

Peer-to-Peer Fundraising

5.2.24



GIVING DAY

An Event of Community Foundation of Acadiana

www.solagivingday.org

Meet the Bonterra Team



Madi Mintz

Process Manager



Kalia Kornegay

Associate Project
Manager

Zoom Tips

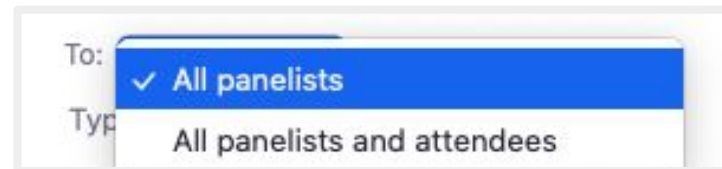
This is being recorded. The recording will be available on the Trainings page of the SOLA Giving Day website by March 15.

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

Introduce yourself! Name, location, organization.



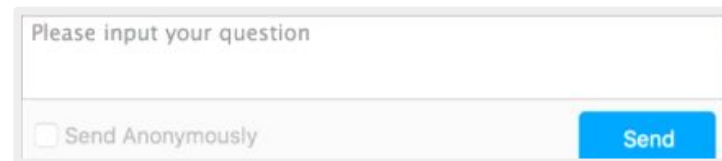
Chat Box



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'.



Q&A



The screenshot shows the Zoom Q&A input form. It features 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.

Your CFA / SOLA Giving Day Team



Nicole Hebert

Events Manager

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Chasah West

*Director of External Affairs
and Communications*

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Event Results

2023 SUCCESS

Celebrating 6 Years of SOLA Giving!



Thank You Community Sponsors!



james devin mancus
FAMILY FOUNDATION





Have You Used P2P Fundraising Before?

If so, what's been your biggest challenge?

Agenda

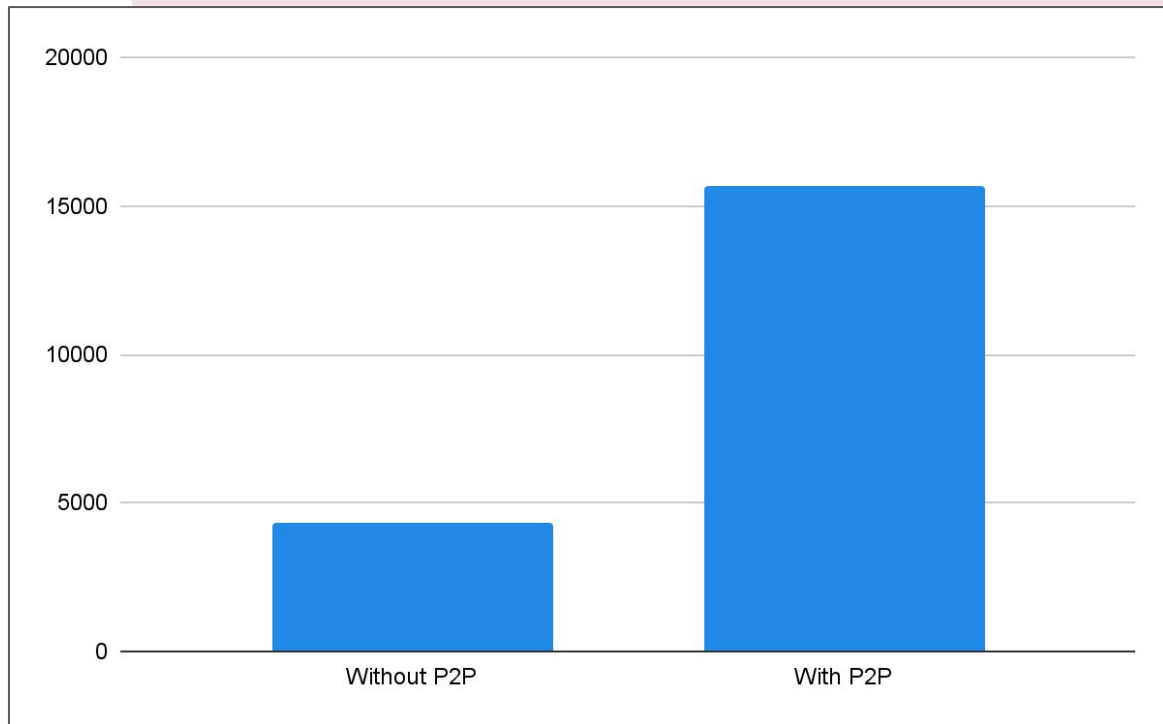


- **Peer-to-Peer Fundraising basics**
- **P2P Fundraising strategies and best practices**
- **Empowering and engaging your fundraisers**
- **Using the Giving Days Fundraising Tool**
- **Resources available to your organization**

What is P2P Fundraising?

