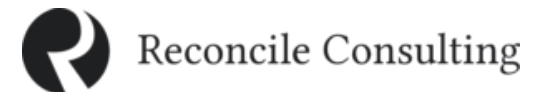


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STRATEGIC
CONSULTANTS

*Strategic Leadership
Conference
Tuesday, October 4th, 2022*





Peer-to-Peer Fundraising

Presented By: Christina Miller





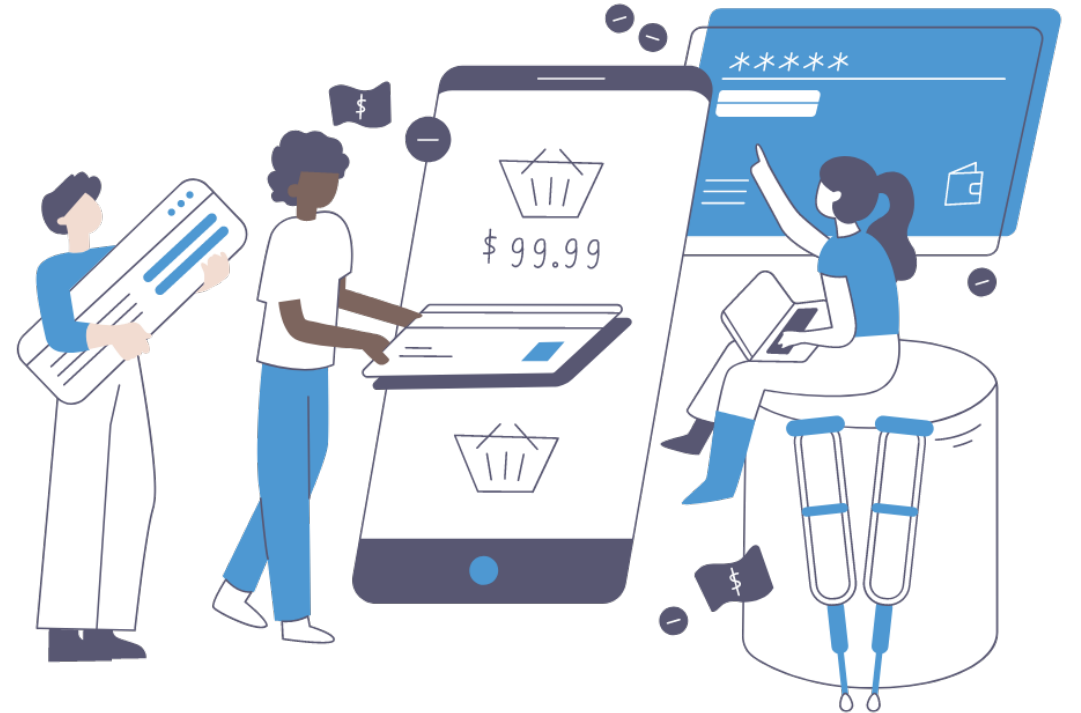
What's the first word that comes to mind when you think of "fundraising?"

Agenda

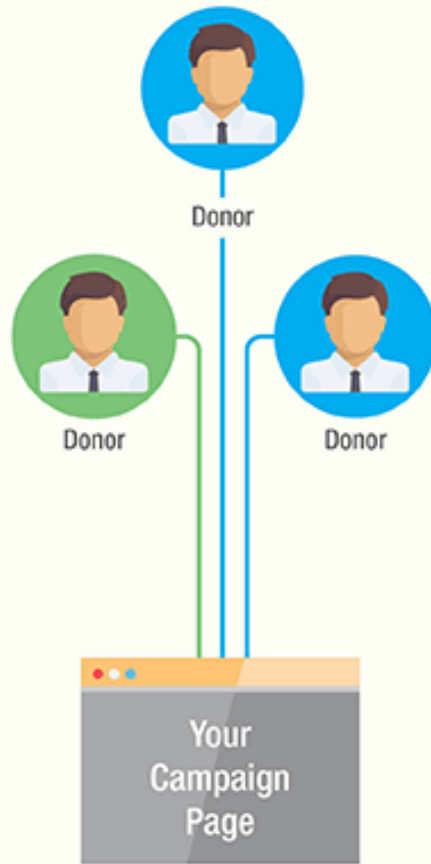
- Peer-to-Peer Fundraising Basics
- P2P Fundraising Strategies and Best Practices
- Empowering and Engaging Your Fundraisers
- Available Resources To Your Organization

What is Peer-to-Peer Fundraising?

