

Peer-to-Peer Fundraising

March 4, 2024



Meet the Team



Kalia Kornegay

Associate Project
Manager



Kaitie Branton

Project Manager

Zoom Etiquette

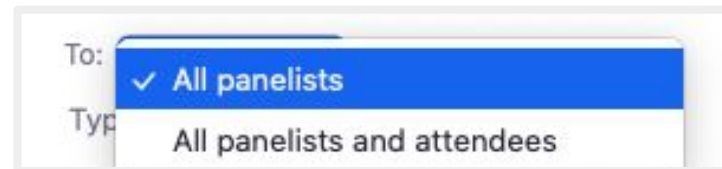
This is being recorded. The recording will be available on the /trainings page by Thursday, **January 18th**.

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

Introduce yourself! Name, location, organization.



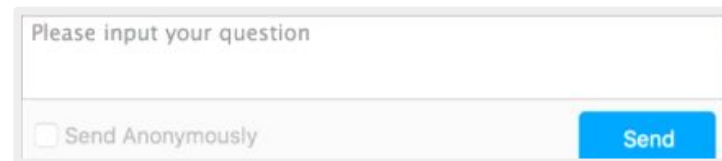
Chat Box



The screenshot shows the Zoom chat box interface. The 'To:' dropdown menu is open, displaying two options: '✓ All panelists' (selected) and 'All panelists and attendees'. The 'Type' field is visible below the dropdown.



Q&A



The screenshot shows the Zoom Q&A form. It includes 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.



Have You Used P2P Fundraising Before?

If so, what's been your biggest challenge?

Agenda



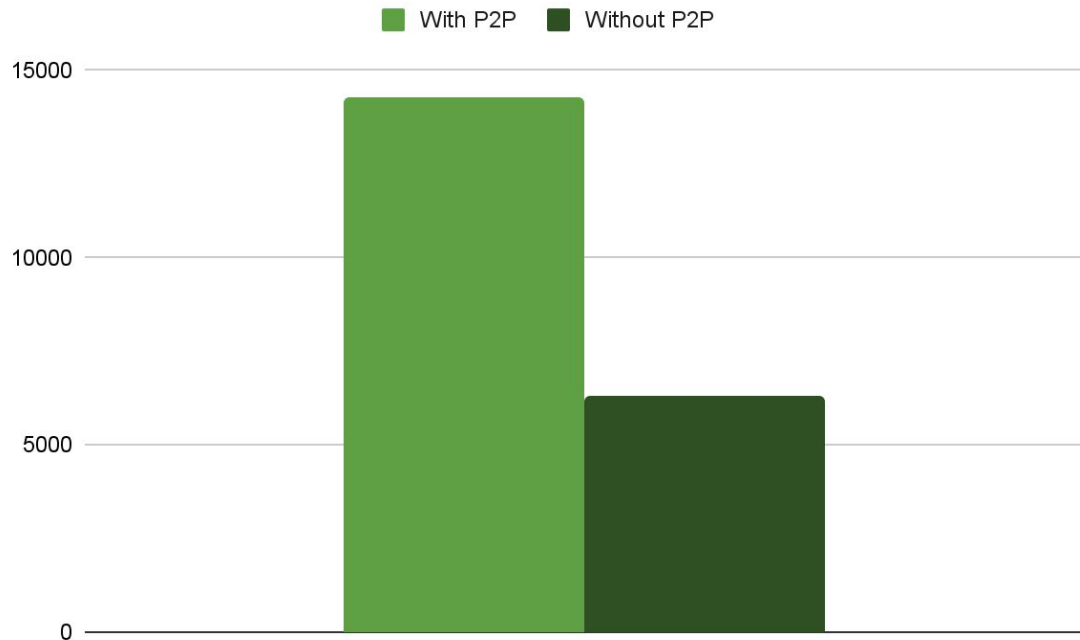
- **Peer-to-Peer Fundraising basics**
- **P2P Fundraising strategies and best practices**
- **Empowering and engaging your fundraisers**
- **Using the Giving Days Fundraising Tool**
- **Resources available to your organization**

What is P2P Fundraising?

