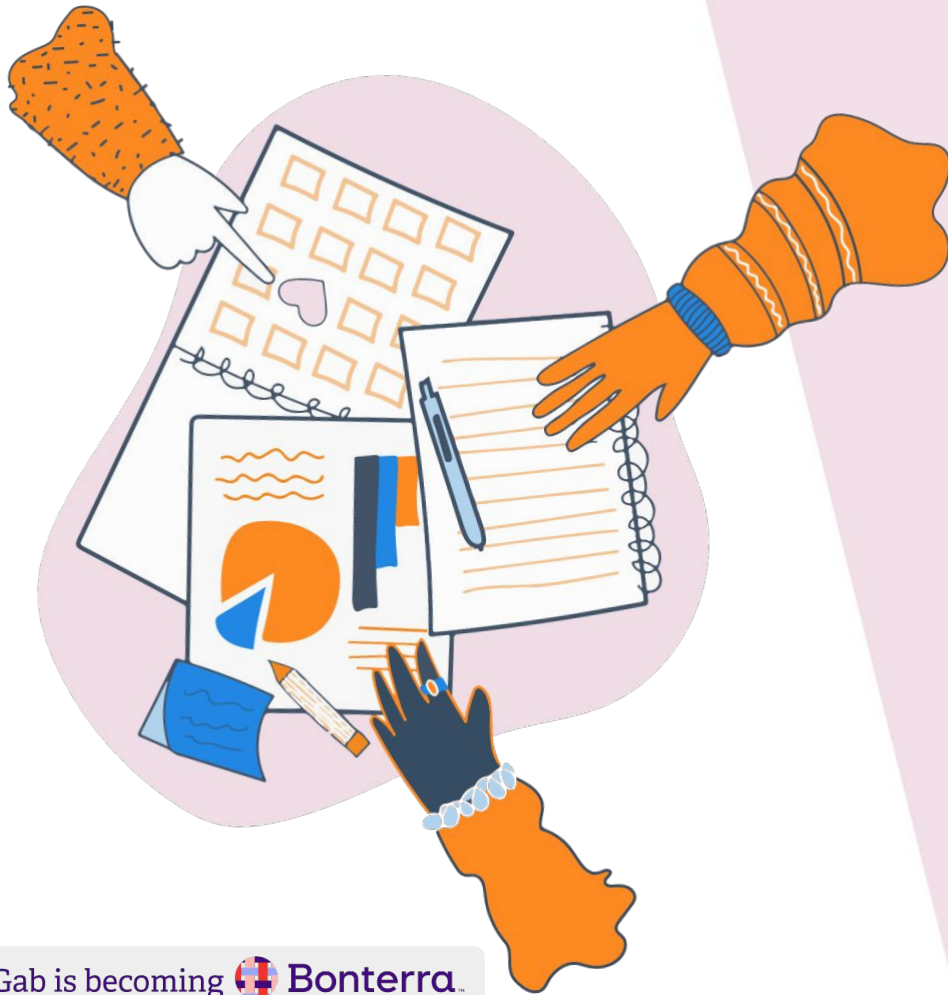


Average Raised by Nonprofits

3.75x's 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



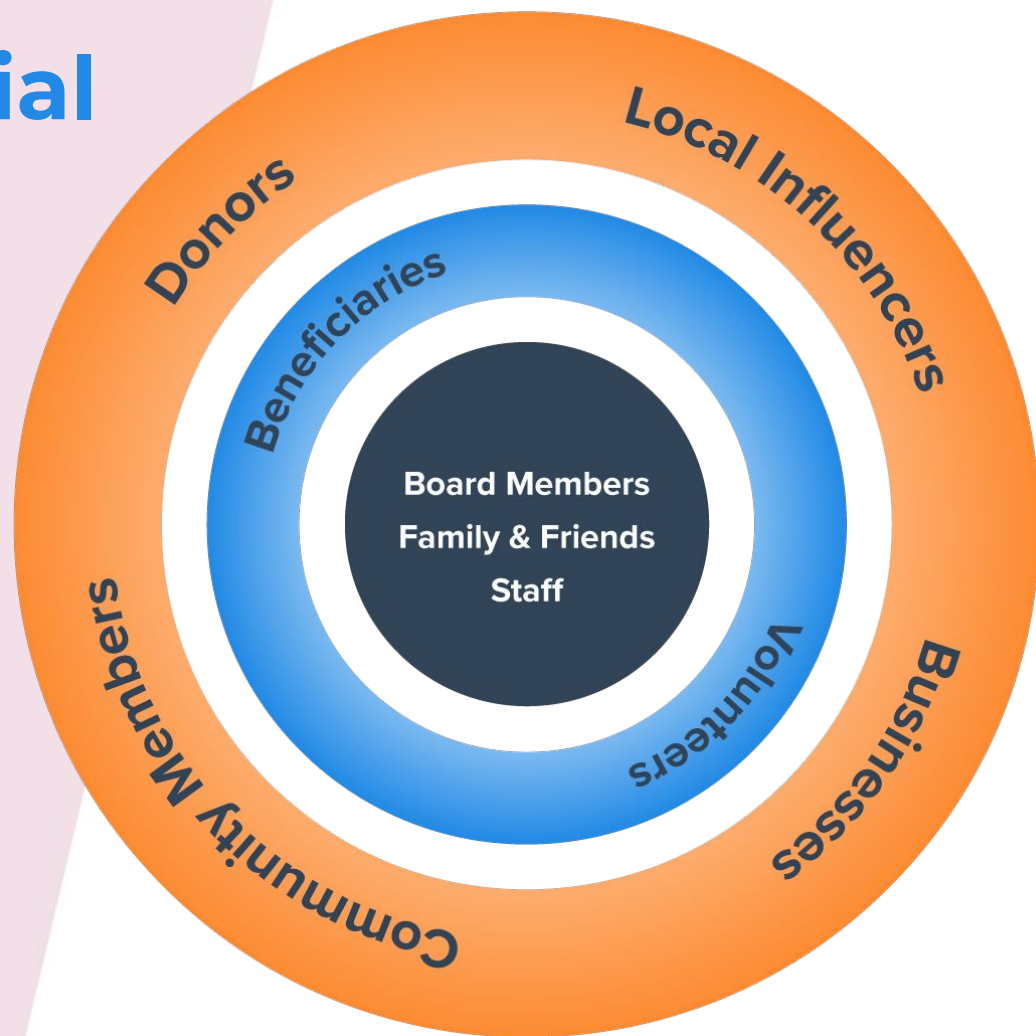
Strategize and Plan

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



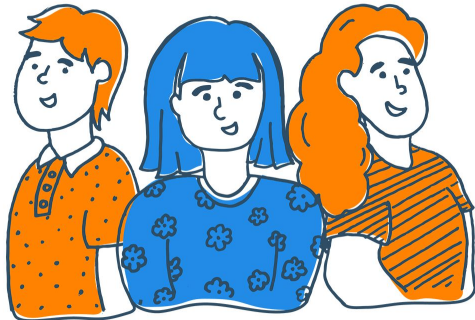
Identify Potential Fundraisers



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





 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

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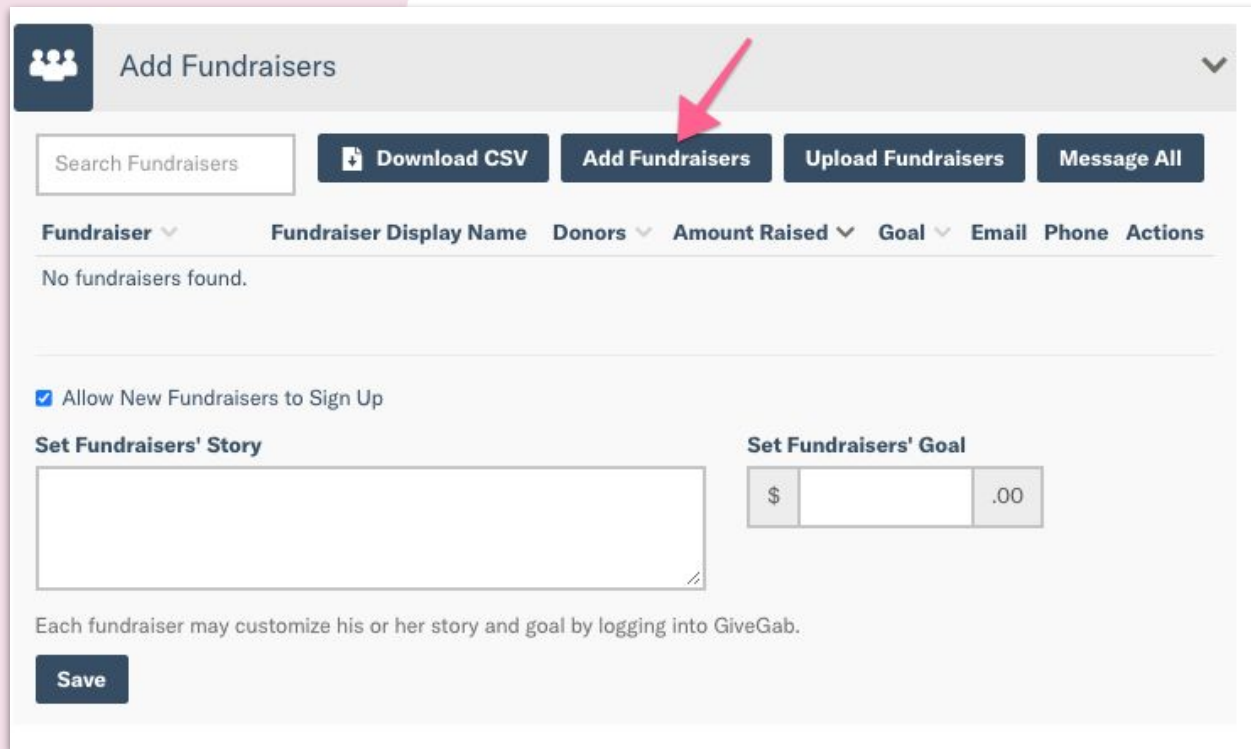
Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

Demo

Navigate to your
Fundraisers Tab in your
Giving Day Dashboard.

Select “Add Fundraisers”



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' (highlighted with a red arrow), 'Upload Fundraisers', and 'Message All'. 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. Below this, there are two sections: 'Set Fundraisers' Story' with a text area, and 'Set Fundraisers' Goal' with a currency selector (\$), a text input field, and a decimal input field (.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.'

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
 ✕

Fundraiser Display Name (optional)

