Leveraging Peer-to-Peer Fundraising: During the Giving Challenge & Beyond

September 14th, 2021

Be The One
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

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

IF YOU BUILD IT, THEY WILL COME.
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.
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

• The Giving Challenge is April 26 - 27, 2022, so reaching out to your P2P group in February, 2022 would be a great timeline

• 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

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

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

Reset Profile
Add Fundraisers

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

<table>
<thead>
<tr>
<th>Fundraiser</th>
<th>Donors</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>Emails Sent</th>
<th>Facebook Intents</th>
<th>Twitter Intents</th>
<th>Actions</th>
</tr>
</thead>
</table>

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**

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>$</td>
<td>500</td>
</tr>
</tbody>
</table>

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

**Save**
Add Fundraisers

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

Add Fundraisers

First Name | Last Name | Email
--- | --- | ---
Rebekah | Casad | 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
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!
## Add Fundraisers

### Fundraisers Table

<table>
<thead>
<tr>
<th>Fundraiser</th>
<th>Donors</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>Emails Sent</th>
<th>Facebook Intent</th>
<th>Twitter Intent</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rebekah Casad</td>
<td>0</td>
<td>$0.00</td>
<td>$500.00</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>![Actions Icon]</td>
</tr>
</tbody>
</table>

### 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

- **Goal:** $500.00

Each fundraiser may customize his or her story and goal by logging into GiveGab.
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/18741

Twitter

Facebook
Telling Their Story

Tell Your Story

Your Story Image

Set A Goal

$ 500

Video Link (YouTube or Vimeo)

https://www.youtube.com/watch?v=xz71N

Select Image  Remove

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

Your Phone Number

This will not be displayed publicly.

Tell Your Story

Proxima Nova  Formatting

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 they deserve and educate my friends and family about how amazing owning a senior dog can be!
Giving Thanks

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Amount</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bridget Cafaro</td>
<td>$100.00</td>
<td>✔️ That's you!</td>
</tr>
</tbody>
</table>
Sharing Their Fundraising Profile

Progress

$0 Raised of $500 Goal

63 Days Left

0 Donors

0 Emails Sent

Share your fundraiser:

https://www.hudsongives.org/p2p/18745
Searching on the Site

The Giving Partner Fundraisers
Find your friends and colleagues to help support your favorite organizations!

Search by name...  SEARCH
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, lots of time before the 2022 Giving Challenge so might want to try out some fundraisers for The Giving Partner during the holiday 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!
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!
- Read our September 2021 Nonprofit News to find all of the materials and resources from this presentation.
- Reach out with any questions you have about the product
Q&A

Write into Chat Box

Use the Q&A Panel

Be The One

COMMUNITY FOUNDATION of Sarasota County