

# Leveraging Peer-to-Peer Fundraising and Matching

**GIVE  
MORE 24!**

*September 23rd,  
12am - 11:59pm*

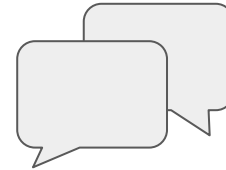
# Submit Your Questions!



## Chat Box

To:  All panelists

Type:  All panelists and attendees



## Q&A

Please input your question

Send Anonymously

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

# Agenda

## The Basics of Peer-to-Peer Fundraising

- Benefits to using peer-to-peer fundraisers

- Potential fundraisers

- Tools for Success

## The Basics of Matches and Challenges

- Benefits

- Potential Sponsors

- How to Feature your Match or Challenge

- Questions

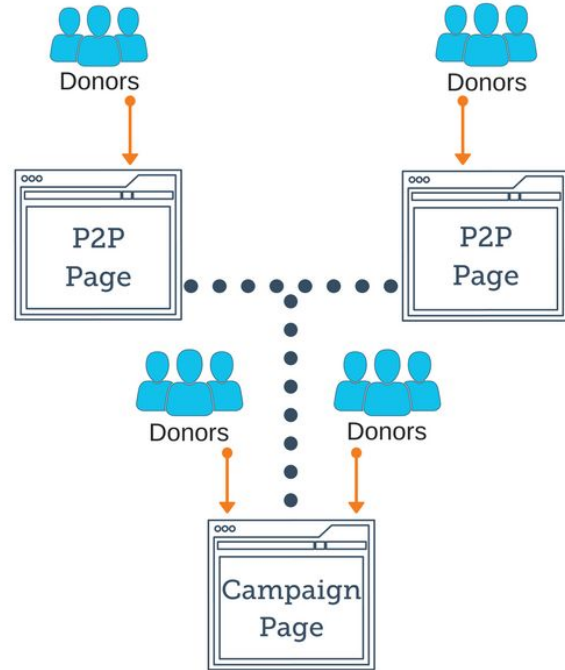
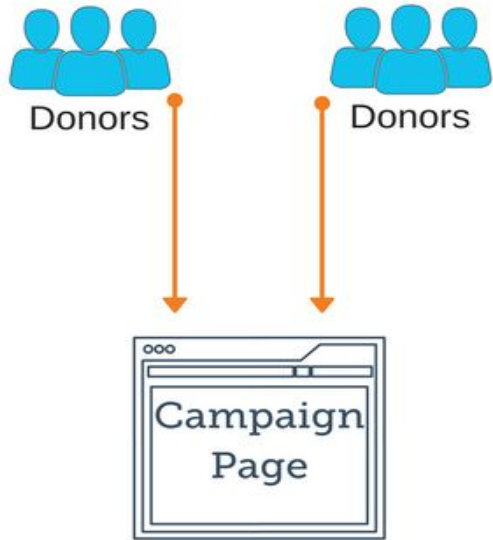
# Peer-to-Peer (P2P) Fundraising

# What is P2P Fundraising?

Peer-to-Peer (P2P) Fundraising is an opportunity to...

- Leverage your passionate supporters to rally behind your cause and fundraise on your organization's behalf
- Share personal stories and connections to your cause with a new network of potential supporters to expand your reach
- Create personal fundraising pages for your supporters as a spin-off to your main campaign
- Multiply your followers - and influence - on social media

# Crowdfunding vs. P2P



# Benefits of P2P Fundraising

- **Reach** - Expands your reach to a new network of potential donors by tapping into your fundraiser's network
- **Engagement** - Establishes more vested interest in your organization through active supporter participation
- **Trust** - Highlights your existing connections with passionate supporters, making donors confident in your cause
- **Stewardship** - Provides a new opportunity to engage with existing supporters by sharing their personal connections
- **Fun** - Creates an opportunity for friendly competition and social sharing during the big event!

# P2P Impact

- New Donors
- More Donors
- Dollars Raised
- Social Engagement
- Supporter Connection





## GM24! 2020 Organizations

- On average, organizations during GM24! 2020 using P2P raised 2.7x more than organizations not using P2P!
  - Average total # of P2P fundraisers per organization = 8
  - Total raised by P2P fundraisers for = \$193,369
  - Average raised per organization with P2P fundraisers = \$24,218
  - Average raised per organization without P2P = \$9,057

# Engaging Fundraisers

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

- Board Members
- Volunteers
- Lower Capacity Donors
- Major Donors (who have recently made a gift)
- Staff Members
- Friends & Family

# Getting Fundraisers on Board

## Start Early

- Educate your fundraisers about Give More 24! as early as you can
- Gauge involvement to better understand how your fundraisers like to engage

## Be Clear

- Share your goals for the day and how they can help you reach them
- Set expectations for your fundraisers so they know what to do

## Make it Easy

- Provide a guide or sample content for your fundraisers to use
- Set up a time to meet with them before the day to boost their confidence

# Capturing Stories

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

- What made you decide to make your first gift to our nonprofit?
- 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 like you were making a difference?

