

Peer-to-Peer Fundraising AND Matches and Challenges

November 28 - December 31

GiveGab is becoming  Bonterra.



Zoom Etiquette

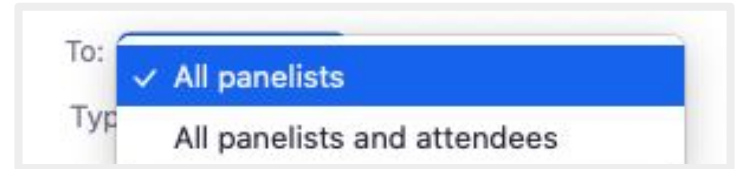
This is being recorded. The recording will be available on the /trainings page by **November 22.**

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

Introduce yourself! Name, organization, have you participated in Give Big Pittsburgh before?.



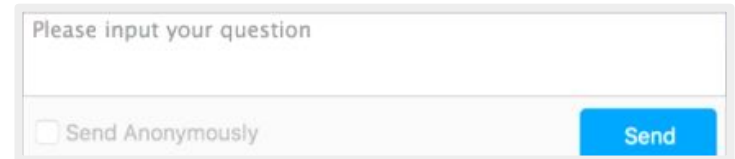
Chat Box



To: All panelists
Type: All panelists and attendees



Q&A



Please input your question

Send Anonymously

Give Big Pittsburgh Overview

givebigpittsburgh.com | November 28 12:00 AM - 11:59 PM

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + Pittsburgh Magazine's Efforts = Exponential visibility
- IRS-recognized nonprofits headquartered or providing services in Western Pennsylvania are eligible to participate
- Leaderboards for friendly competition, prize incentives
- Donations open on November 28 at 12:00 AM
- Donations stay open until December 31 at 11:59 PM

Welcome GBU Life as this year's presenting sponsor!





Have You Used P2P Fundraising Before?

If so, what's been your biggest challenge?

Agenda



- Questions?

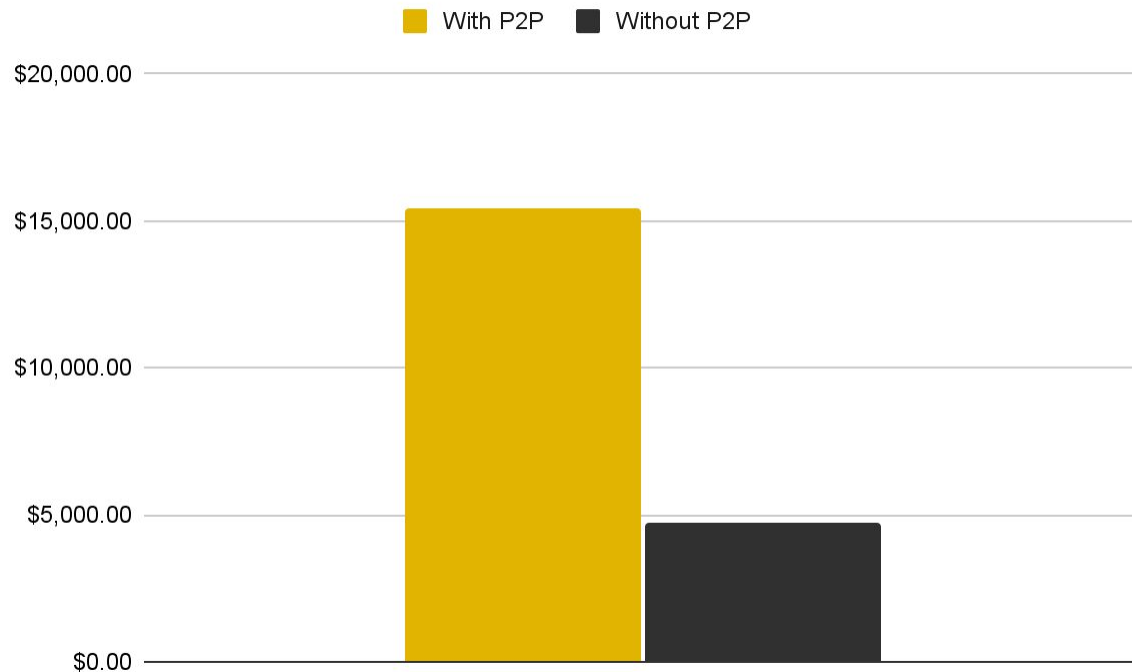
- Peer-to-Peer Fundraising basics
- P2P Fundraising strategies and best practices
- Platform Demo
- Matches/Challenges Basics
- Benefits to using Matches & Challenges
- Creative Matches & Challenges
- How to Feature your Match or Challenge
- Questions

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 Big Pittsburgh profile. Their totals roll up into your totals!

