

Strategic
Leadership **WINGS**
Conference

The Power of Peer-to-Peer Fundraising



Agenda

- Peer-to-Peer (P2P) Fundraising 101
- P2P Fundraising strategies and best practices
- Review of available P2P Fundraising software
- P2P Fundraising key takeaways





Sharing Time!





Giving is a highly emotional, and at times deeply personal, act.

Giving is also very social.



P2P Fundraising 101



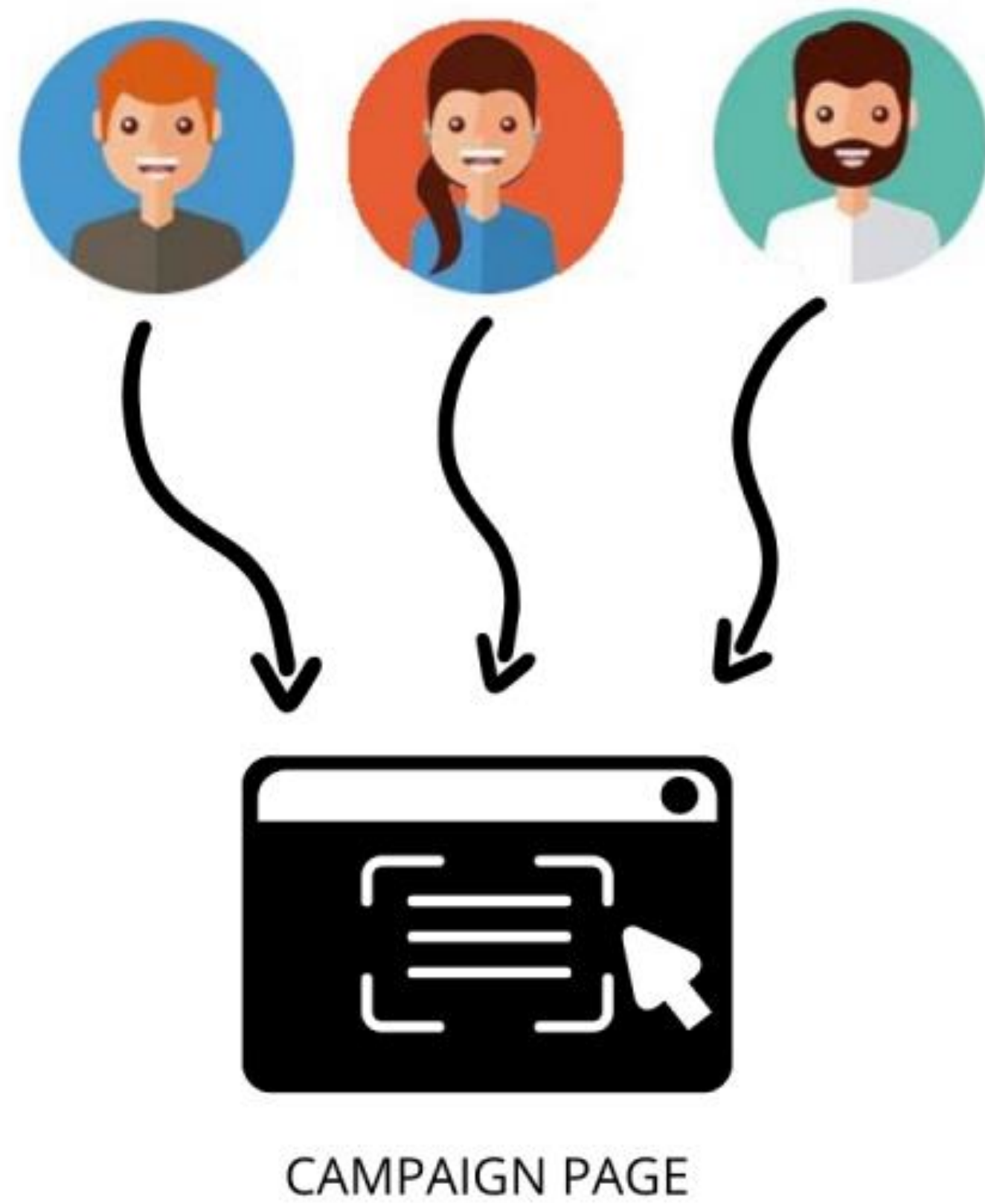
What is P2P Fundraising?

- **Peer-to-peer fundraising is a method of fundraising that involves your supporters raising money on your behalf.**
- It works by empowering your fundraising partners with their own individual donation pages, which they can share on their social media pages, email to friends and family, and post in work or community groups.

