

Engaging Your Folks

May 2 - 3, 2024



Meet the Team



Cianne

Project
Manager



Rorey

Project
Manager

Zoom Etiquette

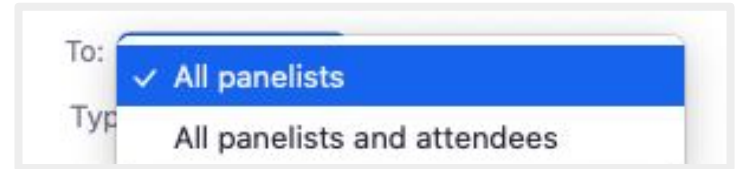
This is being recorded. The recording will be available on the /trainings page by **end of day**.

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

Introduce yourself! Name, location, organization.



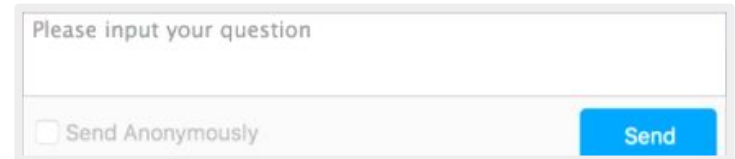
Chat Box



To: All panelists
Type: All panelists and attendees



Q&A



Please input your question

Send Anonymously

Agenda



- **Rallying Your Board Members**
- **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**
- **Questions?**



Rallying Your Board Members

Rally Your Board Members

Reach out to existing board members to see who is willing to

- Share your social media posts
- Write a testimonial or review
- Volunteer their skills
- Share their own images
- Become a Peer-to-Peer Fundraiser



Set Your Board Members Up for Success

Start Early



- Educate your board member
- Understand their capacity for this ask

Be Clear



- Be transparent with your goals
- Set expectations for your board members

Make It Easy



- Provide the content they need: Graphics, sample emails, etc.
- Take time to check-in

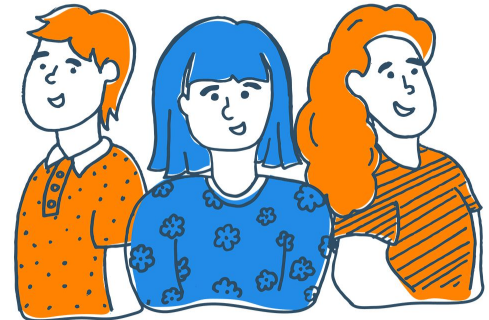
4 Steps to Success

- 1 Encourage board members to use their loudest voices
- 2 Communicate that storytelling is vital, and can replace a direct “ask”
- 3 Steward your fundraisers
- 4 Make it fun

Make it Compelling

What is your personal connection to Give Local York?

- What made you decide to get involved?
- What do you wish everyone knew about Give Local York or the organization you work with?
- What is your favorite program or service and why?
- How does the organization you work with make York County a better place?



