Getting Your Board on Board, Peer-to-Peer (P2P) Fundraising, and Securing Matches

March 29, 2023

Thank you to our Presenting Sponsor:

Wells Fargo
WyoGives Virtual Office Hours
Get your questions answered via drop-in Zoom
Tuesdays and Thursdays 11:00 – 12:00
Link is on WyoGives.org 2023 Trainings Page
June 6 – 7, 2023  
Laramie, WY

![Wyoming Nonprofit Network Leadership Summit Logo](https://www.wynonprofit.org/LeadershipSummit)

<table>
<thead>
<tr>
<th>Monday, June 5</th>
<th>Tuesday, June 6</th>
<th>Wednesday, June 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:00 to 5:00 PM - Registration Check-in</td>
<td>7:00 AM - Registration Check-In; Breakfast</td>
<td>7:30 AM - Breakfast</td>
</tr>
<tr>
<td>5:00 to 7:00 - WyoGives Mixer Event</td>
<td>8:00 to 4:00 PM - Keynotes, Breakouts, Lunch</td>
<td>8:00 - 2:00 PM - Keynotes, Breakouts, Lunch</td>
</tr>
<tr>
<td></td>
<td>5:30 to 7:30 PM - Dinner Theatre</td>
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</tbody>
</table>
Social Media

- facebook.com/WyoGives
- instagram.com/WyoGives
- #wyogives #wyogives2023 #ShowUsWY
• 2023 Sponsors
• GiveGab/Bonterra Relationship
• Getting Your Board on Board
• Peer-to-Peer Fundraisers
• Matches and Challenges
• Support
• Q&A
2023 WyoGives Sponsors (To date)
GiveGab is Wyoming Nonprofit Network's technology partner for WyoGives. They provide the online giving platform, including registration, donation processing, etc.
Getting your Board on Board
Build Board Support

- Use the WyoGives Nonprofit Toolkit to guide you
  - Ten Steps to Success
  - Resources
    - For your org
    - On-Demand Training Videos
  - For your Board Member
Ten Steps to Board Success:

1. Have a WyoGives Kickoff at your next board meeting
2. Include your board in your WyoGives goals
3. Share regular updates throughout the planning process
4. Provide your board members with clear opportunities and steps to help your organization reach its WyoGives goals
5. Leverage your board members as Peer-to-Peer Fundraisers to help raise more and expand your reach on WyoGives
Ten Steps to Board Success Continued

6. Update your board on your progress from beginning to end
7. Encourage your board members to support you on WyoGives with matching funds, social sharing, and promotion of your participation with their networks
8. Invite your board members to attend an in-person event during WyoGives
9. Ask your board members to help you personally thank and steward your WyoGives donors
10. Don’t forget to give a “Thank You” to your board members for their help and hard work on WyoGives and celebrate a job well done

Join us for our free WyoGives Webinar
The Art of Donor Stewardship
Tuesday, May 9th 10 am – 11 am
Register TODAY at wyogives.org/info/trainings
Peer-to-Peer (P2P) Fundraisers
What is a Peer-to-Peer Fundraiser?

- A supporter who rallies around your cause to fundraise on your behalf
- These supporters create their own fundraising page as a spin off from your main WyoGives profile
- Fundraisers share their page with their network to expand the reach of your cause and bring in new donors
Peer-to-Peer Fundraising is an opportunity to...

- Leverage your passionate supporters
- Share personal stories and connections to your cause with a new network of potential supporters
- Multiply your followers and influence on social media

Join us for our free WyoGives Webinar
Using Social Media to Steer Traffic to your WyoGives Campaign
Wednesday, April 5th
Register TODAY at wyogives.org/info/trainings
Engaging Potential Fundraisers

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

• Board Members
• Volunteers
• Dedicated Supporters
• Donors
  • Low Capacity
  • Major
• Staff Members
• Friends and Family
Getting Your Fundraisers on Board

• Start Early
  • Educate your fundraisers about WyoGives as soon as you can

• Be Clear
  • Share your goals for the day and how they can help you reach them

• Make it Easy
  • Provide a guide or sample content for your fundraiser to use, meet with them in person if possible
  • Please don’t just sign them up
Set your fundraisers up for success!

