

# Peer-to-Peer Fundraising



powered by  
United Way of Rhode Island

GiveGab is becoming  Bonterra.

# Zoom Etiquette

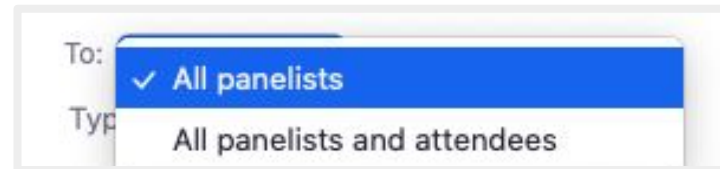
This is being recorded. The recording will be available on the /trainings page by **March 1.**

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

Introduce yourself! Name, location, organization.



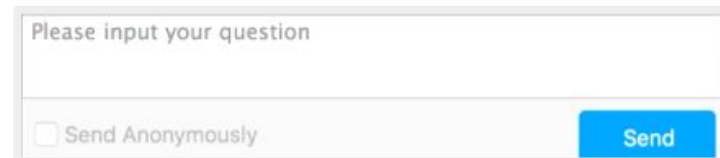
## Chat Box



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 white box below the blue one). The 'Typ' label is partially visible on the left.



## Q&A



The screenshot shows the Zoom Q&A input form. It has 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 401Gives profile. Their totals roll up into your totals!

# Impact in 2023

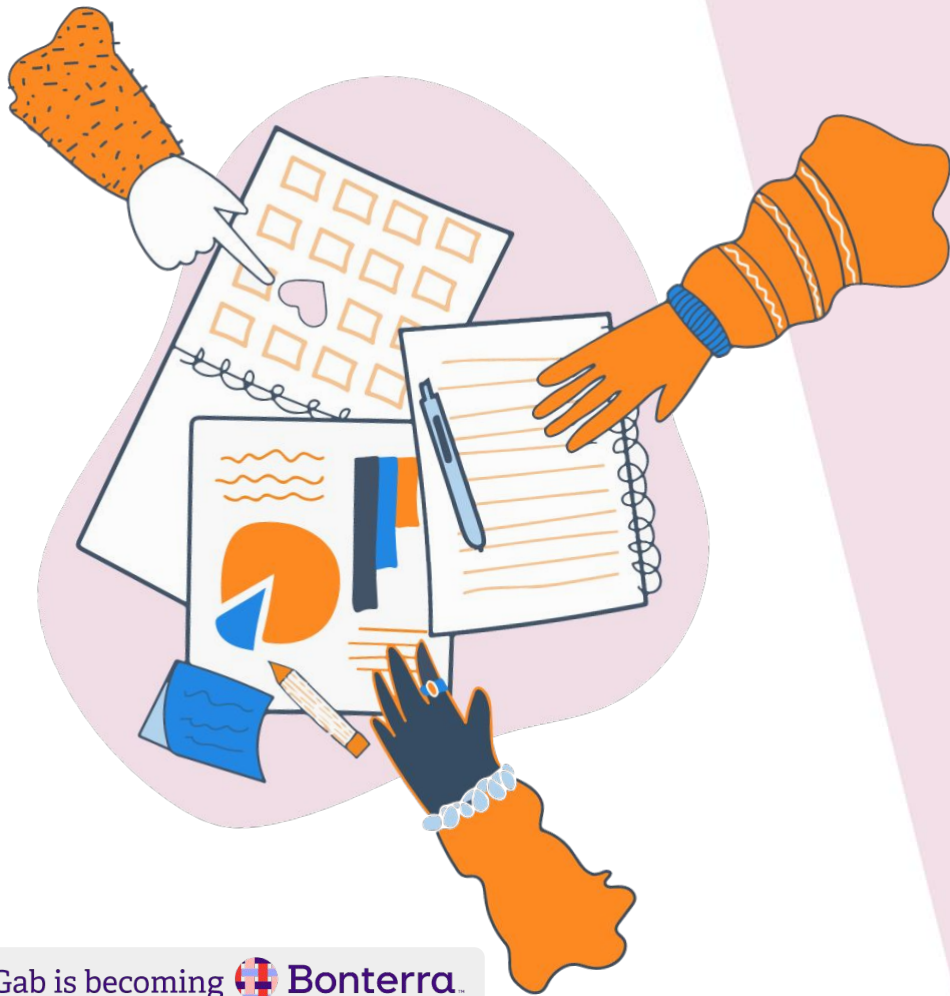
- 25% of organizations used P2P
- 629 P2P raised funds
- 70% of P2P's raised funds per org
- Accounted for 12% of total raised