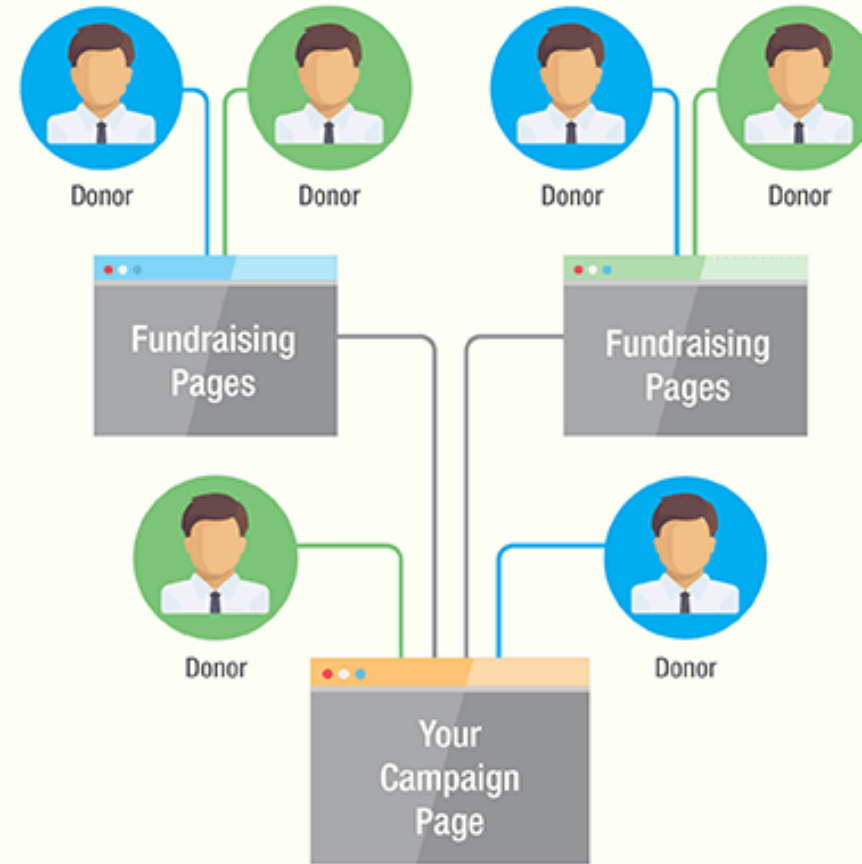
Peer-to-Peer fundraising allows your supporters to fundraise on behalf of your organization by creating a "mini-campaign" that champions for your cause.



CROWDFUNDING



PEER-TO-PEER FUNDRAISING



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Crowdfunding vs. P2P Fundraising

Which one should I use?

