Leveraging Peer-to-Peer Fundraising and Matches and Challenges

How to encourage your most passionate supporters to rally around you during Give Local!
Give Local: What’s new this year?

- All out of area nonprofits are asked to complete the Application for Eligibility.
- Donors can give via Mobile Wallet (Apple Pay, Google Pay, etc.).
- Bonus Funds - There will be separate bonus pools for organizations based in Naugatuck, Southbury, Waterbury, or that work primarily with older adults. All others will be in the general bonus pool.
- Prizes - Look for a revamped prize list in the next few weeks featuring new ways to motivate you and your donors!
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
What is Peer-to-Peer Fundraising?

Peer-to-Peer 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
2019 Give Local P2P Impact

- In 2019, 29 organizations utilized P2P Fundraisers
- 101 P2P fundraisers raised money
  - $26,204 raised from 463 donors
- Average raised for orgs without P2P: $3,756
- Average raised for orgs with P2P: $11,990
Engaging Potential Fundraisers

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

- Board Members
- Volunteers
- Donors
- Staff Members
- Friends and Family
Getting Your Fundraisers On Board

● **Start Early**
  ○ Educate your fundraisers about Give Local as early as you can

● **Be Clear**
  ○ Share your goals for your campaign and how they can help you reach them

● **Make it Easy**
  ○ Provide a guide or sample content for your fundraisers to use, and meet in person if possible!
Tools for Success

- Check out the P2P resources within the [Nonprofit Toolkit](#)
- Share the [Fundraiser's Guide](#) with your Peer-to-Peer Fundraisers
- Check out GiveGab’s [support center](#) and [blog](#) for tips, tricks, and best practices.
Motivating Your Fundraisers

Set your fundraisers up for success!

- Set a default goal and story for their pages
- Set them up with social media and email templates
- Share Giving Day graphics with them
- Check in with them before and on the day
- Spark friendly competition between your fundraisers
Adding Fundraisers
Adding Your Fundraisers

Give Local Greater Waterbury and Litchfield Hills
April 21, 2020

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Give Local Greater Waterbury and Litchfield Hills.

- Add Your Organization’s Info
- Add Your Story
- Add Donation Levels
- Add a ‘Thank You’ Message
- Add Fundraisers

Donation Tools
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

Other Actions
- Engagement Opportunities

Participation Approval Status
Approved

Time to launch
125 days
Setting Up Your Fundraisers

Add Fundraisers

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

Search Fundraisers

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

Save
Setting Up Your Fundraisers

Add Fundraisers
Search Fundraisers

Fundraisers
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.
Setting Up Your Fundraisers

Add Fundraisers

First Name: Katrina
Last Name: Grein
Email: katrina@givegab.com

Add Fundraisers

Set Fundraisers' Goal

$500.00

Compose Your Message
Setting Up Your Fundraisers

Write a Message to Your Recruits

To: Katrina Green
Subject:

Message

Back Send
Setting Up Your Fundraisers

Write a Message to Your Recruits

To: Katrina Grein
Subject:
Let's make a difference together!

Message:
Please join me in fundraising on our behalf for Day of Giving!
Setting Up Your Fundraisers

Add Fundraisers

- Search Fundraisers
- Download CSV
- Add Fundraisers
- Message All

<table>
<thead>
<tr>
<th>Fundraiser</th>
<th>Donors</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>Actions</th>
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<tbody>
<tr>
<td>Karina Grein</td>
<td>0</td>
<td>$0.00</td>
<td>$500.00</td>
<td></td>
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</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

- $ 500.00
Your Fundraiser’s Toolkit

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
85
0
Raised of $500 Goal
Days Left
Donors

Share your Fundraiser!
https://www.theamazinggive.org/p2p/ali

Need some inspiration?
Check out these great fundraising ideas over on the GiveGab blog.
Matches and Challenges
What are Matching Gifts?

- Matching Gifts are pledged donations from generous donors that enhance the giving day experience.
- GiveGab’s online matching tool helps donors multiply their impact, no matter the donation size!
  - **1:1 Match**: Each time an eligible gift is made, a corresponding offline gift is added to your totals.
  - **Challenge**: When a threshold or goal is met, the whole pledged donation amount will be added to your totals.
What are “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.

**Wag: Happy Pups Challenge**

Help us unlock an extra $5,000 to Logan's Pups with your donation!

- **115** more donors unlocks **$5,000**!

**Lizzy's Pet Supply: Let's boost Logan's Pups!**

When Logan's Pups reaches its goal of $100,000, Lizzy's Pet Supply will give an extra $10,000!

- **$21,298.13** more unlocks **$10,000**!
Benefits of Matches and Challenges

- Organizations with matching funds raise on average 4.5x more than organizations without a match.
- Opportunity to highlight existing donors and sponsors.
- Motivates potential donors to have a greater potential impact by donating when their gift is matched.
- Easily feature active matches on your Giving Day profile.
Potential Matching Donors

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

Educate your match donor on how their gift benefits the organization and how their contribution is stretched for greater overall impact.
Offline Gifts Policy

- Checks valued at $5,000 or higher will be accepted
- Made payable to Connecticut Community Foundation and must be received by April 15th
- Bonus funds will be added to offline gifts.
- Donors with donor advised funds at the Foundation may make offline gifts in any amount during Give Local.
- Please communicate with the Foundation if you expect offline gifts.

If you have a donor that would like to make a distribution from their IRA via Give Local, this is possible! Please allow enough time for processing (we recommend the donor requests the check no later than March 20)
Foundation Matching Form

Matches and Challenges Form

All Matching Funds paperwork and profile updates must be completed by 5 p.m. on Tuesday, April 7.

