

The Power of Peer-to-Peer



How to encourage your most passionate supporters to rally around you during Give Local!

Agenda

- **What is Peer to Peer fundraising**
- **Benefits of P2P**
- **Who you can involve**
- **How it works on the GiveGab system**
- **Q&A**

Reminders and Deadlines

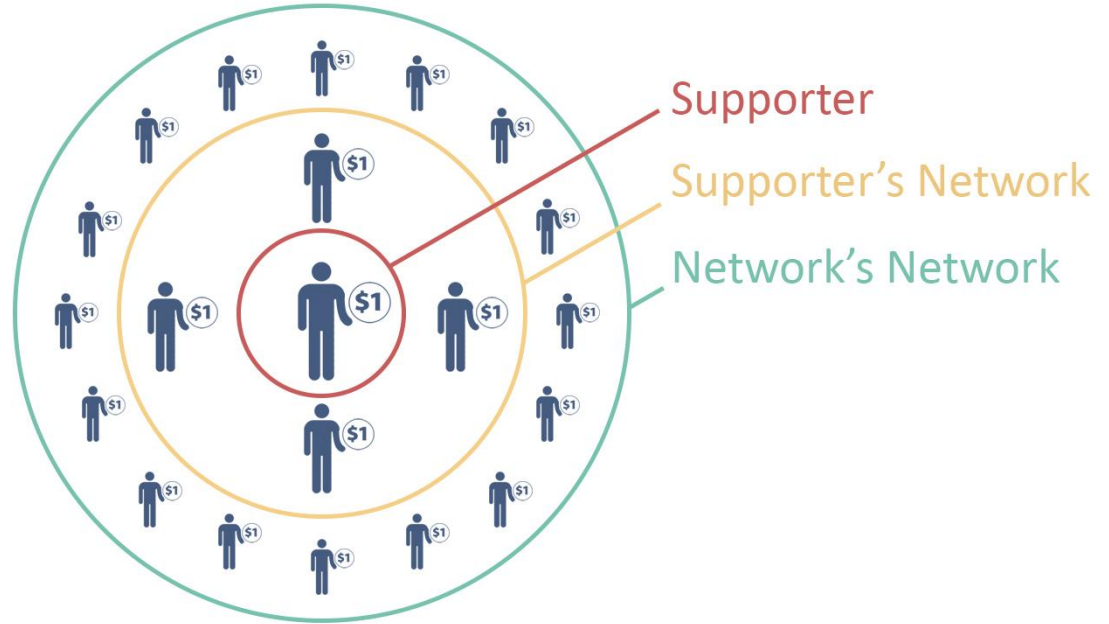
- | | |
|-------------|--|
| April 6 | Matches & Challenge Paperwork is due to the Foundation |
| April 7 | Nonprofit Registration Closes |
| April 15 | Offline Gifts (over \$5,000) are due to the Foundation |
| April 20-21 | Live Event! |

ACH Deposits

If your organization wishes to receive your Give Local earnings via direct deposit and you haven't been in touch with us, please reach out to be sure we have accurate ACH information

What is Peer-to-Peer Fundraising?

- Your supporter creates their own fundraising page within the Give Local website
- They mobilize their personal networks to raise money for your cause



Benefits of P2P

- **Reach** - Expands your reach to a new network of potential donors by tapping into your fundraiser's network
- **Stewardship** - Provides a new opportunity to engage with existing supporters by sharing their personal connections
- **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
- **Fun** - Creates an opportunity for friendly competition and social sharing during the big event!

2020 Give Local P2P Impact

- 30 organizations incorporated P2P into their campaign
- 144 individuals used P2P and raised \$63,600 raised from 760 donors!
- Average raised for orgs without P2P: \$6,041
- Average raised for orgs with P2P: \$10,360
- \$3,000 available in P2P prizes



Who are P2P users?

Find your existing passionate supporters:

- Board Members
- Volunteers
- Donors of all levels
- Staff Members
- Friends and Family

Characteristics of effective P2P users:

- Personal connection to your work
- Have a strong network
- Willing to share their story
- Willing to ask for money

Consider using Cheerleaders

If you have a great supporter that isn't comfortable asking for money:

Partner them up with a P2P user

Ask them to share all of the content of their partner

This is a great way to exponentially increase your visibility!



