

Leveraging Peer-to-Peer Fundraisers for the Giving Challenge & The Giving Partner

September 14th, 2021

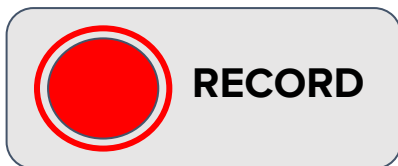
Be The One



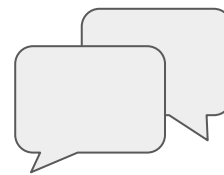
COMMUNITY
FOUNDATION

of Sarasota County

Getting Started!



This webinar will be recorded and sent out via the September 2021 [Nonprofit News](#), posted on the [Giving Challenge](#) website and posted on our website at www.cfsarasota.org/nonprofits/giving-challenge



Q&A

Please input your question

Send Anonymously

Send

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

Agenda

- **Introductions**
- **Overview of Peer-to-Peer fundraising**
- **Strategy of Engaging Peer-to-Peer Fundraisers**
- **Panelist from Neuro Challenge Foundation**
- **Q & A Session**

What is Peer-to-Peer Fundraising?

Peer-to-Peer (P2P) Fundraising allows your most passionate supporters to create and host their own fundraising page right within your profile in The Giving Partner or Giving Challenge. Their totals roll up into your totals!

P2P Fundraising Champions will...

- Expand your network and foster new connections
- Help you steward existing supporters
- Can help you raise over **2.6x more*** than you would without!



*2020 Giving Challenge data

When Can I Use P2P Fundraising?

- **The Giving Partner** - A nonprofit organization can have P2P Fundraisers for general fundraising purposes through The Giving Partner
- **Giving Challenge** - A nonprofit organization can have P2P Fundraisers help them spread the word about the 24 hour Giving Challenge and bring in donations during the campaign
- Use different fundraisers for The Giving Partner and Giving Challenge, if you have fundraisers signed up for one, that does not mean they are on the other

Neuro Challenge Foundation: Case Study



Neuro Challenge Foundation: Case Study

We are the Neuro Challenge Champions!

Hold a Kick Off Event

Set up Accounts for your Board and Staff

Share Tool Kit and Offer Personal Help

Champions: Tell YOUR Story

Share the News! Create the Fun!

Watch the Toteboard Grow!

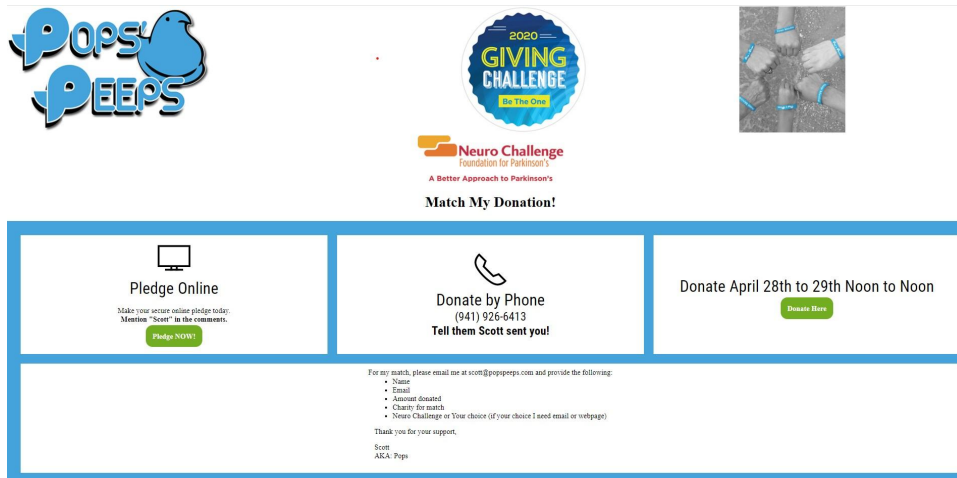
Host a Wrap Party and Thank/Award the Champions



Top Fundraiser: Scott and Pop's Peeps

"It's hard to beat a person who never gives up." - Babe Ruth

Scott inspired 93 distinct donors, and matched their donations.