Impact on Give Big Pittsburgh Last Year

11% of organizations used P2P
170 P2P raised funds
Accounted for \$105,923.17 of total raised



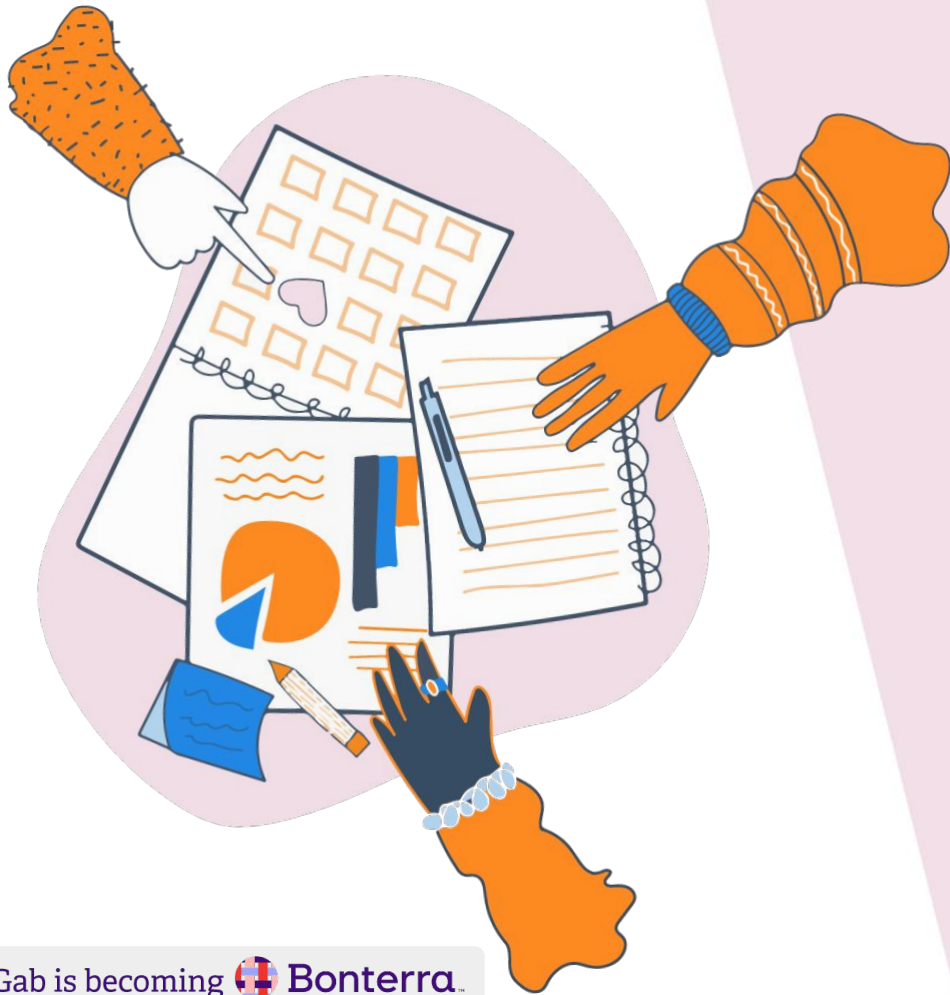
Average Raised by Nonprofits With and Without P2P Fundraisers

Raise **3.2X More** with P2P fundraising!

