



# #GivingTuesday

## Peer-to-Peer Fundraising Guide

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Presented by

**GiveGab**<sup>®</sup> Nonprofit Giving Platform

# Engaging Your Supporters in Peer-to-Peer Fundraising

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## What is a Peer-to-Peer Fundraiser?

A peer-to-peer (P2P) fundraiser is a supporter who rallies around your cause to fundraise on your behalf. These supporters create their own fundraising page as a spin off of your main #GivingTuesday campaign. Your fundraisers will share that page with their network to expand the reach of your organization and bring in new donors. These individuals are passionate about the work you do, and use their voice to make a difference!

## What are the benefits of Peer-to-Peer Fundraisers?

- **Expand the reach of your organization to a new network.** Your P2P fundraisers will be calling on their personal network to help raise money for your #GivingTuesday campaign, exposing your organization to new donors.
- **Increase the average number of donations.** By recruiting P2P fundraisers, your #GivingTuesday campaign will benefit from increased marketing efforts. Not only will your #GivingTuesday team be marketing your profile, but your fundraisers will as well. Your #GivingTuesday campaign will be exposed to a larger network when promoted by multiple sources, resulting in an increased number of donors.
- **Engage with your top supporters.** Engaging your top supporters is important to keep them involved with your work and your organization. Let those supporters know how important their passion is to your mission by recruiting them as champions of your cause!
- **Utilizing the power of P2P fundraising is easy!** Check out our free tools and templates and share them with your fundraisers to ensure their success.

## Who are Your Potential Fundraisers?

- **Board Members** - Even if your board members aren't required to make a contribution to serve your organization, they should never turn down an opportunity to support your mission and fundraise on your behalf. Acting as a P2P fundraiser, your board members can rally around your mission and collect donations as an ambassador for your organization.
- **Volunteers** - Your volunteers regularly dedicate their time to your organization. These supporters are tightly associated with your work and have a passion for your cause. Encourage your volunteers to get involved at a higher level by fundraising on your behalf.
- **Donors** - Your loyal donors are a key group to consider when recruiting fundraising for your organization. Donors who give to your organization year after year or at a high level care about your organization so don't let their passion stop at giving. Recruit these loyal donors so that they can share the importance of your organization's mission with their personal networks!
- **Staff Members** - Your staff is deeply connected to your organization, as they devote themselves to furthering your mission everyday. Capitalize on their dedication to your cause by enlisting them as P2P fundraisers!
- **Friends & Family** - Your friends and family know how important your work is and want to see you succeed. Ask your personal network to help you and your organization by getting involved as a fundraiser. They may not be personally connected to your organization, but they are to you, so they'll be more than willing to raise money on your behalf!

How Does it Work?

**[Recruiting your P2P fundraisers from your #GivingTuesday Campaign is simple!](#) Input your fundraiser's name and email, craft a recruitment message, and a fundraising page will automatically be created for them. That supporter will receive an email with your message along with with a link their Fundraising Toolkit where they can manage and customize their page.**

Your supporters can also start fundraising without being recruited by clicking the “Fundraise” button on your #GivingTuesday campaign. Those fundraisers will be directed to their Fundraising Toolkit where they can start customizing their page and reaching out to their network immediately!

Share the Peer-to-Peer Fundraising Toolkit with your fundraisers so they know what *they* should be doing to support your organization!

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Email Templates

**Subject:** You’re a/n [ORGANIZATION] Champion!

**Body:**

Hi [NAME],

As one of our star supporters, I wanted to personally reach out and ask for your help as a P2P Fundraiser for [ORGANIZATION]. On November 28, we’re participating in #GivingTuesday, and we’d love you to share your story with your friends and family as to why you support our organization as much as you do!

We’ll be hosting an official fundraising kick-off party on [DATE] at [PLACE]. Pizza and drinks will be provided! Bring your laptop so we can get your personal fundraising page set up, too. If you can make it, please RSVP here [LINK TO RSVP FORM] or just respond to this email.