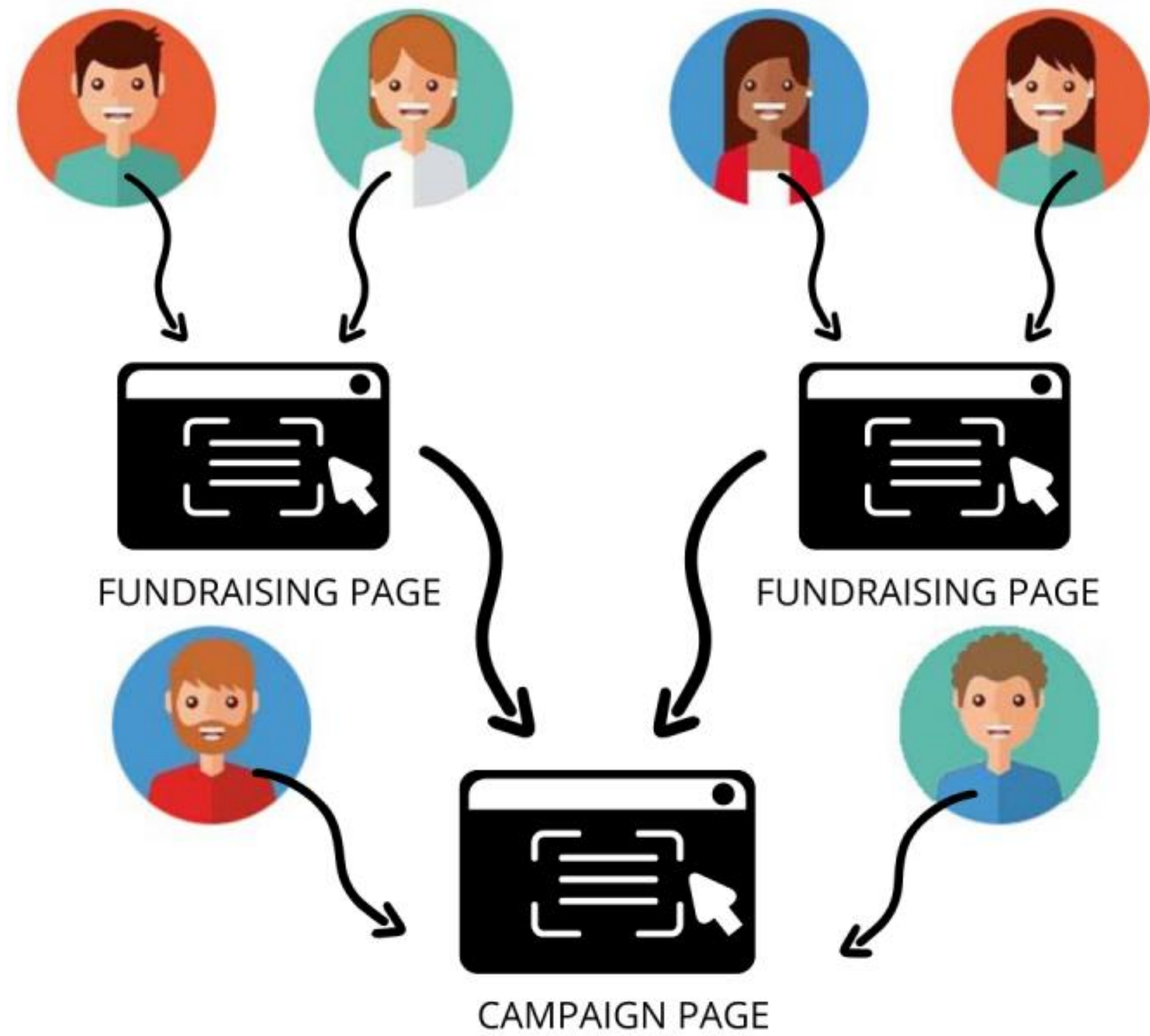
Your fundraising partners become part of your team, making your mission their own.



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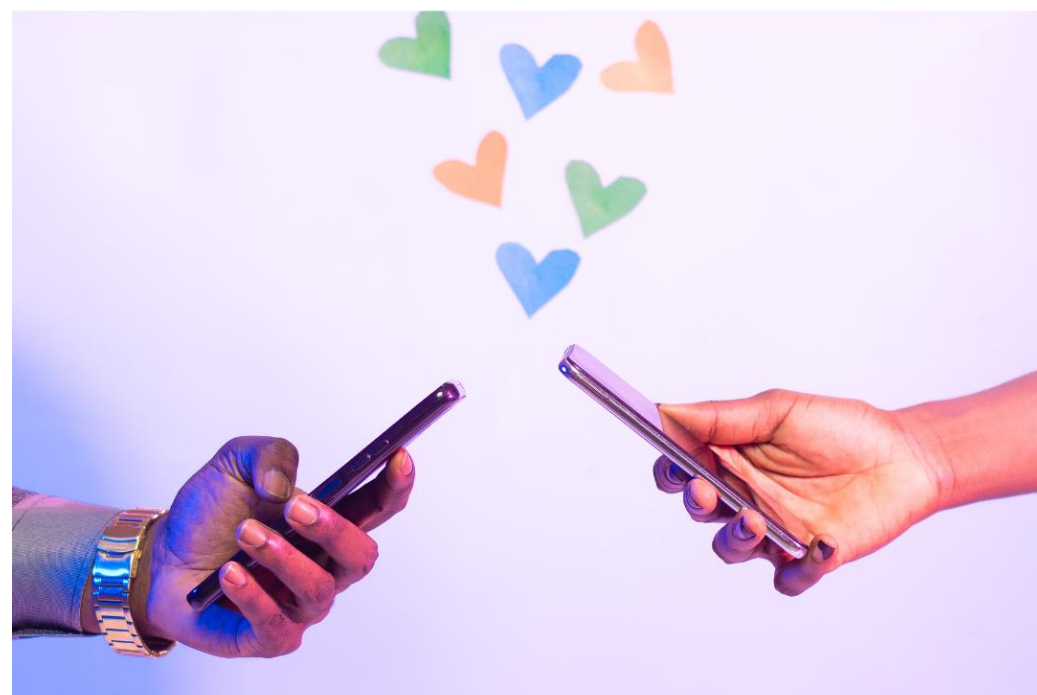


