Peer-to-Peer Fundraising

May 4-5, 2023

Meet the Team

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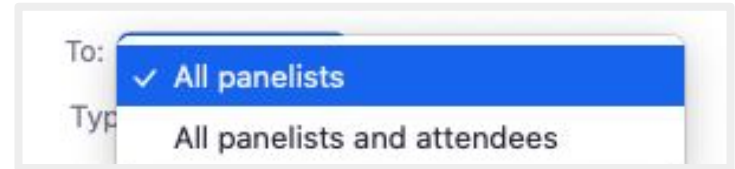
GiveGab

Project Manager

Zoom Etiquette

This is being recorded. The recording will be available on the /trainings page by **March 24.**

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

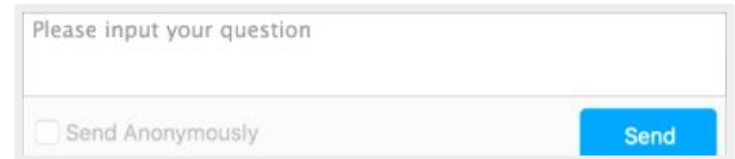Introduce yourself! Name, location, organization.

Chat Box

To:
✓ All panelists
Typ   All panelists and attendees

Q&A

Please input your question

☐ Send Anonymously   Send

Have You Used P2P Fundraising Before?

If so, what's been your biggest challenge?

Agenda

- Peer-to-Peer Fundraising basics

- P2P Fundraising strategies and best practices

- Empowering and engaging your fundraisers

- Using GiveGab's Fundraising Tool

- Resources available to your organization

What is P2P Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your Give Big Gallatin Valley profile. Their totals roll up into your totals!

Impact on Give Big in 2022

- 27% of organizations used P2P
- 300 P2Ps raised funds
- Accounted for 15% of online dollars raised

Points scored

■ With P2P   ■ Without P2P

$25,000.00

$20,000.00

$15,000.00

$10,000.00

$5,000.00

$0.00

Give Big Gallatin Valley 2022
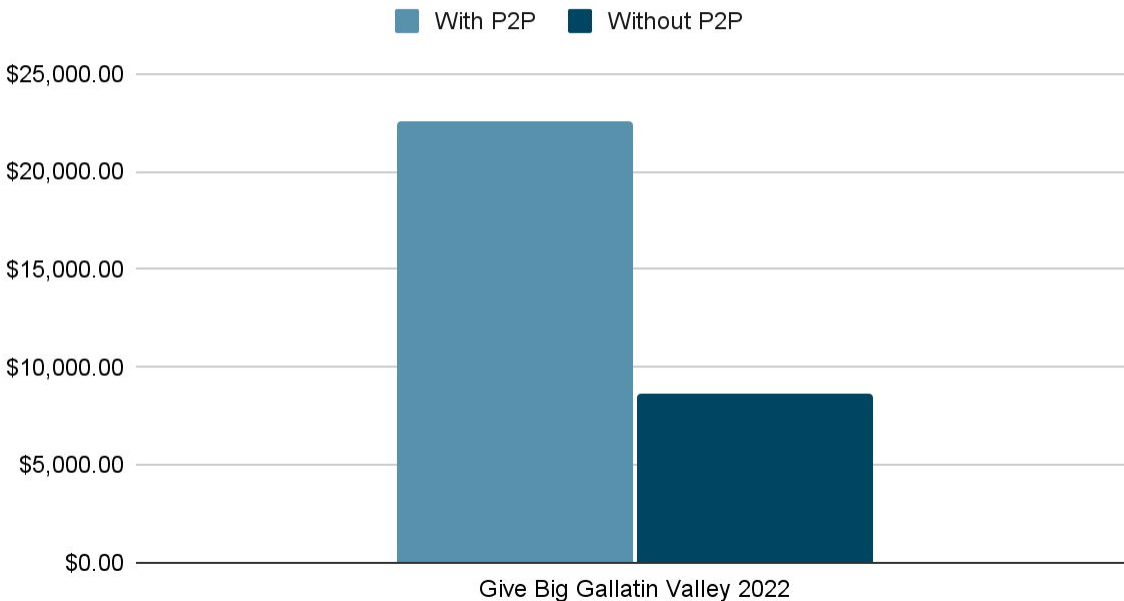
Average Raised by Nonprofits With and Without P2P Fundraisers

Raise **2.6x more** with P2P fundraising!

Why is it so effective?

