

Elevate Your Nonprofit Passion in time for Missoula Gives



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May 2 @ 5 PM - May 3 @ 8 PM



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What we'll cover today

- What is Peer-to-Peer Fundraising?
- The Benefits
- A look back at 2018
- How to tell your personal story of support
- Peer-to-Peer page creation
- Peer-to-Peer Fundraising on GiveGab
- Available Resources



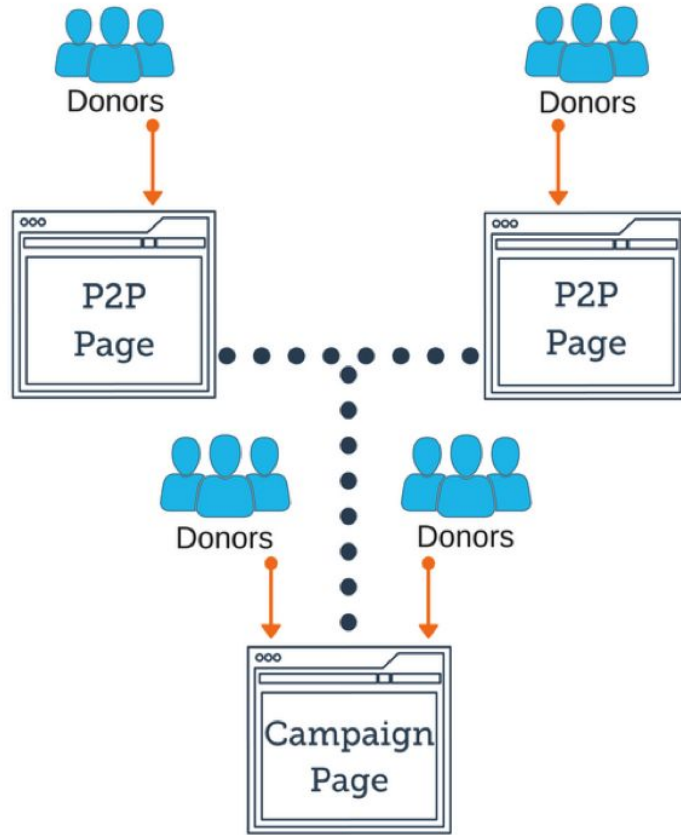


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What is Peer-to-Peer Fundraising?



Peer To Peer Fundraising





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Reach

Engagement

BENEFITS



Fun

Stewardship

Trust



Understanding the Impact

- **New Donors** - 4 new donors per P2P fundraiser
- **Dollars Raised** - Organizations with P2P Fundraisers on a giving day raise 4x more
- **Visibility** - your reach is multiplied
- **Engagement** - Varies your “ask”
- **Build your supporter base** - you can include these new supporters in your email and stewardship efforts
- **Cost Effective**

Missoula Gives P2P Stats

- P2P's accounted for over **\$49,964.28** of the total donations collected during Missoula Gives 2018 (thats 3.6x more than 2017)
- **167** P2Ps in Missoula Gives 2018
- **36** Agencies had Fundraising Champions
- **741** Donors supported the P2P's
- Average amount each org raised through P2P alone: **\$1,387.89**