PEER-TO-PEER FUNDRAISING



Why P2P Fundraising Works

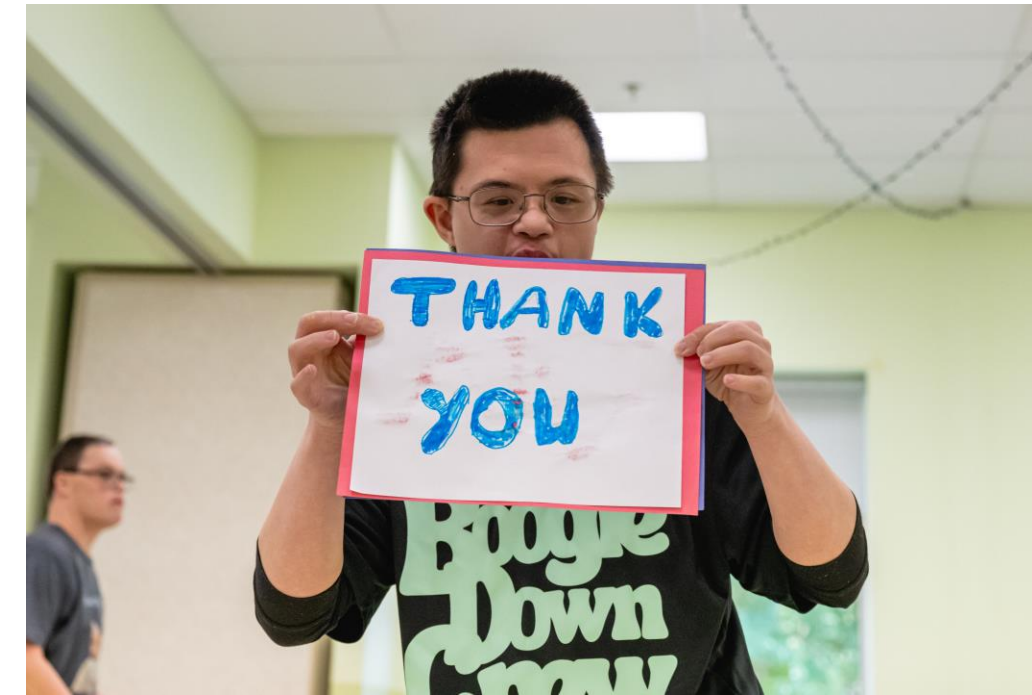
Peer fundraising is based on a two-way relationship.



A personal fundraiser is a more authentic messenger.



The message is more personal.



Social norms are powerful motivators.



Benefits of P2P Fundraising



For a Nonprofit Organization

- Build trust
- Strengthen existing relationships
- Cut costs



For a Fundraiser

- Become more personally invested
- Build relationships
- Choose their level of involvement



Types of P2P Campaigns



Online

Many organizations choose to run their P2P efforts solely online, with fundraisers sharing their pages and collecting donations over social media and email.



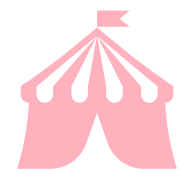
Time-Based

The goal is to meet a fundraising goal within a set amount of time. Most campaigns last 6-8 weeks, but the timeframe can vary based on your nonprofit's needs.



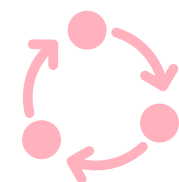
Giving Days

Your organization will still have a set time limit to work with, but when hosting a giving day, you'll only have 24 hours to meet your goal!



Event-Based

Majority of the fundraising still takes place online, with fundraisers collecting donations by sharing their donation forms over social media and email. However, once the campaign is done, it will be concluded by a physical event.



Rolling

There is no set time limit by which to reach your goal. Instead, P2P will be an ongoing campaign, simultaneous with your other fundraising efforts. Donors can volunteer to set up a page and start fundraising at any time, so make sure you're prepared to regularly oversee this effort.