Why is P2P 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





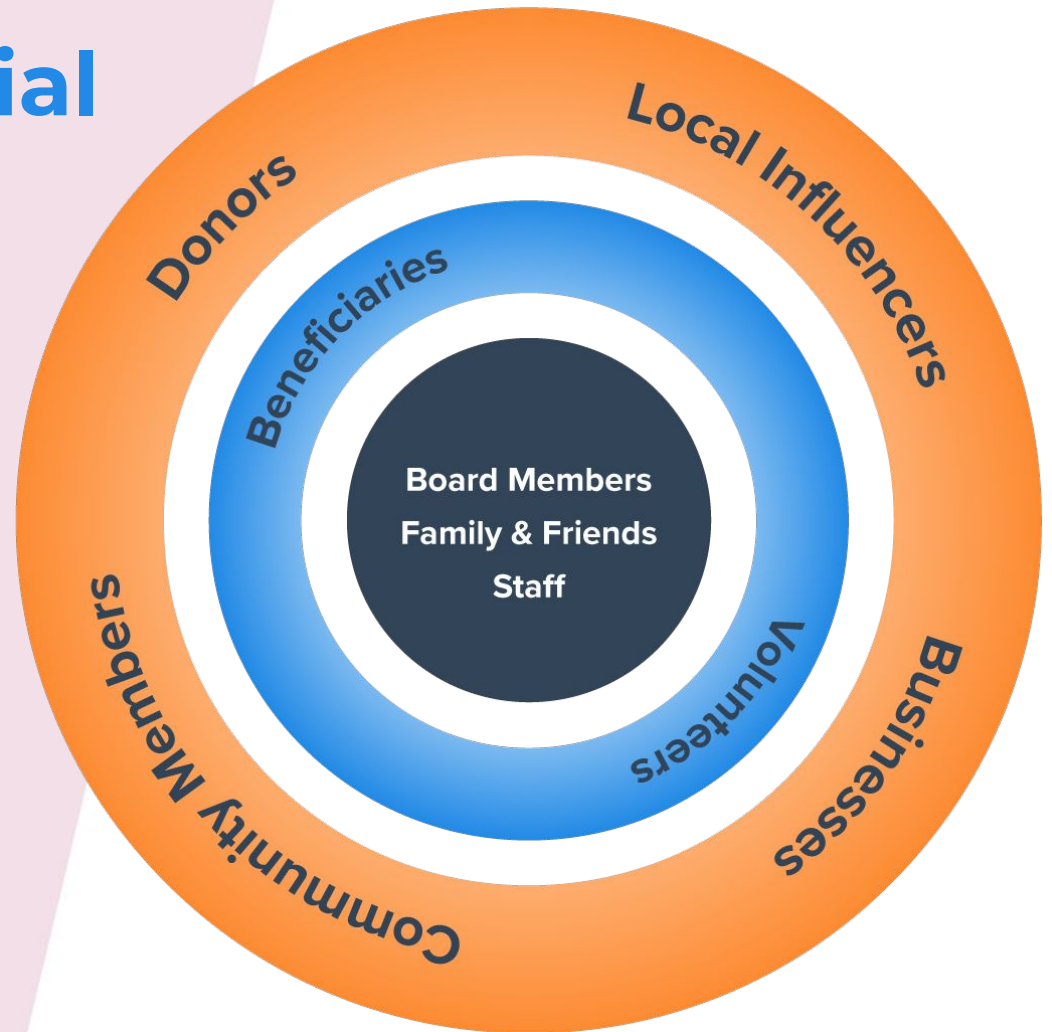
Strategize and Plan

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



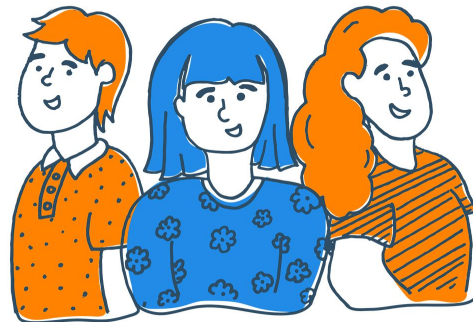
Identify Potential Fundraisers



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?





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

Search Fundraisers:

[Download CSV](#) [Add Fundraisers](#) [Upload Fundraisers](#) [Message All](#)

Fundraiser <input type="text"/>	Fundraiser Display Name	Donors <input type="text"/>	Amount Raised <input type="text"/>	Goal <input type="text"/>	Email	Phone	Actions
No fundraisers found.							