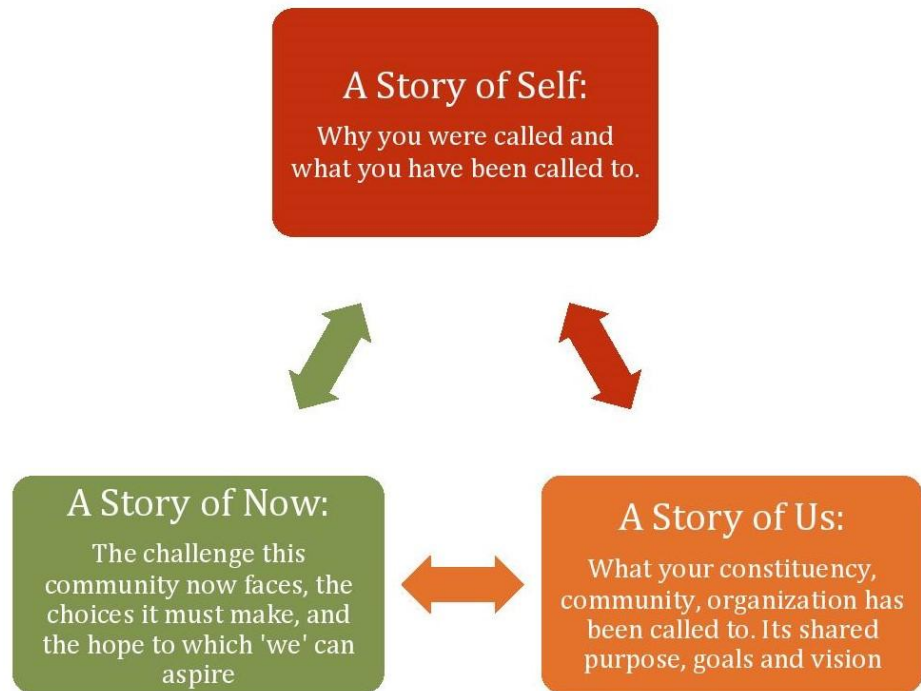


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Telling Your Nonprofit Story

Public Narrative

“Public narrative is a leadership art through which we translate values into action, engaging heart, head and hands.” – Marshall Ganz



Adapted from: “Worksheet: Telling Your Public Story – Self, Us, Now”

By Marshall Ganz

<http://www.wholecommunities.org/pdf/Public%20Story%20Worksheet07Ganz.pdf>



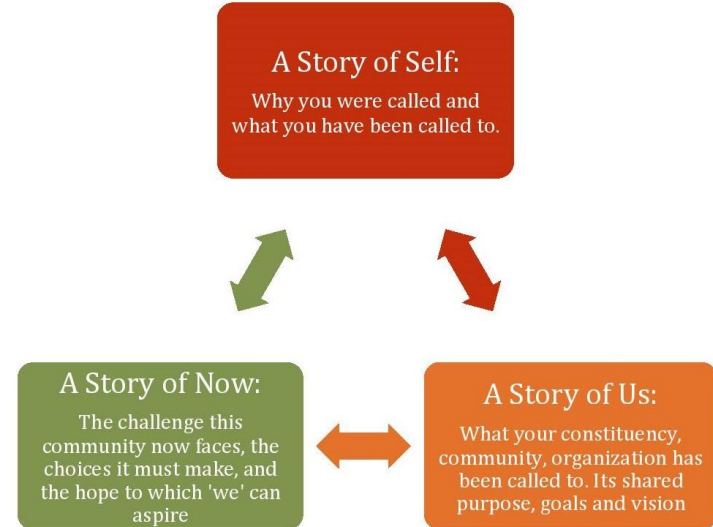
How to Tell Your Story

Start by Answering These Questions:

1. Why are you personally connected to your organization?
2. What is your organization excelling at to make an impact in our community?
3. What is the urgent need that your organization is addressing right now?

Public Narrative

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Keys to a Good Nonprofit Story

Start by Answering These Questions:

1. Why are you personally connected to your organization?
2. What is your organization excelling at to make an impact in our community?
3. What is the urgent need that your organization is addressing right now?

1. **Make it personal:** Tell a story about your personal connections to the nonprofit. Have you received services from the organization or know someone who has?
2. **Keep it short:** You don't have a lot of time to have someone's attention. If you are writing a story keep it to just 3 to 4 paragraphs. If you are speaking to someone or doing a video keep it under 3 to 4 minutes.
3. **Be Enthusiastic:** If you are excited about your nonprofit others will be excited as well.





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DEMO



Managing Your Fundraisers

✓ Add Fundraisers

Search Fundraisers Download CSV Add Fundraisers Message All

Fundraiser	Donors	Amount Raised	Goal	Actions
Laryssa Hebert	0	\$0.00	\$500.00	  

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

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

Set Fundraisers' Goal






\$ 500 .00

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

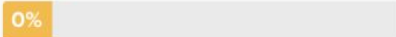
Save



Managing your P2P page is easy and fun!

-  **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
of \$500
Goal

85
Days Left

0
Donors

Share your Fundraiser!

<https://www.theamazinggive.org/p2p/alk>



Need some inspiration?

Check out [these great fundraising ideas](#) over on the GiveGab blog.




Peer To Peer Badges




Scott's fundraising toolkit for Big Give 2017


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

- 


Tell Your Story

Why are you fundraising? Tell a story about this organization, add an image, and set your fundraising goal!
- 


Make a Donation

Make the first donation to show your commitment.
- 

Reach Out

Send emails to friends and family and ask for support.
- 

Share Socially

Share to Facebook and Twitter.
- 

Give Thanks

Email your donors and say "Thanks!"