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

Impact of P2P Fundraising



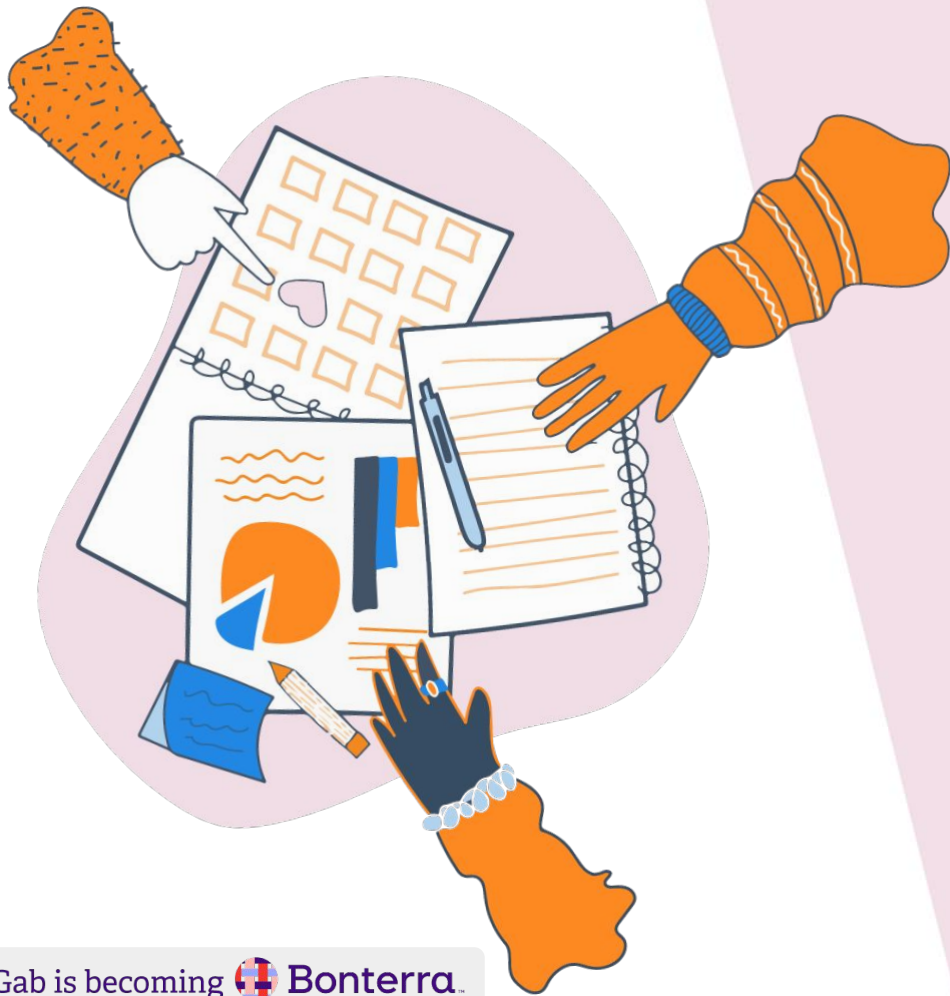
Average Raised by Nonprofits on the Bonterra Giving Days Platform With and Without P2P Fundraisers

Raise **3.6x more** with P2P fundraising!