First Name

Last Name

Email
 ✕

+ New Fundraiser

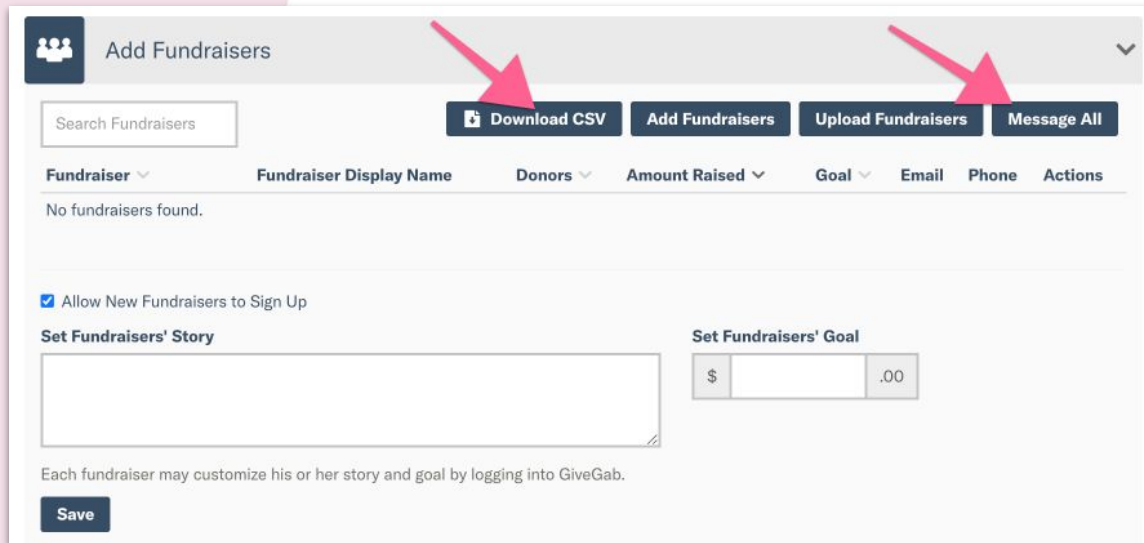
Cancel

Next: Compose Your Message

Demo

Use our system to send quick, plaintext emails to your P2P's

Download a CSV to contact them separately

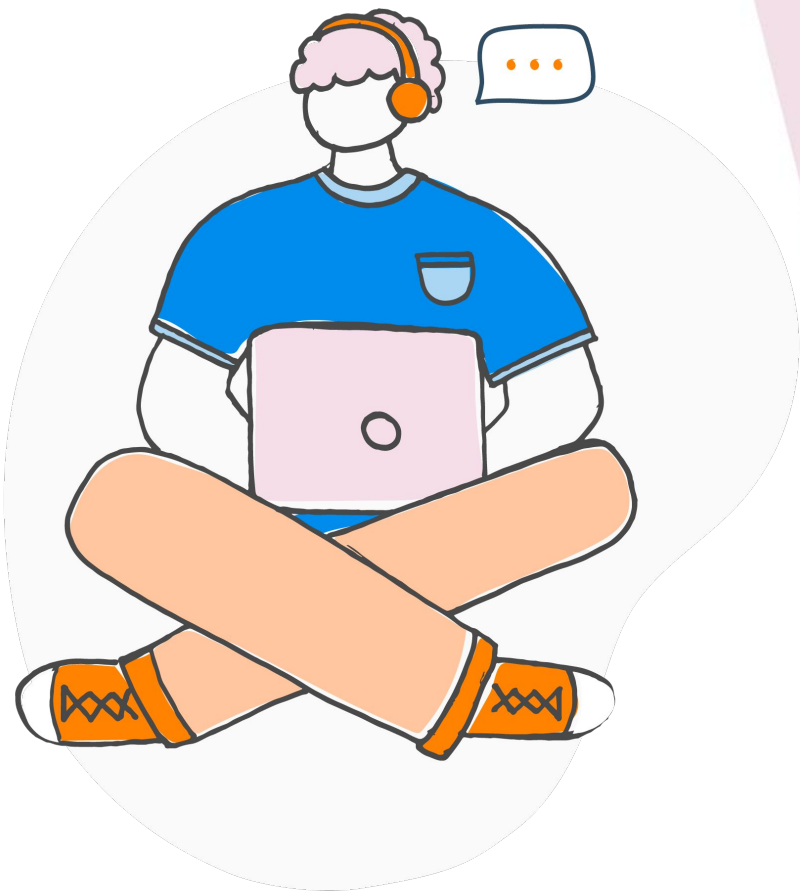


The screenshot shows the 'Add Fundraisers' interface. At the top, there is a header bar with a group icon and the text 'Add Fundraisers'. Below this is a search bar labeled 'Search Fundraisers'. To the right of the search bar are four buttons: 'Download CSV' (with a download icon), 'Add Fundraisers', 'Upload Fundraisers', and 'Message All'. Two red arrows point to the 'Download CSV' and 'Upload Fundraisers' buttons. Below the buttons 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 is a section with a checkbox 'Allow New Fundraisers to Sign Up' which is checked. Underneath is a section titled 'Set Fundraisers' Story' with a large text area. To the right of the