The screenshot shows a fundraising page for the 2020 Giving Challenge. At the top left is the "POPS! PEEPS" logo, featuring a blue bird. In the center is a circular badge for the "2020 GIVING CHALLENGE" with the "Be The One" logo. To the right is a photo of several hands holding a small object. Below these is the "Neuro Challenge Foundation for Parkinson's" logo and the tagline "A Better Approach to Parkinson's". A "Match My Donation!" section is highlighted with a blue border and contains three options: "Pledge Online" (with a computer icon and a "Pledge NOW!" button), "Donate by Phone" (with a phone icon, the number (941) 926-6413, and the text "Tell them Scott sent you!"), and "Donate April 28th to 29th Noon to Noon" (with a "Donate Here" button). Below this section is a list of instructions for matching donations, including providing name, email, amount, and charity. The page concludes with a thank you message to Scott (AKA: Pops).

POPS! PEEPS

2020 GIVING CHALLENGE
Be The One

Neuro Challenge
Foundation for Parkinson's
A Better Approach to Parkinson's

Match My Donation!

Pledge Online
Make your choice before pledge today!
Mention "Scott" in the comments.
[Pledge NOW!](#)

Donate by Phone
(941) 926-6413
Tell them Scott sent you!

Donate April 28th to 29th Noon to Noon
[Donate Here](#)

For my match, please email me at scott@popspeeps.com and provide the following:

- Name
- Email
- Amount donated
- Charity for match
 - Neuro Challenge or Your choice (if your choice I send email or webpage)

Thank you for your support.

Scott
AKA: Pops

Neuro Challenge Foundation: Case Study

Teamwork makes the dream work!

17 Neuro Challenge Champions

Three Champions finished in the top 10

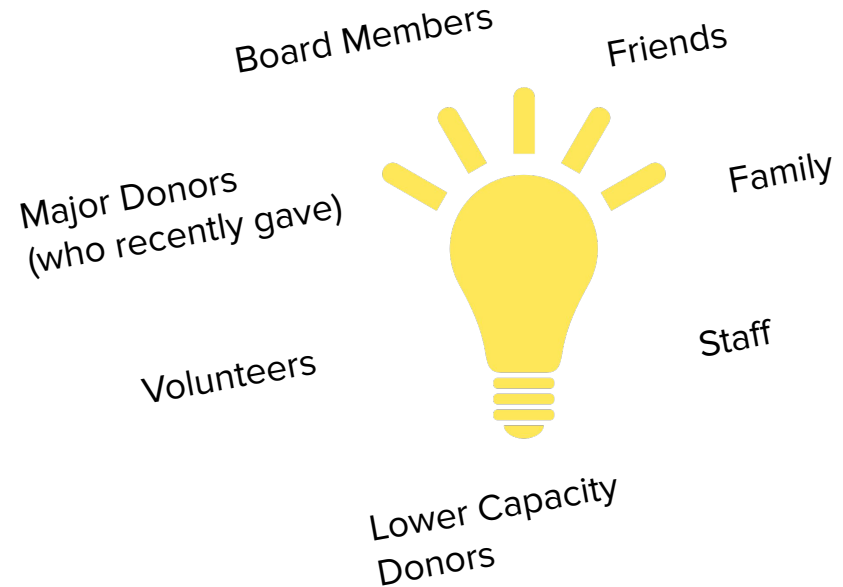
Inspired over 300 donors and raised \$42,830

How P2P can impact your organization

- New Donors
- More Donors
- Dollars Raised
- Strengthen trust and connections for your organization
- Social Engagement

Engaging potential P2P Fundraisers

Find your existing passionate supporters with big voices and strong personal connections to your cause!



The Giving Partner vs Giving Challenge

- Focus on different groups of people to help you with P2P fundraising for each initiative to keep things separate and reduce burn out.
- Consider a timeline for The Giving Partner that aligns with your organization - perhaps you want to highlight a holiday appeal or end of year celebration
- For the Giving Challenge, plan to reach out to your P2P group approximately two months prior to the Giving Challenge
- Host a Zoom meeting or other type of kickoff call to get everyone on the same page!