If you’ve never fundraised before, don’t worry. After signing up as a P2P fundraiser, you will be provided with a host of fundraising tools. We’ll even have a messaging timeline you can reference when talking with your friends and families!

If you’re unable to participate as an official fundraiser, we’d still love your help! You can spread the word about #GivingTuesday on Facebook, Twitter, and other social media outlets by linking to our campaign ([LINK TO PROFILE]) and including the hashtag #GivingTuesday!

If you have any questions or would like more information, please let me know.

[NAME]

[ORGANIZATION NAME - with link to campaign page]

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**Subject:** Update your social media profiles with [ORGANIZATION] and #GivingTuesday graphics!

**Body:**

Hi [NAME],

We’re just about eight weeks away from November 28th and we’re starting our soft promotion of our campaign for #GivingTuesday. Attached are a profile picture and cover photo you can use to promote our organization and #GivingTuesday on your personal social media profiles.

If you’re supporting more than one organization during #GivingTuesday, there are more general graphics available at <http://info.givegab.com/giving-tuesday/resources> that promote the overall #GivingTuesday day!

Thank you for all your support over the past eight weeks, we’re looking forward to everything else we can accomplish in the following eight!

[NAME]

[ORGANIZATION NAME - with link to campaign page]

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**Subject:** Fundraising kick-off party reminder

**Body:**

Hi [NAME],

This is just a quick reminder that we’ll be hosting an official fundraising kick-off party on [DATE] at [PLACE]. Pizza and drinks will be provided! Bring your laptop so we can get your personal fundraising page set up, too. If you can make it, please RSVP here [LINK TO RSVP FORM] or just respond to this email.

If you’ve never fundraised before, don’t worry. After signing up as a P2P fundraiser, you will be provided with a host of fundraising tools. We’ll even have a messaging timeline you can reference when talking with your friends and families!

If you're unable to participate as an official fundraiser, we'd still love your help! You can spread the word about #GivingTuesday on Facebook, Twitter, and other social media outlets by linking to our campaign ([LINK TO PROFILE]) and including the hashtag #GivingTuesday!

If you have any questions or would like more information, please let me know.

[NAME]

[ORGANIZATION NAME - linking to campaign page]

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Subject: Send out your save the date message! | #GivingTuesday

Body:

Hi [NAME],

We're counting down the days to November 28th and #GivingTuesday (just 2 weeks!). Now's the time to send out your first message to your friends and family, and your social media networks!

Send this email:

*Subject: You're invited to #GivingTuesday | November 28th, 2017*

*Hi [NAME]!*

*On November 28th, 2017 [ORGANIZATION] is joining an international giving movement: #GivingTuesday!*

*During this 24-hour giving event, [ORGANIZATION] is raising funds to support/to grow their [PROGRAM/REACH/GOAL OF CAMPAIGN].*

*I'm personally fundraising for [ORGANIZATION] because...[REASON FUNDRAISER IS FUNDRAISING]*

*Get ready to give back! Starting at 12AM on November 28, visit my personal fundraising page [FUNDRAISING LINK].*

*You will have 24 hours to make your donation, and all giving will end at 11:59PM on November 28.*

Post this message on social media:

Facebook:

*Save the date - November 28th: I need YOUR help to make #GivingTuesday a success for [ORGANIZATION] in just 2 weeks! Check out my personal fundraising page for #GivingTuesday to learn more about how your contribution can make a difference: [PERSONAL FUNDRAISING LINK]*

Twitter:

*#GivingTuesday is November 28th, and I'm thrilled to be a part of it! [PERSONAL FUNDRAISING LINK]*

Thank you so much for your dedication to our organization. We're looking forward to #GivingTuesday and will keep you updated on anything that comes up!

[NAME]

[ORGANIZATION NAME - linking to campaign page]

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Subject: Tomorrow's November 28! | #GivingTuesday

Body:

Hi [NAME],

Thank you for your support in spreading the word about our #GivingTuesday campaign! These past [X WEEKS] have been a whirlwind preparing for #GivingTuesday, and we sometimes forget to stop and think about what you've helped us accomplish. Your support of [ORGANIZATION] has made [PROGRAMS] possible, and we can never forget that!