- Multiplies your reach to potential donors
- Results in more authentic outreach and messaging
- Uses the power of social influence
- Increases your social media presence
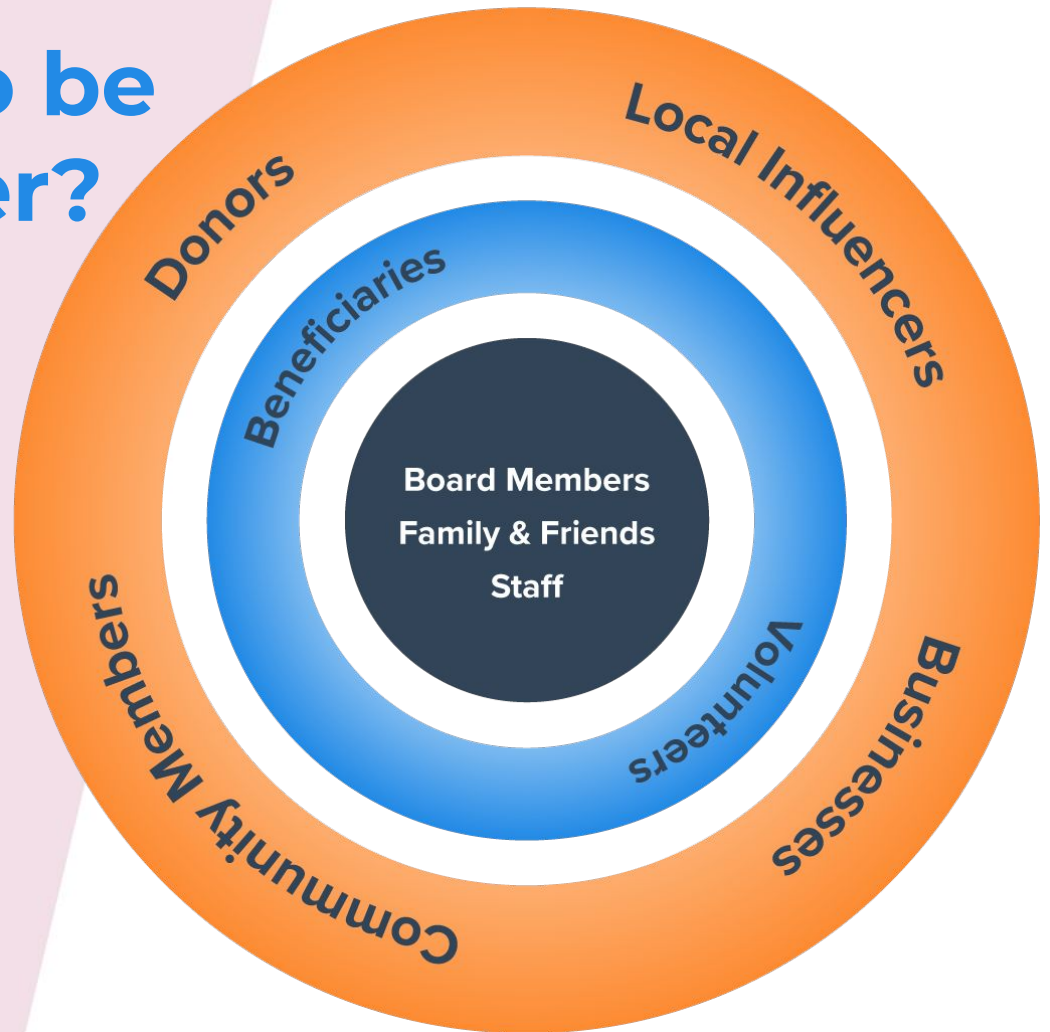- Establishes another avenue for engagement with your organization
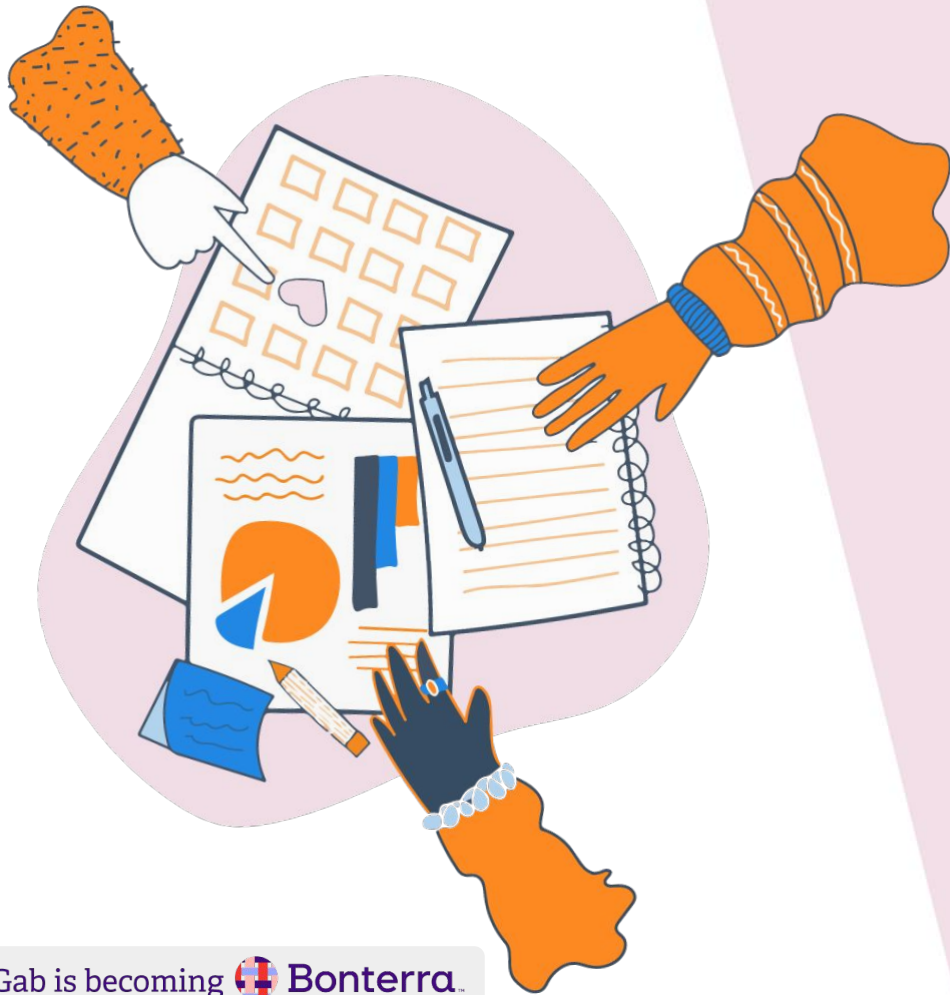
Strategize and Plan