Getting your P2P Fundraisers on Board

Start Early

Educate your fundraisers about The Giving Partner or the Giving Challenge as early as you can

Gauge involvement to better understand how your fundraisers like to engage

Be Clear

Be transparent with your goals for and how they will get you there

Set expectations for your fundraisers, taking the guesswork out for them

Make it Easy

Provide guides, sample content, hyperlinks, etc - minimize effort where you can

Take time to meet with them, answer questions, lead them

Treat P2P Fundraisers Like Major Donors

- Fundraising for your organization is 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

Capturing P2P Fundraising Stories

Motivate your Fundraisers to share their stories by asking them these questions:

- What made you decide to make your first gift?
- What do you wish everyone knew about this cause?
- Why do you enjoy giving to our organization?
- What is your favorite program or service to donate to?
- How do you feel after making a gift to our organization?
- Since you've been supporting this cause, is there a moment that stands out to you where you truly felt your impact?

Navigate to Dashboard



The screenshot shows the top navigation area of the website. On the left is the logo 'THE GIVING PARTNER'. In the center, a large blue-tinted image features a young boy writing, a woman holding a child, and a ballerina. The text 'THE GIVING PARTNER' is overlaid on this image. On the right, a dark navigation menu is open, listing 'HOME', 'MATCHES', 'ABOUT', 'FOR DONORS', 'FOR FUNDERS', 'FOR NONPROFITS', and 'LOG IN'. An orange arrow points to the 'LOG IN' link. A search bar is located above the menu.

THE GIVING PARTNER

Search... 🔍

▼ MENU

- HOME
- MATCHES
- ABOUT
- FOR DONORS
- FOR FUNDERS
- FOR NONPROFITS
- [LOG IN](#)

Your online resource for informed charitable decisions, connecting philanthropy and our community!

Admin Dashboard

Recent Donations

Date	Donor Name	Amount


- Home
- The Giving Partner
- Giving Days
- Reports
- Manage Organization


The Giving Partner Dashboard


Giving Challenge Dashboards


Dashboard


(The Giving Partner OR Giving Days)


 **Add Your Organization's Info** >
Let people know who you are.

 **Add Your Story** >

 **Get Verified to Collect Donations** >


 **Add Donation Levels** >


 **Add a 'Thank You' Message** >


 **Add Fundraisers** >
Recruit peer-to-peer fundraisers to expand your network of donors.

Reset Profile


Donation Tools


 **Manage Sponsor Matching**


 **Manage Donations**


 **Embed a Donate Button**


Other Actions

 **Engagement Opportunities**

 **Add External Fund**

 **Manage Support Areas**

 **View Registration Info**

 **View Your Profile**

Add Fundraisers



Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network of donors.

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

Fundraiser	Donors	Amount Raised	Goal	Emails Sent	Facebook Intents	Twitter Intents	Actions
------------	--------	---------------	------	-------------	------------------	-----------------	---------

No fundraisers found.

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

I support this organization's mission and I want it to have a greater impact on the community.


Set Fundraisers' Goal

\$ 500 .00

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

[Save](#)

Add Fundraisers

 Add Fundraisers ▼

Recruit peer-to-peer fundraisers to expand your network of donors.

Add Fundraisers

First Name	Last Name	Email
<input type="text" value="Rebekah"/>	<input type="text" value="Casad"/>	<input type="text" value="rebekah@givegab.co"/> ✕

[+ New Fundraiser](#)

[Cancel](#) [Next: Compose Your Message](#)

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

[Save](#)

Add Fundraisers

Add Fundraisers

Write a Message to Your Recruits

To: Honey Bee

Subject

Help us fundraise!

Message



Come create your own fundraising page to help our organization fundraise through The Giving Partner!

[Back](#) [Send](#)

Add Fundraisers

Add Fundraisers ▼

Download CSV Add Fundraisers Message All

Fundraiser ▼	Donors ▼	Amount Raised ▼	Goal ▼	Emails Sent ▼	Facebook Intents ▼	Twitter Intents ▼	Actions
Rebekah Casad	0	\$0.00	\$500.00	0	0	0	 

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

Your Fundraisers Dashboard



Laryssa's fundraising dashboard for Hudson County Chamber Foundation, Inc.

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

63
Days Left

0
Donors


0
Emails Sent

Share your fundraiser!


