

# Peer-to-Peer Fundraising for *The Big Give 2023*



# Zoom Tips

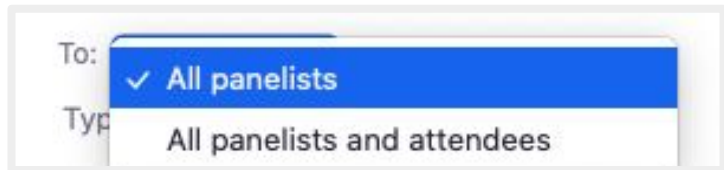
This is being recorded. The recording will be available on the /trainings page by **June 9.**

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

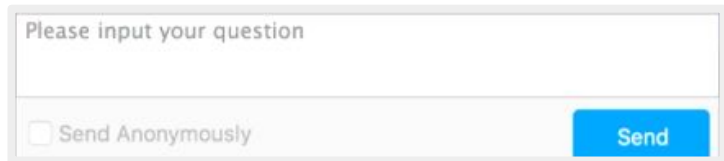


The screenshot shows the 'To:' dropdown menu in the Zoom chat box. The 'All panelists' option is selected and highlighted in blue. Below it, the 'All panelists and attendees' option is visible.

To:
✓ All panelists
All panelists and attendees



## Q&A



The screenshot shows the Zoom Q&A 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.

Please input your question	
<input type="checkbox"/> Send Anonymously	Send

# Big Give Dates

- **August 3:** Big Give Training Camp
- **September 1:** Final Day of Registration & Profile Completion
- **September 13:** Early Donations Accepted
  - *Great time for your P2P Fundraisers to gain momentum!*
- **September 13:** Pep Rally
- **September 20, 6 PM - September 21, 6 PM:** *The Big Give!*
- **September 24, 11:59 PM:** *Donations portal closes*



# Have You Used P2P Fundraising Before?

If so, what's been your biggest challenge?

# Agenda



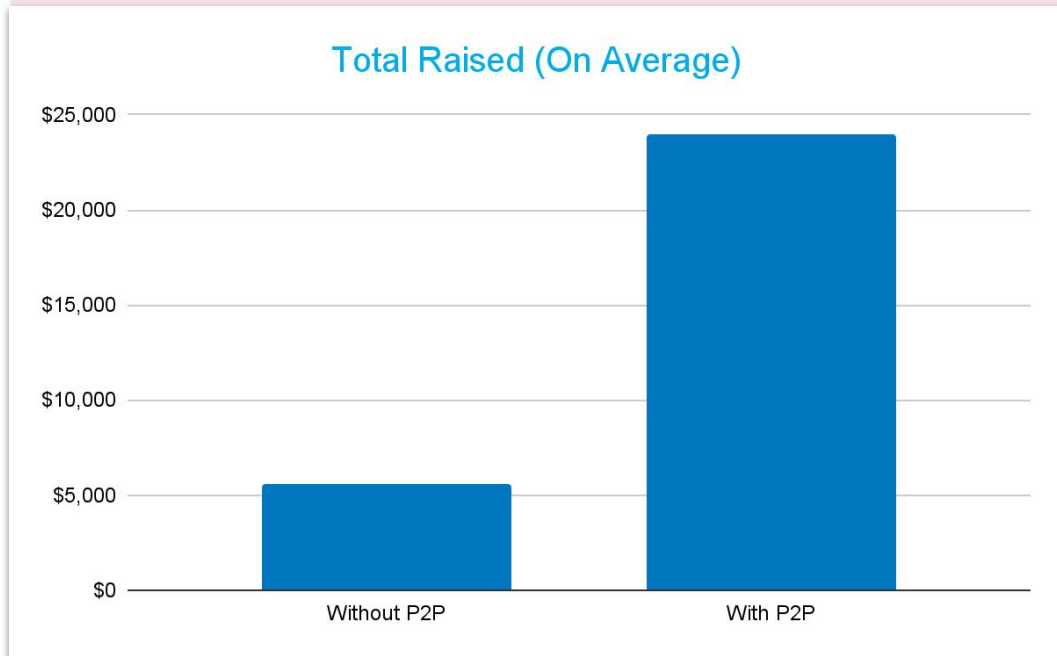
- Peer-to-Peer Fundraising basics
- P2P Fundraising strategies and best practices
- Empowering and engaging your fundraisers
- Using GiveGab's Fundraising Tool
- Resources available to your organization