# Motivate Your Fundraisers

Set your fundraisers up for success!

- Create a quick guide with everything they need to know
- Set them up with social media and email templates
- Share Give More 24! graphics with them
- Check in with them before and on the day
- Encourage them to share their personal stories
- Spark friendly competition between your fundraisers

# Fundraiser Stewardship

- 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
- Treat fundraisers like they are major donors

Search...



▼ MENU

HOME

BUSINESS FUNDRAISERS

EVENTS

FAQ

NONPROFIT TOOLKIT

LOG IN



*Boundless*

**GIVE  
MORE  
24!**

**COMMUNITY FOUNDATION  
FOR SOUTHWEST WASHINGTON**

**Boundless giving on September 23rd!**









**Give More 24!** September 23, 2021

**\$0.00** Raised • **0** Donors • **0** Gifts

## Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Give More 24!.




-  **Add Your Organization's Info**  
*Let people know who you are.* >
-  **Add Your Story**  
*Tell potential donors why they should contribute.* >
-  **Get Verified to Collect Donations** >
-  **Add Donation Levels**  
*Show your donors the impact their donation makes.* >
-  **Add a 'Thank You' Message**  
*Personalize your auto-response for donors ahead of time.* >
-  **Add Fundraisers**  
*Recruit peer-to-peer fundraisers to expand your network of donors.* >

[Reset Profile](#)





**Site Admin:** Resetting the profile will reset the story, thanks message, images, and settings to defaults, and remove any donation levels. If the nonprofit has other giving day profiles they will have the option to copy one of them again.

## Get Prepared

### Donation Tools

-  [Manage Sponsor Matching](#)
-  [Manage Donations](#)
-  [Embed a Donate Button](#)

### Other Actions

-  [Engagement Opportunities](#)
-  [Add External Fund](#)
-  [View Registration Info](#)
-  [View Your Profile](#)

### Share Your Page

<https://www.givemore24.org/organizations/hispanic-chamber>



[View Your Page](#)



# Your Admin Dashboard









**Give More 24!** September 23, 2021

\$0.00 Raised • 0 Donors • 0 Gifts

## Get Set Up




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-  [Manage Donations](#)
-  [Embed a Donate Button](#)

### Other Actions

-  [Engagement Opportunities](#)
-  [Add External Fund](#)
-  [View Registration Info](#)
-  [View Your Profile](#)

### Share Your Page

<https://www.givemore24.org/organizations/hispanic-chamber>

- 
- 

[View Your Page](#)

# Setting up Your Fundraisers

## Add Fundraisers

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

Search Fundraisers

Download CSV Add Fundraisers Message All

Fundraiser	Donors	Amount Raised	Goal	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

# Setting up Your Fundraisers

**Add Fundraisers**

Recruit peer-to-peer fundraisers to expand...

Search Fundraisers

Fundraiser **Done**

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**

First Name: Katrina

Last Name: Grein

Email: katrina@givegab.com

+ New Fundraiser

Cancel Next: Compose Your Message

# Setting up Your Fundraisers

The screenshot shows a modal dialog box titled "Write a Message to Your Recruits" overlaid on a blurred background of the "Add Fundraisers" page. The dialog box contains the following elements:

- Title:** Write a Message to Your Recruits
- To:** Katrina Grein
- Subject:** A text input field containing "Let's make a difference together!"
- Message:** A larger text area containing "Please join me in fundraising on our behalf for Day of Giving!"
- Buttons:** "Back" and "Send" buttons at the bottom right. The "Send" button is highlighted with an orange border and an orange arrow points to it from the right.