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 (and samples are available in the Nonprofit Toolkit)

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 graphics with them
- Check in with them before and on the day
- Spark friendly competition between your fundraisers

<https://www.givelocalccf.org/info/nonprofit-toolkit>

<https://www.givelocalccf.org/info/p2p-email-templates>

P2P Story Telling

Offer prompts to help P2P users them tell their story

- I became passionate about xx organization when...
- One thing I love about xx organization is...
- After I donate to xx organization I feel...
- I can really see the impact of xx organization when...

Showing Gratitude

- Encourage P2P users to personally thank their donors
- Treat your P2P fundraisers like major donors
- Some ways to say thanks:
 - Personal call or text
 - Email or handwritten note
 - Tag them on social media
 - Feature them in your communications

Adding P2P Fundraisers

Fundraiser Initiated

Camella's Cupboard

Feeding those in need.

Causes: **Poverty and Hunger, Health and Wellness, Youth**

DONATE

FUNDRAISE



\$25

Break Bag Provider - Provides a month of weekend bags to a child.

\$50

Food Pantry Provider - stock our in-school food pantries for one month.

\$150

Summer Meal Sponsor - Provides a child one month of summer meals.

\$1,000

Corporate Sponsorship - Your logo will be added to our website.



Start Fundraising For

Camella's Cupboard

First and Last Name

Email

Password

New passwords must be 8 characters and include a letter, a number and a special character (e.g. !,?, or \$).

[Forgot your Password?](#)

CANCEL

SUBMIT

Thanks for signing up to be a fundraiser! You can manage your profile [on GiveGab](#). We've sent you an email with more details.

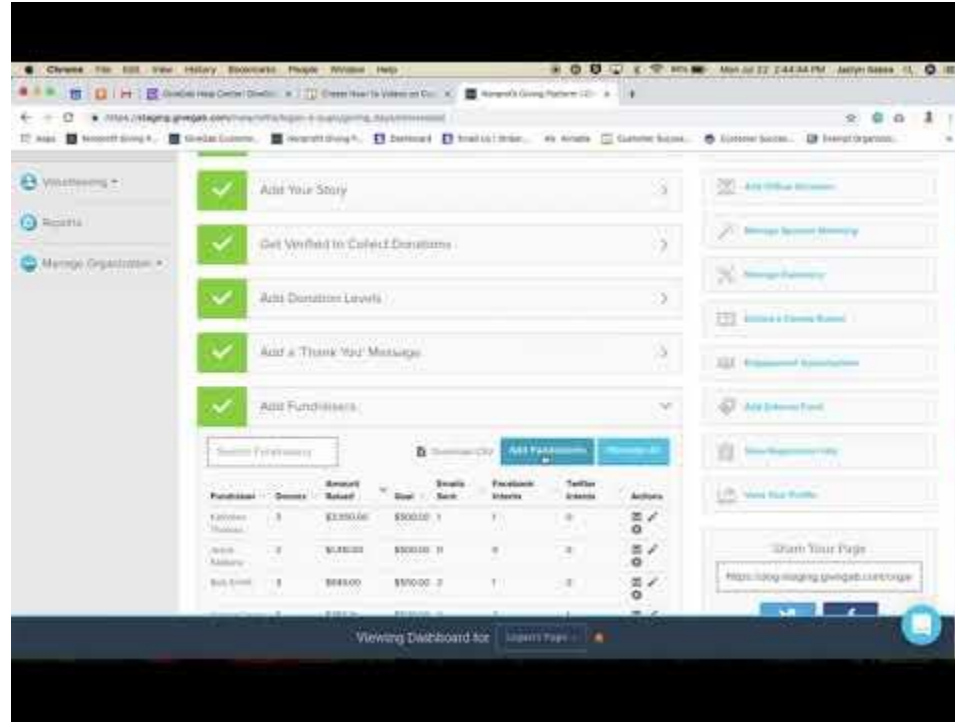
Be sure to share the link below with potential supporters.

<https://www.givelocalccf.org/p2p/185729/tricia-poirier>

MANAGE PROFILE

Inviting via the admin dashboard

Head to your Giving Day dashboard and then click on “Add Fundraisers” to get started!