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

Impact on The Big Share Last Year

43% of organizations used P2P
203 P2P raised funds
Accounted for 27% of total raised



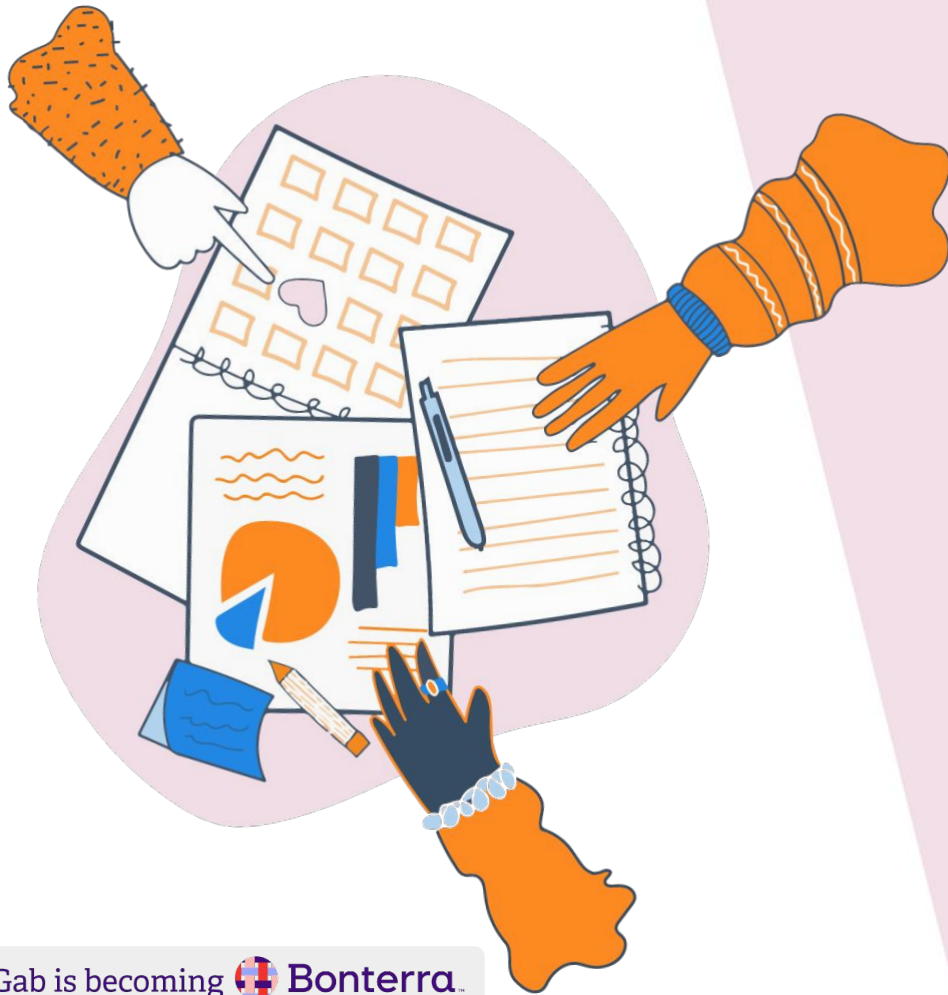
Average Raised by Nonprofits With and Without P2P Fundraisers