P2P Campaign Example: Giving Day

The screenshot shows a fundraiser profile for Corinne Greenberg. At the top left is the Community Foundation logo. On the right, there is a search bar and navigation buttons for 'EVENTS', 'PRIZES', 'LEADERBOARDS', and 'MENU'. The main image shows Corinne Greenberg at a science fair booth with a 'RESEARCH' sign. Below the image are social media icons for Facebook, Twitter, and a share icon, along with a small profile picture of Corinne. The text below the image reads: 'Corinne Greenberg is a fundraiser for Louisville Regional Science and Engineering Fair'. A blue 'DONATE' button is positioned below the text. At the bottom, a progress bar shows '100%' completion, with the text '\$9,006 Raised \$9,000 Goal 85 Donors 85 Gifts'.






Example of P2P Fundraiser Profile

P2P Campaign Example: Giving Day



I have been an LRSEF judge since 2011 and a Board member since 2016, and I can attest firsthand to the awesome STEM opportunity that **science fair** offers to the student exhibitors. Student scientists brainstorm, plan, execute, measure, and present their science fair projects, and we are all the beneficiaries as these kids are quickly growing up to bring us the next generation of science. Please help us to support them in their academic growth!

For my friends and colleagues contributing at the category sponsorship levels... Your \$150 donation covers the 1st, 2nd, and 3rd place student stipends in a single category of the Junior Division (middle school) (\$65, \$50, and \$35, respectively). Your \$200 donation covers the 1st, 2nd, and 3rd place student stipends in a single category of the Senior Division (high school) (\$85, \$65, and \$50, respectively). Thank you for underwriting these awards!

 <p>\$25 <i>STEM Research Anywhere Supporter</i></p>	 <p>\$100 <i>Ensure a Safe & Healthy 2024 Fair</i></p>	 <p>\$150 <i>Junior Category Sponsor</i></p>	 <p>\$200 <i>Senior Category Sponsor</i></p>	 <p>\$250 <i>Become a LRSEF Sustainer</i></p>
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CHOOSE YOUR OWN AMOUNT

[Example of P2P Fundraiser Profile](#)



P2P Campaign Example: Giving Day

Our Story

Recent Donors

Our Story

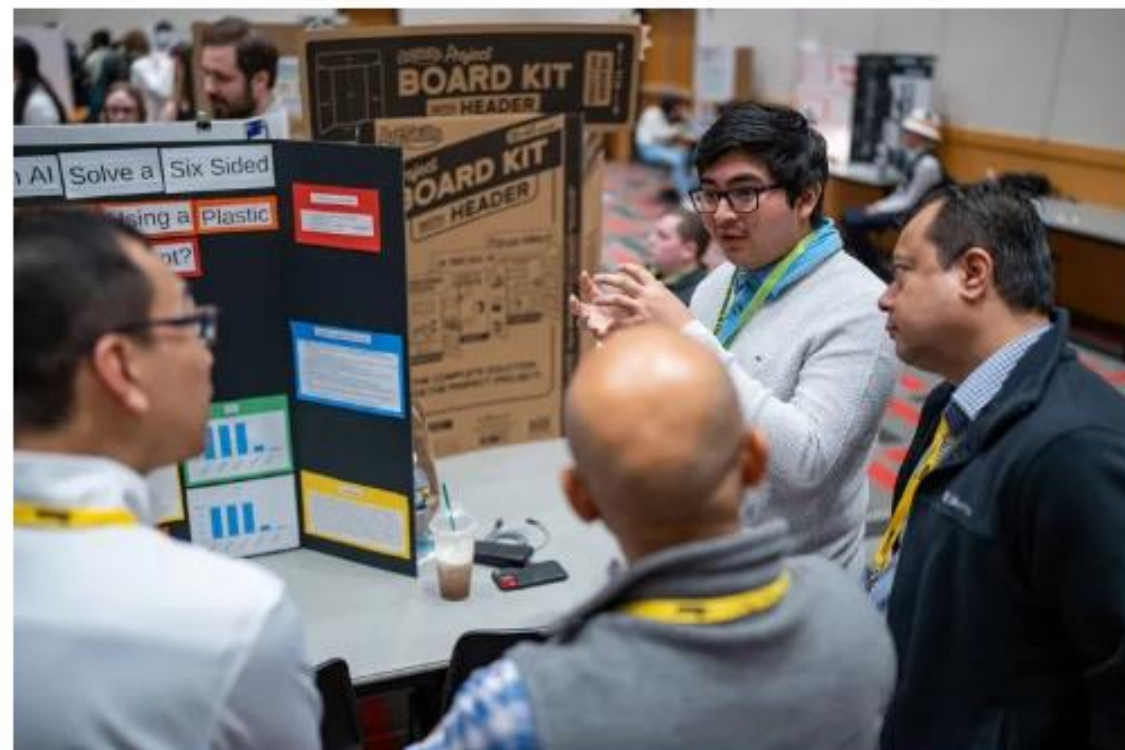
Celebrating 60 years of inspiring Kentucky students to pursue STEM research.

What does your gift mean to Kentucky middle and high school students?