# Setting up Your Fundraisers

✓
Add Fundraisers
▼

Search Fundraisers

Download CSV
Add Fundraisers
Message All

Fundraiser ▼	Donors ▼	Amount Raised ▼	Goal ▼	Actions
Katrina Grein	0	\$0.00	\$500.00	✉ ✎ ✕

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**


\$


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


Save


# The Fundraiser's Dashboard

 **Tell Your Story** >  
*Let people know why you're fundraising.*

 **Make a Donation** >  
*Show people that you're committed.*

 **Reach Out** >  
*Ask for the support of your inner circle.*

 **Share Socially** >  
*Tell the whole world about your fundraiser.*

 **Give Thanks** >  
*Thank your supporters.*



### Progress

0%

<b>\$0</b> Raised of \$500 Goal	<b>85</b> Days Left	<b>0</b> Donors
--	------------------------	--------------------


Share your Fundraiser!

<https://www.theamazinggive.org/p2p/atk>

### Need some inspiration?

Check out [these great fundraising ideas](#) over on the GiveGab blog.




### Tell Your Story

*Let people know why you're fundraising.*

**Tell Your Story**

Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about providing senior dogs with the love and

**Your Story Image**



Select Image Remove

**Set A Goal**

\$ 500 ^ .00 v

**Video Link (YouTube or Vimeo)**

Save Changes



## Make a Donation

*Show people that you're committed.*




Start your campaign off right. Make the first donation to show your commitment to the cause. This will give your campaign the momentum it needs as you share it out to others.

Donate



# The Fundraiser's Dashboard




**Reach Out** ▼

*Ask for the support of your inner circle.*

We know asking people for donations can be scary, so consider reaching out to close family members or friends first. This will help build some momentum for your campaign and give you the confidence you'll need when reaching out to others.

Send Email
Access Contacts



**Reach Out** ▼

*Ask for the support of your inner circle.*

Keep track of your potential supporters. Feel free to touch base with your contacts about recent campaign updates or to reach out again if they haven't contributed yet. See who has contributed in the Give Thanks section below.

Send Email
Access Contacts

Name	Email	Actions
Bridget	Bridget@givegab.com	<span style="background-color: #34495e; color: white; padding: 2px 5px; border-radius: 3px;">Touch Base</span> <span style="background-color: #34495e; color: white; padding: 2px 5px; border-radius: 3px; margin-left: 5px;">View Message</span>

Support My Fundraiser on Our Giving Day!

Here's a template to get you started, though the more you can personalize it, the better!

Hi Laryssa,

I am thrilled to be supporting Logan's Pups by helping them fundraise on our community Giving Day on November 28!


This cause means a lot to me because: Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!

I hope you can consider supporting me in this endeavor by donating \$25, \$50 or even \$100. Every little bit counts.

Thank you,  
Bridget

Cancel
Send



# The Fundraiser's Dashboard




## Share Socially

*Tell the whole world about your fundraiser.*

After you've reached out to your inner circle, it's time to tap into your social networks and cast a wider net. Did you know that your online influence is just as important to this cause as volunteering or donating?



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### Have you done this?

Mark that you've done this step!