- Set a default story for their page
- Share the social media and email templates with them
- Share WyoGives graphics with them
- Check in with them leading up and on the day
- Spark friendly competition between your fundraisers
Tools for Success

Check out the P2P resources in the Nonprofit Toolkit

https://www.wyogives.org/info/nonprofit-toolkit
Tools for Success

• Engaging Your Supporters in Peer-to-Peer Fundraising

• [https://www.wyogives.org/info/peer-to-peer-fundraising](https://www.wyogives.org/info/peer-to-peer-fundraising)

• Information and Instructions

• Links to more resources – One of the links is “Fundraiser Guide”
Tools for Success

Fundraiser Guide
https://www.wyogives.org/info/fundraiser-guide
Tools for Success

Fundraising Guide

https://www.wyogives.org/info/fundraiser-guide

Communication Guides

Social Media – Sample posts

“[ORGANIZATION NAME] is participating in WyoGives, a 24-hour giving movement, on July 12! Join me in supporting [ORGANIZATION NAME] to [OBJECTIVE]. As a fundraising champion for [ORGANIZATION NAME], I have my own fundraising page, so check out this link to donate to my personal fundraiser during WyoGives: [FUNDRAISING PAGE LINK]”

“WyoGives is in less than X days away! My goal is to raise $X for [ORGANIZATION NAME], but I need YOUR help to get here. Make a long-lasting contribution here: [FUNDRAISING PAGE LINK]”

“TODAY IS THE DAY! I need your help in supporting [ORGANIZATION NAME] so they can continue to help [THOSE SERVED BY ORGANIZATION]. I am fundraising for [ORGANIZATION NAME] because [IMPACT ORGANIZATION HAS HAD ON YOU]. Please consider making a contribution to my fundraising page here: [LINK TO FUNDRAISING PAGE]. Your gift will make a huge impact on [THOSE SERVED BY ORGANIZATION]!”
Communication Guides

Email Messages – Samples (before, during and after WyoGives)

**Subject**: Join me in Supporting [ORGANIZATION NAME]

Hi [first_name],

I am excited to announce that I am supporting [ORGANIZATION NAME] during WyoGives by taking on the role of a fundraising champion. My fundraising will help [ORGANIZATION NAME] to [OBJECTIVE - take from the organization's story]!

[Fundraiser Story: Why are you supporting this organization? What impact has this organization had on you/your family/your friends?]

WyoGives is [EXPLAIN WHAT WyoGives IS], so join the movement by contributing to my fundraiser on July 12! Check out my fundraising page here: [LINK TO FUNDRAISING PAGE]

Thank you for supporting me and [ORGANIZATION NAME]!
How do people sign-up to be a Fundraiser?

You can sign them up

OR

They can sign themselves up
Adding Your Fundraisers

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

Get Prepared
- Webinars and Workshops
- Giving Day Toolkit
- Help Center

Other Actions
- Engagement Opportunities
- Add External Fund
- View Registration Info
- Preview Your Profile
Setting Up Your Fundraisers

“Fundraise” button will be on your profile
United Way of Southwest Wyoming

DONATE  FUNDRAISE

$35  Provides a baby with enough diapers for one month.

$75  A senior citizen is delivered 66 meals to their home.

$150  Provides essential services for families in crisis.
### Setting Up Your Fundraisers

To set up fundraisers, follow these steps:

1. Locate the "Fundraise" button on your profile.
2. Access the "Add Fundraisers" and "Upload Fundraisers" options.
3. Set the fundraisers' story and goal.
4. Customize each fundraiser's story and goal by logging into GiveGab.

Each fundraiser may customize his or her story and goal by logging into GiveGab.
Setting Up Your Fundraisers

Add Fundraisers

Campaign Name (optional)

First Name  Last Name  Email

+ New Fundraiser

Next: Compose Your Message

Add Fundraisers

Fundraiser Display Name (optional)

Kristie's MEGA FUN Wyogives 2023 Fundraiser for ORGANIZATION

First Name  Last Name  Email

Kristie  Wilson  kwilson@thealignteam

+ New Fundraiser

Next: Compose Your Message

Cancel
Setting Up Your Fundraisers

Write a Message to Your Recruits

To: Kristie Wilson

Subject

Make a difference and fundraise for WyoGives 2023 for ORGANIZATION

Message

Please join my organization and become a Peer-to-Peer Fundraiser for our giving day campaign. Thank you for supporting our cause!
Setting Up Your Fundraiser
## Setting Up Your Fundraiser