Beyond recognizing award winners, [LRSEF](#) strives to foster an "everyone-can-do" STEM atmosphere at our 60th anniversary annual fair and in our outreach efforts. Our mission is to increase awareness that science, technology, engineering, and mathematics (STEM) skills are essential and attainable for all students in Kentucky.

Your funds will be used to encourage and reward:

- Over 350 students from at least 20 schools for conducting creative STEM research projects.
- Students using independent problem-solving skills in 21 diverse categories.
- Student projects in an all-day event featuring engaging dialogue with professional judges.
- All participants with a backpack, lanyard and other perks.
- Funding of cash prizes and ribbons at 1st, 2nd, 3rd place in all 21 topic areas, plus 4th place ribbons.



Leaderboards for Give For Good Louisville

Top Organizations

Tier 1 (<\$50,000)

Tier 2 (\$50,000 - \$249,999)

Tier 3 (\$250,000 - \$1,499,999)

Tier 4 (≥ \$1,500,000)

Peer-to-Peer Fundraisers

Business Fundraisers

Name	Amount Raised	Donors ▼
1. Little Gives for Big Results: Donate to Let Us Learn TODAY! (Let Us Learn, Inc)	\$3,745	130
2. Freeze the day! - Jennifer Yennes-Vizhnay (St. Elizabeth Catholic Charities)	\$9,171	111
3. IWRBR Literacy Legends (I Would Rather Be Reading)	\$5,074	85
4. Corinne Greenberg (Louisville Regional Science and Engineering Fair)	\$8,986	84
5. Troy Kirkman (Cup of Joy (The Haven Ministries))	\$1,525	68
6. Catie Nelson (Waterfront Park)	\$1,465	57
7. Steven Michael Carr (Apprentice)	\$2,159	56



P2P Campaign Example: Giving Day

The screenshot shows a fundraising dashboard for Christina Miller. The top navigation bar includes 'Home', 'Support', 'Submit an Idea', and a user profile for 'Christina'. The main content area is titled 'Christina Miller's fundraising dashboard for Dreams With Wings, Inc.' and includes a progress bar showing 0% raised of a \$500 goal, 0 donors, and 0 emails sent. A vertical list of five expandable sections is on the left: 'Tell Your Story', 'Make a Donation', 'Reach Out', 'Share Socially', and 'Give Thanks'. A chat icon is visible in the bottom right corner.

Annotations:

- Support:** Access to helpful support articles and ability to provide feedback.
- Progress:** Can view your progress for easy reporting.
- Chat:** Chat assistance from tech team.
- Expandable Sections:** Each section expands to give you customizable options for each functionality.