The screenshot displays the Giving Day admin dashboard. The left sidebar contains navigation options: "Welcome", "Reports", and "Manage Organization". The main content area features a list of tasks with green checkmarks: "Add Your Story", "Get Verified to Collect Donations", "Add Donation Levels", "Add a Thank You Message", and "Add Fundraisers". Below these tasks is a table titled "Active Fundraisers" with columns for Fundraiser, Status, Amount Raised, Goal, Emails Sent, Facebook Events, Twitter Events, and Actions. The table lists three fundraisers: "Catherine Thomas" (Status: 1, Amount: \$2,500.00, Goal: \$500.00), "John Adams" (Status: 2, Amount: \$1,200.00, Goal: \$200.00), and "Bob Smith" (Status: 3, Amount: \$800.00, Goal: \$100.00). A "Viewing Dashboard for" dropdown menu is visible at the bottom of the dashboard.

Fundraiser	Status	Amount Raised	Goal	Emails Sent	Facebook Events	Twitter Events	Actions
Catherine Thomas	1	\$2,500.00	\$500.00	1	0	0	
John Adams	2	\$1,200.00	\$200.00	0	0	0	
Bob Smith	3	\$800.00	\$100.00	1	0	0	

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 <

Reset Profile

Participation Approval Status

Approved

Time to launch

125

days

Donation Tools

 [Add Offline Donation](#)

 [Manage Sponsor Matching](#)


 [Manage Donations](#)

 [Embed a Donate Button](#)

Other Actions


 [Engagement Opportunities](#)

Inviting P2P Fundraisers



Add Fundraisers

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

 Download CSV

Fundraiser ▾ **Donors** ▾ **Amount Raised** ▾ **Goal** ▾ **Actions**

No fundraisers found.

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

\$	<input type="text" value="500"/>	<input type="text" value=".00"/>
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Each fundraiser may customize his or her story and goal by logging into GiveGab.

Inviting P2P Fundraisers

Add Fundraisers

First Name	Last Name	Email
<input type="text"/>	<input type="text"/>	<input type="text"/>

[+ New Fundraiser](#)

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

Write a Message to Your Recruits

To: Katrina Grein

Subject

Message

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

Setting Up Your Fundraisers

✓ Add 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

Set Fundraisers' Goal

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

Save

Customizing P2P Pages

The screenshot shows a web browser displaying a fundraising page on GiveGab. The page is titled "Jacklyn's fundraising toolkit for Giving is Gorges" and includes a progress bar, a "Tell Your Story" section, and a "Progress" summary.

GiveGab
Helping Good Causes

Jacklyn's fundraising toolkit for Giving is Gorges
Complete the steps below to be sure that your fundraiser is successful.

Thanks for supporting Giving is Gorges!
Giving is Gorges has wrapped up, but you can find new ways to support Friends of the Earth Youth Bureau here.


Tell Your Story
Why are you fundraising? Tell a personal story, explain your organization, and so much more on your fundraising page.

Progress

\$200 Raised of 1,000 Goal	0 Days Left
9 Months	1 Month Left

Need some inspiration?
Check out [inspirational fundraising ideas](#) made up by GiveGab.org

Your Fundraiser's Page






A fundraiser for:

Logan's Pups

Help a senior dog with your donation!


Causes: [Animals](#), [Education](#)

Manage this on GiveGab

DONATE   





54%

\$270 Raised \$500 Goal 3 Donors


Rebekah Casad

Hi, I'm Rebekah Casad and I'm fundraising for [Logan's Pups](#).

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

 <p>\$50</p> <p>Provides a super soft bed for a loving senior pup</p>	 <p>\$100</p> <p>Provides food for a month for a senior pup</p>	 <p>\$200</p> <p>Provides vet care and essential vaccines for a senior pup</p>	 <p>\$500</p> <p>Feeds every dog in the sanctuary for a week</p>
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CHOOSE YOUR OWN AMOUNT

Facebook Donate Button

Please do not add a Facebook donate button!

This causes gifts to be processed via Facebook and not Give Local



Additional Tools

- 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.



Peer-to-Peer
Fundraisers

[View](#)

Questions?

More Training Opportunities

Final Steps to Success

April 12 at 2 p.m. via Zoom

This session will review last minute tips and best practices to create a smooth giving day experience. We'll review key profile elements, highlight some communications action items, and spend some time talking about where to find and what to do with donor information. We'll also update you on our timeline for getting your Give Local earnings into your hands.

Previous sessions and additional topics always available!

- Give Local Basics
 - Matches & Challenges
 - Telling Your Story
 - Engaging Your Board
 - Social Media Strategies
 - Donor Stewardship
- ...and More!

<https://www.givelocalccf.org/info/trainings>

We're Here For You!

- Contact Tricia or Carah
 - 203.753.1315 x130 203.753.1315 x105
 - tpoirier@conncf.org cmenard@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