### Add Fundraisers

<table>
<thead>
<tr>
<th>Fundraiser</th>
<th>P2P Campaign Name</th>
<th>Donors</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>Email</th>
<th>Phone</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shelley</td>
<td></td>
<td>2</td>
<td>$1,200.00</td>
<td>$500.00</td>
<td><a href="mailto:email@swindledway.org">email@swindledway.org</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wendy</td>
<td></td>
<td>2</td>
<td>$550.00</td>
<td>$500.00</td>
<td><a href="mailto:email@live.com">email@live.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tim</td>
<td></td>
<td>1</td>
<td>$250.00</td>
<td>$500.00</td>
<td><a href="mailto:email@wy.gov">email@wy.gov</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DAndrea</td>
<td></td>
<td>0</td>
<td>$0.00</td>
<td>$500.00</td>
<td><a href="mailto:email@allwest.net">email@allwest.net</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kendra</td>
<td></td>
<td>0</td>
<td>$0.00</td>
<td>$500.00</td>
<td><a href="mailto:email@gmail.com">email@gmail.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gaylan</td>
<td></td>
<td>0</td>
<td>$0.00</td>
<td>$500.00</td>
<td><a href="mailto:email@gaylan.com">email@gaylan.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ralph</td>
<td></td>
<td>0</td>
<td>$0.00</td>
<td>$500.00</td>
<td><a href="mailto:email@westernmidstream.com">email@westernmidstream.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Johnson</td>
<td></td>
<td>0</td>
<td>$0.00</td>
<td>$500.00</td>
<td><a href="mailto:email@wyoming.com">email@wyoming.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Martha</td>
<td></td>
<td>0</td>
<td>$0.00</td>
<td>$500.00</td>
<td><a href="mailto:email@yahoo.com">email@yahoo.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Darcie</td>
<td></td>
<td>0</td>
<td>$0.00</td>
<td>$500.00</td>
<td><a href="mailto:email@gmail.com">email@gmail.com</a></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Welcome to WyoGives

Kristie Wilson has invited you to fundraise for WyoGives. They wrote:

Please join our organization and become a Peer-to-Peer Fundraiser for our giving day campaign. Thank you for supporting our cause!

Your Login Info
Email: kwilson@thealignteam.org
If you have any problems or questions, please contact Kristie Wilson via kwilson@thealignteam.org

You have been invited to be a Fundraising Champion for WyoGives which can only mean one thing - YOU ROCK! As a Fundraising Champion, you have the potential to make a HUGE impact by reaching out to your network and promoting a great cause!

Start gathering support right now by sharing this link to your fundraising page: https://www.wyogives.org/p2p/297331/kristie-wilson
To personalize your fundraising page or access helpful tools, visit your fundraising dashboard.

Looking for even more support? Read about Peer to Peer Fundraising on GiveGab, or check out our Customer Success Headquarters for more resources on how to be a successful Fundraising Champion, and start spreading the word!

Get Started!

Any Questions?
Feel free to contact our support team if you need help.

WyoGives Office Hours starting March 7th
Get your questions answered via drop-in Zoom
Tuesdays and Thursdays 11:00 – 12:00
Link is on Wyogives.org 2023 Trainings Page
Your Fundraiser’s Dashboard

Kristie's MEGA FUN WyoGives 2023 FUNdraiser for ORGANIZATION's fundraising dashboard for Wyoming Nonprofit Network

Complete the steps below to be sure that your fundraiser is successful.

- Tell Your Story
- Make a Donation
- Reach Out
- Share Socially
- Give Thanks

Progress

$0 Raised of $500 goal
111 Days Left
0 Donors
0 Emails Sent

Share your fundraiser!
https://www.wyogives.org/p2p/297231/w
Your Fundraiser’s Dashboard

Tell Your Story

Make a Donation

Reach Out

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.

Progress

0%

$0 Raised of $500 Goal
85 Days Left
0 Donors
0 Emails Sent

Share your fundraiser:
https://www.wyogives.org/p2p/249831/7

Send Email  Access Contacts

Note: We recommend importing no more than 25 contacts at one time to prevent errors.
Your Fundraiser’s Dashboard

Hi,

I am thrilled to be supporting Wyoming Nonprofit Network by helping them fundraise for their campaign: WyoGives.

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

The donor: [Name]

Hi,

I am excited to be supporting Wyoming Nonprofit Network by helping them fundraise for their campaign: WyoGives.

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

The donor: [Name]
Your Fundraiser’s Dashboard

Tell Your Story

Make a Donation

Reach Out

Share Socially

Progress

0% Raised of $500 Goal

85 Days Left

0 Donors

0 Emails Sent

Share your fundraiser!

https://www.wyogives.org/p2p/249931/kristie-wilson

Twitter Facebook
Example of a Fundraiser’s Page

A fundraiser for:
Black Dog Animal Rescue
Promote, provide, and advocate for the needs of companion animals

Hi, I’m Emilee Intiekofer and I’m fundraising for Black Dog Animal Rescue.

All of you know how near and dear Black Dog Animal Rescue is to my heart. Please consider donating this WyDoGives day and help me reach my fundraising goal.

Due to COVID-19, we have had to make the hard decision of cancelling all major fundraisers for the rest of the year. We need your help now more than ever!

Thanks to several generous local businesses, the first $5000 raised today by BDAR will be matched.

As always, I appreciate you all so much!