**Scout's Honor**



## Give Thanks

*Thank your supporters.*

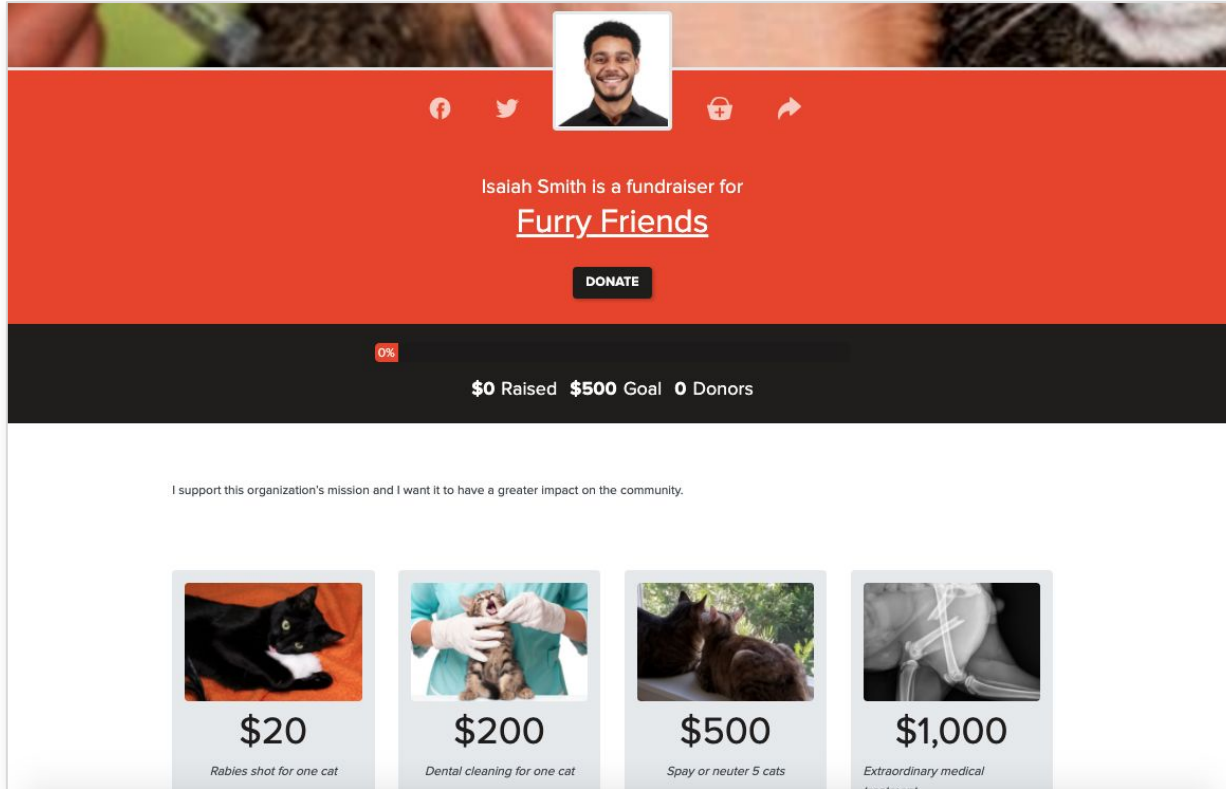


No matter what amount you've raised, it's very important to thank the supporters that donated to your campaign.

### Thank Selected Donors

<input type="checkbox"/>	Name	Amount	Comment
<input type="checkbox"/>	Bridget Cafaro	\$100.00	<input checked="" type="checkbox"/> That's you!
<input type="checkbox"/>	Bridget Cafaro	\$10.00	<input type="button" value="Mark as Thanked"/>

# The Fundraiser's Page







Isaiah Smith is a fundraiser for Furry Friends

**DONATE**

0%  
\$0 Raised \$500 Goal 0 Donors

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

 <b>\$20</b> <i>Rabies shot for one cat</i>	 <b>\$200</b> <i>Dental cleaning for one cat</i>	 <b>\$500</b> <i>Spay or neuter 5 cats</i>	 <b>\$1,000</b> <i>Extraordinary medical treatment</i>
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# Tools for Success

Head to the [Nonprofit Toolkit](#) for helpful resources!

- Email Templates
- Social Media Posts
- Downloadable Graphics
- Tips and Best Practices



**Peer-to-Peer  
Fundraisers**

[View](#)

# Matches and Challenges

# The Basics

What is a matching gift?

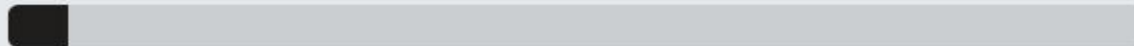
- An additional donation pledged for each donation that is made to your giving day campaign
- Time-based to create a sense of urgency
- Promotional tool to incentivize donors of all capacities

# Matches

- Matching gifts allow donations to be doubled on a 1:1 ratio

## Stark Enterprises: Early Bird Match

Make your gift between the hours of 8 and 9 am to be matched dollar for dollar by our friends at Stark Enterprises.



**\$1,000** Match

**\$1,000** Remaining

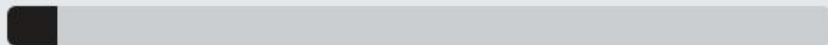


# Challenges

- Challenges allow funds to be added to the organization's total once a goal is reached
  - Goals can be a **Donor Count** or **Dollar Amount**

## Banner Labs: Go the Distance Challenge

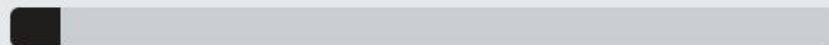
Help us reach 100 donors to unlock \$5,000 from our friends at Banner Labs



100 more donors unlocks **\$5,000**

## Banner Labs: Go the Distance Challenge

Help us reach \$1,000 to unlock \$5,000 from our friends at Banner Labs



**\$1,000** more unlocks **\$5,000**

# Benefits of Matches/Challenges

- Incentivises donors as their gift will have a greater impact
- Opportunity to highlight your business sponsor or major donor
- Organizations with matching funds raised on average 7x more than organizations without a match during GM24! 2020

# Potential Sponsors

- Board Members
- Major Donors
- Local Businesses
- Corporations
- Community Members

Educate your match sponsors on the benefits their gift can provide and how their contribution is stretched for greater overall impact.