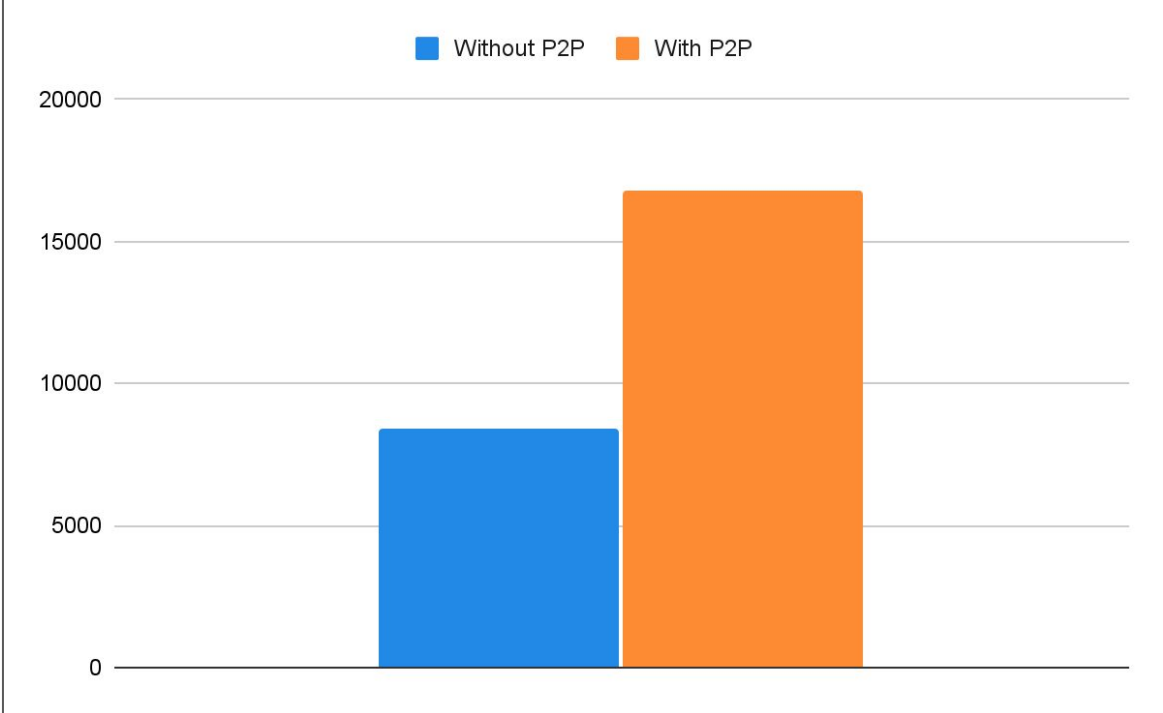
Make It Fun & Easy!

- 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 board member?

What is P2P Fundraising?

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

Impact on Give Local York Last Year



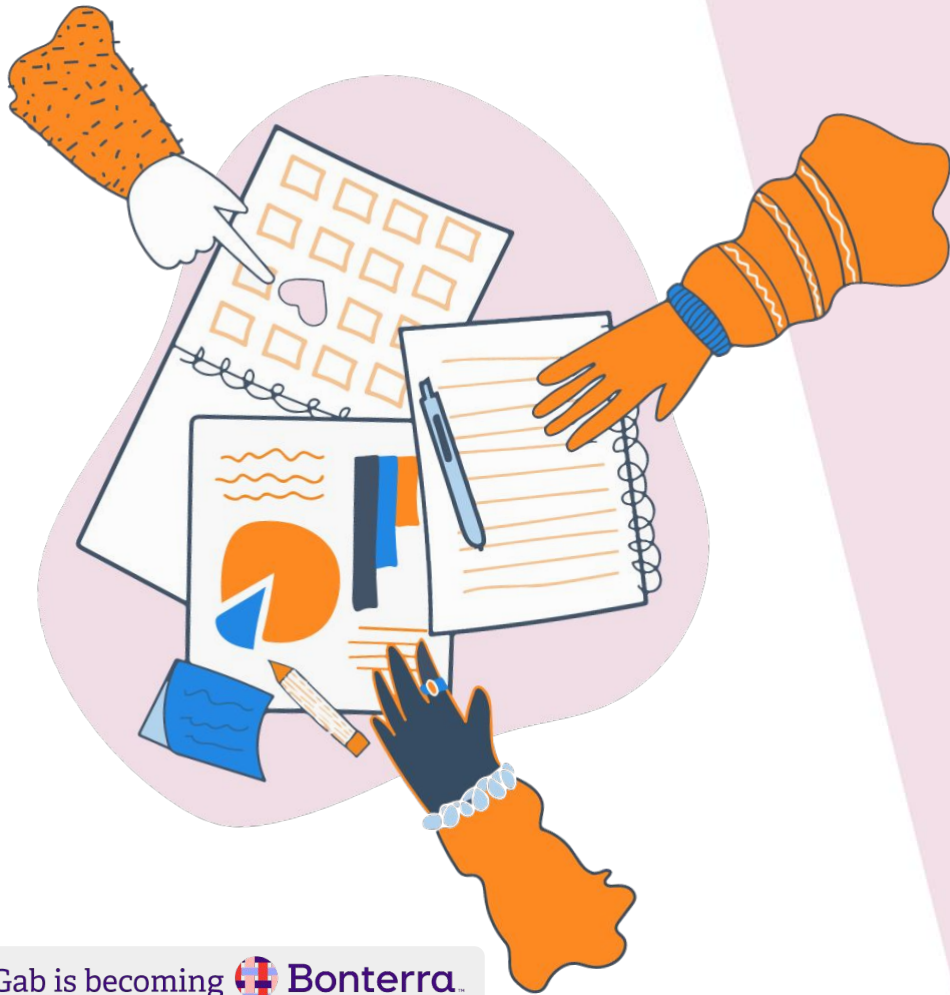
Average Raised by Nonprofits With and Without P2P Fundraisers