Allow New Fundraisers to Sign Up

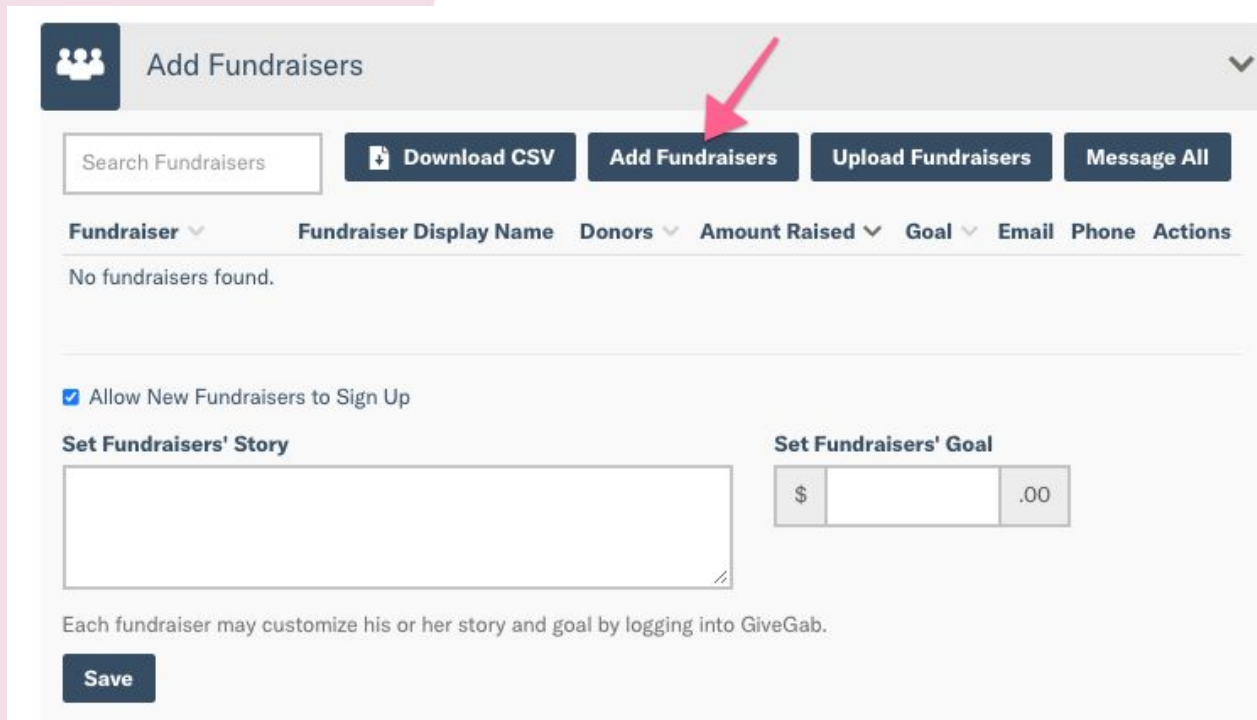
Set Fundraisers' Story

Set Fundraisers' Goal

Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Select “Add Fundraisers”



The screenshot shows the 'Add Fundraisers' dashboard. At the top, there is a header with a group of people icon and the text 'Add Fundraisers'. Below the header, 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 content shows 'No fundraisers found.'. Below the table, there is a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. There are two sections: 'Set Fundraisers' Story' with a text area, and 'Set Fundraisers' Goal' with a currency selector '\$' and a numeric input field showing '.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. 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

 Add Fundraisers 

Search Fundraisers:

 Download CSV  Add Fundraisers  Upload Fundraisers 


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

Upload a CSV to invite a group of fundraisers at once.


Fundraiser Dashboard




Tell Your Story




Make a Donation



Reach Out

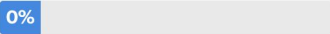


Share Socially



Give Thanks



Progress

0% 

\$0 Raised of \$500 Goal	58 Days Left
0 Donors	0 Emails Sent

Share your fundraiser!