Why is P2P 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





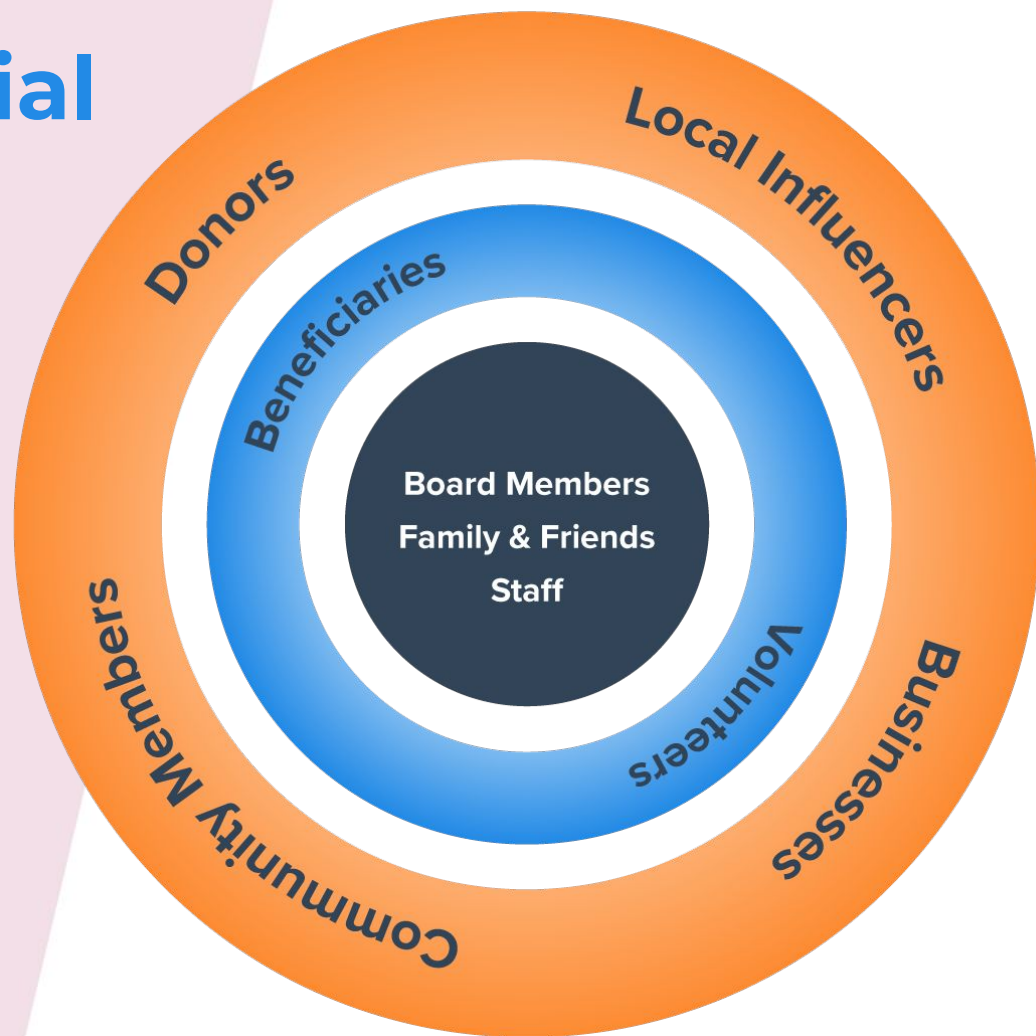
Strategize and Plan

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



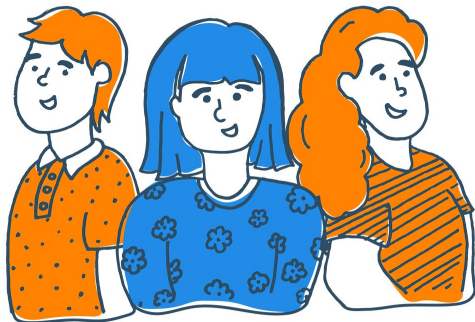
Identify Potential Fundraisers



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

 2024

\$0.00 Raised • 0 Donors • 0 Gifts

Analytics

52 Days to Launch

Participation Approval Status

In Review

Get Set Up


Complete the steps below to be sure that you are set up and ready to participate in SOLA Giving Day.


✓ Add Your Organization's Info

✓ Add Your Story

✓ Add Donation Levels

✓ Add a 'Thank You' Message

 Add Fundraisers

 Add Fundraisers

▼

Search 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.