**Average Raised by Nonprofits**

**4x'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

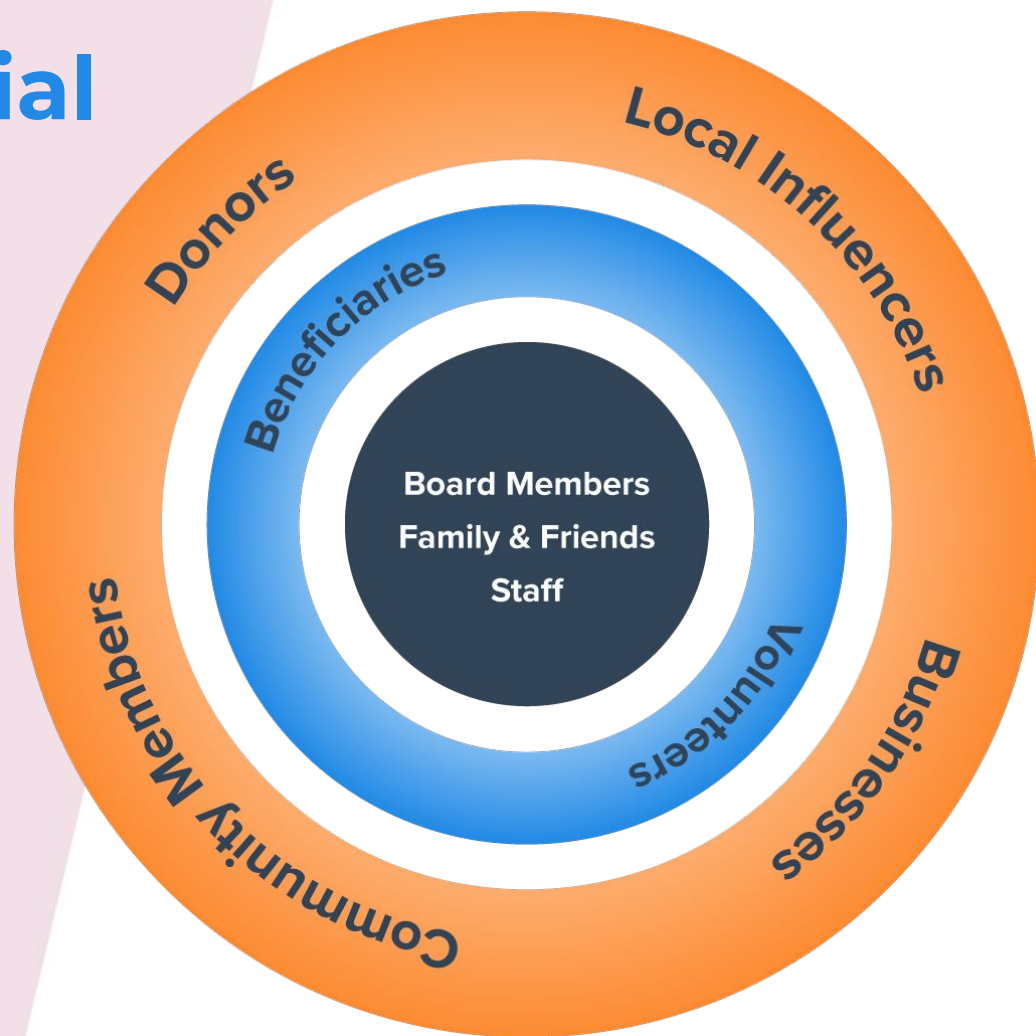


# 4 Steps to Fundraising Success

- 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



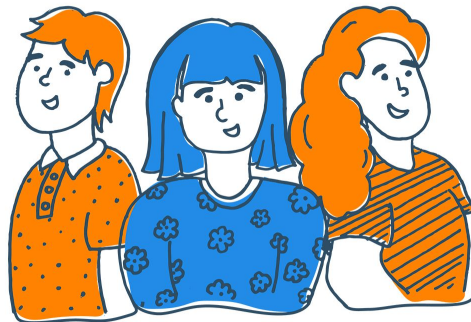
# Identify Potential Fundraisers



# 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**

\$  .00