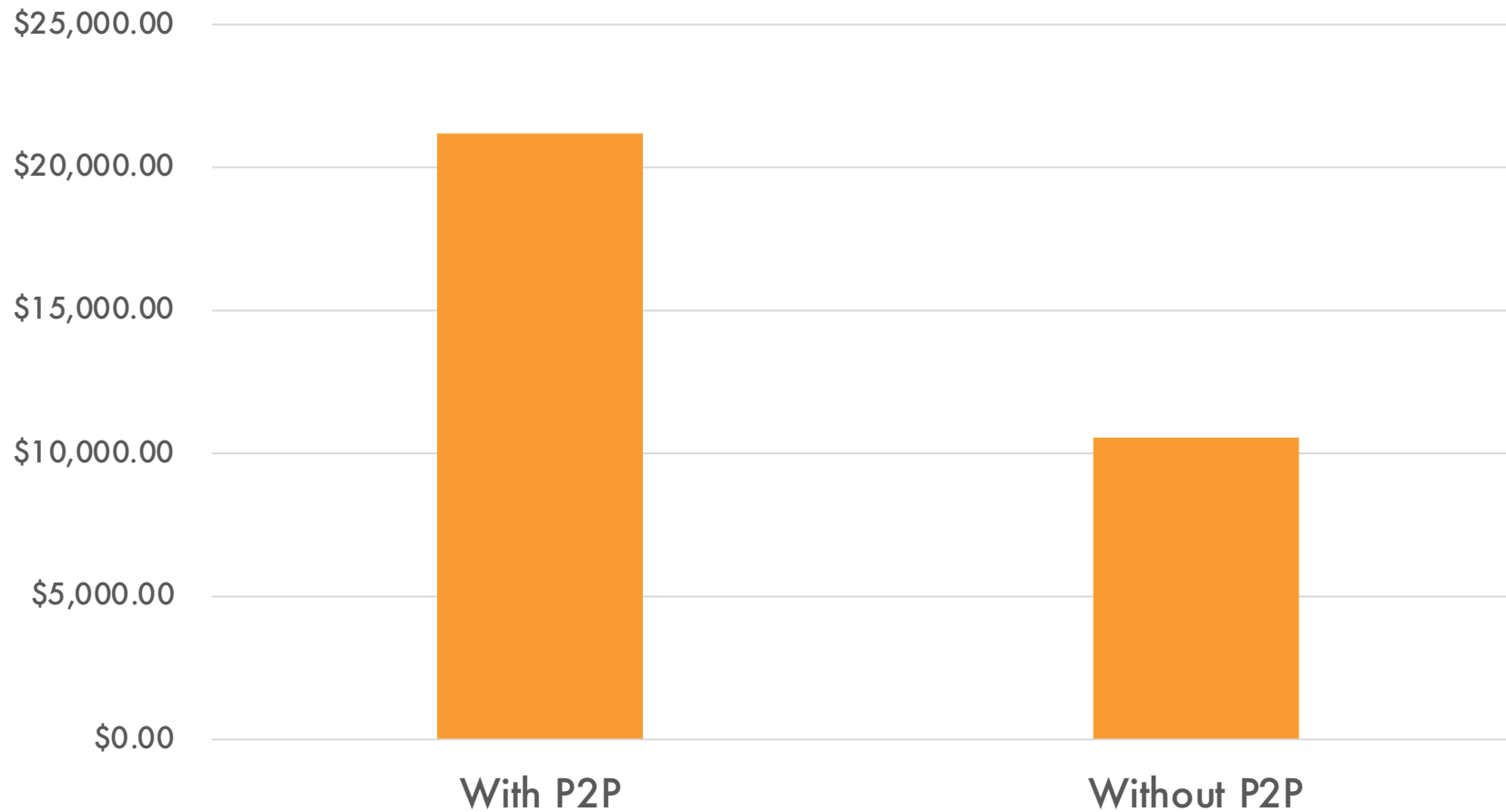
Crowdfunding

- Simpler strategy than peer-to-peer fundraising, seeing that you only need one donation page.
- Promoting that page to your donors and followers will require the largest investment of time and energy.

Peer-to-Peer Fundraising

- Peer-to-peer events require more planning, execution time, and direct engagement with participants than crowdfunding campaigns, but the payoff can be incredible.
- All the individual campaigns by your supporters ripple outwards and bring you more donors – it can generate more attention and raise more than a crowdfunding campaign.

