

# Peer-to-Peer Fundraising for Pony Up For Kids



# Meet the Team



**Kalia Kornegay**

Associate Project  
Manager

# Agenda



- How to sign up as a P2P fundraiser
- Setting up your P2P Fundraising Page
- Fundraising resources available to you
  - P2P Fundraising strategies and best practices

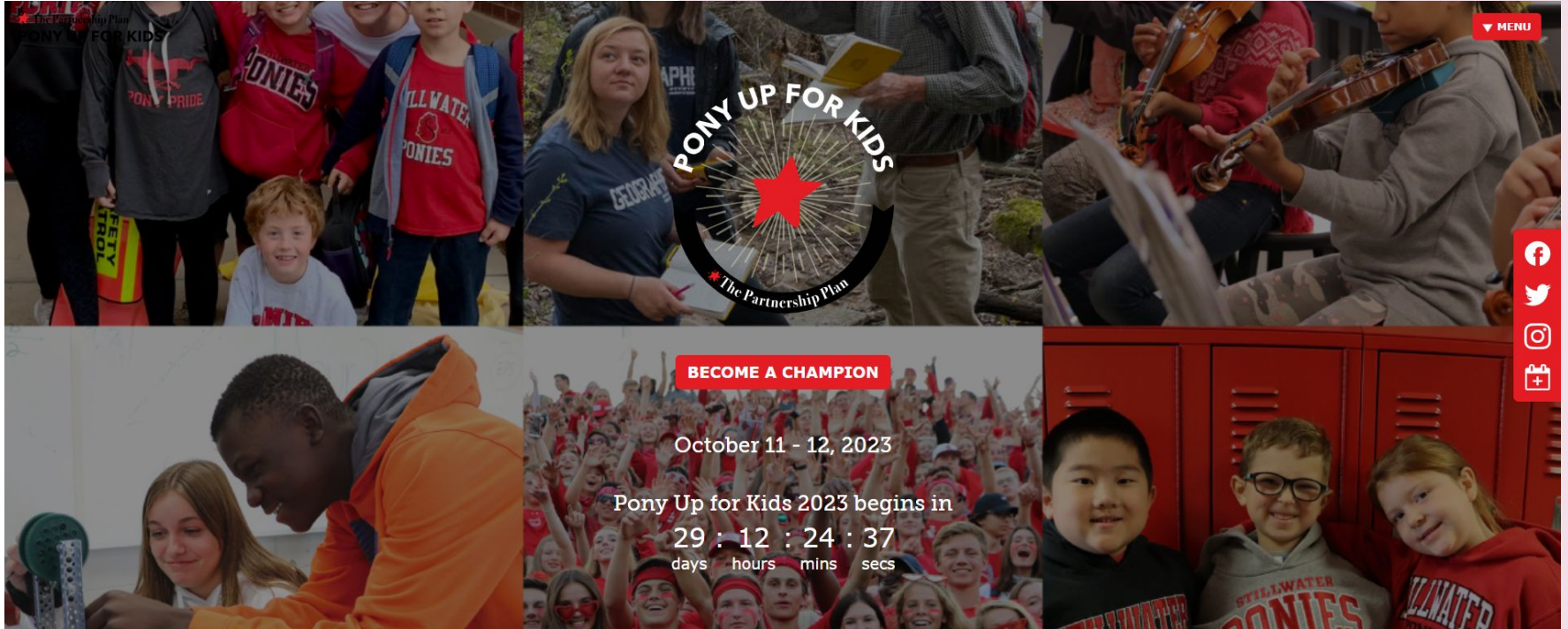
# What does it mean to be a P2P Champion/Fundraiser?



**Peer-to-Peer Fundraising allows you to create and host your own fundraising page right within your Pony Up for Kids profile. Your totals roll up into the Giving Day!**

# How to Sign Up

Step one: Go to <https://www.ponyupforkids.org/>  
Click “Become a Champion” button



# Demo

Step two: Click “Champion” button

The Partnership Plan  
PONY UP FOR KIDS

▼ MENU



The Partnership Plan

DONATE CHAMPION




# Demo

## Step three: Provide your name, email, and password

 The Partnership Plan  
**PONY UP FOR KIDS**

▼ MENU



Become a champion for  
The Partnership Plan

First Name  Last Name

Campaign Name (optional)

If you'd like your champion page name to be something other than your first and last name, enter that here.

Email

Password

New passwords must be 8 characters and include a letter, a number and a special character (e.g. !,?, or \$).

[Forgot your Password?](#)

DONATE

CHAMPION







# Demo

## Automated email with more information



## Welcome to Pony Up for Kids

Hi Kalia,

You just signed up to be a Fundraising Champion for Pony Up for Kids which can only mean one thing - YOU ROCK! As a Fundraising Champion, you have the potential to make a HUGE impact by reaching out to your network and promoting a great cause!

Start gathering support right now by sharing this link to your fundraising page:

<https://www.ponyupforkids.org/p2p/325207/kalia-kornegay>

To personalize your fundraising page or access helpful tools, [visit your fundraising dashboard](#).