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

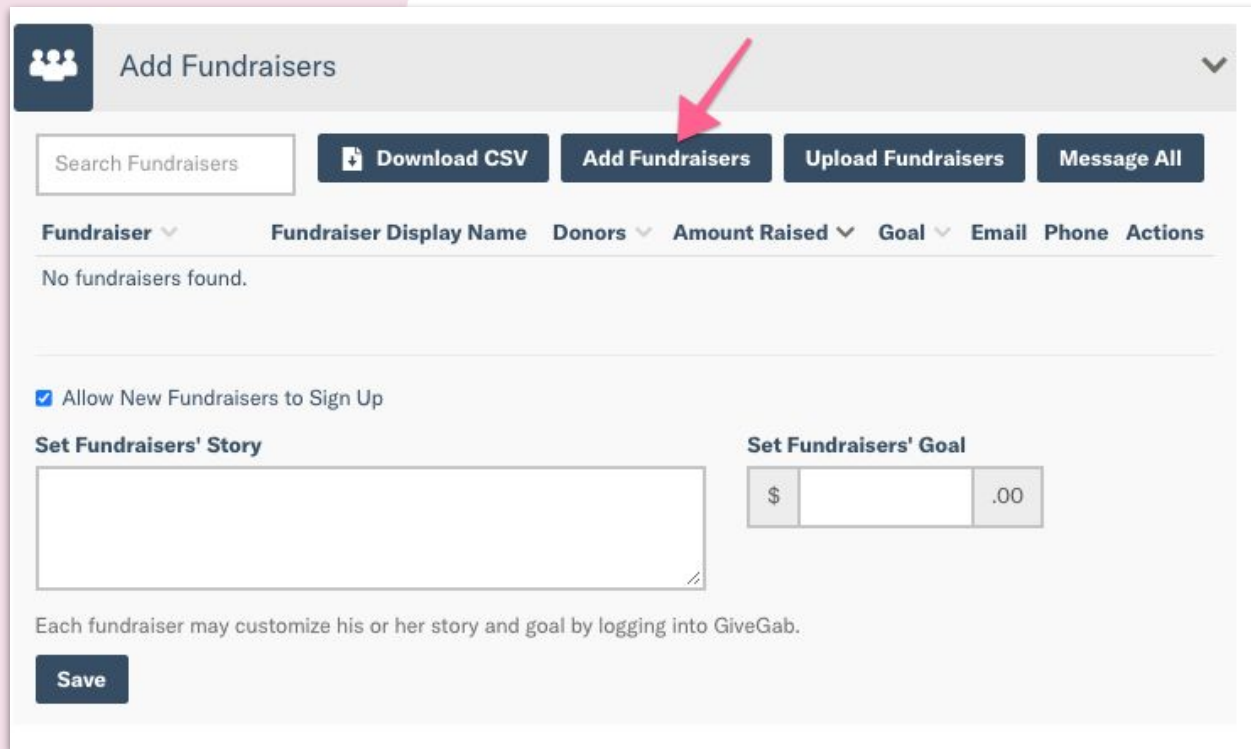
Save



# 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. There are two sections: 'Set Fundraisers' Story' with a text area, and 'Set Fundraisers' Goal' with a currency selector (\$), a text input, and a decimal input (.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