Raise **2.3X 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





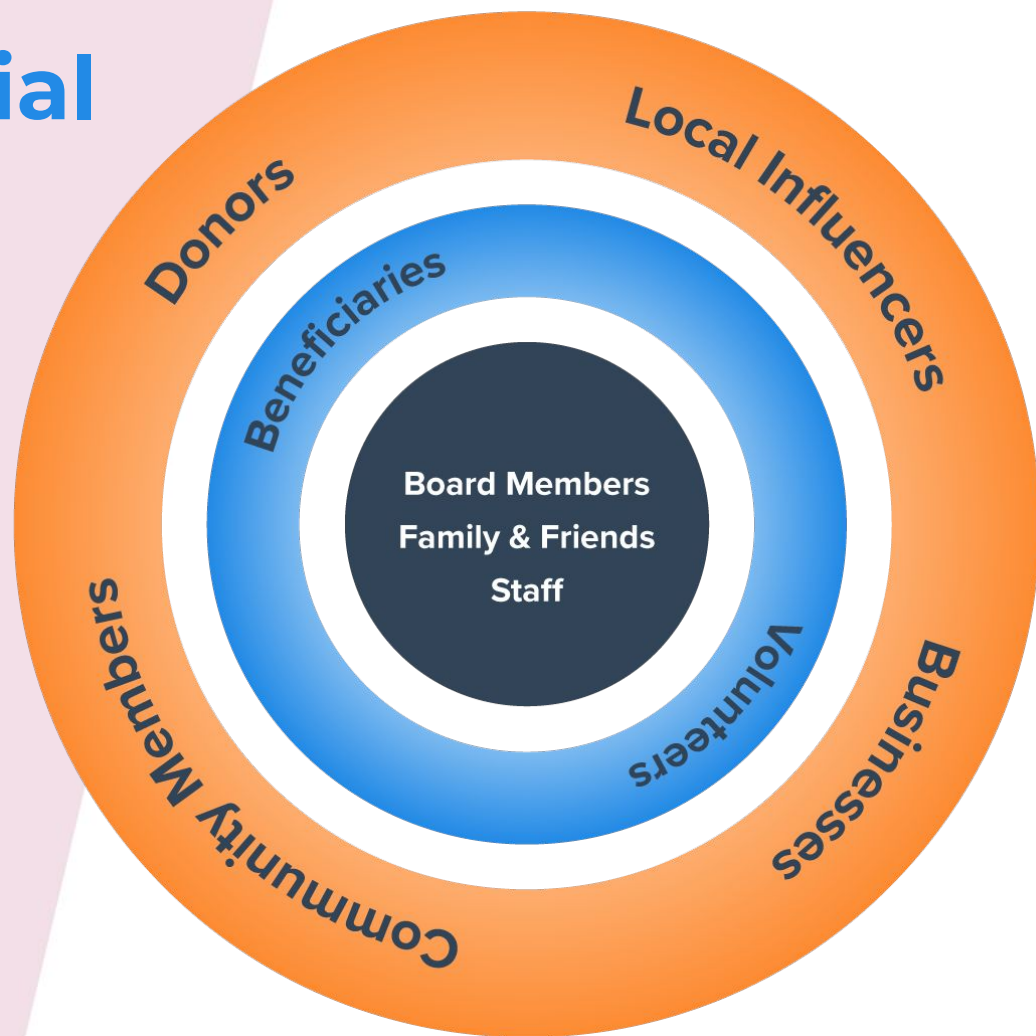
Strategize and Plan

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



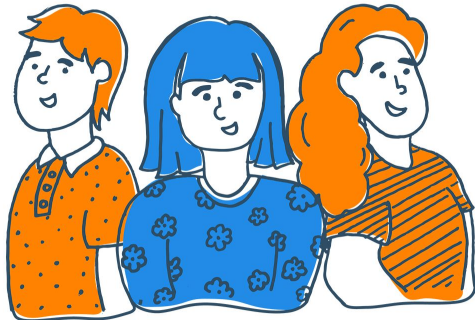
Identify Potential Fundraisers



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



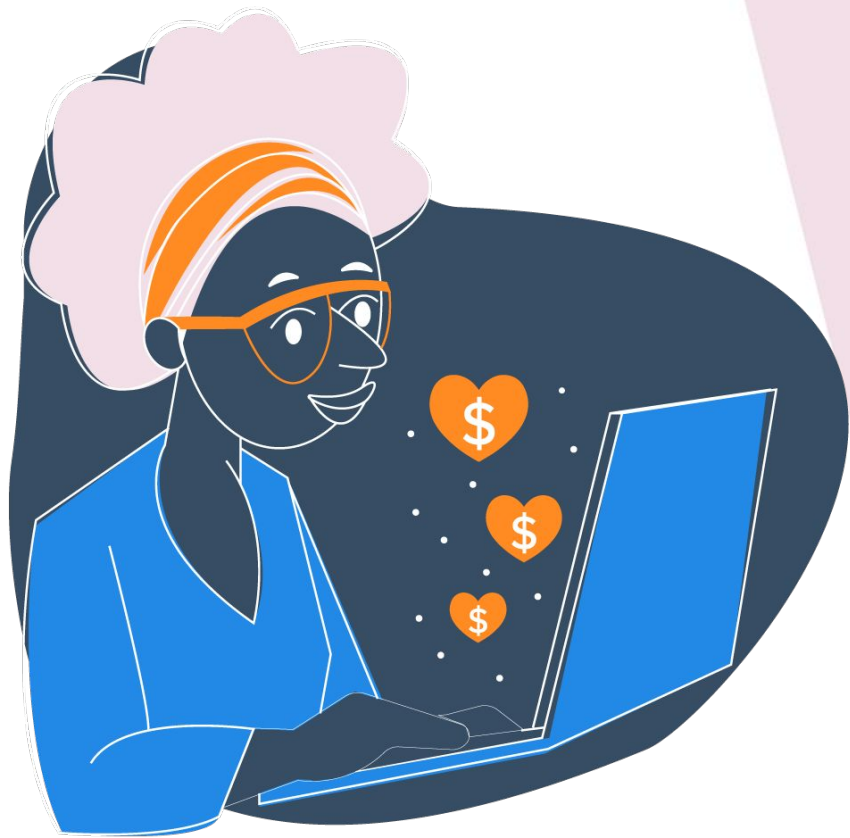
Be Clear

- 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

**The Big Share 2024** Tuesday, March 5
\$0.00 Raised • 0 Donors • 0 Gifts