Looking for even more support? Read about [Peer to Peer Fundraising on GiveGab](#), or check out our [Customer Success Headquarters](#) for more resources on how to be a successful Fundraising Champion, and start spreading the word!

[Get Started!](#)

**Any Questions?**

Feel free to [contact our support team](#) if you need help.

# Setting Up Your P2P Page



# Demo

## Sign in to GiveGab.com

**GiveGab**

SOLUTIONS

COMMUNITY

ABOUT US

LOG IN

GET A DEMO

## Experience the Joy of Fundraising

With the #1 Digital Solution for **Giving Days**  
and **Year-Round Giving**

Request a Demo

Tour the Product



GiveGab is becoming  Bonterra.

# Demo

## Locate your Fundraising Dashboard for 2023



Welcome, Kalia!

### Your Personal Fundraisers



#### The Partnership Plan

Pony Up for Kids 2022

\$ \$0.00 Raised    👤 0 Donors

[View](#)

[Dashboard](#)

### Donations

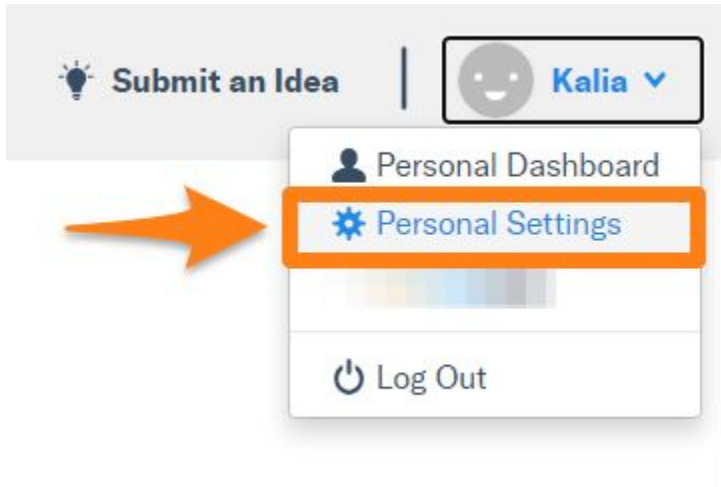


Amount	Organization	Date	Recurring?
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# Demo



## Changing your URL!

Kalia Kornegay / Settings

**Your Information**

Location

Privacy


Account

**First Name**

**Last Name**

**Email**

**Profile Picture**



**Slug**

Appears in your P2P fundraiser links. No two users can have the same slug.



# Demo

## Your Fundraising Dashboard



### Kalia Kornegay's fundraising dashboard for The Partnership Plan

Complete the steps below to be sure that your fundraiser is successful.



Tell Your Story



Make a Donation



Reach Out



Share Socially



Give Thanks

#### Progress

0%

\$0

Raised  
of \$500 Goal


0

Donors

0

Emails Sent

# Demo




## Tell Your Story

**Fundraiser Display Name**

If you'd like your page name to be something other than your first and last name, enter that here.

**Your Story Image**



**Select Image** **Remove**

Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 1200x800.

**Set A Goal**




\$ **5000**  **.00**









**Video Link (YouTube or Vimeo)**

**Your Phone Number**

This will not be displayed publicly.

**Tell Your Story**

GT America **Formatting** **A** **B** **I** **U**   

We invite you to join us as we Pony Up For Kids to bring the magic and wonder of exceptional learning experiences to every student, in every classroom!

# Demo

New formatting options - click to expand!

Tell Your Story



- Customize font, text size, and text formatting
- Add extra images and hyperlink URLs
- Use HTML to add more customized formatting!

Tell Your Story





# Share Your Stories



Share your personal connection to The Partnership Plan by answering these prompts:

- What made you decide to get involved?
- What do you wish everyone knew about The Partnership Plan?
- Why do you enjoy supporting The Partnership Plan?
- What is your favorite program or service provided by TPP and why?
- How do you feel after [working at, volunteering at, or supporting] The Partnership Plan?

# Demo

## Make a Donation



Make a Donation

The Partnership Plan is not currently accepting donations.

**Donations Open October 1!**

# Demo

## Reach out to friends, family, and colleagues



### Reach Out

We know asking people for donations can be scary, so consider reaching out to close family members or friends first. This will help build some momentum for your campaign and give you the confidence you'll need when reaching out to others.

[Send Email](#)[Access Contacts](#)

Note: We recommend importing no more than 25 contacts at one time to prevent errors.

Name	Email	Emails Sent	Actions
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# Demo

## Share Socially



### Share Socially


Share Your The Partnership Plan Page!

<https://www.ponyupforkids.org/p2p/321952/kalia-kornegay>



# Demo

## Personally thank your donors

### Give Thanks

No matter what amount you've raised, it's very important to thank the supporters that donated to your campaign.