# What is P2P Fundraising?

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

# Impact in 2022

- 31% of organizations used P2P
- 1,059 P2P raised funds
- Average number of P2P's raised funds per org: 8.6
- **Raised \$862,056 in total through this feature!!**
- Accounted for 17.5% of total raised



## Average Raised by Nonprofits

**4.3x's more** with P2P fundraising!

# Why is it so effective?

- Multiplies your reach to potential donors
- Uses the power of social influence
- Increases your social media presence
- Establishes another avenue for engagement with your organization
- Encourages friendly competition
- Results in more authentic outreach and messaging... let's see some examples!



# Spotlight: Merced Housing

## Fundraisers

- |   |   |            |
|---|---|------------|
| 1 | Dream Team Giant Givers                                     | \$9,170.00 |
| 2 | Merced's Board of Directors                                 | \$7,700.00 |
| 3 | Part Way Perfect  | \$2,702.00 |
| 4 | Communications, Fund Development, and Community Impact Team | \$1,295.00 |
| 5 | The A-Team  | \$1,267.22 |
| 6 | The Fun-tastic Four   | \$1,055.00 |



On behalf of the Communications, Fund Development, and Community Impact Team - Sue, Larissa, Isaiah, and Sonia, thank you for donating to Merced's Resident Services Program.



On behalf of the A-Team - Adrienne, Annette, Joy, Norma, and Jesse, thank you for donating to Merced's Resident Services Program.

# Spotlight: C.A.M.P.



When, on a whim, I volunteered at C.A.M.P. in high school, I had no idea what to expect. I had never considered how homeback could be adapted for limited mobility, how swimming could happen safely with a trach, or how canoeing could be enjoyed by all abilities. Seeing such encompassing inclusion for the first time was wonderful and exciting, and six years into my camp journey I can decidedly say it has changed my life!



CAMP is my home and the place I've made my most valued friendships. I've laughed, happy-cried, danced, and sang with friends across every inch of it! CAMP is why I know and care for my best friend (hi Ava!!!), why I am studying to be an Occupational Therapist, and why I can never run out of funny stories! I've loved every second of sharing with friends, regardless of a diagnosis, the ultimate experience that is a summer camp! Growing up, I learned a camp song that says all that needs to be said: *love's for those who find it, and I found mine right here*. Supporting CAMP is supporting a place that becomes home for every person who enters the gate :)



I've had the privilege of working at CAMP for nearly 15 years, and in that time I have consistently been able to witness our campers reaching new heights. Most recently, that has included taking a ride on our new Giant Swing installed this past spring (see photo)!

CAMP offers our campers with disabilities or medical conditions opportunities they just don't get anywhere else - and the best part of it all, is that they get to spend time with friends in a place and with programs intentionally designed such that everyone belongs. We wish the whole world could be like CAMP!

Since we know that is not what the world outside our gates is like, we depend on your kindness and support - investing in opportunities that make the world better for our campers, their families, their camp counselors, the healthcare volunteers, and everyone who makes CAMP happen.

Thanks for all you do for CAMP - every gift - from \$10 on up - makes a difference... it only takes a moment! Please join me in supporting CAMP!