1. Complete this document if your organization has secured outside matching funds or challenges that will be used to provide added incentive during Give Local. Please complete one form for each donor that will be providing a match.
2. Attach proof (via letter or email from your donor) to substantiate your matching funds.
3. Add the match or challenge to your GiveGab profile by April 7. Detailed instructions are available here.

Gift Information

| Amount | 

| Type |

- Online gift will be made during Give Local via credit card or ACH (preferred)
- Check (payable to your organization)
- Offline Gift ($5K minimum, check payable to CCF and due 4/15/2020)
- Donor Advised Fund transfer (grant request form due 4/15/2020)

Please describe any conditions for receiving the funds

(Common examples: "This $xx will be given once my organization raises $xx during Give Local". Or, "This $xx will be given when my organization receives gifts from xx different donors during Give Local").

Organization Name ____________________________________________________________

Organization Contact __________________________________________________________

Donor Information

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
</table>

Address ____________________________________________________________

Email Address ____________________________________________________________

Please return by 4/7/2020 to: Connecticut Community Foundation, Fax: 203-756-3054, or email to giveglobal@conncf.org. Contact Tricia Poirier at 203-753-1315 x.130 with any questions.

Please complete a form for each match/challenge gift you anticipate. This form is available at https://www.givelocalccf.org/info/nonprofit-toolkit
Promoting your Match or Challenge

● Feature any active matches on your Giving Day profile
● Keep the details of your match as clear as possible
  ○ What goal do you need to reach? When is the match active? What is the gift to match ratio? What do donors need to do to have their gift matched?
● Brand your match and promote on all online platforms
  ○ Example: Support Logan’s Pups on 11/28 during the Double Dollar Dash! Every donation received on 11/28 will be matched thanks to our sponsor!
Tools for Success

- View additional resources on the trainings page.
- Check out GiveGab’s support center and blog for tips, tricks, and best practices.
Adding Matches and Challenges
Adding a Match or Challenge

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Give Local Greater Waterbury and Litchfield Hills.

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Other Actions
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Adding a Match or Challenge

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.

[Buttons: Add Match Commitment, Add Challenge, Manage Donations]

Click the button above to create a new matching opportunity to feature right on your Giving Day profile
# Customize Your Match

**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.

**Manage Donations**

**Note:** All times are assumed to be in Eastern Time.

<table>
<thead>
<tr>
<th>Logo</th>
<th>Sponsor Name</th>
<th>URL (optional)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Logo" /></td>
<td>Debbie's Pet Supply</td>
<td><a href="http://debbiespetsupply.com">debbiespetsupply.com</a></td>
</tr>
</tbody>
</table>

**Highlight Matching Sponsor**

- Sponsor Name
- Sponsor’s Website
- Sponsor’s Logo
- Or keep your sponsor anonymous
# Customize your Match

**Match Name**: Giving Tuesday Match!

**Description**: Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!

**Total Matching Funds Available**: 5000

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**Update Match Details**

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

Update Match Parameters

● Match Start Time (optional)
● Match End Time (optional)
● Auto Matching

Enables 1:1 donation matching in real time!
Customize your Challenge

Update Challenge Details

- Challenge Name
- Challenge Description
- Challenge Funds Available
- Maximum Match Per Donor
View Your Match

$25
Provides one week of food for a senior pup

$50
Provides a super-soft bed for a loving senior pup

$100
Covers cost of rescuing a senior pup from a kill shelter

$500
Provides life changing surgery to a senior pup in need

Choose Your Own Amount

More Than Just A Shelter

Matches
Debbie's Pet Supply: Giving Tuesday Match!
Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!
$5,000 MATCH $4,850 REMAINING

Fundraising Champions
Laryssa Hebert $500.00

At Logan's Pups we offer more than just a home to dogs in need, we're in the business of turning lives around. Each
Meet Buster

In March of 2015, the rescue team at Logan's Pups traveled to Georgia to rescue several older dogs who were scheduled to be euthanized. In that bundle of pups there was a particularly special dog named Buster. Buster was a 10 year old bulldog mix with arthritis that made making the most out of play time a little tough. However despite this, our team could tell within moments of meeting him that he had a heart of gold and quickly became a favorite when he was brought back to the Logan's Pups sanctuary.

Meet Emily

Emily had just graduated from college and was moving to a new city to start her first ever full time job. Her whole life she was only ever a few minutes away from home, but her dream job was taking her across the country for the very first time. Emily was nervous about starting her career in a place she had never been before, and afraid that she might be lonely without any friends or family nearby. However when Emily arrived at her new job she met Cady, one of our long time volunteers at Logan's Pups. When Emily mentioned she was looking to adopt a dog in need, Cady immediately recommended that she check out Logan's Pups.
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.”
- When you no longer wish to display your match or challenge, select the “Archive” checkbox within the match or challenge editor.
We’re Here For You!

● Contact Tricia at Connecticut Community Foundation
  ○ 203.753.1315 x130
  ○ tpoirier@conncf.org

● Contact GiveGab
  ○ Help Center: https://support.givegab.com/
  ○ Email: CustomerSuccess@givegab.com
  ○ Chat with GiveGab’s Customer Success team via the blue bubble
Questions?
Final Steps to Success for Give Local - March 24 at 1:30 p.m.
In this webinar we’ll go over last minute tips and best practices to engage with your supporters and increase your success. The GiveGab and Foundation team will be available to answer any and all of your last minute questions.

Pre-Recorded Trainings
Visit https://www.givelocalccf.org/info/trainings for additional videos on a variety of topics!