

Peer-To-Peer Fundraising Checklist

Use this quick checklist as you start planning your first peer fundraising campaign.

- ☐ Get your hands on powerful peer-to-peer fundraising tools. Learn the ins and outs and be ready to give your staff and board a tour of any software they'll need to use.
- ☐ Choose a project as the focus for your peer fundraising campaign. Using a project-focused ask will raise more money than a mission-focused ask.
- ☐ If you've never done a peer-to-peer campaign, begin with a small-ish goal so all fundraisers and donors feel successful in the end.
- ☐ Reach out to five to ten supporters who can fill the peer fundraiser role and raise money on your behalf.
- ☐ Create resources that your peer fundraisers can use to raise more money. Provide them with appeal and thank you templates and help them write a story explaining why they care about your organization.
- ☐ Actively engage your peer fundraisers during the campaign. Give them confidence and encouragement. Update them on campaign progress. Don't ask them and then leave them stranded to figure it out on their own.
- ☐ Celebrate the success of the campaign! Thank all your fundraisers, staff, and board.
- ☐ Engage your new donors. Donors acquired through peer-to-peer fundraising campaigns will need more education about your nonprofit. Consider sending a welcome kit via postal mail or a welcome series of emails, in addition to a thank you.
- ☐ Record your campaign results and learnings. What worked well and what didn't?
- ☐ Save messages sent to fundraisers and donors so you can revamp them for next time.
- ☐ Take screenshots of your most successful fundraisers' online giving pages.
- ☐ Survey your peer fundraisers to see what they liked (and didn't!) about the campaign.