Impact on Give for Good Louisville



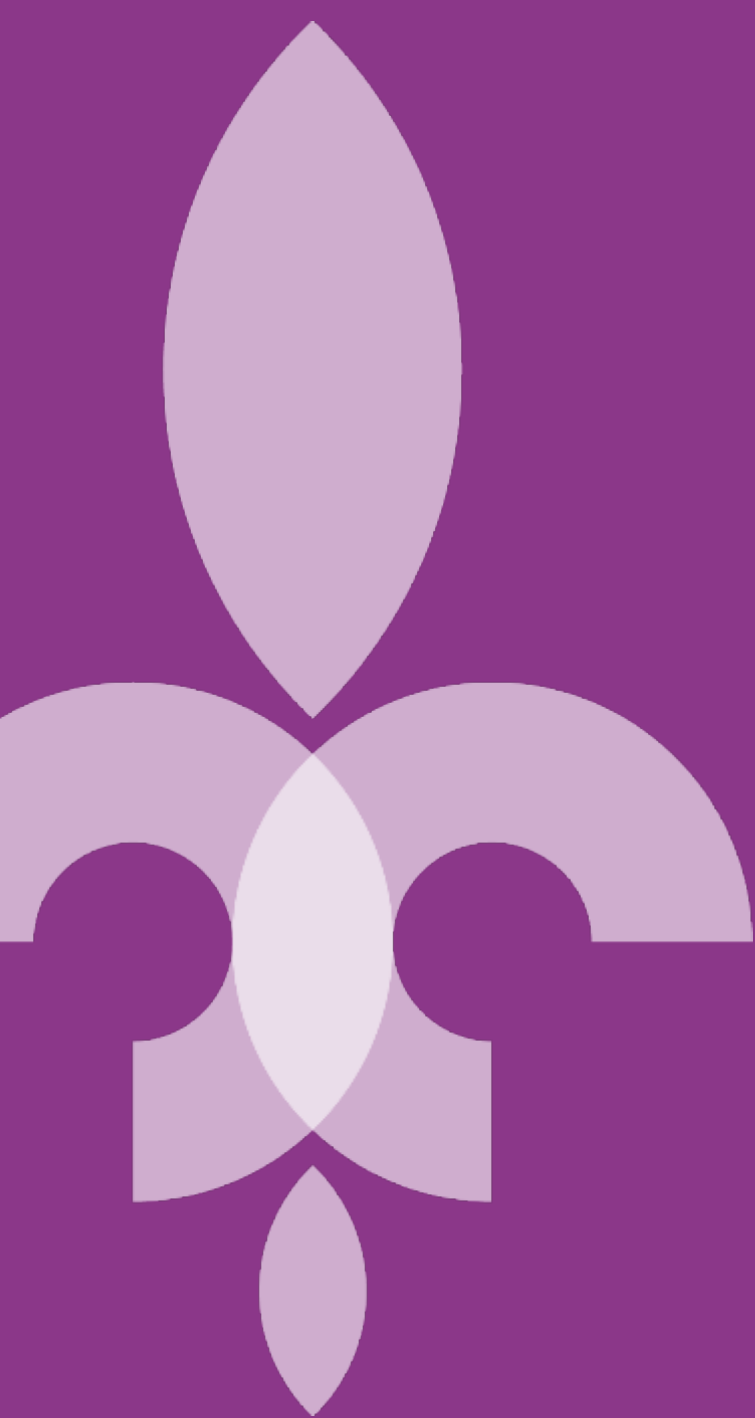
POV – Nonprofit Impact



Let Us Learn

connecting families to food





This year we've doubled donations with the P2P fundraising with Give For Good Louisville.

Thanks to Jinn, over half of the folks who donated to our Give for Good campaign were first-time donors to us and we won two big prizes! It's such a big win in so many ways!

If you have a small nonprofit like ours, find a Give for Good Champion. Jinn Bug being our Champion, made the difference. Her knowledge, time, and love for our mission are why we were so successful this year.

- Gina Brown
Founder & Executive Director, Let Us Learn, Inc.

POV – Fundraiser Impact

I am super passionate about Let Us Learn and have seen firsthand how much good the organization does on a slender budget. Because my own budget is slender too, I wanted to see if I could motivate people I know to join their donations with mine to make a BIG impact for good in our community!

I had a lot of fun! I'm not formally affiliated with Let Us Learn, so it felt great to be a regular community member who appreciated the work of the organization contributing to the organization's success on this day of giving.

- Jinn Bugg, Peer-to-Peer Fundraiser



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Why is it so effective?