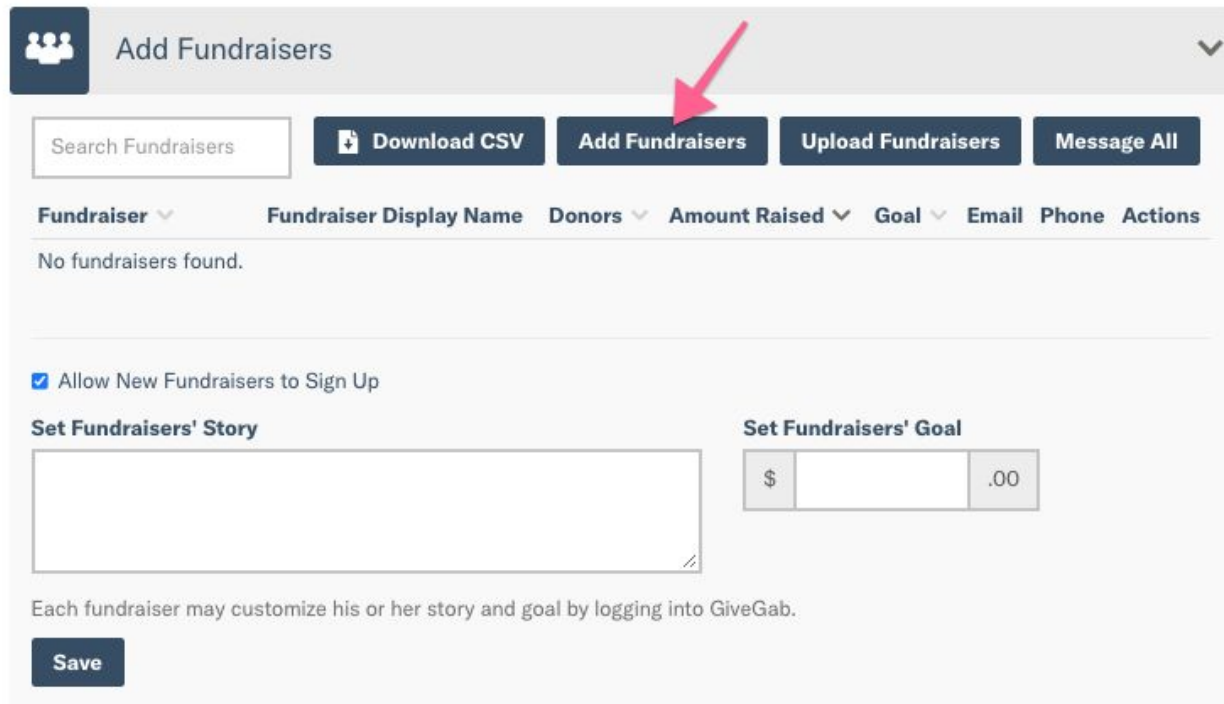
Save

GiveGab is becoming  Bonterra.

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 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. Below this, there are two sections: 'Set Fundraisers' Story' with a large text area, and 'Set Fundraisers' Goal' with a currency selector '\$' and a goal amount input field showing '.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. 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