4 Key Takeaways for P2P Success!

1 Be strategic in who you ask to be a P2P fundraiser

2 It's all about your P2P fundraiser's network

3 Do everything for them. Seriously.

4 Make it fun!!!

Who do I ask to be a P2P fundraiser?

- Don't ask everyone! Staff, interns, board, awesome volunteers, millennials, and tech savvy retirees

- No luddites. They can host a house party.

- Zip code doesn't matter

- Pro tip that no one agrees on...

Donors

Local Influencers

Beneficiaries

Board Members
Family & Friends
Staff

Volunteers

Community Members

Businesses

Success = People's networks

The #1 reason any person donates to an organization is because they are asked to give. Like "duh" to some degree... But also, this is immensely important!

- **No one cares about you. They care about the person who is asking them to give!**

- **Don't expect these new donors to stick around.**

- **The value is in the P2P fundraiser!**

- **2 Pro-Tips. WOW!**
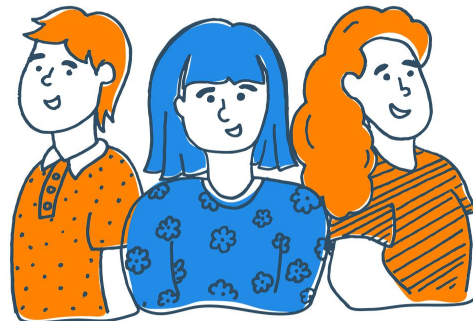
Do everything for them!

- **Literally everything.**

- **Set page up for them, ghost write, give them scripts, etc**

- **Asking for money is scary!**

- **Small ask amounts are key to success**

- **People ignore social media**

Make It Fun!

- **Hats are fun! Water bottles are fun! Having to write your own email asking for money when you need to go grocery shopping or just want to binge watch the new Ted Lasso season is not fun.**

- **Gratitude early and often!**

- **Final Pro-Tip… (We're almost done… sad!)**

4 Main takeaways again... cause repetition is good.

- **Start with your closest supporters - Your staff, friends, board, passionate alumni, and dedicated volunteers who are tech savvy are your best prospects for doing P2P fundraising.**
- **P2P is successful because of people's networks!**
- **Support! Support! Support! As much as possible, do it all for your P2P fundraising people.**
- **Make it FUN!**

Inviting Your Fundraisers

GiveGab is becoming **Bonterra**™

Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Select "Add Fundraisers"

Demo

Invite one or multiple fundraisers at once. You will need first name, last name, and email address.

Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Select "Add Fundraisers"

Takeaways & Resources

Timeline for P2P Recruitment

Plan
Review fundraising toolkits
Brainstorm internally
Set goals

Now

Early April

Prepare
Invite & onboard P2Ps
Communicate goals
Share resources

Coordinate
Provide templated materials
Host office hours for questions
P2Ps complete profiles

Late April

Day Of

Check In
Send encouraging messages
Update P2Ps on progress

Follow Up
Thank your P2Ps
Plan post-event touch points
Collect feedback, host debrief

After the Day

GiveGab is becoming Bonterra

Key Takeaways

- P2P Fundraising can help you raise **2.6x** more
- 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 Big Gallatin Valley. Start small this year and grow it in the future!
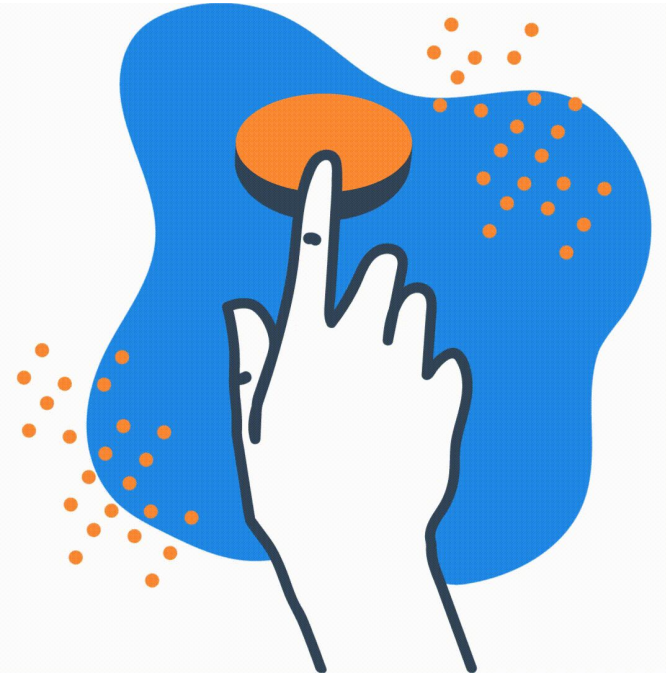
Tools for Success

Tools for Nonprofits

- [How to identify and add fundraisers](#)
- [Support articles & videos for engaging P2P fundraisers](#)
- [Email templates for recruiting fundraisers](#)
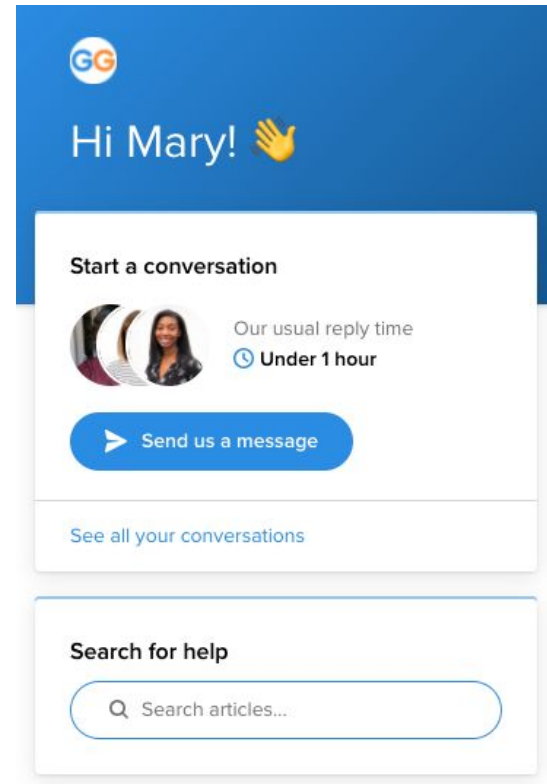
Tools for Success

Tools for Fundraisers

- [How to sign up](#)
- [Communication guides & templates](#)
- [Link to downloads page](#)

Giving Day Support & Resources

Visit our **Help Center**

Check out **Our Blog**

Send us an email at
CustomerSuccess@GiveGab.com

Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble.

Questions?

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