[Analytics](#)

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in The Big Share 2024.

54 Days to Launch
Participation Approval Status
Approved
The Big Share 2024 kicks off Monday, March 4 at 6:00PM!

- ✓ Add Your Organization's Info >
- 📖 Add Your Story >
- ✓ Add Donation Levels >
- ✓ Add a 'Thank You' Message >
- 👤 Add a 'Give Again' 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

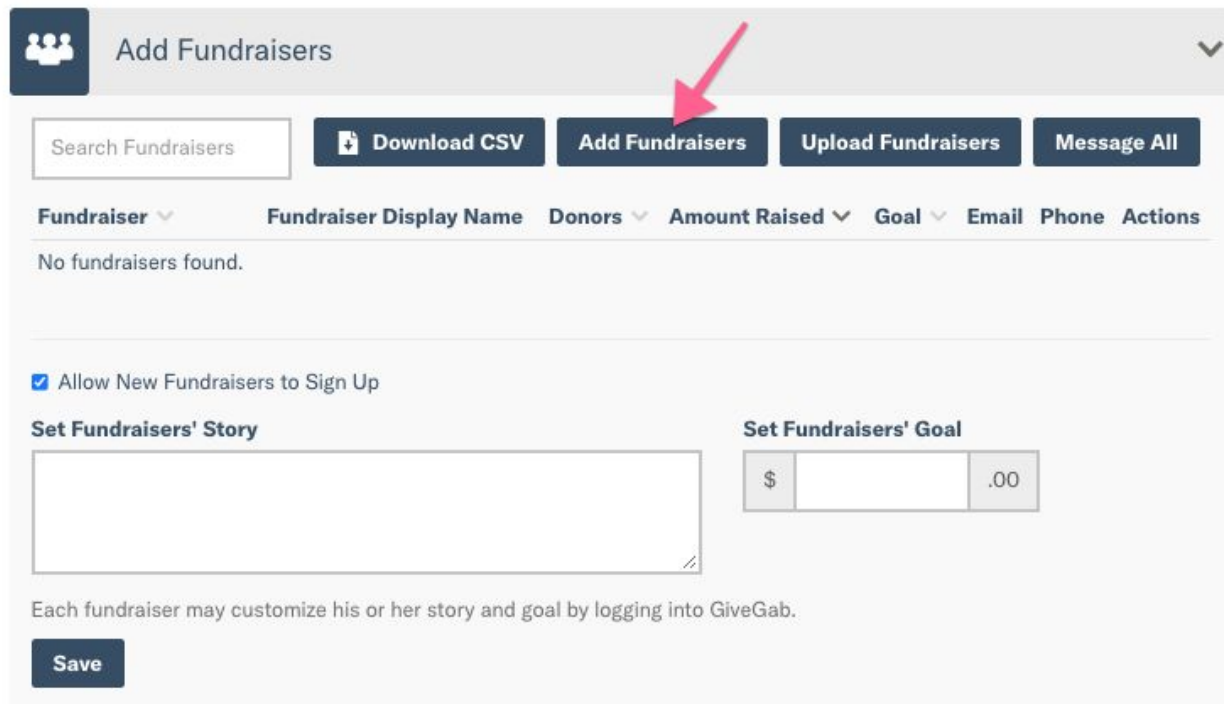
Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