Raise 2x 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





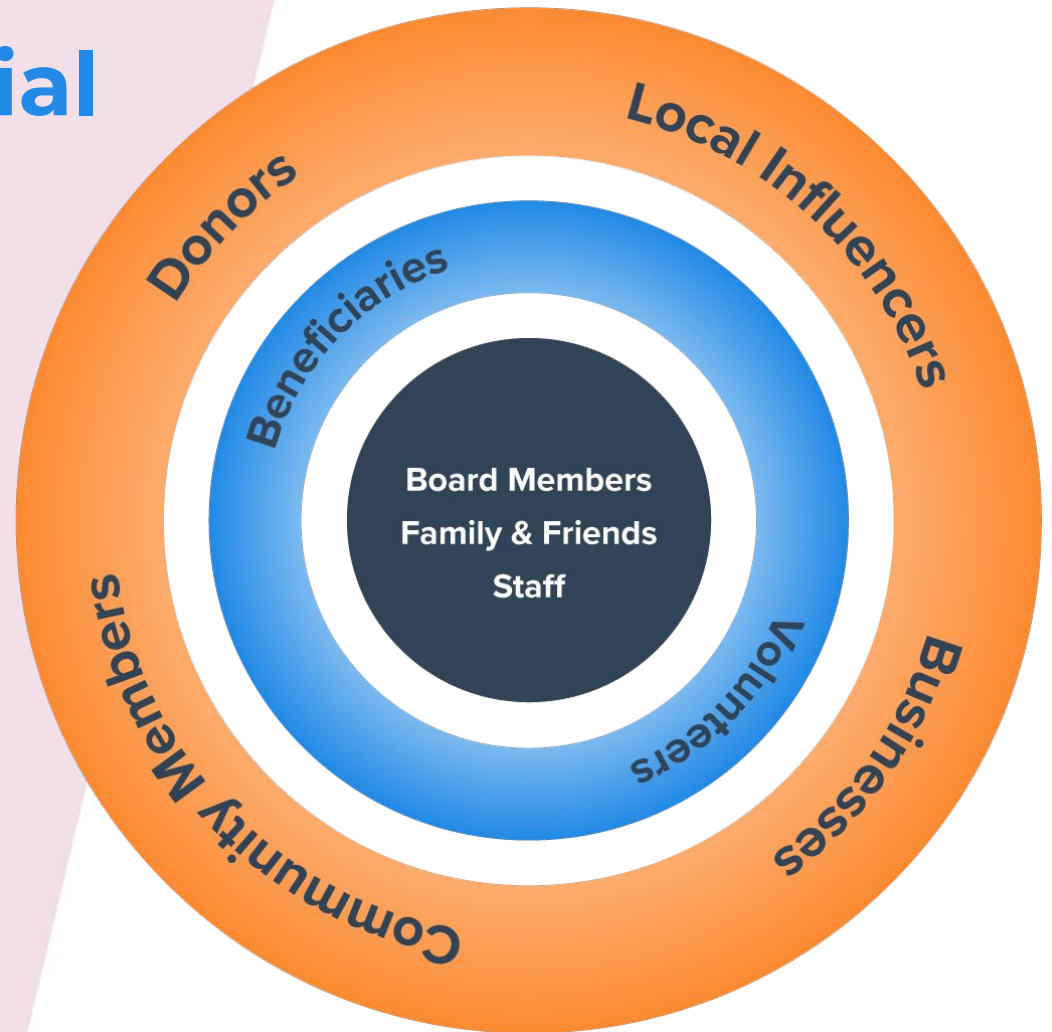
Strategize and Plan

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



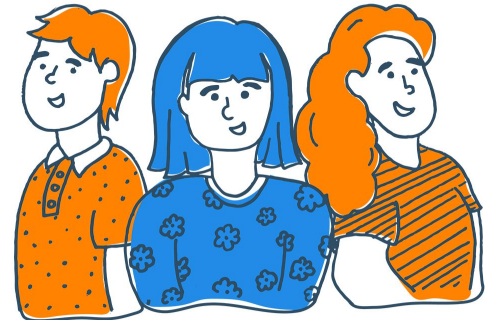
Identify Potential Fundraisers



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?



