The Power of Peer-to-Peer Fundraising

How to engage your most passionate supporters to rally around you on your Giving Day

www.GiveGab.com
What is Peer-to-Peer Fundraising?

Peer-to-Peer Fundraising is an opportunity to...

- Leverage your passionate supporters to rally behind your cause to 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
Crowdfunding vs. P2P Fundraising

Donors

Campaign Page

Donors

P2P Page

Donors

P2P Page

Donors

Campaign Page

www.GiveGab.com
What Are The Benefits Of Peer-to-Peer?

- **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.
Peer-to-Peer Impact

Fundraisers can help you make an exponential difference!

- New Donors
- More Donors
- Dollars Raised
- Social Engagement
- Contact Information
Engaging Potential Fundraisers

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

- Board Members
- Volunteers
- Lower Capacity Donors
- Major Donors (Who have recently made a gift)
- Staff Members
- Friends & Family
Getting Your Fundraisers On Board

Start Early

- Educate your fundraisers about the Giving Day as early as you can
- Gauge involvement to better understand how your fundraisers like to engage

Be Clear

- Share your goals for the day and how they can help you reach them
- Set expectations for your fundraisers so they know what to do

Make it Easy

- Provide a guide or sample content for your fundraisers to use
- Set up a time to meet with them before the day to boost their confidence
Motivate your Peer-to-Peer Fundraisers to share their stories by asking them these questions:

- What made you decide to make your first gift?
- What do you wish everyone knew about this cause?
- Why do you enjoy giving to our organization?
- What is your favorite program or service to donate to?
- How do you feel after making a gift to our organization?
- Since you’ve been supporting this cause, is there a moment that stands out to you where you truly felt your impact?
Motivating Your Fundraisers

Set your fundraisers up for success!

- Create a quick guide with everything they need to know
- Set them up with social media and email templates
- Share your Giving Day graphics with them
- Check in with them before and on the day
- Encourage them to share their personal story
- Spark friendly competition between your fundraisers
Turning Your Supporters into Fundraisers

Asking for money doesn’t have to be scary!

● Share their personal connection to your cause
● Speak to the work you do and why it matters
● Be an ambassador for your mission
● Encourage fundraisers to thank their donors
● Consider fundraising a higher level of participation

● Recognize those that 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
Demo
Head to GiveGab!

DAY OF GIVING

May 4 6PM - May 5 6PM

24 Hours Dedicated to Philanthropy in Our Community

Register your organization to participate.

REGISTER NOW!
Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

Add Your Organization's Info
Let people know who you are.

Add Your Story
Tell potential donors why they should contribute.

Add Bank Account Info
Set up your banking information to receive secure online donations.

Add Donation Levels
Show your donors the impact their donation makes.

Add a 'Thank You' Message
Personalize your auto-response for donors ahead of time.

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

Share Your Page
www.givingday.org/education-for-all

More Actions
Add An Administrator
Add Offline Donation
Manage Sponsor Matching
Manage Donations
Setting Up Your Fundraisers

Add Fundraisers

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

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

Fundraiser ▼  Donors ▼  Amount Raised ▼  Goal ▼

No fundraisers found.

- Allow New Fundraisers to Sign Up
Setting Up Your Fundraisers

Add Fundraisers

First Name: Alyssa  
Last Name: Ravenelle  
Email: alyssa@givegab.com

+ New Fundraiser

Cancel  Next: Compose Your Message
Write a Message to Your Recruits

To: Alyssa Ravenelle

Subject

Will you help senior dogs find homes this year?

Message

Hi there!

We’re participating in a giving day and we’d love your support for Logan’s Pups! This is our biggest fundraiser of the year, and having you help fundraising alongside us would be amazing. Just follow the steps below to get started!
Setting Up Your Fundraisers

Add Fundraisers

- Add Fundraisers
- Message All
- Search Fundraisers

Download CSV

<table>
<thead>
<tr>
<th>Fundraiser</th>
<th>Donors</th>
<th>Amount Raised</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alyssa Ravenelle</td>
<td>0</td>
<td>$0.00</td>
<td>$500.00</td>
</tr>
</tbody>
</table>

Allow New Fundraisers to Sign Up
Hi, I'm Bridget Cafaro and I'm fundraising for Logan’s Pups.

Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan’s Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan’s pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan’s Pups!
Setting Up Your Fundraisers

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 Raised
85 Days Left
0 Donors

Need some inspiration?
Check out these great fundraising ideas over on the GiveGab blog.

Share your Fundraiser!
https://www.theamazinggive.org/p2p/a2
Setting Up Your Fundraisers

Tell Your Story

Let people know why you're fundraising.

Tell Your Story

Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about providing senior dogs with the love and

Set A Goal

$500

Video Link (YouTube or Vimeo)

Save Changes
Setting Up Your Fundraisers

Make a Donation

Show people that you're committed.

Start your campaign off right. Make the first donation to show your commitment to the cause. This will give your campaign the momentum it needs as you share it out to others.

Donate

You donated $107.67 on 12/13/2016.
Hi Laryssa,

I am thrilled to be supporting Logan’s Pups by helping them fundraise on our community Giving Day on November 28!

This cause means a lot to me because: Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan’s Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan’s pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan’s Pups!

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

Thank you,

Bridget
Setting Up Your Fundraiser

Share Socially
Tell the whole world about your fundraiser.

After you’ve reached out to your inner circle, it's time to tap into your social networks and cast a wider net. Did you know that your online influence is just as important to this cause as volunteering or donating?

https://www.givingday.org/logans-pups/bridget

Have you done this?
Mark that you’ve done this step!

Scout’s Honor
Setting Up Your Fundraisers

Give Thanks
Thank your supporters.

No matter what amount you've raised, it's very important to thank the supporters that donated to your campaign.

<table>
<thead>
<tr>
<th>Name</th>
<th>Amount</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bridget Cafaro</td>
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<td></td>
</tr>
<tr>
<td>Bridget Cafaro</td>
<td>$10.00</td>
<td></td>
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</table>

Thank Selected Donors

Mark as Thanked
Head to your Nonprofit Toolkit for helpful resources!

- Email Templates
- Social Media Posts
- Downloadable Graphics
- Tips and Best Practices
We’re Here For You!

- Visit Our Help Center
  
  https://support.givegab.com/

- Send us an email at
  
  CustomerSuccess@givegab.com

- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand
  
  ○ Look for the little blue chat bubble!
Thank You!

Have questions? Email us at customersuccess@givegab.com