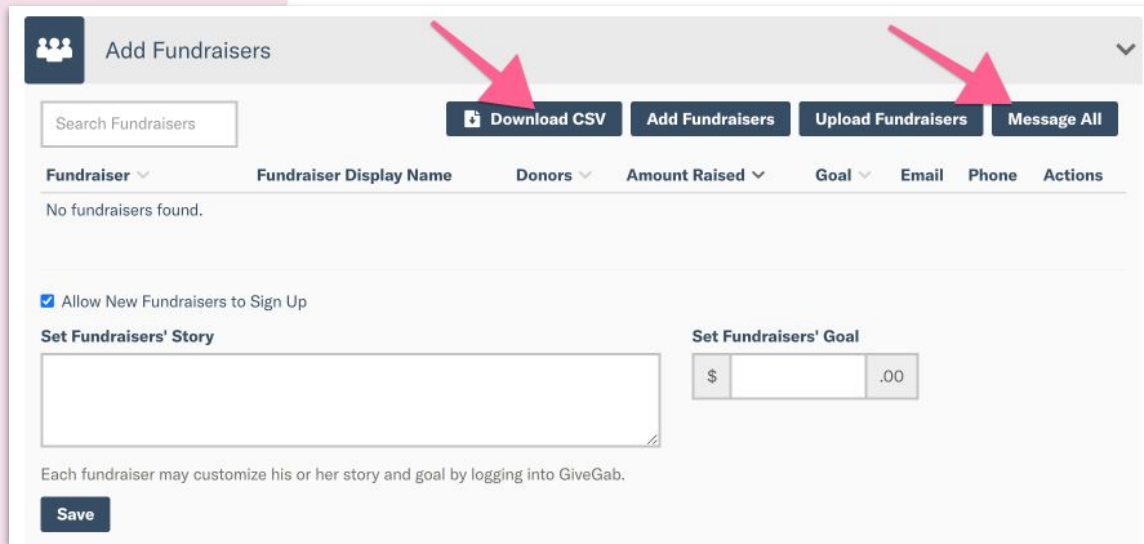
Cancel

Next: Compose Your Message

# Demo

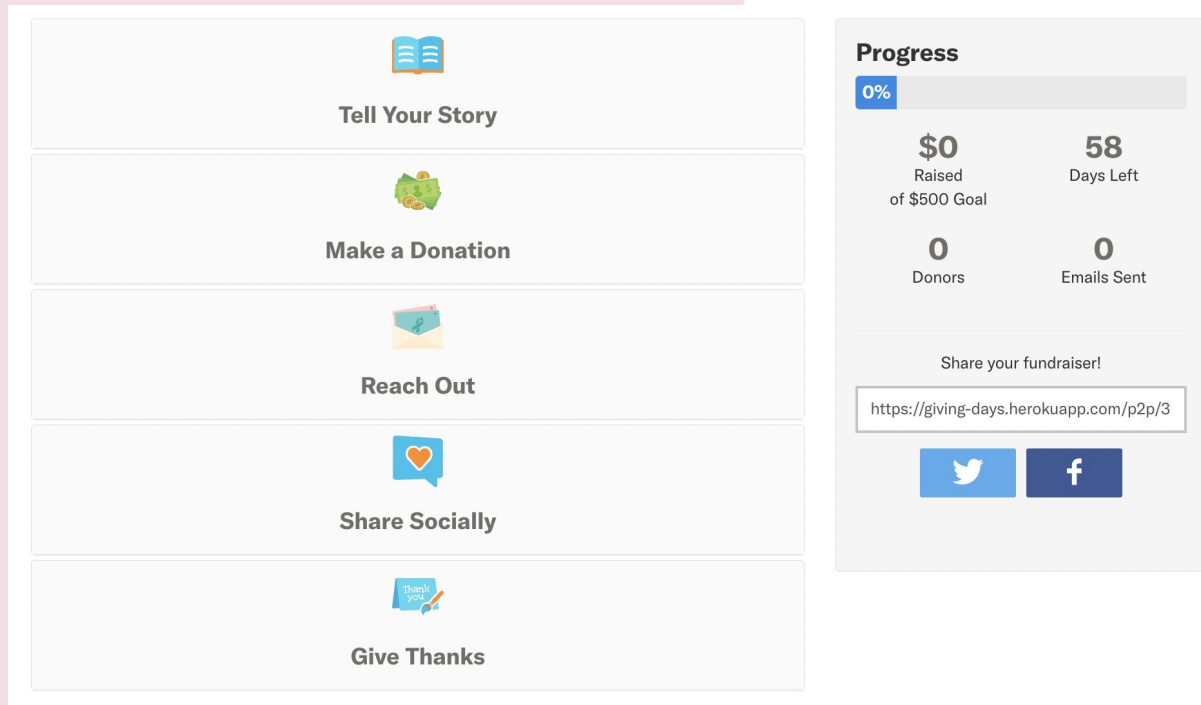
Use our system to send quick, plaintext emails to your P2P's