$25 Covers core vaccines for a dog or cat
$50 Provides transport assistance from shelter to foster home
$100 Provides for a spay or neuter surgery for a dog or cat
$250 Assists with total cost of care for one homeless pet
$500 Provides total organizational support - from animal care, to pet pantry, to
WyoGives Fundraisers Page

- Prior to WyoGives – Listed
- During WyoGives – Progress bar
- After WyoGives – Total raised

IMPORTANT!!!
Fundraisers have to share their specific link and donors have to use that link to donate or the fundraiser won’t get credit for the donation.

https://www.wyogives.org/fundraisers
WyoGives 2022 P2P Stats

• 73 NPOs (29% of all orgs) used P2P
  • Total raised through P2P feature: $128,148
  • Total donors that came through P2P feature: 749
  • Total number of P2P who raised money: 202 out of 353 that signed up
  • Accounts for 4% of all donations received during WyoGives
• Average amount raised by organizations with P2P = $15,610.81
• Average amount raised by organizations without P2P = $11,241.79
Peer-to-Peer

- Financial award to the organization with the peer-to-peer fundraiser that raises the most for their organization by the end of the day.

- More details to come!
Matches & 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

Happy Tails, Inc.: Happy Tails Matching Gift

Happy Tails, Inc. will match every gift that Double Dog Dare Rescue receives during Pawnee Gives!

$2,500 MATCH  $65 REMAINING
What are “Challenges”?  

- Challenges allows funds to be added to the organization’s total once a goal is reached  
- Goals can be a Donor Count or Dollar Amount
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 Sponsors

Local Businesses
Corporations
Donors – (DAFs, IRAs, Other )

Interested in the WyoGives DAF one sheet?
Reach out to Kristie at
info@wynonprofit.org
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
Tools for Success

Resources for Your Organization

WyOGive Kickoff

WyOGive Sample Newsletter Template

WyOGive Sample Board Responsibilities

On-Demand Training Videos

Engaging Your Board

The Power of Peer-to-Peer Fundraising

Matching Challenges

Resources for Your Board Members
Adding a Match or Challenge

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

**Addition Tools**
- Add Offline Donation
- Manage Sponsor Matching

**Other Actions**
- Engagement Opportunities
- Add External Fund
- View Registration Info
- View Your Profile
Adding a Match or Challenge

Matches and Challenges

WyoGives

+ Add Match Commitment  + Add Challenge  Manage Donations

Note: All times are assumed to be in Eastern Time.
## Customize Your Match or Challenge

**Matches and Challenges**

<table>
<thead>
<tr>
<th>Logo</th>
<th>Sponsor Name</th>
<th>URL (optional)</th>
</tr>
</thead>
</table>

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

Sponsor’s name, website, and logo; or keep it anonymous;

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

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

<table>
<thead>
<tr>
<th>Match Name</th>
<th>Total Matching Funds Available</th>
<th>Maximum Match per Individual Donation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Happy Tails Matching Gift</td>
<td>2500</td>
<td></td>
</tr>
</tbody>
</table>

**Description**

Happy Tails will match every gift that Double Dog Dare Rescue Gives
Customize your Match

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. Note: These donation amounts may not be reflected in your organization’s totals on a giving day profile depending on the preference of your giving day host.

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.
Customize your Challenge

<table>
<thead>
<tr>
<th>Challenge Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Description (optional)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Challenge Type</th>
<th>Challenge Goal</th>
<th>Challenge Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dollar Challenge</td>
<td>How many dollars or donors are needed to complete this challenge?</td>
<td>How much money is awarded when this challenge is completed?</td>
</tr>
</tbody>
</table>

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

**Challenge Type**

- Dollar Challenge

**Challenge Goal**

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

**Challenge Amount**

- $0.00

Select the time period applicable for this challenge

*Please note that times are in Eastern Time.*

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

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!
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 the match or challenge, select “Archive” checkbox within the match or challenge editor.
WyoGives 2022
Matches/Challenges

- 54 organizations (21% of orgs) featured a match/challenge they secured personally
- 95 matches available, totaling $408,500
- Average amount raised by organizations with matches/challenges = $23,363.79
- Average amount raised by organizations without matches/challenges = $9,580.15

*This data excludes the matches from the Hughes Charitable Foundation, Jonah Bank of Wyoming, and Wells Fargo*
Support

• Visit GiveGab Help Center
  https://support.givegab.com/

• Send an email to
  CustomerSuccess@givegab.com

• Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand
Q and A

Contact information:
Kristie Wilson
info@wynonprofit.org

307-772-9050 (all calls)

WyoGives Virtual Office Hours
Get your questions answered via drop-in Zoom
Tuesdays and Thursdays 11:00 – 12:00
Link is on WyoGives.org 2023 Trainings Page