# Spotlight: CRRC of Canyon Lake

527%

\$13,186 Raised

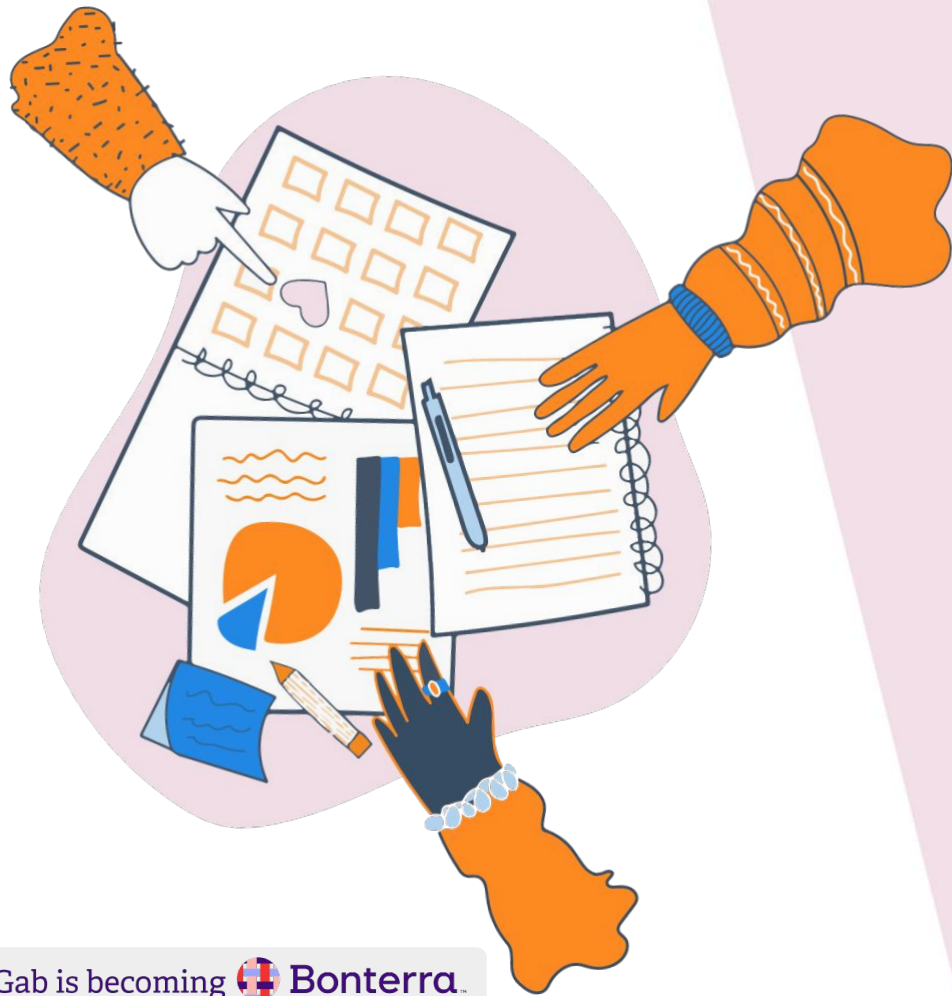
\$2,500 Goal

15 Donors



CRRC is the lifeblood of Canyon Lake and your support can make the lives of our neighbors fulfilling!

Fundraisers	
1	Tiffany Quiring \$13,186.00
2	Grant Farris \$10,000.00
3	CRRC Resource Center \$6,861.00
4	CRRC Thrift Store \$3,710.00
5	Sean Bailey \$2,636.00
6	Arthur Sesgo \$2,575.00
7	CRRC Recreation Center \$1,900.00
8	Alan Tucel \$1,620.00
9	Shane Rapp \$1,100.00
10	Diane Schaule \$1,000.00
<a href="#">SEE MORE FUNDRAISERS</a>	