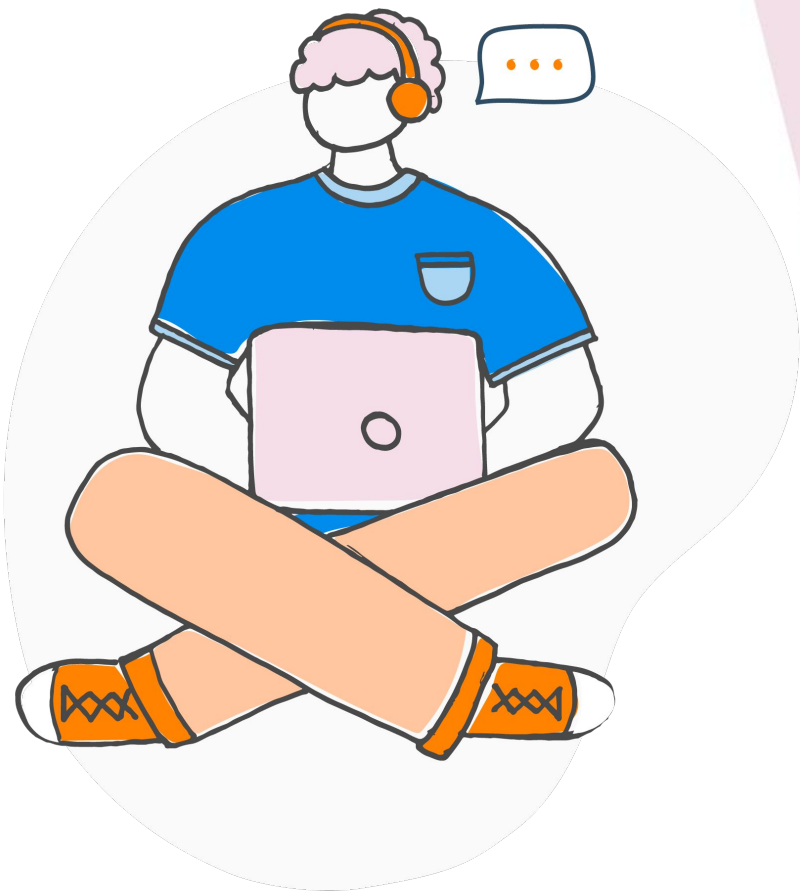
Download a CSV to contact them separately



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 respectively. 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 labeled '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 form is a 'Save' button. A note at the bottom states: 'Each fundraiser may customize his or her story and goal by logging into GiveGab.'

# Fundraiser Dashboard





# Takeaways & Resources

# Timeline for P2P Recruitment



# Key Takeaways



- P2P Fundraising can help you multiply your total raised by **over 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 Fundraisers

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

## Tools for Nonprofits

- How to identify and add fundraisers
- Support articles & videos for engaging P2P fundraisers
- Email templates for recruiting fundraisers



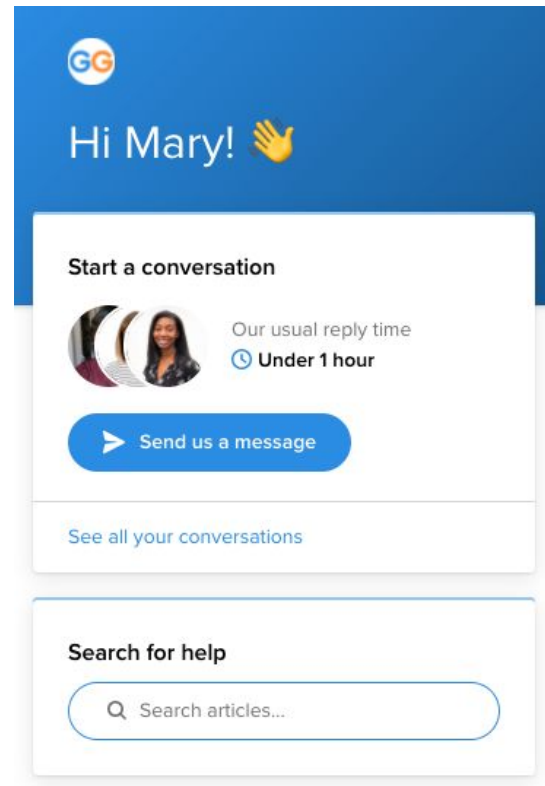
# Giving Day Support & Resources


Visit our [Help Center](#)

Check out [Our Blog](#)

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