<https://giving-days.herokuapp.com/p2p/3>

Fundraiser Profile

Flintburgh Wagner's
givebig powered by GBU Life

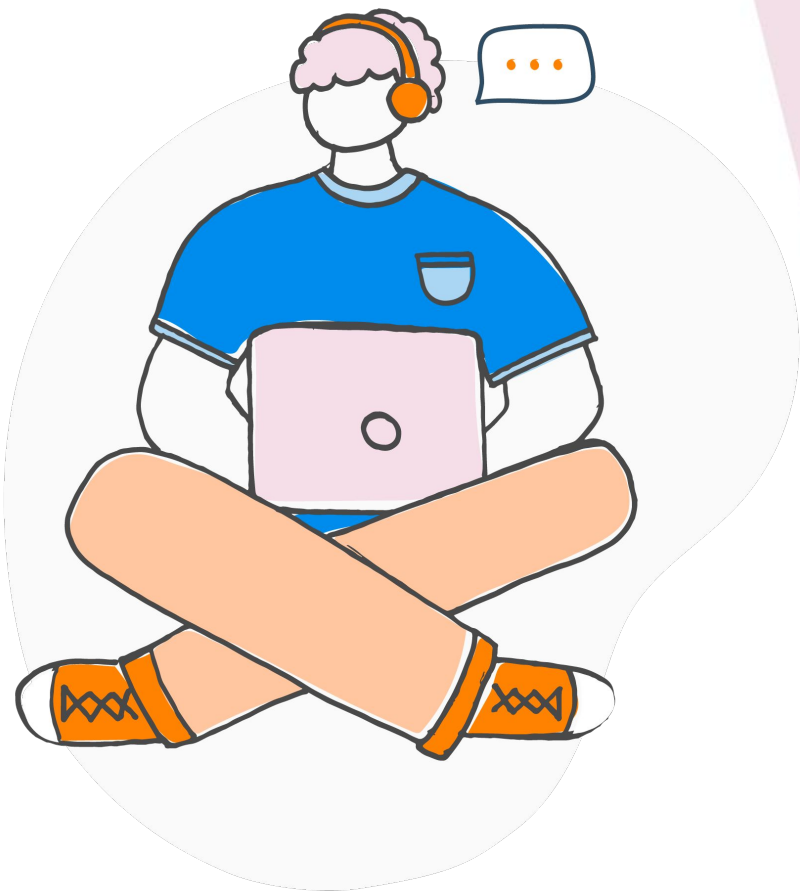
Search... MENU



eliminating racism
empowering women
ywca
Greater Pittsburgh

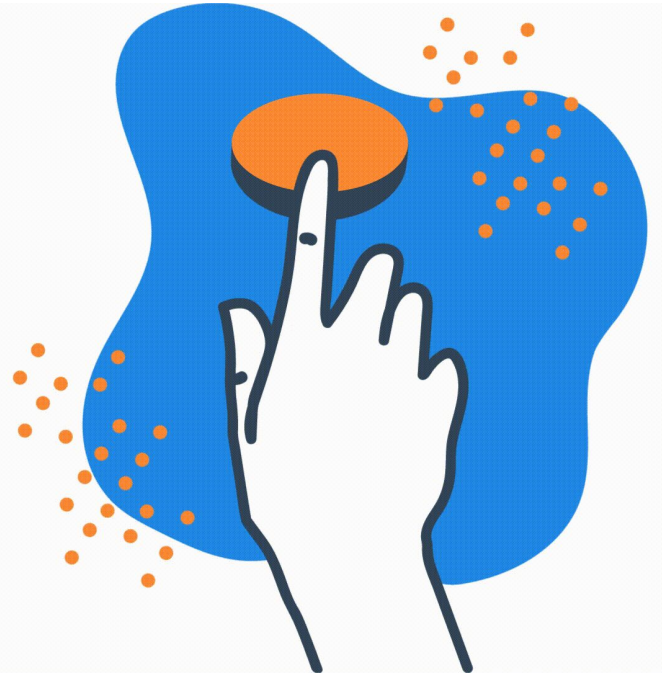
Kalia Kornegay is a fundraiser for
[YWCA Greater Pittsburgh](#)

DONATE



Takeaways & Resources

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 Fundraisers

- How to sign up
- Resources & support articles
- Communication guides & templates
- Link to downloads page

Key Takeaways



- P2P Fundraising can help you raise 3.2 times 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 Give Big Pittsburgh. Start small this year and grow it in the future!

Matches & Challenges

The Basics



What is a matching gift?

- An additional donation pledged for each donation that is made to your giving day campaign
- Time-based to create a sense of urgency
- Promotional tool to incentivize donors of all capacities

Matches

Matches allow donations to be doubled on a 1:1, 2:1, or 3:1 ratio

Debbie's Pet Supply: Giving Tuesday Match!

Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!

\$50 MATCH

\$50 REMAINING

Challenges

Challenges allow funds to be added to the organization's total once a goal is reached

Goal can be a **Donor Count, Donations Count, or Dollar Amount**

Wag: Happy Pups Challenge

Help us unlock an extra \$5,000 to Logan's Pups with your donation!



115 more donors unlocks **\$5,000!**

Lizzy's Pet Supply: Let's boost Logan's Pups!

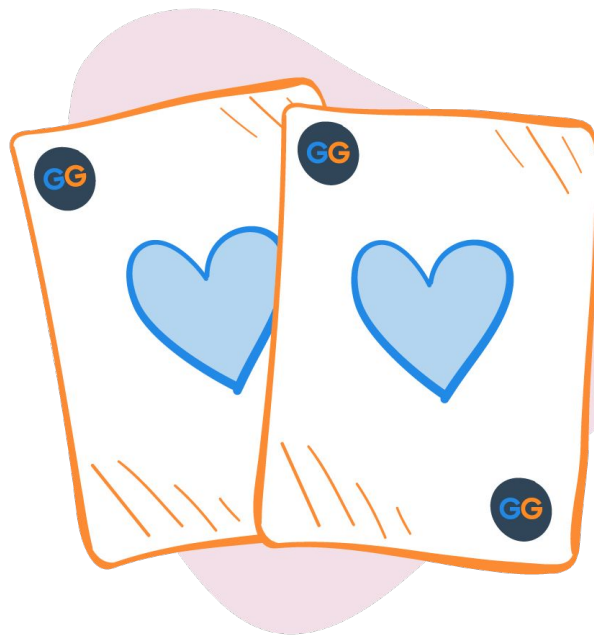
When Logan's Pups reaches its goal of \$100,000, Lizzy's Pet Supply will give an extra \$10,000!



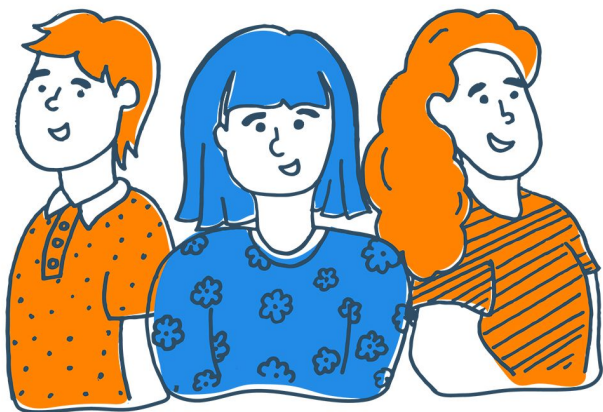
\$21,298.13 more unlocks **\$10,000!**

Benefits of Matches & Challenges

- Incentivizes donors as their gift will have a greater impact
- Opportunity to highlight your business sponsor or major donor
- Organizations with matching funds raise on average 4.5 x more than organizations without a match