- Multiplies your reach to potential donors
- Results in more authentic outreach and messaging
- Creates social influence
- Increases your social media presence
- Establishes another avenue for engagement with your organization





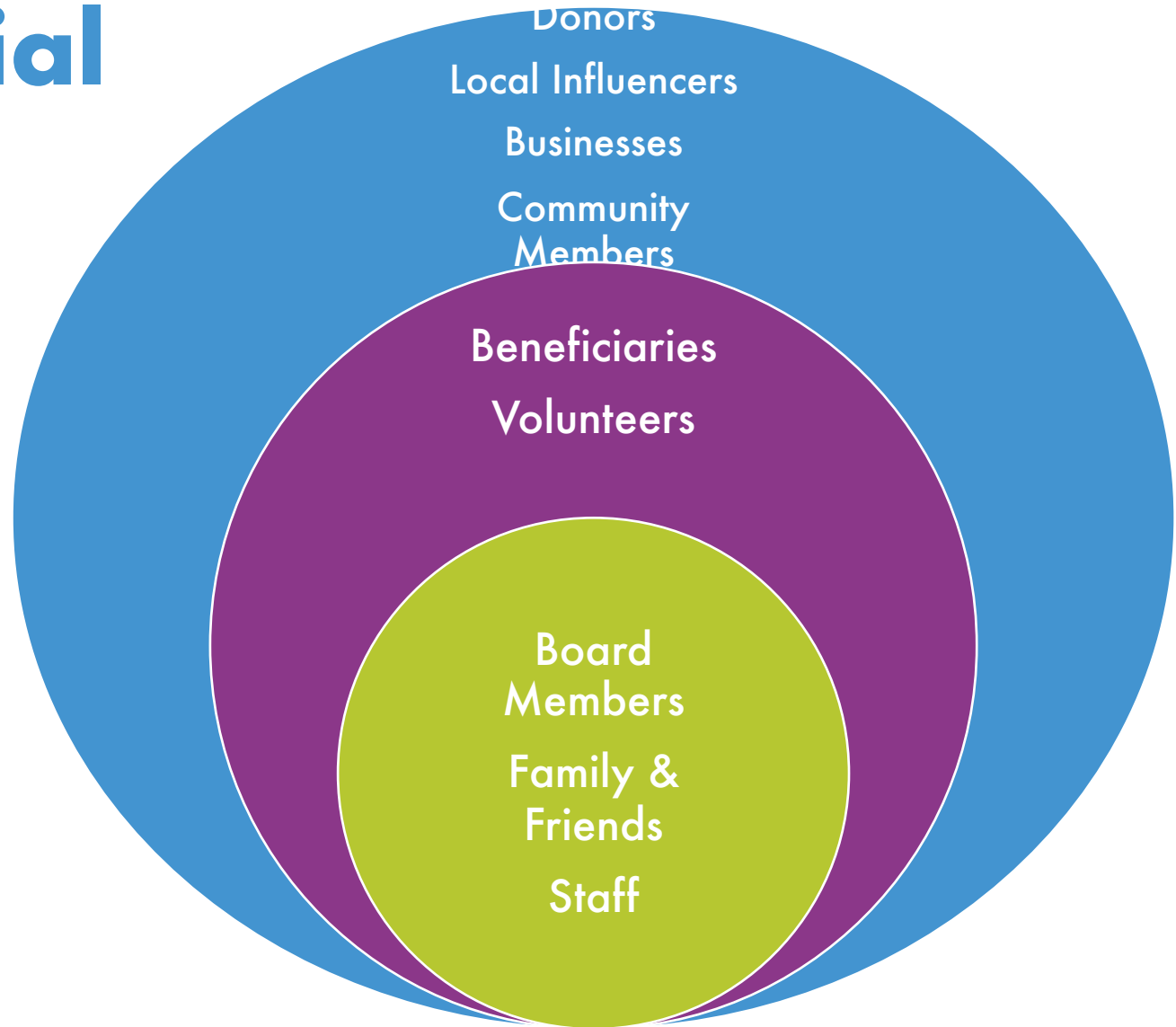
Strategies & Best Practices

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



Storytelling Exercise

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, working at, volunteering at] our organization?
- What is your favorite program or service and why?
- How do you feel after [working at, volunteering at] our organization?