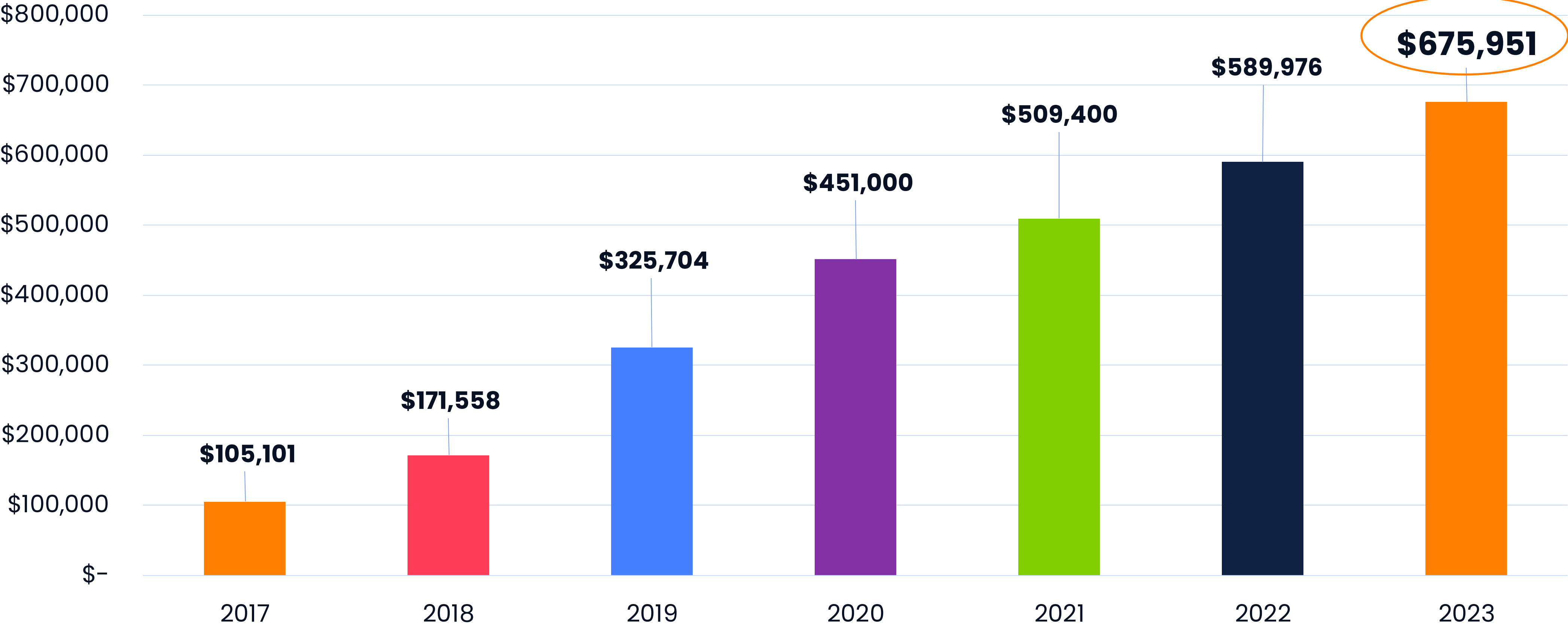


Timeline for P2P Recruitment Giving Day Example



The Results:

\$2.8M Raised Overall



Total Raised by P2P Fundraisers During the 2023 Give for Good Louisville



P2P Fundraising Best Practices & Strategies





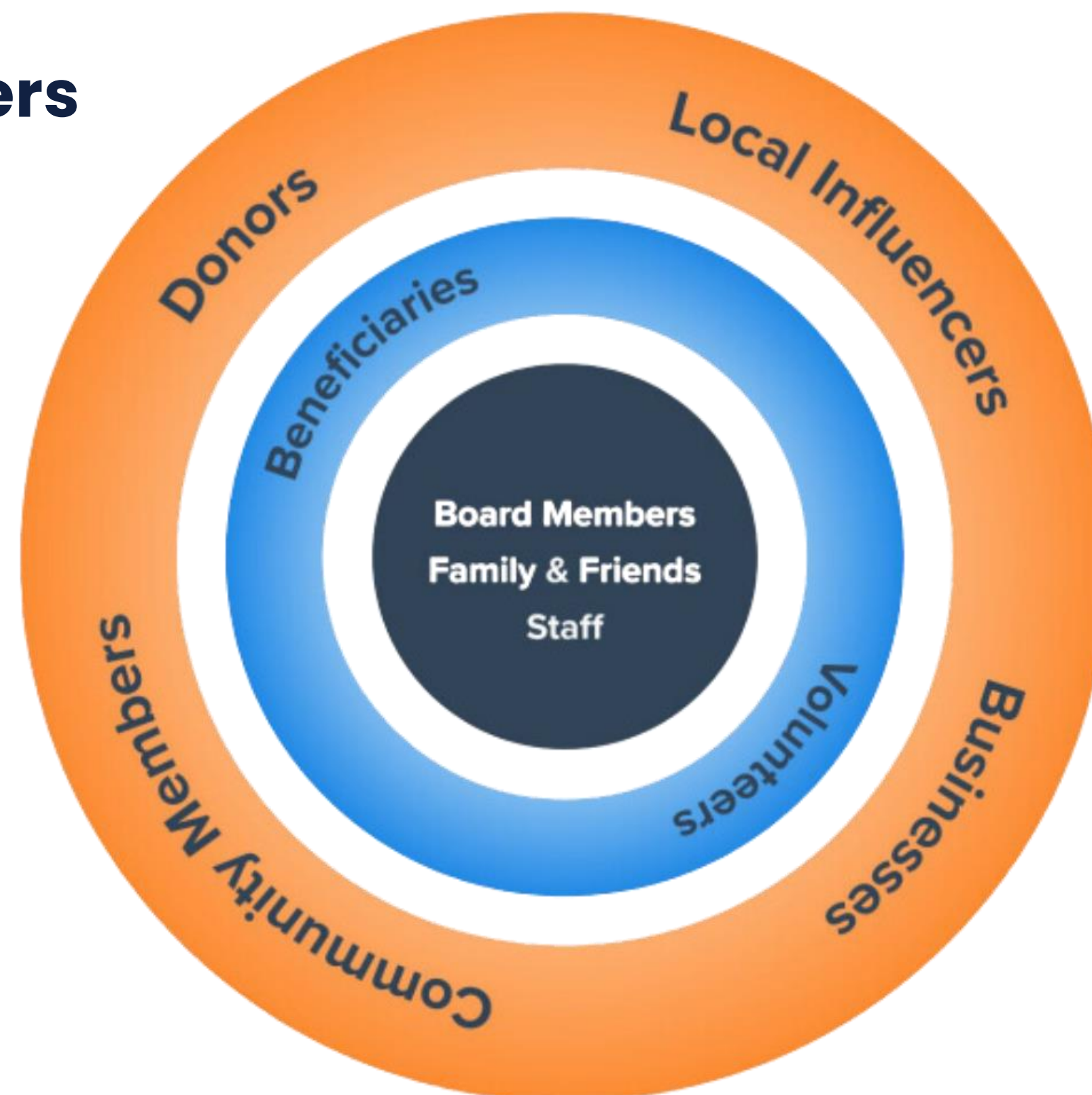
Sharing Time!