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's a header with a group icon and the title 'Add Fundraisers'. Below this is a row of buttons: 'Search Fundraisers', 'Download CSV', 'Add Fundraisers' (highlighted with a red arrow), 'Upload Fundraisers', and 'Message All'. Underneath 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, there's a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. Further down, there are two sections: 'Set Fundraisers' Story' with a large text area, and 'Set Fundraisers' Goal' with a currency selector (\$), a text input field, and a decimal input field (.00). At the bottom, there's 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

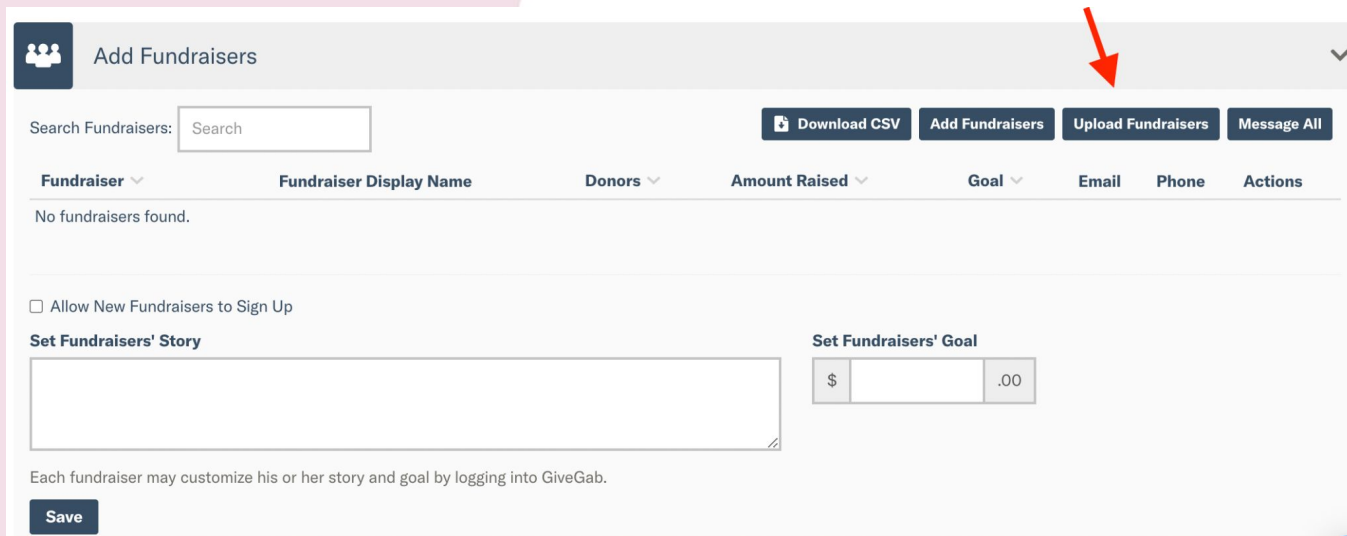


New Fundraiser

Cancel

Next: Compose Your Message

Demo



The screenshot shows the 'Add Fundraisers' page. At the top, there's a header 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', and 'Message All'. A red arrow points to the 'Upload Fundraisers' button. 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