text area is a section titled 'Set Fundraisers' Goal' with a currency selector '\$', a text input field, and a decimal selector '.00'. At the bottom of the section is a 'Save' button. A note at the bottom states: 'Each fundraiser may customize his or her story and goal by logging into GiveGab.'

Demo

Add Fundraisers							
Search Fundraisers: <input type="text" value="Search"/>		Download CSV		Add Fundraisers		Upload Fundraisers	
						Message All	
Fundraiser	Fundraiser Display Name	Donors	Amount Raised	Goal	Email	Phone	Actions
Cynthia Downs-Taylor		44	\$3,705.00	\$2,800.00			✉ ✎ ✕
Dorothy McKelvin		33	\$2,130.00	\$2,100.00			✉ ✎ ✕
Joyce Cofield		35	\$1,594.08	\$1,300.00			✉ ✎ ✕
Luxtracia Gregory		29	\$1,139.08	\$1,000.00			✉ ✎ ✕
Magaline Macklin	Maggie Macklin	18	\$1,125.00	\$1,000.00			✉ ✎ ✕
Evelyn Ligon-Moton		33	\$1,090.00	\$500.00			✉ ✎ ✕
Regina Forrest		19	\$1,078.00	\$300.00			✉ ✎ ✕

How can you view progress and manage their profiles?