# Strategize and Plan

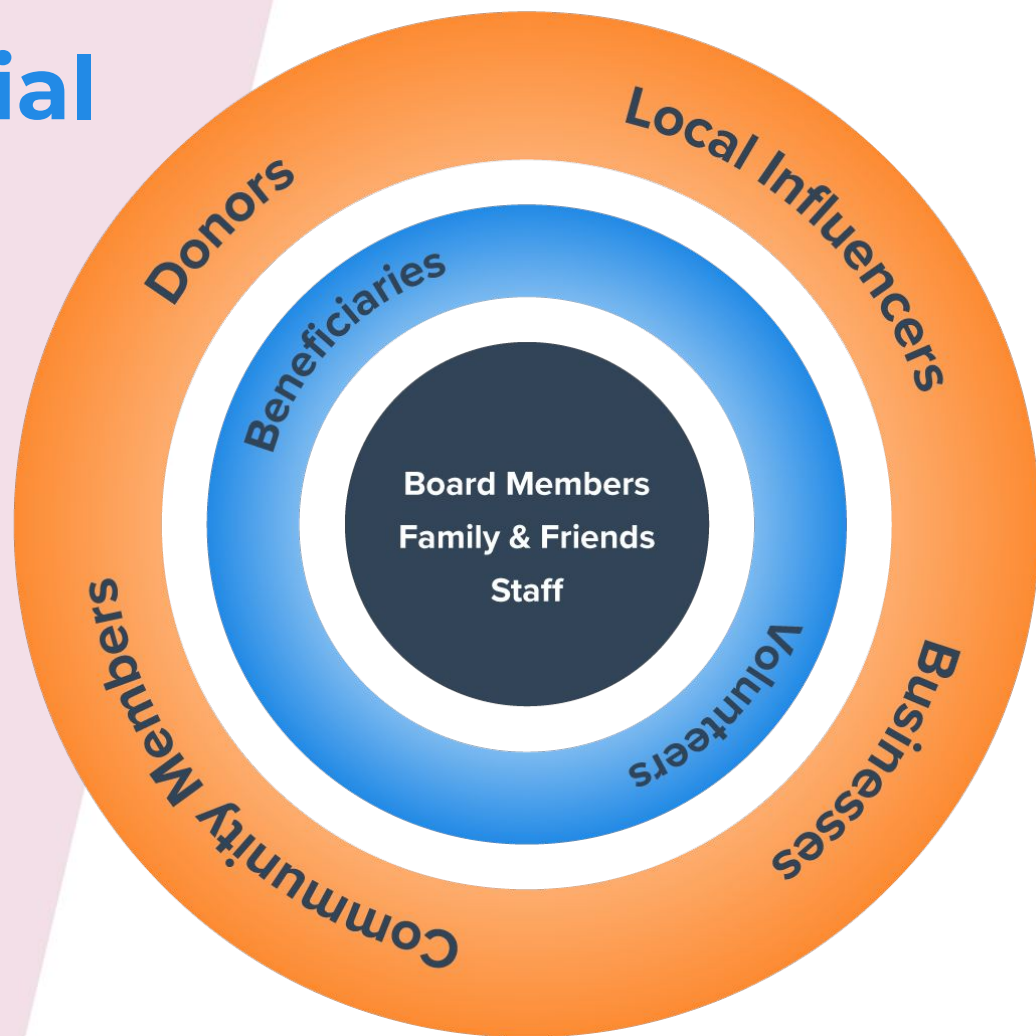
# 4 Steps to Fundraising Success

- 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





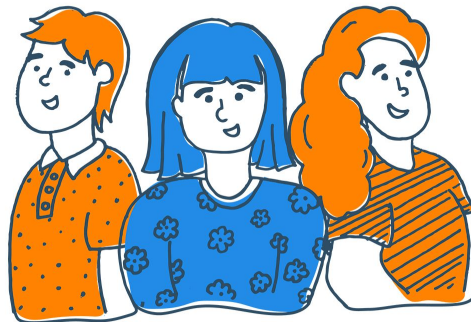
# Identify Potential Fundraisers



# 