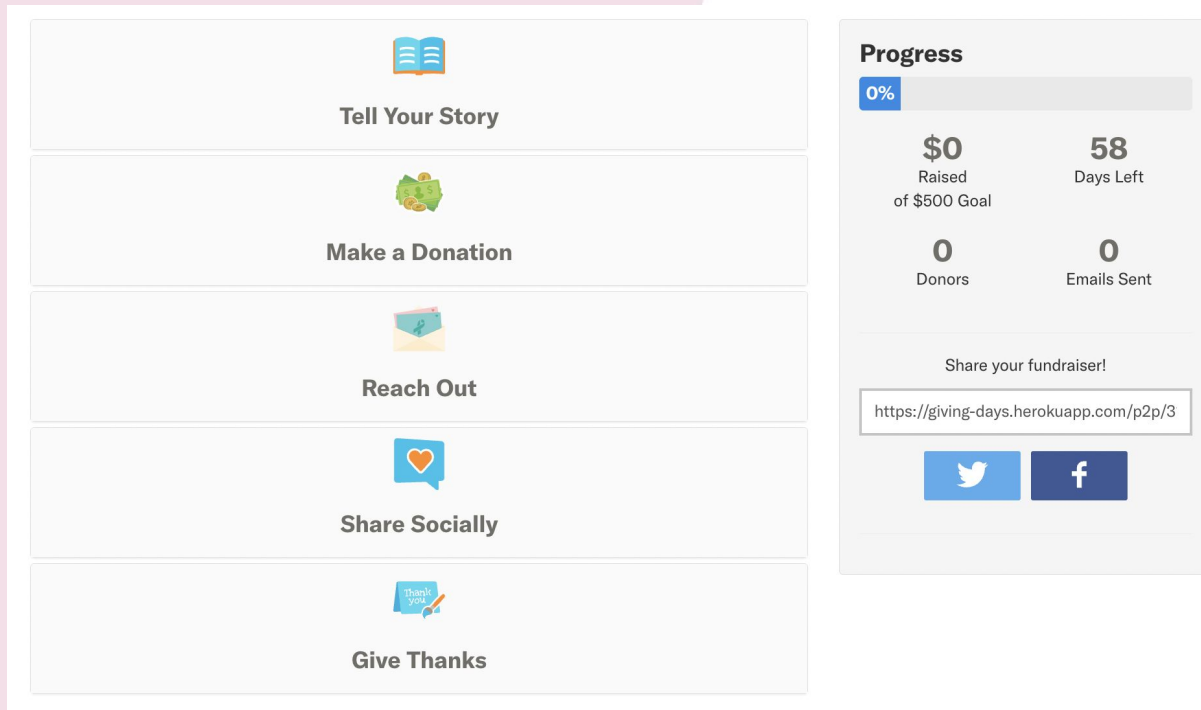
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Each fundraiser may customize his or her story and goal by logging into GiveGab.

[Save](#)

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

Fundraiser Dashboard



Fundraiser Profile

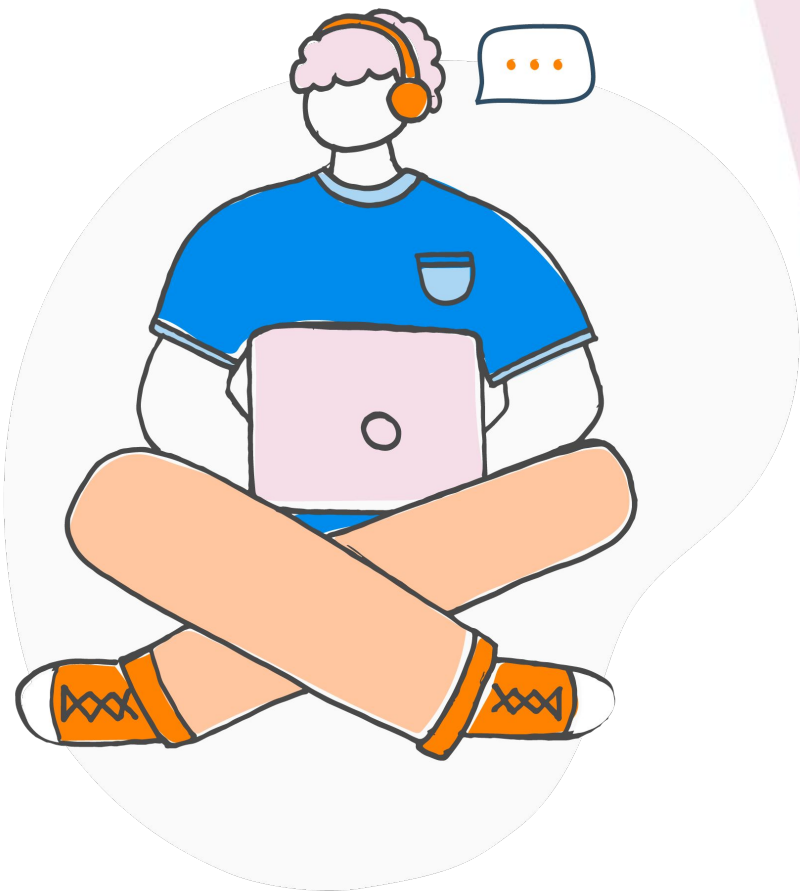
Kalia Kornegay is a fundraiser for

Community Shares of Wisconsin

[DONATE](#)