Tomorrow will be a big day for us, and we want to share in that success with you. We look forward to even more [PROGRAMS/GOALS] we'll be able to accomplish after we reach our goal of [\$XX and XX donors]!

Remember, we can't do this without you. Here are 3 easy things you can do tomorrow:

1. Please consider making a contribution on November 28th, 2017 to your personal fundraising campaign
2. Share our important work with your friends and family on Facebook, Twitter, or other social channels using [YOUR HANDLE] and the hashtag #GivingTuesday.
3. Send an email sharing your enthusiasm for [ORGANIZATION] and #GivingTuesday to your friends, colleagues, and family members. We'd love if they would support us, but we also want everyone to support whatever inspires them.

Thank you again for your support of [ORGANIZATION] - let's make history tomorrow!

[NAME]

[ORGANIZATION NAME - linking to campaign page]

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Subject: Today's the Day | Put Your Giving Shoes On

Body:

Hi [NAME]!

Today's the day! #GivingTuesday is here.

Make sure you follow us on Facebook [LINK TO FACEBOOK PROFILE] and Twitter [LINK TO TWITTER PROFILE] to keep up with all the action. You can also share our social media posts for a quick and easy boost to your own fundraising pages! Just make sure you include your personal fundraising link.

Your personal networks are going to make a huge difference today. There are so many ways to spread the word. Text a friend. Post on Facebook, Twitter and Instagram using the hashtag #GivingTuesday. Send an email. Oh, and you can also just tell someone in person - that works, too.

We'll keep you updated on everything going on so you can share any great news with your networks!

[NAME]

[ORGANIZATION NAME - linking to campaign page]

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Subject: You've helped us raise [\$X]!

Body:

Hi [NAME],

After 12 hours, we have some news to share!

You've helped us raise [\$X] and reach [X] donors. This is phenomenal! We're able to do [PROGRAM] with your contributions!

We are so grateful for your support and for helping us by sharing our campaign with your own friends and family. Check out our Facebook page [link to FB page] to share our posts, and to help us reach our goal by sharing your story again!

Thank you again for your support of [ORGANIZATION]!

[NAME]

[ORGANIZATION NAME - linking to campaign page]

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Subject: Just one more hour to support [ORGANIZATION] on #GivingTuesday

Body:

Hi [NAME],

It's the final hour of our #GivingTuesday campaign for [ORGANIZATION]. In 23 hours we have raised [\$X] with your help - and now we're only [\$ amount left to goal] until we reach our goal!

We are so thankful for the support of our community - but the giving isn't over yet! Help us reach our goal of [\$X] by sharing our campaign with your friends and family on social media one more time! Check out our

Facebook page [LINK TO FACEBOOK PROFILE] to share our posts, and to help us reach our goal by sharing your own story.

Thank you again for your continued support of [ORGANIZATION] on #GivingTuesday!

[NAME]  
[ORGANIZATION NAME - linking to campaign page]

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Subject: Thank you from [ORGANIZATION]!

Body:

Hi [NAME],

Because of your generosity, [ORGANIZATION] is about to do [X]. I'm so appreciative of your support of [PROGRAM] during #GivingTuesday.

Thanks to your support, I look forward to announcing [WHAT ELSE YOU CAN DO]. You are positively impacting the experience of [WHO/WHAT YOU SERVE]. Thank you!

We did it!

[NAME]  
[ORGANIZATION NAME - linking to campaign page]

# Peer-to-Peer Fundraising Toolkit

It's time to take the love you have for your favorite nonprofit or charitable cause! #GivingTuesday is designed to make it super simple for you to build support for the organizations and causes you care about. So, let's get everyone in your network ready to give!

- Mark your calendar for November 28th. Make a donation on November 28th to show you're all in!
- Become a champion for your nonprofit. If you weren't invited to fundraise for an organization, you can still sign up to be a fundraiser!
  - Visit the organization's profile
  - Click the "Fundraise" button!
- Spread the word. Talk about #GivingTuesday with friends, family, and colleagues. Email your friends. Post about on it Facebook or share one of the posts on the #GivingTuesday Facebook Page. Tweet about it or retweet one of ours from #GivingTuesday Twitter Page. Change your profile picture and cover photos to #GivingTuesday graphics.