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



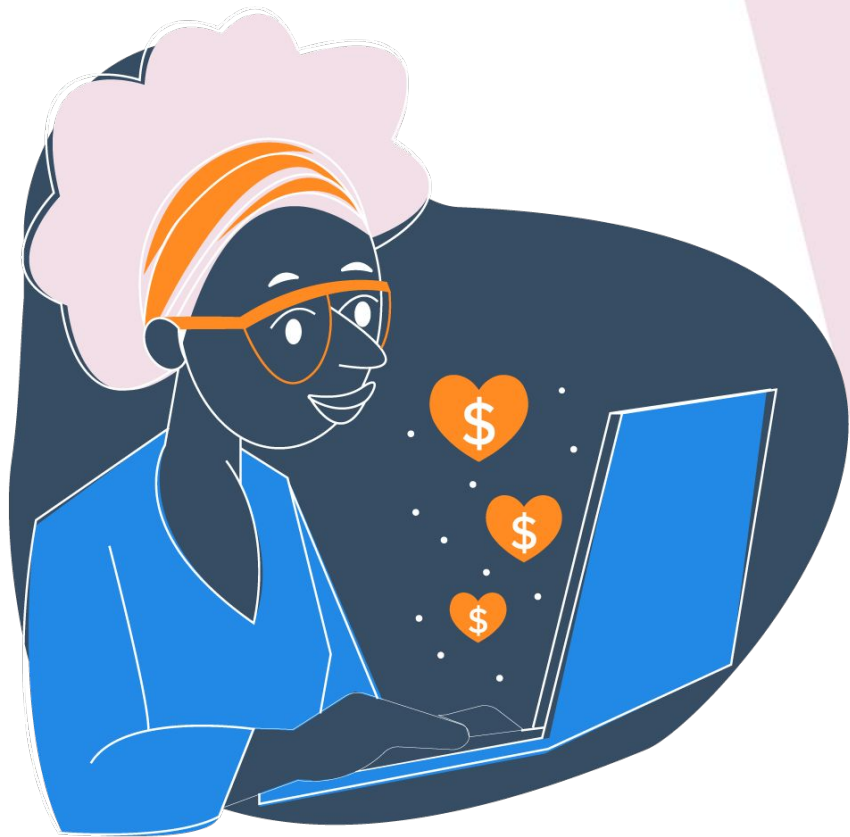
## Be Clear

- 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

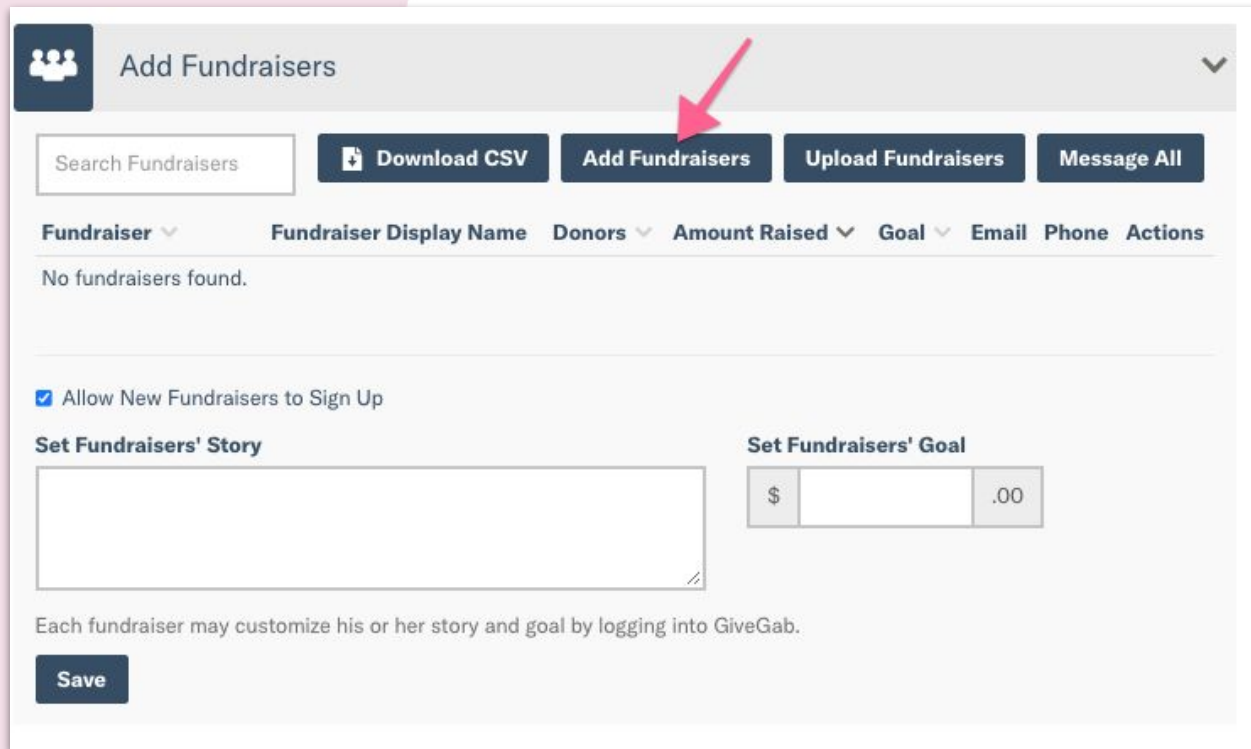
Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