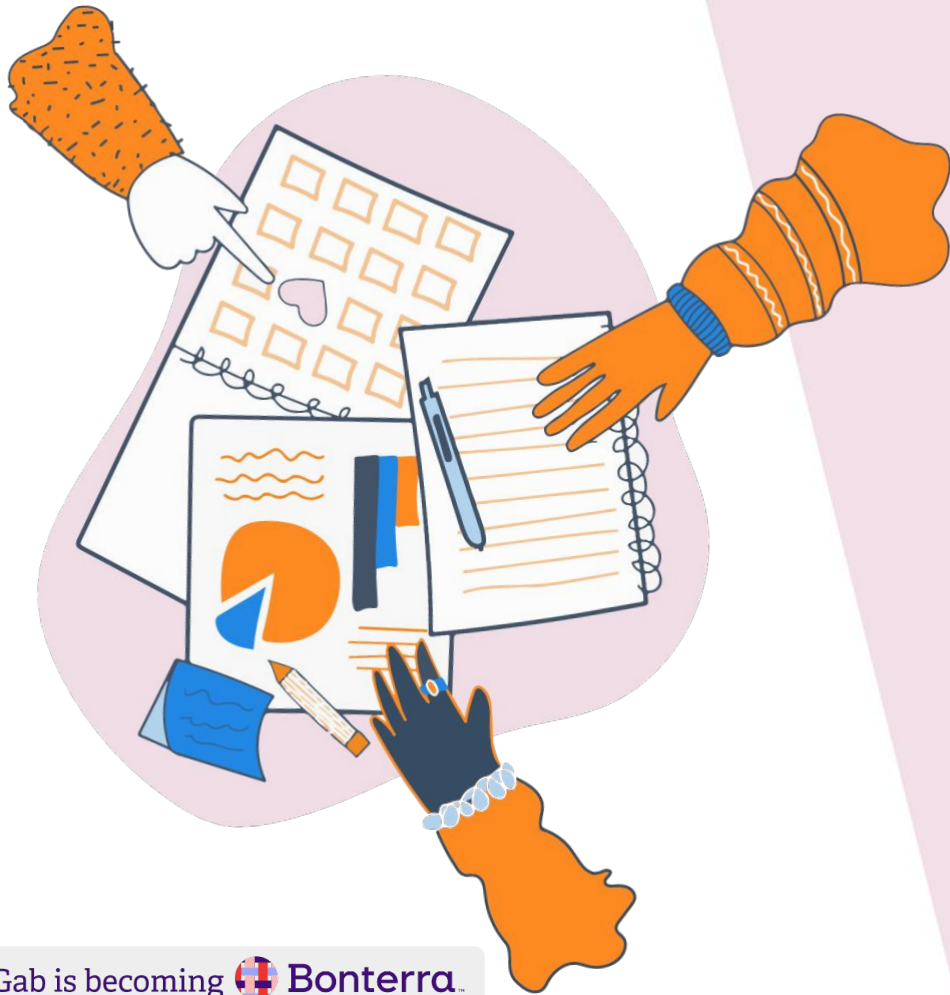


Potential Sponsors



- Board Members
- Major Donors
- Local Businesses
- Corporations
- Community Members

Educate your match sponsors on the benefits their gift can provide and how their contribution is stretched for greater overall impact.



Motivating Matches

Power Hour Matches

- Set match parameters to a specific time frame, creating a greater sense of urgency during the day
- Opportunity to stimulate donors during non-peak hours
- Great for featuring smaller matches and multiple sponsors

Morning Match!

All donations made from 7am - 9am will be DOUBLED thanks to our generous sponsor, Debbie's Pet Supply!



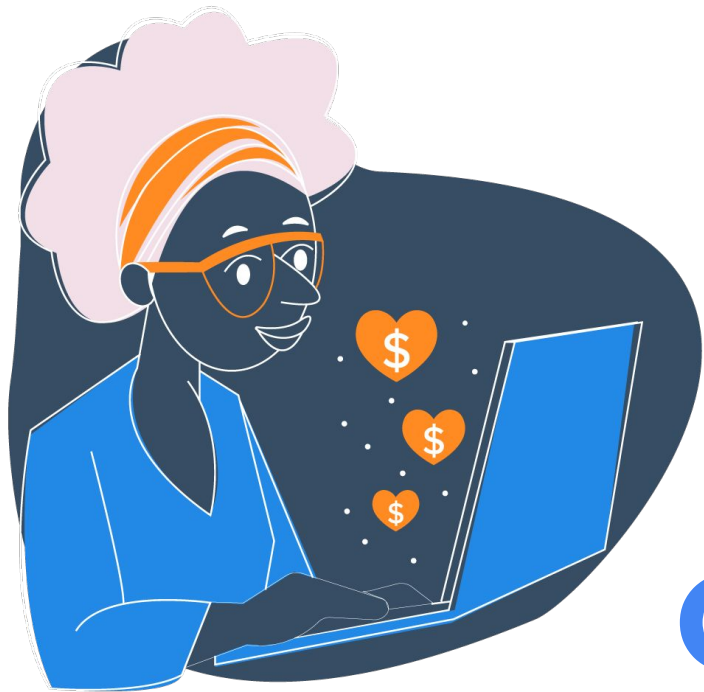
New Donor Match



- Motivate those who have not yet supported your cause to take the first step in making a difference
- Great way to capture new donors and build new relationships with them after the day

Fresh Faces Match!