<https://www.hudsongives.org/p2p/18749>



Telling Their Story


Tell Your Story

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

\$ 500 .00

Video Link (YouTube or Vimeo)



Your Phone Number

This will not be displayed publicly.

Tell Your Story

Proxima Nova Formatting A B I U

Owning a senior dog changed me for the better and I hope that by supporting Logan's Pups I can help more senior pups find the loving homes the deserve and educate my friends and family about how amazing owning a senior dog can be!

Giving Thanks



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"/>	Bridget Cafaro	\$100.00	<input checked="" type="checkbox"/> That's you!

Sharing Their Fundraising Profile

Progress

0%

\$0
Raised
of \$500 Goal



63
Days Left


0
Donors

0
Emails Sent

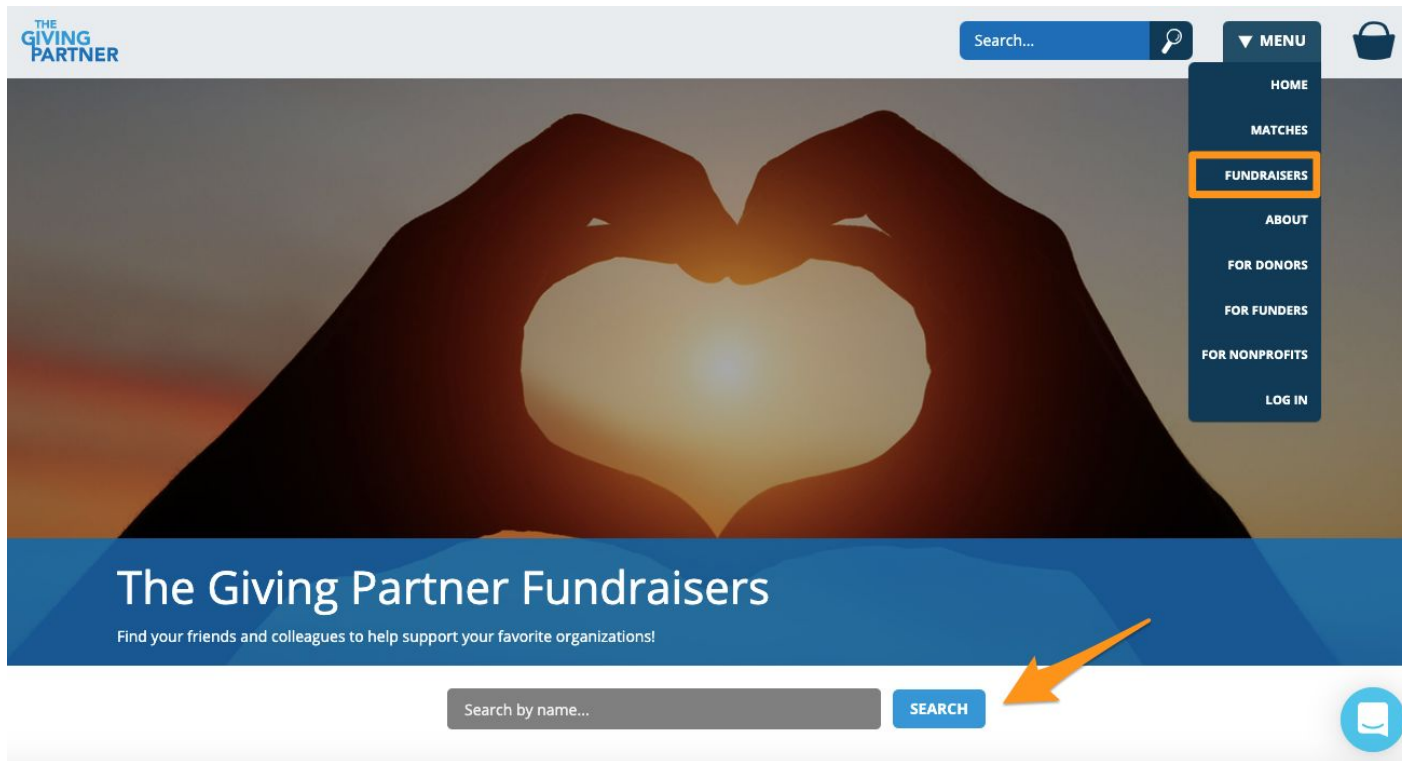
Share your fundraiser!