# Demo

Navigate to your  
Fundraisers Tab in your  
Giving Day Dashboard.

Select “Add Fundraisers”



The screenshot shows the 'Add Fundraisers' section of a dashboard. At the top, there's a header with a group icon and the title 'Add Fundraisers'. Below this is a row of buttons: 'Search Fundraisers' (text input), 'Download CSV' (dark blue button with a download icon), 'Add Fundraisers' (dark blue button, highlighted with a red arrow), 'Upload Fundraisers' (dark blue button), and 'Message All' (dark blue button). Below the buttons is a table header with columns: 'Fundraiser', 'Fundraiser Display Name', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table body is empty, showing 'No fundraisers found.' Below the table, there's a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. Underneath, there are two sections: 'Set Fundraisers' Story' with a large text area, and 'Set Fundraisers' Goal' with a currency selector '\$' and a goal input field showing '.00'. At the bottom, there's 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

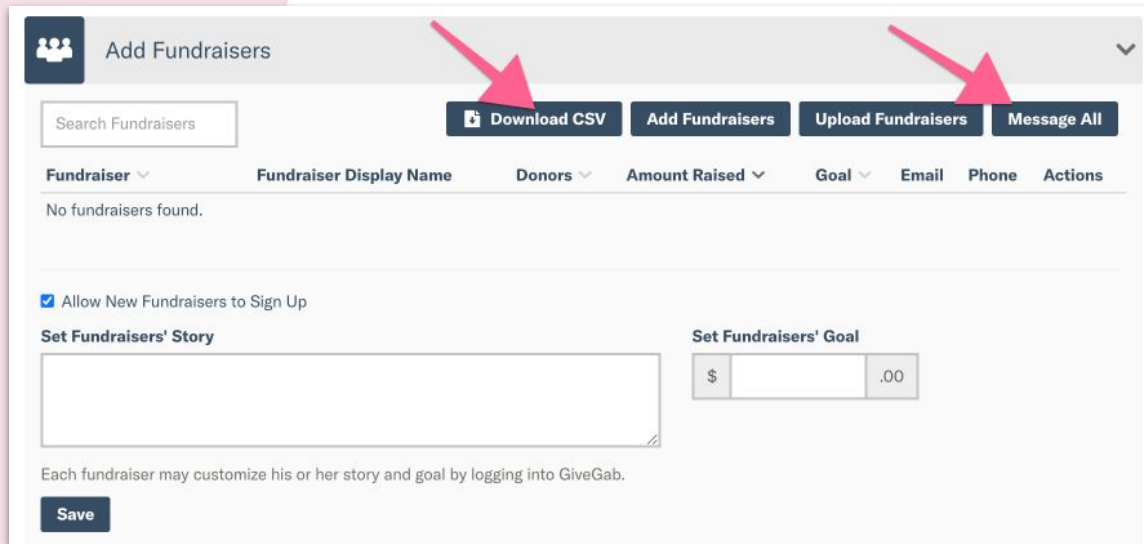
Cancel

Next: Compose Your Message

# Demo

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

Download a CSV to contact them separately



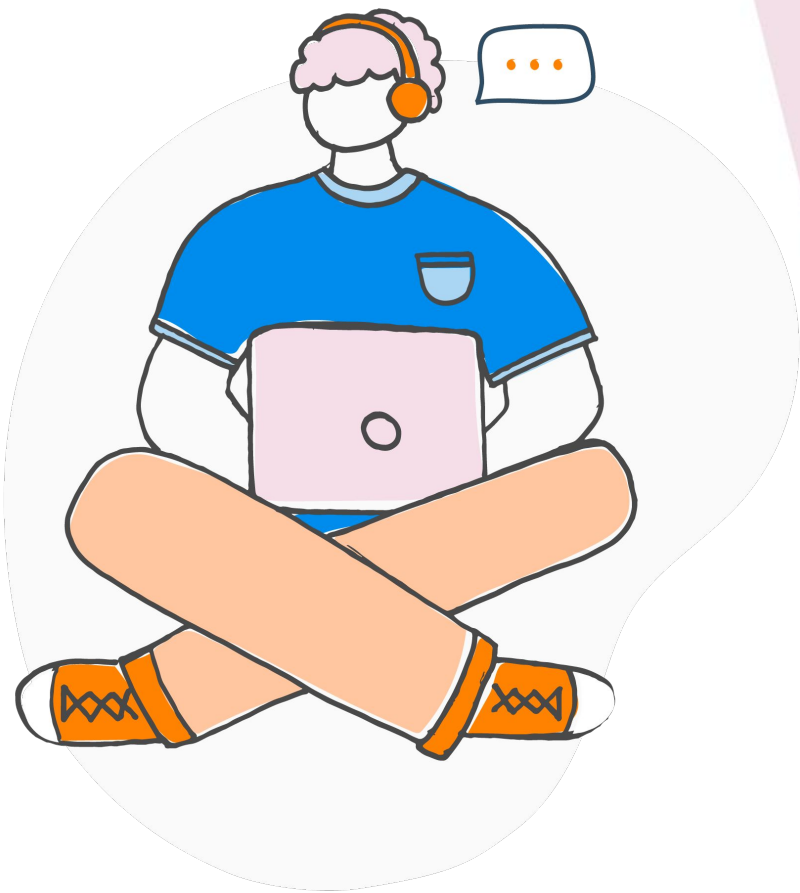