Have you been waiting for the perfect opportunity to make your first donation to Logan's Pups? Now's your chance! First time donors will have their gift DOUBLED thanks to a match from Debbie's Pet Supply!



Adding a Matching Opportunity to your Giving Day

Your Giving Day Dashboard

From your Giving Day Dashboard, click “Manage Matches and Challenges”

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

Reset Profile

ⓘ Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point.

Donation Tools

🔗 Manage Matches and Challenges

📄 Manage Donations

🖨️ Embed a Donate Button

Other Actions

📌 Engagement Opportunities

🔗 Add External Fund

📄 View Registration Info



Add a Match

Click the “Add Match” button to create a new matching opportunity to feature right on your Giving Day profile.

Matches

Challenges

+ Add Match

Enter Match Information

Match Details

Match Name

Giving Tuesday Match!

Description

Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!

Total Matching Funds Available ⓘ

\$ 50.00

Matching Ratio ⓘ

- 1:1** example: \$10 donation is matched by \$10
- 2:1** example: \$10 donation is matched by \$20
- 3:1** example: \$10 donation is matched by \$30

Image

 match_commitment_image_9939217026_img

Select Image

Remove

Tip: Disable adblockers on this page for the best image uploading experience.

- Match Name
- Match Description
- Matching Funds Available
- Matching Ratio
- Image (optional)

Enter Sponsor Information

Sponsor Donor Details

Sponsor Donor Name

Sponsor Donor Name is for your reporting purposes and will not display publicly unless you check the box below.

Display Sponsor Donor Name Publicly

Sponsor Business URL (optional)

- Sponsor Name
- Sponsor URL (optional)
- Or keep your sponsor anonymous

Customize Your Match

Match Criteria

Does this match only apply to donations made within a certain time period? (optional)

Time Zone

Eastern Time

Start Time (US/Eastern Time)

End Time (US/Eastern Time)

Maximum Match per Individual Donation

\$

Enable Auto Matching 

Update Match Parameters

- Match Start Time (optional)
- Match End Time (optional)
- Maximum Match per Donation
- Auto Matching
 - Enables donation matching to eligible online gifts in real time

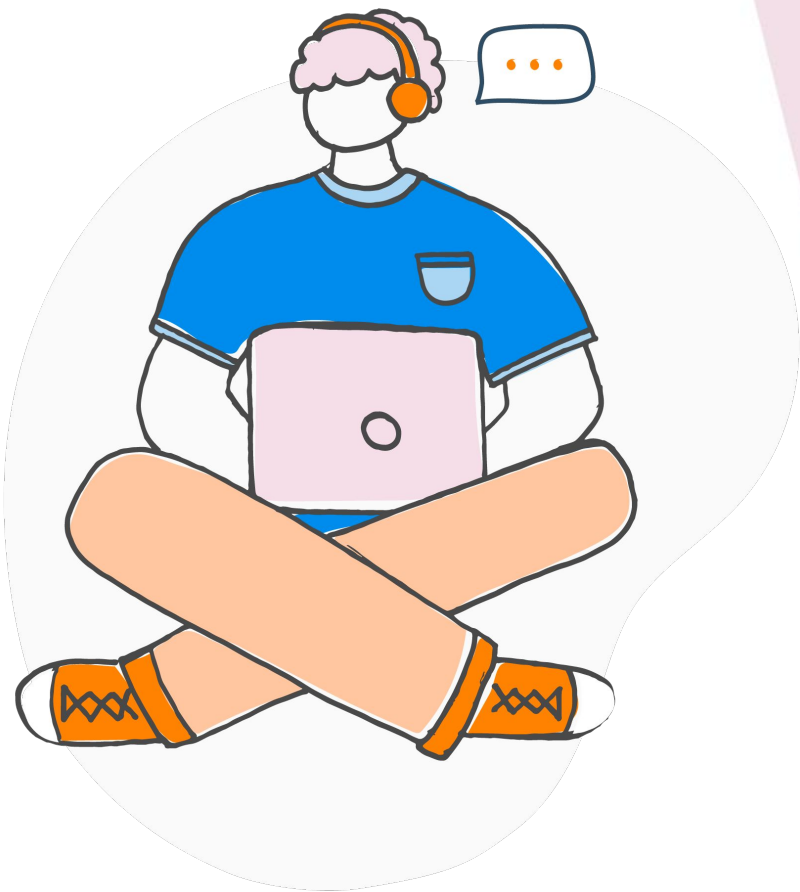
View Your Match

Debbie's Pet Supply: Giving Tuesday Match!

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\$50 MATCH

\$50 REMAINING



Creative Challenges

Dollar vs Donor vs Gift Challenges

- Dollar based Challenges unlock funds once a dollars raised milestone is met
- Donor based Challenges unlock the pledged funds once a donor milestone is met
- Gift (or Donation) based Challenges unlock funds once a donations received milestone is met

Excite your supporters!

Motivate your donors and supporters to reach the challenge goal so that their support can go even further.