<https://www.hudsongives.org/p2p/18749>

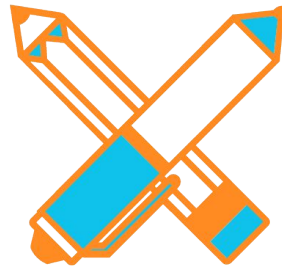


Searching on the Site



The screenshot shows the 'The Giving Partner Fundraisers' page. At the top left is the logo 'THE GIVING PARTNER'. To its right is a search bar with the text 'Search...' and a magnifying glass icon. Further right is a 'MENU' dropdown with a downward arrow and a shopping cart icon. The menu items are: HOME, MATCHES, FUNDRAISERS (highlighted with an orange border), ABOUT, FOR DONORS, FOR FUNDERS, FOR NONPROFITS, and LOG IN. The main content area features a large image of two hands forming a heart shape against a sunset background. Below the image is a blue banner with the text 'The Giving Partner Fundraisers' and the subtitle 'Find your friends and colleagues to help support your favorite organizations!'. At the bottom of the page is a search bar with the text 'Search by name...' and a blue 'SEARCH' button, which is pointed to by an orange arrow. A chat icon is visible in the bottom right corner.

Key Takeaways & Resources

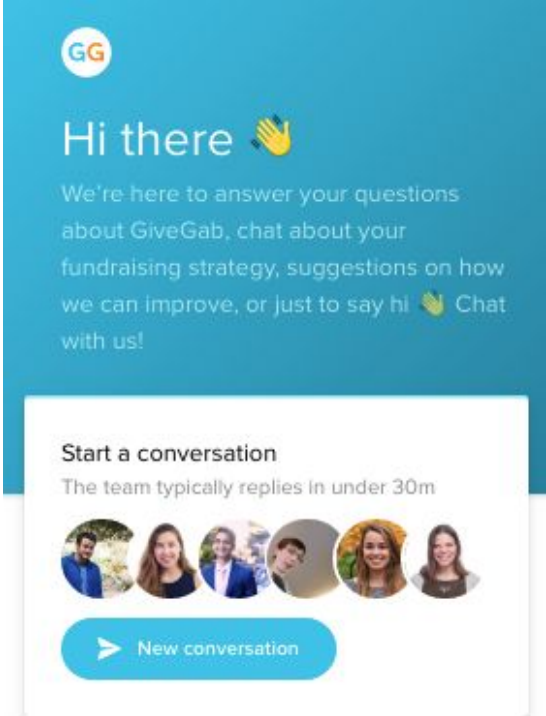


Key Takeaways

- Treat fundraisers like major donors
- Foster their capacity for storytelling
- Make it simple for them to complete your asks
- Think about the experience that you would want to have as a fundraiser, and what you would need to be successful
- Determine who you want to fundraise for The Giving Partner vs the Giving Challenge. Perhaps try out some fundraisers for The Giving Partner during non-Giving Challenge season!

P2P Fundraising Support and Resources

- Visit Our Help Center
 - <https://support.givegab.com/>
- Check Out Our Blog
 - <https://www.givegab.com/blog/>
- Send us an Email
 - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team whenever you have questions or need a hand!
 - *Look for the little blue chat bubble!*

A screenshot of the GiveGab chat interface. At the top left is the GiveGab logo (GG in a circle). Below it, the text says "Hi there" followed by a yellow hand icon. A paragraph follows: "We're here to answer your questions about GiveGab, chat about your fundraising strategy, suggestions on how we can improve, or just to say hi 🙋 Chat with us!". Below this is a white box with the heading "Start a conversation" and the text "The team typically replies in under 30m". Underneath are six circular profile pictures of team members. At the bottom is a blue button with a white right-pointing arrow and the text "New conversation".

Your Next Steps

- Check out the tour on your dashboard in The Giving Partner that highlights how to set up your fundraisers
- Brainstorm best people to be potential fundraisers - start small!
- Reach out with any questions you have about the product

Q&A

Write into Chat Box



Be The One



**COMMUNITY
FOUNDATION**

of Sarasota County

Use the Q&A Panel