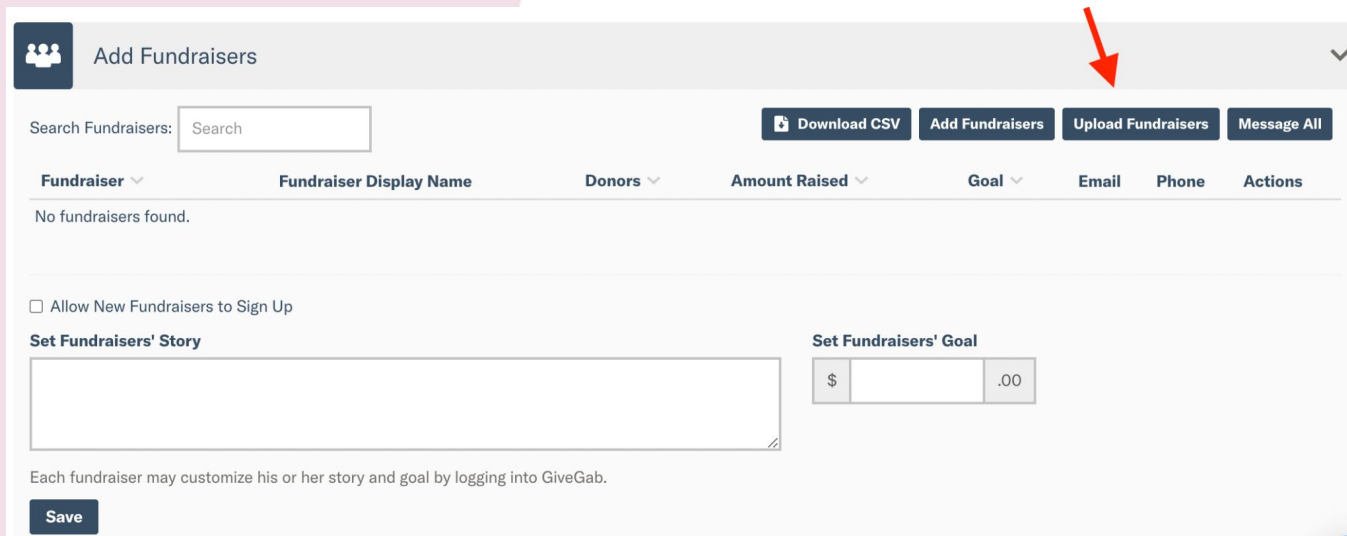


+ New Fundraiser

Cancel

Next: Compose Your Message

Demo



The screenshot shows the 'Add Fundraisers' page. At the top, there's a header bar with a group icon and the text 'Add Fundraisers'. Below this is a search bar labeled 'Search Fundraisers:' with a placeholder 'Search'. To the right of the search bar are four buttons: 'Download CSV', 'Add Fundraisers', 'Upload Fundraisers' (highlighted with a red arrow), and 'Message All'. 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 checkbox labeled 'Allow New Fundraisers to Sign Up'. Underneath is a section titled 'Set Fundraisers' Story' with a large text area. To the right of this is a section titled 'Set Fundraisers' Goal' with a currency selector '\$', a text input field, and a suffix '.00'. At the bottom, there's a note: 'Each fundraiser may customize his or her story and goal by logging into GiveGab.' and a 'Save' button.

