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.
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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Team</th>
<th>Amount</th>
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<tbody>
<tr>
<td>1</td>
<td>Dream Team Giant Givers</td>
<td>$9,170.00</td>
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<tr>
<td>2</td>
<td>Merced's Board of Directors</td>
<td>$7,700.00</td>
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<tr>
<td>3</td>
<td>Part Way Perfect</td>
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<td>4</td>
<td>Communications, Fund Development, and Community Impact Team</td>
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<td>5</td>
<td>The A-Team</td>
<td>$1,267.22</td>
</tr>
<tr>
<td>6</td>
<td>The Fun-tastic Four</td>
<td>$1,055.00</td>
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</table>

*On behalf of the Communications, Fund Development, and Community Impact Team - Sue, Lanesa, Isiah, and Sonja, 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.

CAMP is my home and the place I’ve made my most valued friendships. I’ve laughed, cried, shared, and sung with friends across every inch of CAMP in my house and campers in my bed, I have a heart full of love for the CAMP community and why I am working to be an Occupational Therapist and, why I have been out of therapy, I have loved every moment of sharing with friends, regardless of diagnoses. It is a unique experience that I encourage everyone to experience. CAMP is a camp song that I am proud to be and love for those who did it, and I found mine right here. Supporting CAMP is supporting a place that became home for every person who comes through the gates.

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 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

$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 Tucei  $1,620.00
9. Shane Rapp  $1,100.00
10. Diane Schaule  $1,000.00

See More Fundraisers
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

- Board Members
- Family & Friends
- Staff

- Community Members
- Volunteers
- Businesses

- Beneficiaries
- Local Influencers
- Donors
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
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
Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Select “Add Fundraisers”
Invite one or multiple fundraisers at once. You will need first name, last name, and email address.
Demo

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

Download a CSV to contact them separately
How can you view progress and manage their profiles?

<table>
<thead>
<tr>
<th>Fundraiser</th>
<th>Fundraiser Display Name</th>
<th>Donors</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>Email</th>
<th>Phone</th>
<th>Actions</th>
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<tr>
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<td>Jonathan Carnes</td>
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</table>
Timeline for P2P Recruitment

**Plan**
- Review fundraising toolkits
- Brainstorm internally
- Set goals

**Prepare**
- Invite & onboard P2Ps
- Communicate goals
- Share resources

**Coordinate**
- Provide templated materials
- Host office hours for final questions
- Discuss their marketing game plan
- Help P2Ps complete profiles

**Check In**
- Send encouraging messages
- Update P2Ps on progress

**Follow Up**
- Thank your P2Ps
- Plan post-event touch points
- Collect feedback, host debrief

**After the Day**
- Plan post-event touch points
- Collect feedback, host debrief
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

Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble.
Questions?