\$0 Raised \$1,500 Goal 0 Donors





Takeaways & Resources

Timeline for P2P Recruitment



Key Takeaways



- P2P Fundraising can help you raise 2.3 more
- 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 The Big Share. Start small this year and grow it in the future!

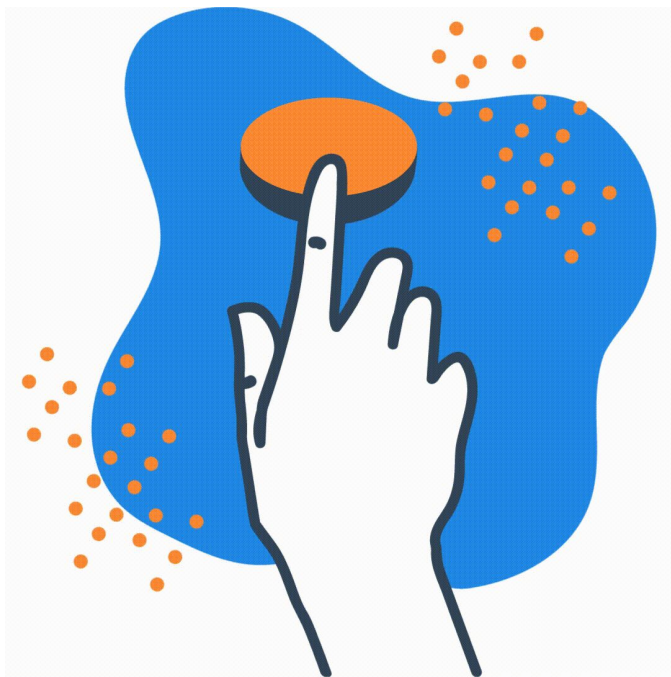
Tools for Success

Tools for Nonprofits

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



Tools for Success



Tools for Nonprofits

- How to identify and add fundraisers
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Tools for Fundraisers

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

Giving Day Support & Resources

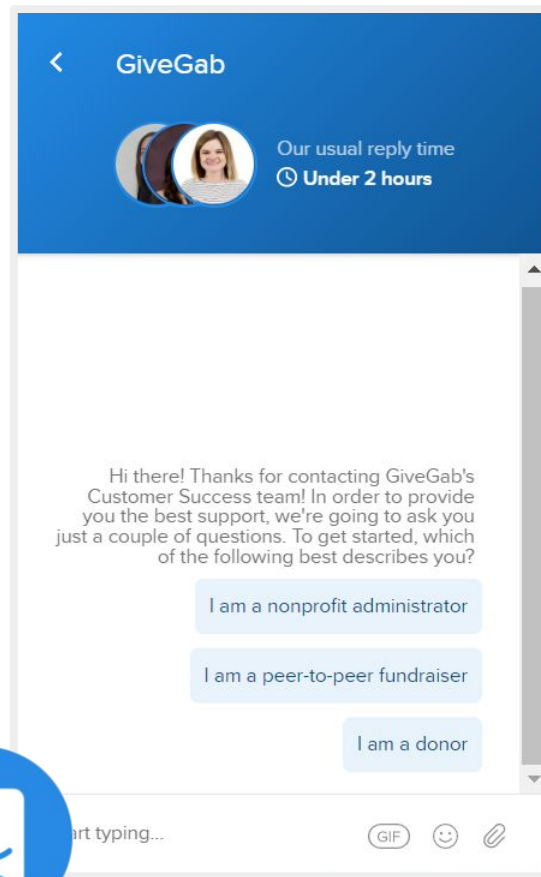
Visit our [Help Center](#)

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**.



Questions?



March 4, 2024