# How to add a match:

# Your Giving Day Dashboard

From your Giving Day Dashboard on GiveGab, click “Manage Sponsor Matching”

**DAY OF GIVING** Giving Day  
September 5, 2018

Time to launch  
**61**  
days

### Get Set Up

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

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations >
- ✓ Add Donation Levels >
- ✓ Add a 'Thank You' Message >
- ✓ Add Fundraisers >

- + Add An Administrator
- ✉ Add Offline Donation
- 🔧 Manage Sponsor Matching**
- ✂ Manage Donations
- 📄 View Registration Info

Share Your Page

<https://dog-staging.givegab.com/organizer>

[View Your Page](#)

# Add Match Commitment

Click the button above to create a new matching opportunity to feature right on your Giving Day profile.



**Organization Sponsor Matching**

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to [the edit page](#) for that campaign.

**+ Add Match Commitment**   **+ Add Challenge**   **Manage Donations**

# Enter Match Information

## Highlight Matching Sponsor

- Sponsor Name
- Sponsor's Website
- Sponsor's Logo
- Keep sponsor anonymous

**Logo**

Select Image

Remove

**Tip:** Disable adblockers on this page for the best logo uploading experience.

**Sponsor Name**

Debby's Pet Supply

**URL (optional)**

www.debbypetsupply.com

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

Keep Sponsor Anonymous

# Customize Your Match

## Update Match Details

- Match Name
- Match Description
- Matching Funds Available
- Maximum Match Per Donor

<b>Match Name</b>	
<input type="text" value="Giving Tuesday Match!"/>	
<b>Description</b>	
<input type="text" value="Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!"/>	
<b>Total Matching Funds Available</b>	<b>Maximum Match per Individual Donation</b>
<input type="text" value="5000"/>	<input type="text"/>



# Customize Your Match

## Update Match Parameters

- Match Start Time\*
- Match End Time\*
- Auto Matching

\* Optional

Does this match only apply to donations made within a certain time period? (optional)

Please note that times are in **Eastern Time**.

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)

Enable Auto Matching

We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all the funds are depleted! (You can always edit them later if needed.)





How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

# Depleting Your Match

If you still have funds remaining for your match, you can deplete it!

**Match Testing** Sponsored by **Awesome Sponsor Guy**

Total Amount	Amount Remaining	✓ Auto-Matching Enabled
\$2,000.00	\$2,000.00	

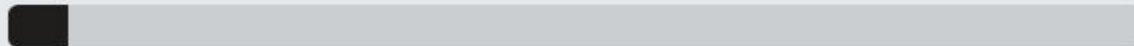
 Edit  Remove  **Deplete Match** 

# View Your Matches

## Matches

### Stark Enterprises: Early Bird Match

Make your gift between the hours of 8 and 9 am to be matched dollar for dollar by our friends at Stark Enterprises.



**\$1,000** Match

**\$1,000** Remaining

[SEE MORE MATCHES](#)

# How to add a challenge:

# Your Giving Day Dashboard

From your Giving Day Dashboard on GiveGab, click “Manage Sponsor Matching”

**DAY OF GIVING** Giving Day  
September 5, 2018

Time to launch  
**61**  
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<https://dog-staging.givegab.com/organizer>

[View Your Page](#)

# Add Challenge

Click the button above to create a new challenge to feature on your Giving Day profile.

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+ Add Match Commitment

+ Add Challenge

Manage Donations

# Enter Match Information

## Highlight Matching Sponsor

- Sponsor Name
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- Sponsor's Logo
- Keep sponsor anonymous

**Logo**

Select Image

Remove

**Tip:** Disable adblockers on this page for the best logo uploading experience.

**Sponsor Name**

Debby's Pet Supply

**URL (optional)**

www.debbypetsupply.com

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

Keep Sponsor Anonymous

# Enter Challenge Information

**Logo**

Select Image

Remove

Tip: Disable adblockers on this page for the best logo uploading experience.

**Sponsor Name**

**URL (optional)**

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

 Keep Sponsor Anonymous

Same as with match commitments

**Challenge Name**

**Description (optional)**

**Challenge Type**

Dollar Challenge

**Challenge Goal**

How many dollars or donors are needed to complete this challenge?

**Challenge Amount**

\$  .00

How much money is awarded when this challenge is completed?