Basics to being a Fundraising Champion

**What link do I share?** You'll want to share the link created for your fundraising page found in your Fundraising Toolkit. You can also share the main campaign link, and your supporters will still be able to donate to your specific page!

**How do I get the word out?** To get the word out about #GivingTuesday, you'll want to communicate with your contacts through email messages, social media posts, and word of mouth. Check out some of the sample content below for ideas of what to post and when!

**What am I responsible for as a champion?** As a Fundraising Champion you're responsible for getting the word out about #GivingTuesday, and encouraging support for your fundraiser and the organization that you are fundraising for!

## Fundraising Champion Communication Guides

Social Media  
Email Messages

**Here are some goodies you can use to help get the word out**

### Support Articles

How do I use the Fundraiser's Toolkit?  
How do I change the goal on my Fundraiser?  
How do I thank my donors?

### Graphics

[Click here to go to the downloads page](#)

# Fundraising Champion Social Media Guide

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You can use these sample social media posts to get the word out to your social networks! You can copy and paste or get creative - just make sure to always include your fundraising page link in all of your posts.

## Facebook

- **[ORGANIZATION NAME]** is participating in #GivingTuesday, a 24-hour giving movement, on November 28! 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 #GivingTuesday: **[FUNDRAISING PAGE LINK]**
- #GivingTuesday 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]**!

## Twitter

- **[ORGANIZATION NAME]** needs YOU! Join me in supporting their mission to **[ORGANIZATION INITIATIVE, briefly]!**: **[FUNDRAISING PAGE LINK]**
- I am fundraising for **[ORGANIZATION NAME]** during #GivingTuesday on ! Check out my page here **[FUNDRAISING PAGE LINK]** to donate and share!
- Thank you to the donors and supporters that have helped me reach **X%** of my goal! Help me get to 100% #GivingTuesday: **[FUNDRAISING PAGE LINK]**

## Instagram

- Use your own personal photos to show your support and tell your story, and make sure to use #hashtags in your post!
- Insert the link to your fundraising page in your bio, that way your supporters will be able to navigate to your fundraising page right from Instagram!

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## Tips & Ideas for Fundraising

Social Media Challenge: Use social media as a way to interact with others close to the cause and to promote your fundraising efforts. Encourage your friends to share your fundraising page - maybe offer to make a \$5 donation in the name of anyone who shares your page or their own story (A great way to encourage participation if you were already going to make some donations).

Hashtag Challenges: Hashtags are a great way to engage with your network! Use the any hashtags associated with the organization you're fundraising for to promote their positive impact and to share reasons why being a fundraising champion is important to you.

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## Popular Hashtags

- **#GivingTuesday:** Expand the reach of your fundraising page by inserting yourself into the #GivingTuesday conversation! Your posts will be searchable by anyone looking to be involved in the international giving celebration
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## Graphics

Utilize the suite of social share image on GiveGab's #GivingTuesday website to make your fundraising posts stand out on social media. [Here's a link to our downloadable goodies section.](#)

You can also enhance your own personal photos using free online editing resources like [Canva](#). Personalized graphics will highlight your story to make a greater impact when reaching out to friends and family through email and social media. And including the link to your fundraising page, the organization's name, and the #GivingTuesday hashtag on your image will make the graphic an even more powerful tool for fundraising!

# Fundraising Champion Email Guide

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You can use these email templates to reach out to your personal network and spread the word about your fundraiser. Just copy and paste the text below into your email client and add some personal flair to make it your own!

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## Before #GivingTuesday

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

Hi **[first\_name]**,

I am excited to announce that I am supporting **[ORGANIZATION NAME]** during #GivingTuesday 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?]**

#GivingTuesday is a 24-hour giving challenge to celebrate the generosity of our great state, so join the movement by contributing to my fundraiser on November 28th! Check out my fundraising page here: **[LINK TO FUNDRAISING PAGE]**

Thank you for supporting me and **[ORGANIZATION NAME]!**

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**Subject:** I Need Your Help!