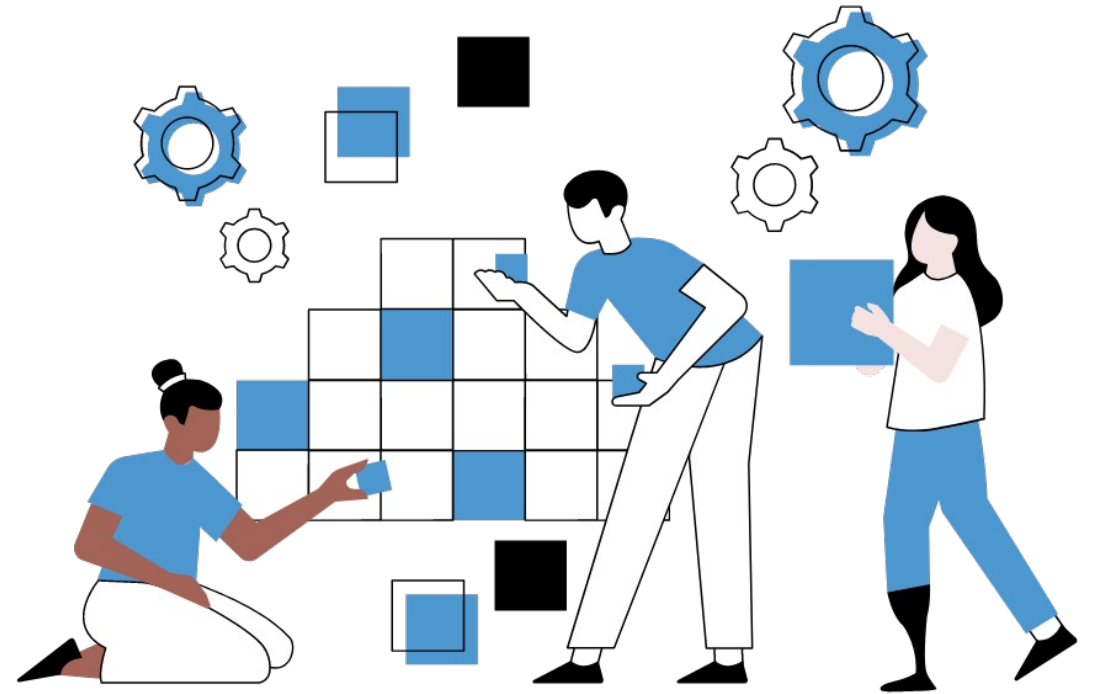
Steward Your Fundraisers



- 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!

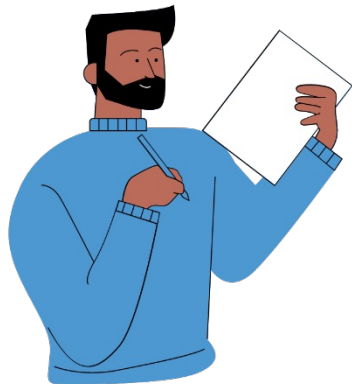
- Create friendly competition
- Pair it with an event
- Provide templated graphics, communications and sample content ideas for sharing on social media
- Ask yourself, what experience would you want to have as a fundraiser?