Add Fundraisers

Search 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

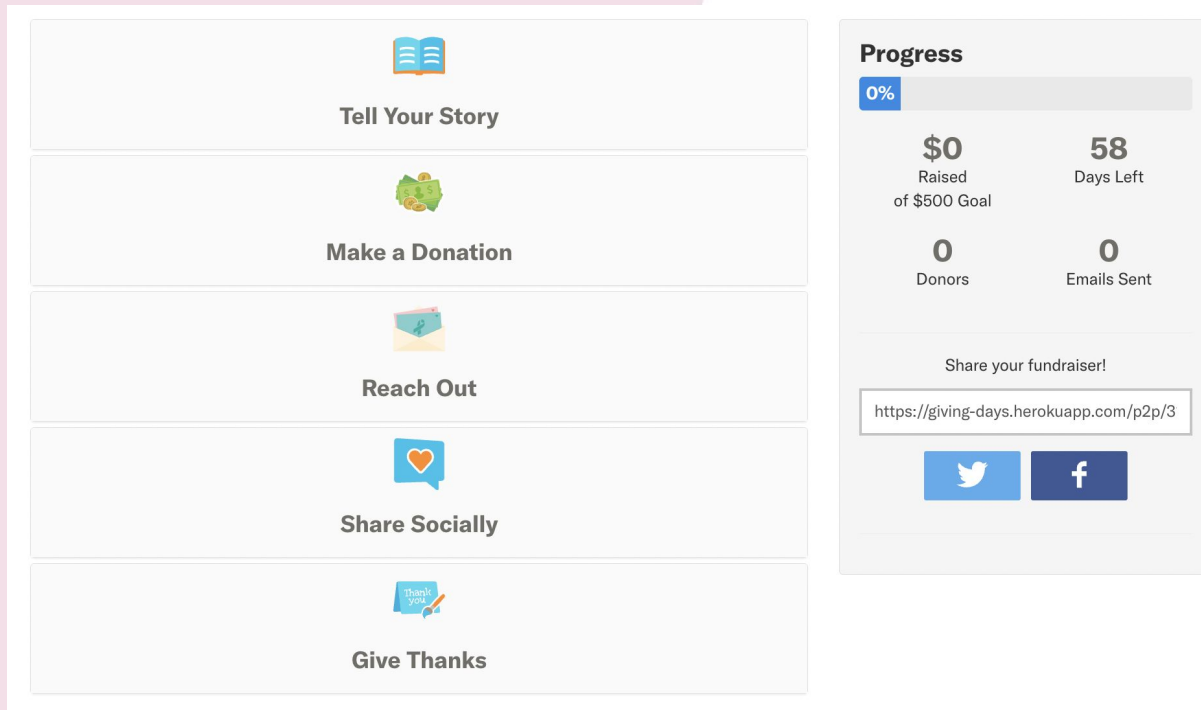
\$.00

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


[Save](#)


Upload a CSV to invite a group
of fundraisers at once.

Fundraiser Dashboard






Fundraiser Profile

 Search Nonprofits...  MATCHES PRIZES LEADERBOARDS ▼ MENU



Cité des Arts

LAFAYETTE'S THEATER COMMUNITY

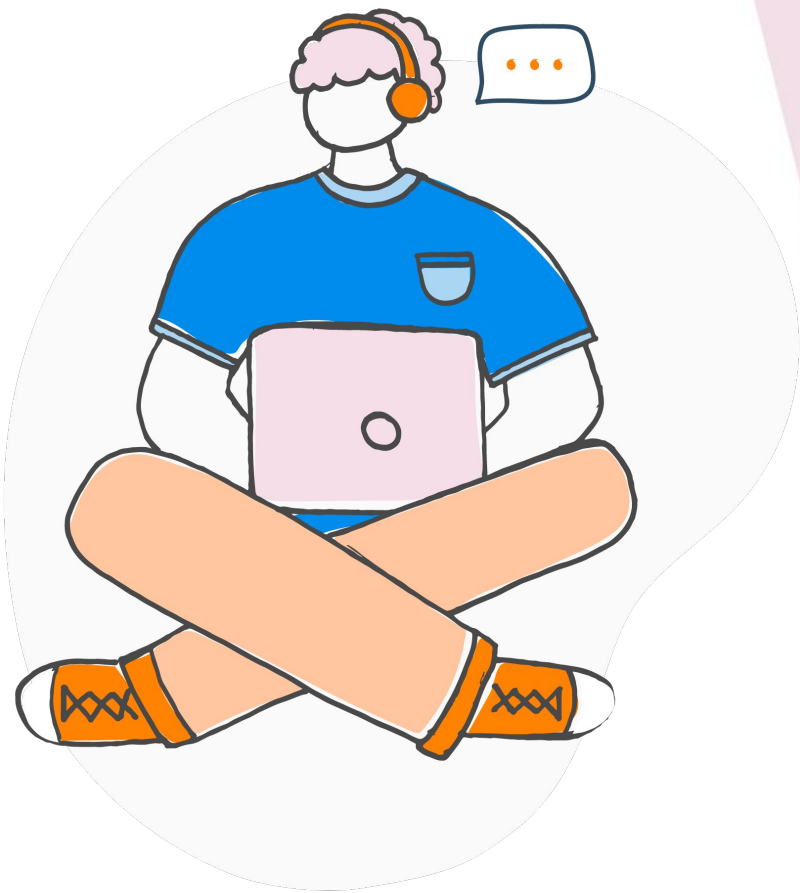


Madi Mintz is a fundraiser for

[Cite des Arts](#)

[DONATE](#)