Hi **[first name]**,

#GivingTuesday, the 24- hour statewide giving movement, is only **X** days away.**[ORGANIZATION NAME]** is participating in this one day celebration and I want to support them on November 28th. I need you help to make a difference!

Your contributions can make a big impact on **[THOSE WHO ARE IMPACTED BY CAMPAIGN]:**

**[Example - pull from organization's donation levels:**

**\$25 - Purchases litter for a cat for 6 months**

**\$50 - Feeds a cat for a year**

**\$100 - Vaccinates a cat**

**\$250 - Purchases a room of new cat enclosures]**

Together we can **[OBJECTIVE]**. Visit **[LINK TO FUNDRAISING PAGE]** to support me and **[ORGANIZATION NAME]!**

Thank you!

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## **During #GivingTuesday**

**Subject:** #GivingTuesday is here - Support **[ORGANIZATION NAME]**

Hi **[first\_name]**,

TODAY is the day! It's November 28th, so the time to give is now. My goal is to raise **\$X** in support of **[ORGANIZATION NAME]**, but I can't reach my goal alone.

Please join me in helping **[ORGANIZATION NAME]** to **[OBJECTIVE]** by visiting my fundraising page at: **[FUNDRAISING PAGE LINK]**.

If you've already donated, thank you so much for your support! I hope you'll consider sharing my fundraising page with your friends and family on social media to get the word out about **[ORGANIZATION NAME]** and the difference they make to our community!

Thank you!

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**Subject:** Only a few more hours left to give!

Hi **[first\_name]**,

Can you believe #GivingTuesday is almost over? With [**\$ AMOUNT YOU'VE RAISED**] already raised for [**ORGANIZATION NAME**], I am proud of my impact as a fundraising champion!

I am so thankful for the support of my community throughout this day - but the giving isn't over yet! Visit my fundraising page at [**FUNDRAISING PAGE LINK**] and make a contribution to help me reach my goal.

You can also show your support by sharing my fundraising page with your friends and family on social media!

Thank you again!

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## After #GivingTuesday

**Subject:** Thank you

Hi [**first\_name**],

Thank you so much for all of your support during #GivingTuesday. Because of you, I was able to raise **\$X** for [**ORGANIZATION NAME**]! Together, we made a difference in the lives of [**THOSE SERVED BY ORGANIZATION**].

You rock!

# Guide to Board Engagement for #GivingTuesday

As a nonprofit leader, you know your board best! You know what strengths and connections your board members bring to the table, to help further your organization's mission and have a stronger impact on your community. On #GivingTuesday, you'll need support and assistance from your board members to make it an all around success for you and your organization, which is why we put together this list of tasks you can utilize your board members for!

## #GivingTuesday Board Responsibilities

This guide outlines the following tasks:

- Community Partnerships & Outreach
  - Press & Promotion
  - Donor Outreach & Follow Up
  - Fundraising Champions
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## Community Partnerships & Outreach

*Your board likely has several members who serve as important and active members in your community. Whether it's a connection to local businesses or the ability to acquire sponsored or matching gifts, you'll want to utilize these board members to help build a solid foundation for your #GivingTuesday campaign.*

### Tasks for these board members could include:

- **Reaching out to local businesses for potential partnerships** - Partnerships can range from sharing your #GivingTuesday page on social media, in-kind donations for day-of events, or utilizing what's special about your community to promote November 28!
  - **Acquiring sponsors for matching gifts or incentives:** #GivingTuesday is a great opportunity to entice your donors to have a greater impact on your organization and your community by offering donation matches! Having some extra funds for #GivingTuesday to use as incentives for your donors can really motivate them to participate and further their impact.
  - **Local promotion throughout the community:** There are lots of creative ways you can engage with your community to promote #GivingTuesday! From flyers to road signs - this is a great opportunity to use the connections of your board to utilize local promotional opportunities. For more creative ideas for community engagement check out [this blog!](#)
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## Press & Promotion