[Thank Selected Donors](#)

<input type="checkbox"/>	Name	Amount	Comment	
<input type="checkbox"/>	[blurred]	\$100.00		✔ Thanked
<input type="checkbox"/>	[blurred]	\$50.00		✔ Thanked
<input type="checkbox"/>	[blurred]	\$100.00		✔ Thanked
<input type="checkbox"/>	[blurred]	\$200.00	I'm grateful to the Partnership Plan for their continued support of our students and staff!	✔ Thanked
<input type="checkbox"/>	[blurred]	\$75.00		✔ Thanked
<input type="checkbox"/>	[blurred]	\$100.00		✔ Thanked
<input type="checkbox"/>	[blurred]	\$50.00		✔ Thanked
<input type="checkbox"/>	[blurred]	\$100.00		✔ Thanked
<input type="checkbox"/>	[blurred]	\$100.00		✔ Thanked
<input type="checkbox"/>	[blurred]	\$100.00		✔ Thanked

# Demo

## Progress & Previewing or Sharing Your Page



### Progress

0%

<b>\$0</b> Raised of \$3,000 Goal	<b>58</b> Days Left
<b>0</b> Donors	<b>0</b> Emails Sent

Share your fundraiser!

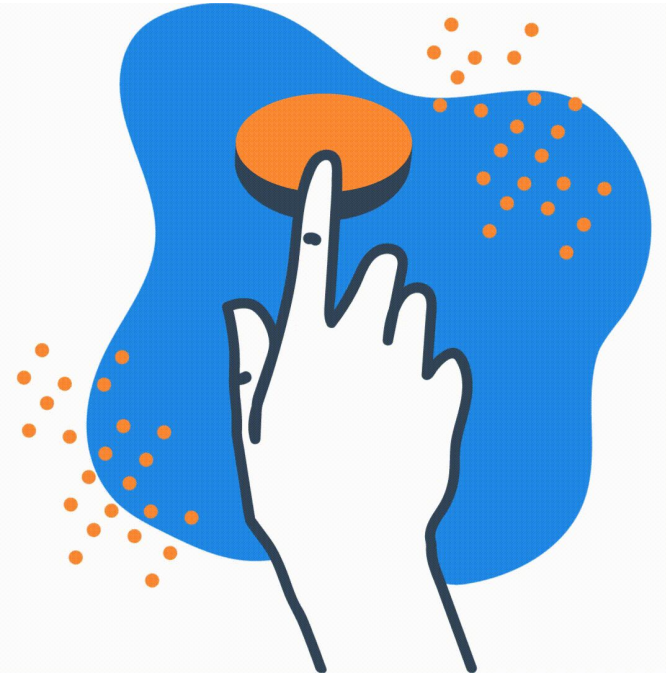
<https://www.ponyupforkids.org/p2p/2636>



# Helpful Resources

# Tools for Success



## Fundraiser Guide Resources:

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

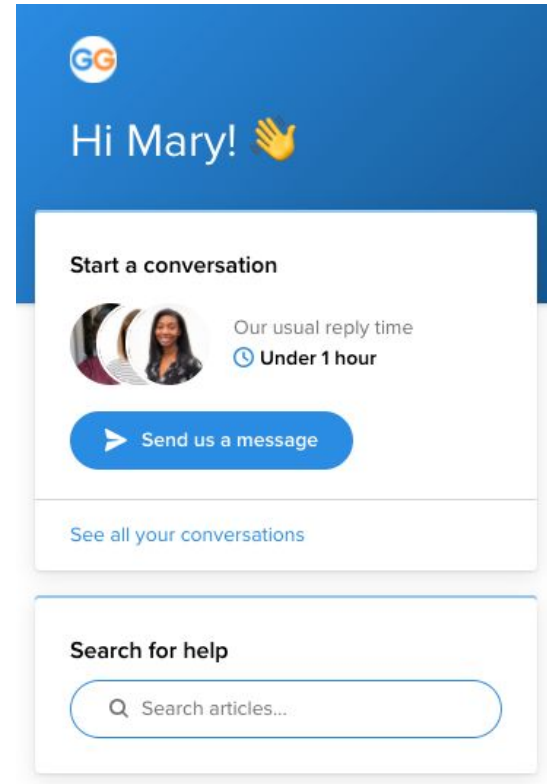


# Giving Day Support & Resources

Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at  
[CustomerSuccess@GiveGab.com](mailto: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.





# Fundraising Strategies

# Best Practices



- Set a fundraising goal to guide your efforts
- Connect with supporters via storytelling
- Plan your ‘ask’
- Share, share, share!
- Come up with **Incentives!**

# Donation Incentives

## MOTIVATE to give!

What do your friends, family, co-workers, neighbors, and other possible donors like?

- Gift cards to coffee shops, restaurants, stores
- Personal experience with you or your family
- Unique item you can give (baked goods, craft, art)

# Next Steps

- Sign up if you haven't already
- Check out the fundraiser guide for resources to make it easy
- Send out a save the date email or social media post
- Start brainstorming Incentives

# Thank you!