Progress



\$2,140
Raised
of \$2,000 Goal

0
Days Left

27
Donors

0
Emails Sent

Share your Fundraiser!

<https://gg-biggivesa-dog.herokuapp.com>




Need some inspiration?

Check out [these great fundraising ideas](#) over on the GiveGab blog.



Stewardship Starts Here



Give Thanks

Email your donors and say "Thanks!"

▼

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

Thank Selected Donors

<input type="checkbox"/> Name	Amount	Comment	
<input type="checkbox"/> Kathryn L Edwards	\$5.00		Mark as Thanked
<input type="checkbox"/> Kathryn L Edwards	\$5.00		Mark as Thanked
<input type="checkbox"/> Scott K McAninch	\$10.00		Mark as Thanked
<input type="checkbox"/> Carrie Gray	\$10.00		Mark as Thanked
<input type="checkbox"/> mercedes alhaj	\$10.00		Mark as Thanked
<input type="checkbox"/> Scott K McAninch	\$5.00		Mark as Thanked
<input type="checkbox"/> Christopher Lefelhocz	\$10.00		Mark as Thanked
<input type="checkbox"/> Carrie Gray	\$10.00		Mark as Thanked
<input type="checkbox"/> Lisa D Brunsvold	\$50.00		✔ Thanked
<input type="checkbox"/> Lea Rosenauer	\$25.00		✔ Thanked
<input type="checkbox"/> Deborah Amini	\$340.00		✔ Thanked
<input type="checkbox"/> Candice K Towe	\$65.00	I am grateful for Thrive's efforts in support of our city's queer youth, and proud to join Scott in his campaign.	✔ Thanked
<input type="checkbox"/> Chuck AltMiller	\$50.00	I am so very proud of my husband and board member of Thrive Youth Center. What an amazing organization.	✔ Thanked
<input type="checkbox"/> Michael A Liff	\$50.00	Scoter-I believe in you!!	✔ Thanked
<input type="checkbox"/> Cyndy Tomaino	\$1,000.00	I am proud to give to Thrive Youth Center. Providing much needed guidance, support and safe haven, they also give hope and a future to these children who otherwise would be forgotten.	✔ Thanked
<input type="checkbox"/> Scott K McAninch	\$20.00		✔ Thanked



Compelling P2P Pages

Remember to look at other Missoula Gives profile pages and peer to peer pages for inspiration and ideas.

Check out these Fundraising Champions:

- Missoula Butterfly House & Insectarium
- Friends of the Historical Museum at Fort Missoula
- Bitterroot Water Forum

Tools and Resources

Nonprofit Toolkit:

- Peer to Peer Page
- Social Media tips and sample posts
- Downloadable Goodies/ Graphics
- Email Marketing Templates
- Training Videos



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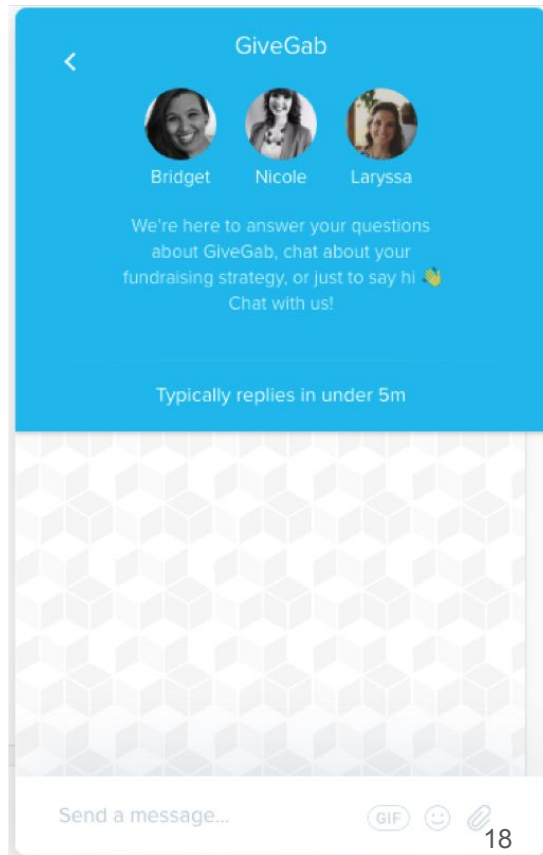
GiveGab is here to help!

**Chat into the smiling blue chat feature,
Bubbly, for help:**



Email Customer Success at GiveGab:

Info@MissoulaGives.org





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Questions