*One of the biggest things we hear from donors after a Day of Giving is that they had no idea it was even happening! Don't let this happen to your organization and utilize your board members to get the word out about #GivingTuesday before November 28. While your staff members will also be working on marketing and promoting this event, your board members can play a crucial role in educating those who otherwise may not have seen your messaging. Just by putting up a flyer in a local business or having a conversation with their co-workers, your mission has the potential to impact more people with the help of your board.*

### **Tasks for these board members could include:**

- **Getting the word out about #GivingTuesday:** Your board can play a huge role in getting the word out about #GivingTuesday. Whether it's distributing flyers throughout your community or simply talking about it with their network both online and offline, encouraging your board members to promote #GivingTuesday will result in more connections and more donations for your organization on November 28!
- **Acting as Social Media Champions for your organization:** With online giving, social media can play a crucial role in your success. The problem with social media is that you can spend all day crafting up perfectly engaging posts, but they aren't going to really have an impact if nobody sees them! On social media, people are more likely read and click on a post that their friend shares as opposed to a generic ask from an organization. Have your board members get active on social media, supporting your campaign, sharing your #GivingTuesday page, and getting the word out about why your mission is so important to them and your community.
- **Share their board story:** Each of your board members is serving your organization for a reason. They care about your mission, your impact, and the community and people you serve. Having your board share why they are proud to be a part of your organization has the power to show your supporters and potential donors how your organization is rooted in the passion of those people helping to further your mission. Both you and your board members can use their stories (with their permission of course) in letters, emails, social media posts and beyond! True stories that highlight the impact of your organization and power of your mission can go a long way!

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## **Donor Outreach & Follow Up**

*Letting all of your donors and supporters know about #GivingTuesday can be challenging. You're going to want to send them emails, social media posts, and maybe even a direct mail appeal to get their attention and gain their support. Letting donors know that their impact is being celebrated is a great way to get them excited about November 28!*

### **Tasks for these board members could include:**

- **Host a calling bank:** Did you know that by simply giving your past donors a call to thank them for their support and letting them know about the day, they're more likely to show their support again? Your board members probably already make calls to big donors, but for #GivingTuesday no donor is too small to let them know about the big event and how to see your mission in action!
  - **Personal letters to bigger donors:** Before November 28, you should give your big donors some recognition, and let them know about #GivingTuesday while you're doing it! Whether it's by way of a personal letter, note, email, or even a phone call - let your donors know how they have made an impact on your organization and your community, and invite them to see that impact in action on #GivingTuesday. They will not only appreciate the recognition, but will be more likely to support your organization on #GivingTuesday.
  - **Ask for #GivingTuesday Pledges:** Before #GivingTuesday you can invite your supporters to make pledges to support your organization! Using free photo editing tools like [Canva](#), you can create a custom social share image for your organization's #GivingTuesday pledges, so they can let their network know before the day that they will proudly be supporting your organization. This is also a great way to "secure" gifts before #GivingTuesday that will have a greater impact on November 28!
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## Fundraising Champions

*Even if your board members aren't required to make a contribution to serve your organization, they should never turn down an opportunity to support your mission and fundraise on your behalf. Acting as a fundraising champion, each board members can rally around your mission and collect donations as an ambassador and ally for your organization.*

### Tasks for these board members could include:

- **Create fundraisers on behalf of your organization:** For #GivingTuesday your board members as well as any other key supporters, can create their own personal fundraising pages to share out with their network to support your organization. Sharing their personal stories of why they support your cause and your mission will entice donors you would never have been able to reach to support you on #GivingTuesday. [Here's how you can easily invite them!](#)
- **Host a FUNdraisers party:** Invite your board members, volunteers, or best supporters to come together to learn about how they can rally around your cause on #GivingTuesday. All you need are some light refreshments and a few computers to get everyone set up with their own personal fundraising page. Check out [this blog](#) for tips on how to throw your own Fundraising Champion party!

# Communication Timeline Changes

Can we switch out the downloads with the downloads here?

<https://www.nygivesday.org/info/communications-timeline>