Takeaways & Resources

Timeline for P2P Recruitment



Key Takeaways



- P2P Fundraising can help you multiply your total raised by **almost 4 times!**
- Fundraisers increase your organization's reach and visibility
- Be strategic when selecting fundraisers
- Provide your fundraisers with resources to make it easy and fun
- Start small this year and grow it in the future!

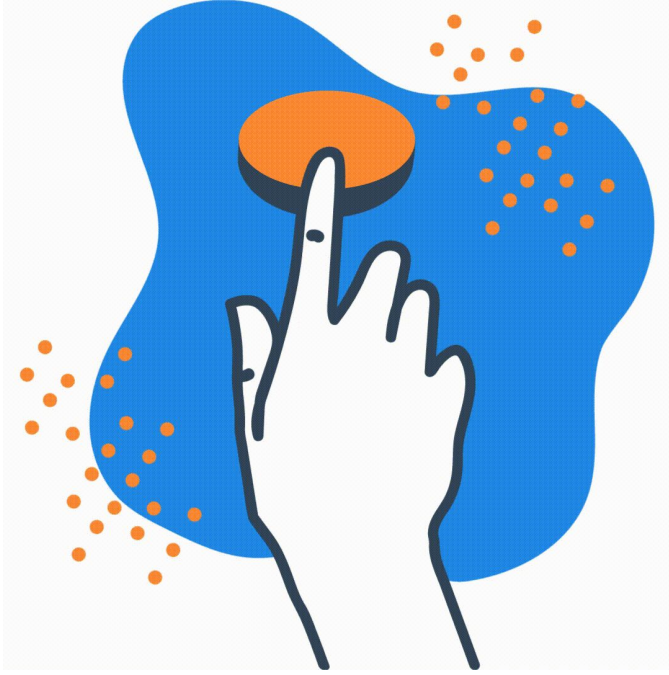
Tools for Success

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

Tools for Success



First Lunch Chat with Expert Whitney Dear-Reyes

- Board Chair - Vanguard Landing
- Raised 3X Donations in 2023 vs. 2020
- \$149K 741 gifts
- 78% of donations were from Fundraisers
- Raised \$75K from 580 Fundraisers donations
- 48% (251 gifts) were from new donors totaling \$24,657

Zoom Link & Reminder coming this week!

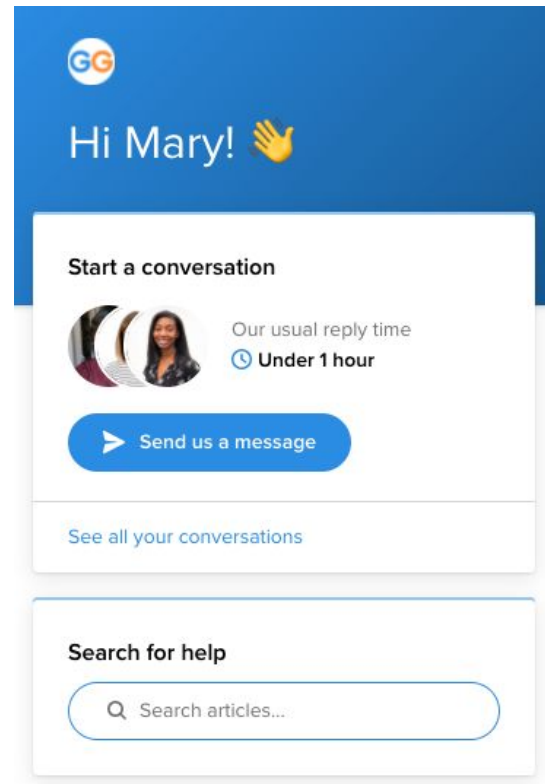
Giving Day Support & Resources


Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
CustomerSuccess@GiveGab.com

GiveGab is becoming  **Bonterra.**



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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