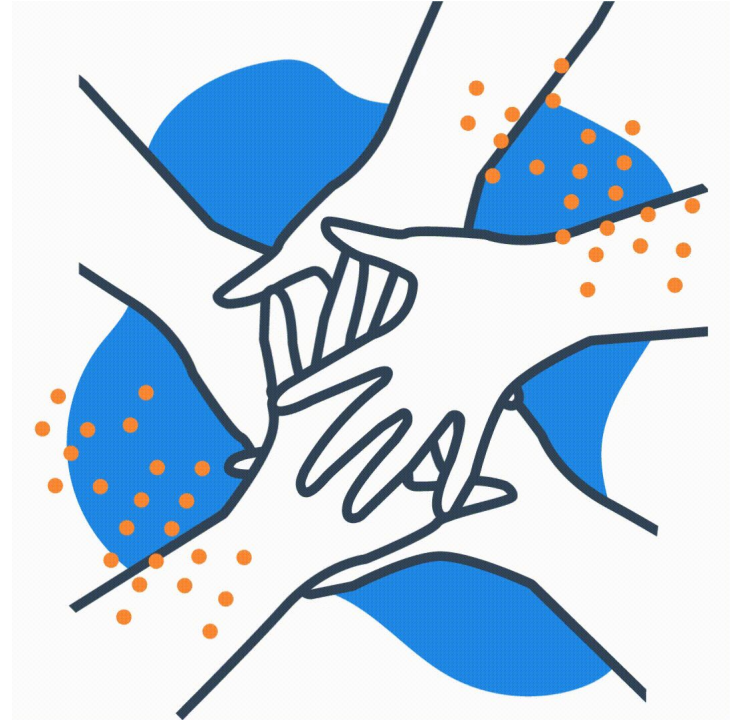
Steward Your Fundraisers



- 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











Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Select “Add Fundraisers”

 **Add 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
\$

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

Save

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

 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

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




Tell Your Story




Make a Donation



Reach Out

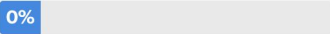


Share Socially



Give Thanks



Progress

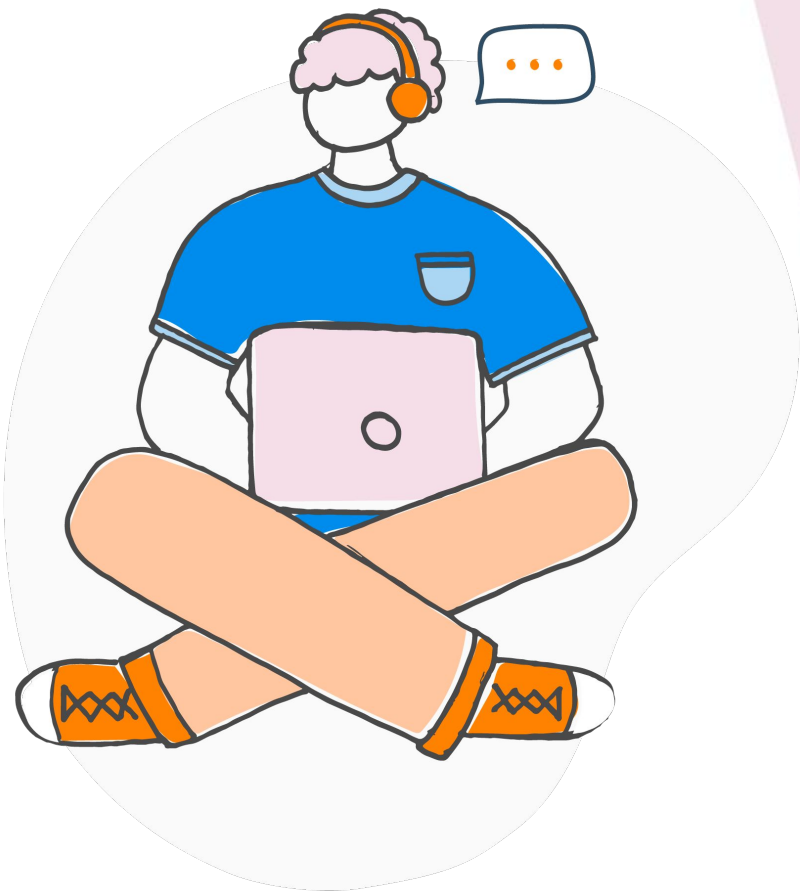
0% 

\$0 Raised of \$500 Goal	58 Days Left
0 Donors	0 Emails Sent

Share your fundraiser!