The screenshot shows the 'Add Fundraisers' interface. At the top, there is a header bar with a group icon and the text 'Add Fundraisers'. Below this is a search bar labeled 'Search Fundraisers'. To the right of the search bar are four buttons: 'Download CSV' (with a download icon), 'Add Fundraisers', '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 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"/>			<a href="#">Download CSV</a> <a href="#">Add Fundraisers</a> <a href="#">Upload Fundraisers</a> <a href="#">Message All</a>		
Fundraiser	Fundraiser Display Name	Donors	Amount Raised	Goal	Email	Phone	Actions
Lauren Schuler	Lauren Schuler	7	\$705.00	\$500.00	[REDACTED]		[Icon] [Icon] [Icon]
Denise Fernandez	Denise Fernandez	5	\$500.00	\$500.00	[REDACTED]		[Icon] [Icon] [Icon]
Karen Ridout	Karen Ivy Ridout	2	\$300.00	\$100.00	[REDACTED]		[Icon] [Icon] [Icon]
Dona Kotzur	Dona Kotzur	4	\$250.00	\$1,500.00	[REDACTED]		[Icon] [Icon] [Icon]
Niki Simpson	Niki Simpson	4	\$250.00	\$500.00	[REDACTED]	[REDACTED]	[Icon] [Icon] [Icon]
Denise Monreal	Denise Monreal	5	\$110.00	\$100.00	[REDACTED]		[Icon] [Icon] [Icon]
Jonathan Carnes	Jonathan Carnes	1	\$25.00	\$100.00	[REDACTED]		[Icon] [Icon] [Icon]

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 **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!