P2P Fundraising Best Practices

#1 Identify potential fundraisers

Before you start inviting your donors and supporters to become fundraising champions, you will want to review your past and current supporters to identify those with a strong potential to become excellent fundraisers on your organization's behalf.



Ways to recruit P2P Fundraisers:

- Let them know an invitation to sign up as a P2P Fundraiser is coming ahead of time
- Send them a personal invitation
- Explain the role and importance of P2P Fundraisers
- Provide testimonials
- Create a referral program
- Host a recruitment party



P2P Fundraising Best Practices

#2 Create a toolkit

Provide your fundraisers with a toolkit that includes materials they can draw from throughout the campaign.



P2P Fundraiser Toolkit
[Explore](#)



Social Share Backgrounds

[Download](#)



Social Story Backgrounds

[Download](#)

What to include in a P2P Toolkit:

- Basic information about your mission and cause
- An overview of campaign goals and strategies
- A suggested posting calendar
- Branded photos and videos
- Pre-written copy for social media posts and emails



P2P Fundraising Best Practices

#3 Take an active approach

Throughout your peer-to-peer campaign, you should be engaging donors and fundraisers alike with frequent updates and posts. Similarly, your fundraisers should regularly be sharing their progress toward their individual goals with their networks.

How to keep supporters engaged during a P2P campaign:

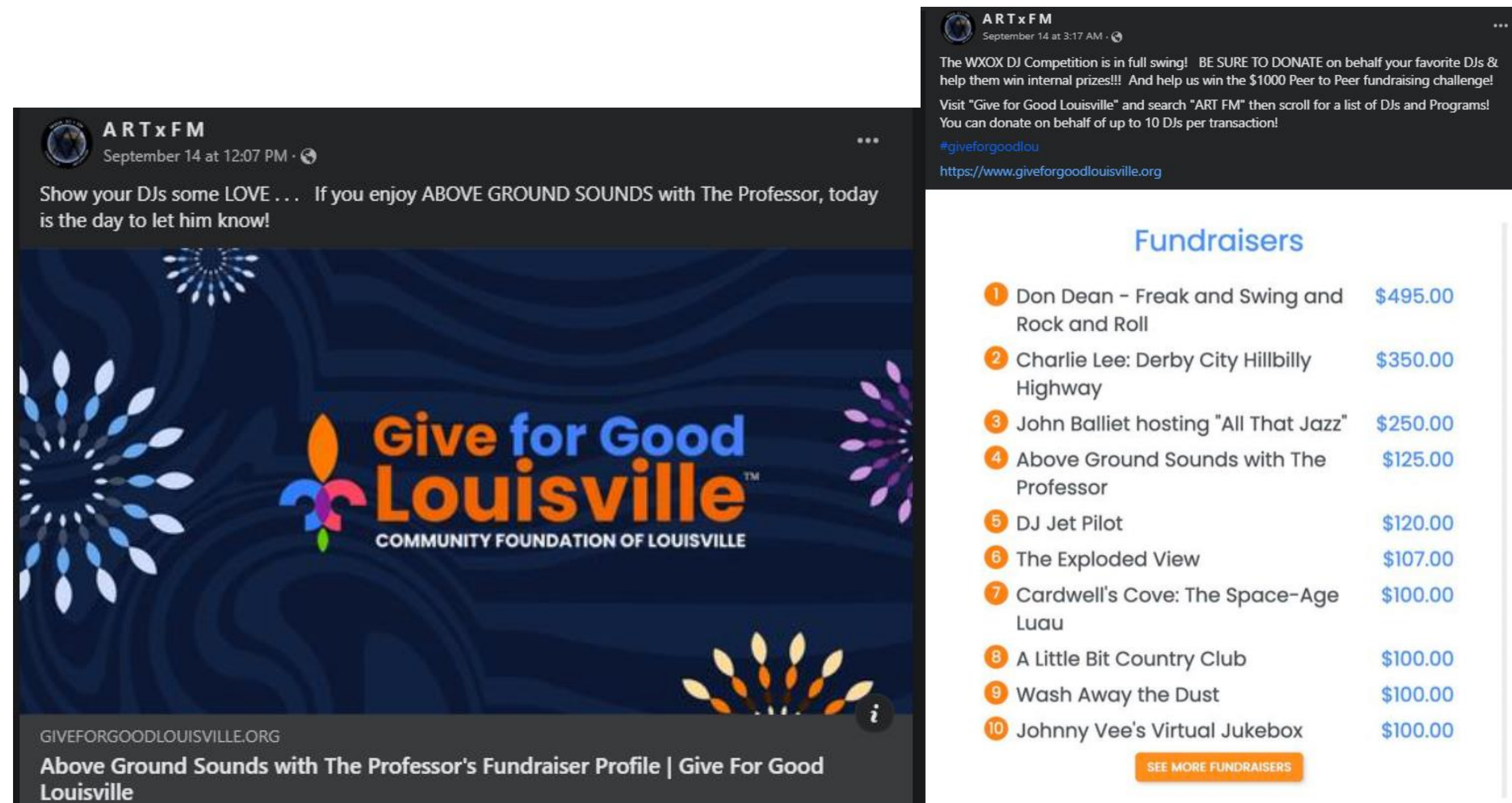
- Post progress updates towards your goals
- Highlight fundraisers who have gone above and beyond
- Assist fundraisers who need help reaching their goals
- Share other news and content related to your campaign
- Show the results of your contributions



P2P Fundraising Best Practices

#4 Promote your campaign through all channels

While your fundraisers will take care of much of the campaign promotion for you, your organization can still give your campaign a boost by promoting your P2P efforts to your base.