A **Dollar Challenge** is fulfilled and an offline donation is created when a certain amount is raised. A **Donor Challenge** is fulfilled and an offline donation is created when a certain number of unique donors have given.



# Customize Your Challenge

## Set Challenge Details

- Start Time (Eastern)
- End Time (Eastern)

Please note that times are in **Eastern Time**.  
Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Start Time (Eastern)

End Time (Eastern)

Archived

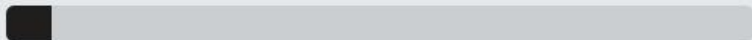
Archive this challenge to mark it as inactive and prevent it from being displayed in future fundraising.

# View Your Challenge

## Matches

### Stark Enterprises: Early Bird Match

Make your gift between the hours of 8 and 9 am to be matched dollar for dollar by our friends at Stark Enterprises.

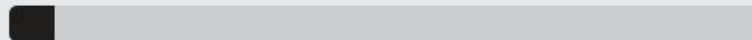


**\$1,000** Match

**\$1,000** Remaining

### Banner Labs: Go the Distance Challenge

Help us reach 100 donors to unlock \$5,000 from our friends at Banner Labs



**100** more donors unlocks **\$5,000**

[SEE MORE MATCHES](#)

# Important Tips

- A Match or Challenge will remain active for the entire length of the set date and time parameters
- If you did not meet the amount necessary to deplete the match, but wish to release the entire sponsored amount, select “Deplete Match”

**\$1,000 for Logan's Pups!** Sponsored by **Puppy Essentials**

Total Amount	Amount Remaining	Per Donation Cap	✓ Auto-Matching Enabled	✕ Archived
\$1,000.00	\$558.00	\$100.00		

Starts: 04/09/18 12:00 AM    Ends: 04/30/18 12:00 AM

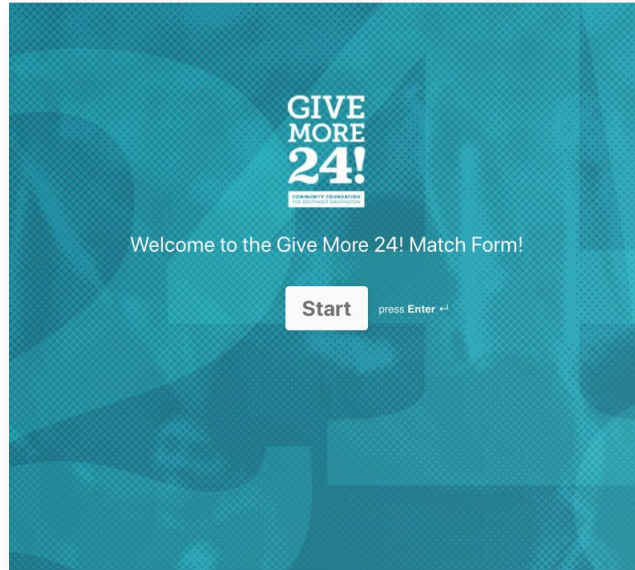
- When you no longer wish to display your match or challenge, select the “Archive” checkbox within the match or challenge editor

Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.

Archived

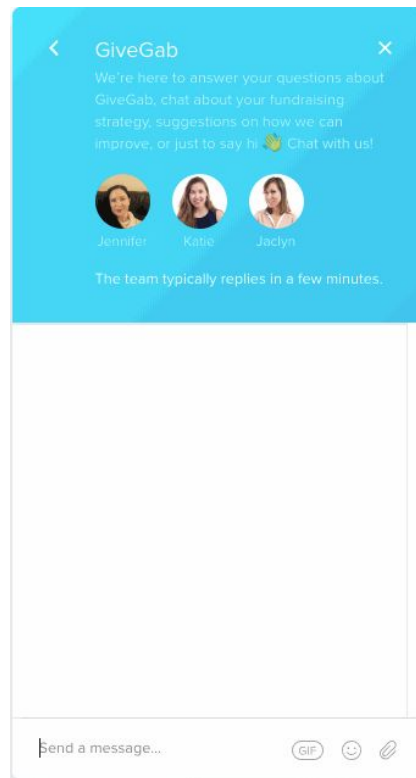
# New Match Form!

Now available on the [Nonprofit Toolkit!](#)



# We're Here!

- Visit Our Help Center  
<https://support.givegab.com/>
- Send us an email at  
[CustomerSuccess@givegab.com](mailto: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!



# Questions?

**GIVE  
MORE 24!**