\$0 Raised \$500 Goal 0 Donors



Takeaways & Resources

Key Takeaways

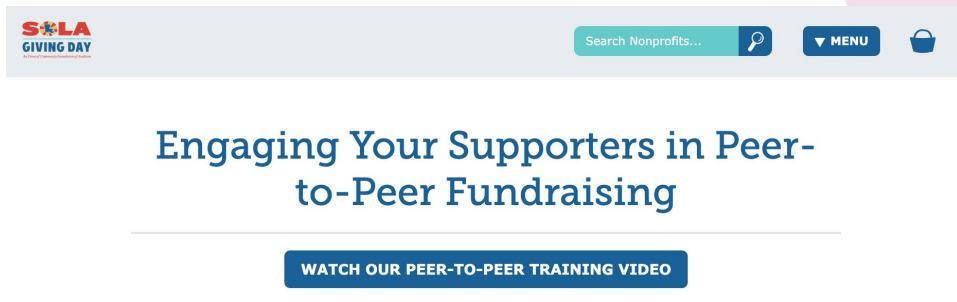


- P2P Fundraising can help you raise more during SOLA Giving Day
- Fundraisers increase your organization's reach
- Be strategic when selecting fundraisers
- Provide your fundraisers with resources to make it easy and fun
- There is plenty of time before SOLA Giving Day. Start small this year and grow it in the future!

P2P Timeline



Tools for Success



The screenshot shows the top navigation bar of the SOLA Giving Day website. On the left is the SOLA GIVING DAY logo. In the center is a search bar with the placeholder text "Search Nonprofits..." and a magnifying glass icon. To the right of the search bar are a "MENU" button with a downward arrow and a shopping cart icon. Below the navigation bar, the main heading reads "Engaging Your Supporters in Peer-to-Peer Fundraising". Underneath this heading is a dark blue button with white text that says "WATCH OUR PEER-TO-PEER TRAINING VIDEO".

What is a P2P Fundraiser?

A P2P Fundraiser is a supporter who rallies around your cause to fundraise on your behalf. These supporters create their own fundraising page as a spin off of your main SOLA Giving Day profile. Your Fundraisers will share that page with their network to expand the reach of your cause and bring in new donors. These individuals are passionate about the work you do, and use their voice to make a difference!

Tools for Nonprofits

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

Tools for Fundraisers

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

Giving Day Support & Resources

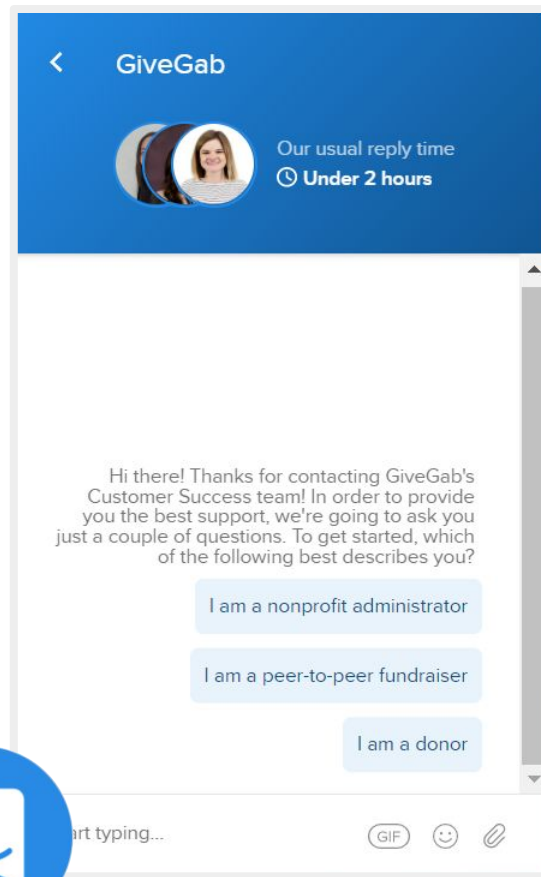
Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
CustomerSuccess@GiveGab.com

Chat with our Customer Success Team
Look for the little blue chat bubble

GiveGab is becoming  **Bonterra**.



Key Dates

- **January 31** - Nonprofit Registration Opened
- **March 7** — Nonprofit Registration Closed
- **April 4** — Early Giving Opens
- **April 4** — Community Fundraising Pages Open
- **April 25** — Match Gift Submission Deadline
- **May 2** — 24-hour SOLA Giving Day!



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An Event of Community Foundation of Acadiana

Questions?

We'd Love to Hear From You:



By Email:

solagivingday@cfacadiana.org



By Mail:

Community Foundation
of Acadiana
Attn: SOLA Giving Day
1035 Camellia Blvd.
Suite 100
Lafayette, LA 70508



By Phone:

Main Line: 337-769-4840
Giving Day: 337-769-4851

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