Set Your Fundraisers Up For Success

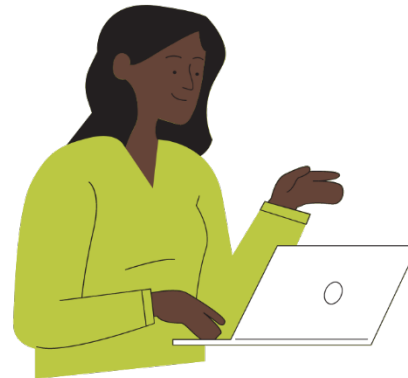
Start Early

- Recruit & educate your fundraisers
- Understand their capacity for this ask



Be Clear

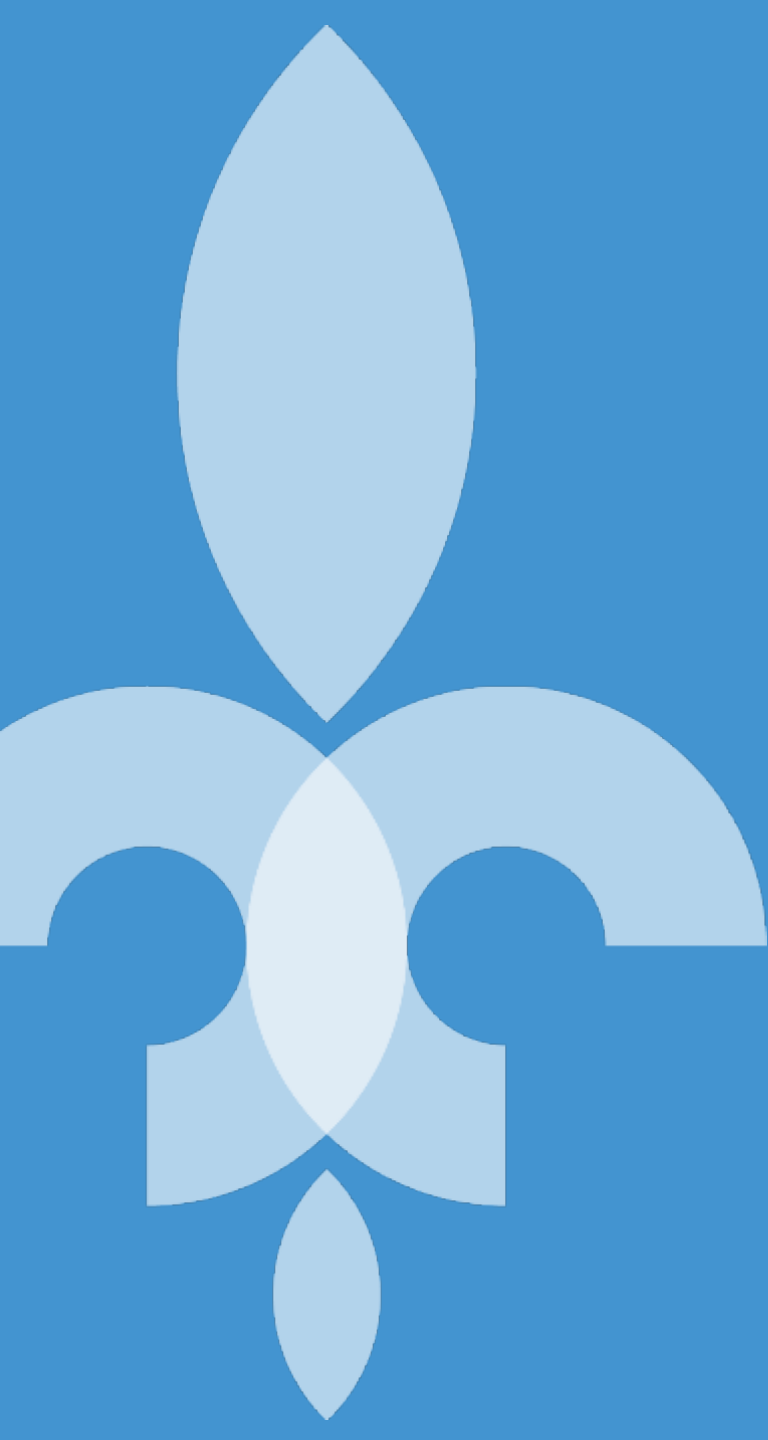
- Be transparent with your goals
- Set expectations for your fundraisers



Make It Easy

- Provide the content they need
- Take time to check-in





Tools & Resources


Tools for Success

For Nonprofits:

- Access to P2P software platform
- How to identify and add fundraisers
- Trainings, support articles & videos for engaging P2P fundraisers
- Email templates for recruiting fundraisers
- Sample social media posts and graphics
- 1:1 support from the Customer Success team



GIVE
FOR GOOD
LOUISVILLE[™]
COMMUNITY FOUNDATION OF LOUISVILLE

GiveGab is becoming  Bonterra.

Tools for Success



GiveGab is becoming  Bonterra.

For Fundraisers:

- Fundraising Toolkit
- Customizable fundraising page
- Communication guides & templates
- Sample social media posts and graphics
- 1:1 support from the Customer Success team and support articles



Key Takeaways

- P2P Fundraising can help you raise 2X more on average than typical crowdfunding
- 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 for Good Louisville. Start small and grow it in the future!





Questions?

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