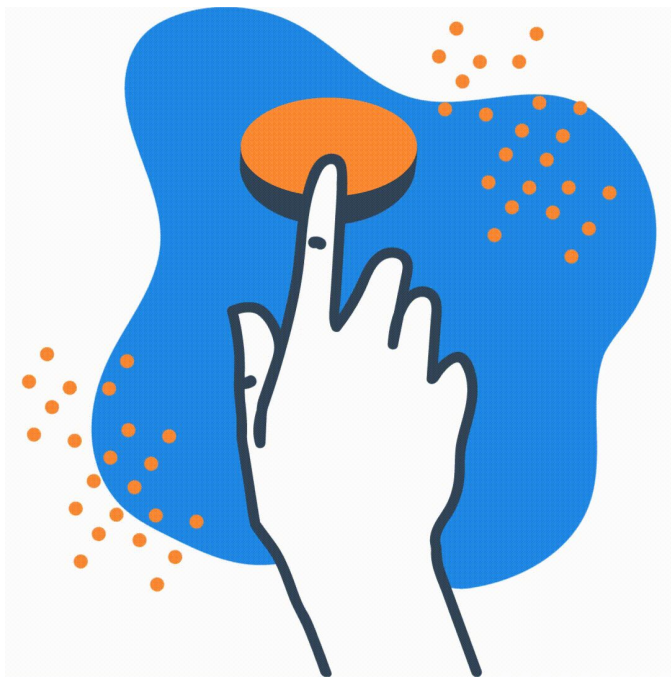
# Tools for Success

## Tools for Nonprofits

- [Peer-to-Peer Toolkit](#)
- How to identify and add fundraisers
- Support articles & videos for engaging P2P fundraisers
- Email templates for recruiting fundraisers



# Tools for Success



## Tools for Fundraisers

- [Guide for P2P Fundraisers](#)
- How to sign up
- Resources & support articles
- Communication guides & templates
- Link to downloads page

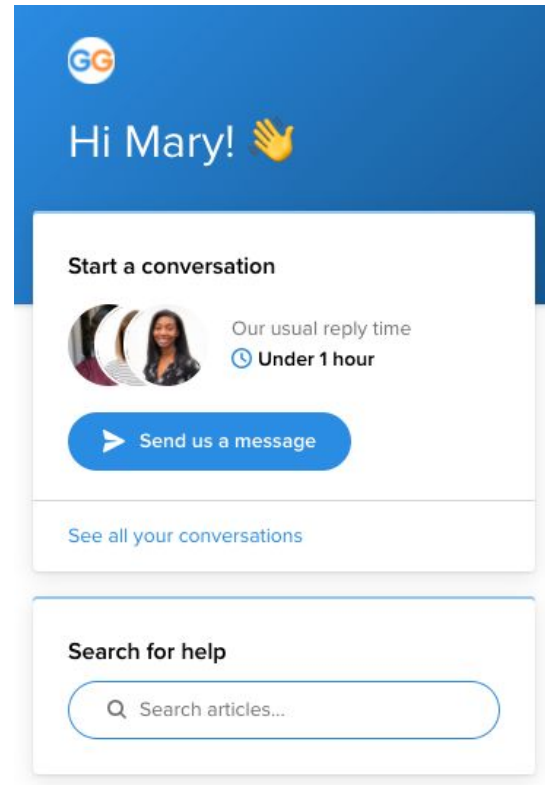
# Giving Day Support & Resources


Visit our [Help Center](#)

Check out [Our Blog](#)

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

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?