<https://giving-days.herokuapp.com/p2p/3>



Takeaways & Resources

Timeline for P2P Recruitment

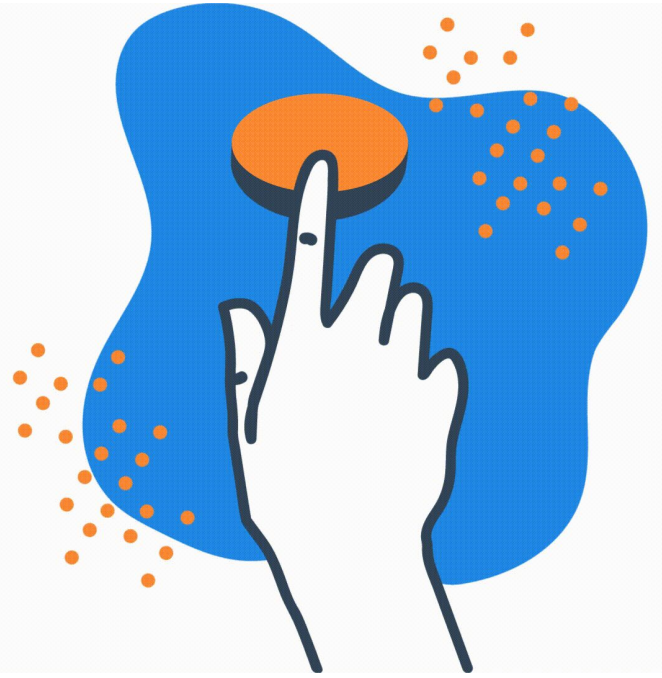


Key Takeaways



- P2P Fundraising can help you raise 2x 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 Give Local York. 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 Fundraisers

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

Board Support Resources



Search...



▼ MENU



2. Next Steps



Peer-to-Peer Fundraisers

[View](#)



Communication Guide

[View](#) | [Printer Friendly Version](#)



Building Board Support

[View](#)

HOME

BUSINESS FUNDRAISERS

BUSINESS TOOLKIT

ECARD FAQ

FAQ

GET INVOLVED

NONPROFIT TOOLKIT

TRAININGS

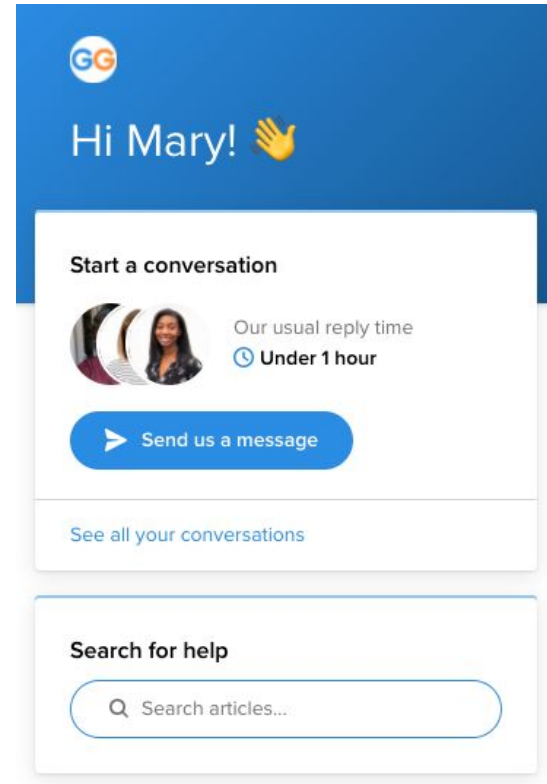
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Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble.



Questions?



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