The image shows two screenshots from a social media post. The left screenshot is a Facebook post from ARTx FM, dated September 14 at 12:07 PM. The text reads: "Show your DJs some LOVE . . . If you enjoy ABOVE GROUND SOUNDS with The Professor, today is the day to let him know!". Below the text is a graphic for "Give for Good Louisville" featuring a stylized fleur-de-lis logo and the text "COMMUNITY FOUNDATION OF LOUISVILLE". The right screenshot is a list of fundraisers titled "Fundraisers" from the same post, dated September 14 at 3:17 AM. The list includes 10 items with their respective amounts raised.

Fundraisers	
1 Don Dean - Freak and Swing and Rock and Roll	\$495.00
2 Charlie Lee: Derby City Hillbilly Highway	\$350.00
3 John Balliet hosting "All That Jazz"	\$250.00
4 Above Ground Sounds with The Professor	\$125.00
5 DJ Jet Pilot	\$120.00
6 The Exploded View	\$107.00
7 Cardwell's Cove: The Space-Age Luau	\$100.00
8 A Little Bit Country Club	\$100.00
9 Wash Away the Dust	\$100.00
10 Johnny Vee's Virtual Jukebox	\$100.00

Where to promote your P2P campaign:

- Social media
- Your organization's website
- E-mail newsletters
- Events
- Print handouts
- Direct mail



P2P Fundraising Best Practices

#5 Tell a compelling story

Sharing stories about how the cause has personally impacted their lives can make your nonprofit's work and mission more vivid and impactful to new donors.



[Rebecca Thiele fundraising for Until Justice Data Partners](#)

Questions to help P2P fundraisers create a compelling story:

- 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?



P2P Fundraising Best Practices

#6 Properly recognize participants

Your fundraisers have made a big commitment to supporting you, so they probably deserve a different kind of thanks than those who gave money to the campaign.



How to recognize participants:

- Social media shout-outs
- Thank you letters
- Personal phone calls
- Gifts (ex. Branded merch)
- Appreciation events
- Unique experiences



P2P Fundraising Best Practices

#7 Create stewardship plans for new donors

Your organization should create a well thought out plan for managing data collection and stewarding new donors before your campaign starts, or else it can be difficult to keep track of the valuable data coming in and how you're going to leverage it.

Questions to ask when creating a stewardship plan:

- How will we manage the new donor data that comes in?
- How can we leverage this data?
- How will we follow up with new donors?
- Which communication channels will we use for targeting new donors?
- What types of engagement opportunities can we offer new donors?





What best practice or strategy stuck out to you the most?

P2P Fundraising Software



7 Questions To Ask When Evaluating P2P Software Platforms

1. Will you, your Fundraisers, and your donors feel comfortable using it?
2. Is it customizable?
3. Do I need a coding degree to set it up?
4. What options do I have?
5. Is the data accessible?
6. Where do I communicate with supporters?
7. What support is available?



P2P Software Options

SOFTWARE	RECOMMENDED FOR	FAVORITE FEATURE	PRICING STARTS AT
Bloomerang	Donor management and CRM	Integrations	\$0/month; Based on the number of donors
Donorbox	Customizable P2P Fundraising tools and data management	Personalization tools	Free
CauseVox	Scalability	DIY Fundraising	Free
GoFundMe	Fast implementation	Create/Join A Team	Free
GivingFuel	Robust peer-to-peer and crowdfunding tools	Managing multiple campaign types	Free
Bonterra <i>Give for Good Louisville</i>	Giving Days, Peer-to-Peer Fundraising, Matching tools	Fundraiser Toolkit and tech support assistance	Sliding scale based on the annual gross revenue of your organization; Annual fee ranging from \$50 - \$300
Donately	Affordability	Fundraising suite integration	4% platform fee
Fundraise Up	Wide range of fundraising tools	Donor Portals	4% transaction fee
Fundly	Easy set up and visual appeal	Mobile app and tech support assistance	4.9% platform fee for individuals (0% for nonprofits) and a 2.9% + \$0.30 credit card processing fee.



Key Takeaways

- P2P Fundraising can help you raise more money than regular crowd funding campaigns and strengthens your relationships with your supporters
- P2P fundraisers increase your organization's reach and gain new donors
- Be strategic when selecting P2P fundraisers
- Provide your fundraisers with resources to make it easy and fun
- Select a P2P software that works best for your organization's needs
- Start small and grow it in the future!

What makes P2P
Fundraising so
powerful is
YOU!