Get Local Businesses Involved!



Example:

- The SPCA has a \$3,000 fundraising goal for their campaign
- PetSmart agrees to contribute \$1,000 if the SPCA reaches their \$3,000 goal
- As soon as the SPCA reaches their goal, PetSmart's \$1,000 donation is released to their total funds raised
- This is a **Dollar Challenge**

Create Donor Challenges

- Alternately, you could set up a Donor Challenge
- Sponsored funds are released when a donor milestone is met, rather than dollar milestone
- Example: PetSmart agrees to give \$1,000 to the SPCA once 100 unique donors have made their gift



Note: Your nonprofit is responsible for gaining and receiving funds from the sponsor. GiveGab does not collect the matching or challenging funds from your sponsor on your behalf. GiveGab simply reports the amount raised.



Adding a Challenge to Your Giving Day

Your Giving Day Dashboard

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Other Actions

- 📌 Engagement Opportunities
- 🔗 Add External Fund
- 📄 View Registration Info



Add a Challenge

Click the “Add Challenge” button to create a new matching opportunity to feature right on your Giving Day profile.

Matches

Challenges

+ Add Challenge

Enter Challenge Information

- Challenge Name
- Challenge Description
- Challenge Unlock Amount
- Image (optional)

Challenge Details

Challenge Name

Giving Tuesday Challenge!

Description

When we reach 10 donors, \$50 will be unlocked thanks to a generous donation from our friends at Debbie's Pet Supply!

Challenge Unlock Amount ?

\$ 50

Image



Select Image

Remove

Tip: Disable adblockers on this page for the best image uploading experience.

Enter Sponsor Information

Sponsor Donor Details

Sponsor Donor Name

Sponsor Donor Name is for your reporting purposes and will not display publicly unless you check the box below.

Display Sponsor Donor Name Publicly

Sponsor Business URL (optional)

- Sponsor Name
- Sponsor URL (optional)
- Or keep your sponsor anonymous

Customize Your Challenge

Set Challenge Details

- Start Time
- End Time
- Challenge Type
 - Dollar
 - Donor
 - Donation
- Challenge Goal

Challenge Criteria

Select the time period applicable for this challenge

Time Zone

Eastern Time

Start Time (US/Eastern Time)

End Time (US/Eastern Time)

Challenge Type

Donor Challenge

Challenge Goal

10

How many donors are needed to complete this challenge?

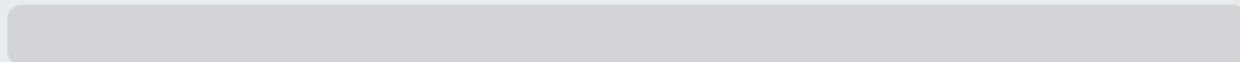
Archive **i**

Save **Cancel**

View Your Challenge

Debbie's Pet Supply: Giving Tuesday Challenge!

When we reach 10 donors, \$50 will be unlocked thanks to a generous donation from our friends at Debbie's Pet Supply!



10 more donors unlocks **\$50**

Important Tips

- A Match or Challenge will remain active for the entire length of the set date and time parameters
- If you did not meet the amount necessary to deplete the match, but wish to release the entire sponsored amount, select “Deplete Match”
- If you no longer wish to display your match or challenge, select “Archive”

Giving Tuesday Match! Sponsored by Debbie's Pet Supply

Total Amount Amount Remaining  Auto-Matching Enabled
\$50.00 **\$50.00**

Your donations will be DOUBLED on #GivingTuesday tha...



Edit



Archive



Remove



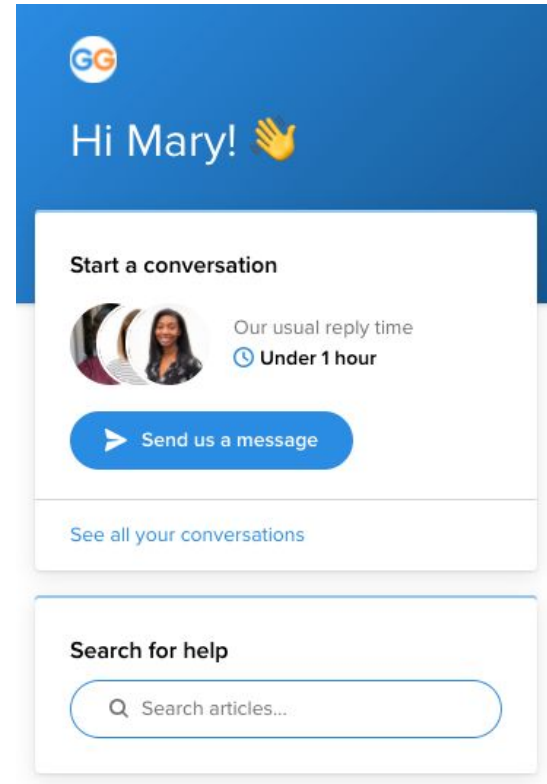
Deplete Match


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?



November 28 - December 31