

Goal Setting and Revisiting Peer-to-Peer

Give DeKalb County 2025
Strategies Webinar



Submit Your Questions



Chat Box

To: All panelists
Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

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

Agenda



Goal Setting

- Questions to ask before Give DeKalb County
- Popular goals
- Setting your goals & examples

Peer-to-Peer Fundraising

- P2P basics
- Strategies and best practices
- Empowering and engaging your fundraisers
- Using the GiveGab fundraising tool

Questions to Ask Before Your Giving Day



- What were we able to achieve in previous years?
- Do we have a campaign or event around this time of year?
- What are our most crucial needs at this time?
- What will help to improve long term sustainability?

Popular Giving Day Goals

- Monetary Amount
- Donor Amount
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- P2P Engagement
- Volunteer Engagement
- Social Media Engagement
- Win Prizes or Matches

Examples



- \$5,000 raised during our Giving Day will provide a year's worth of healthy lunches for every low income student at Middletown Elementary School.
- Support from 100 donors on Giving Day will unlock an additional \$10,000 from our board of trustees.
- On our Giving Day, we can win an extra \$5,000 and feed every animal in the shelter for a week, by having the most donors from 12am - 11:59pm.

Setting Your Goals



- Narrow in on 1-3 specific goals. This creates a strategy that's easy for your organization to execute, and for your supporters to rally behind
- Determine which goals are internal vs. external
 - **Internal:** Become more familiar with online fundraising tools, strengthen relationships with board members
 - **External:** Raise \$5,000 for new supplies, secure at least \$1,000 in matching funds prior to the day
- Stretch goals are great to have in your back pocket should you reach an external goal before the giving day is over!

Who Should Know About Your Goals

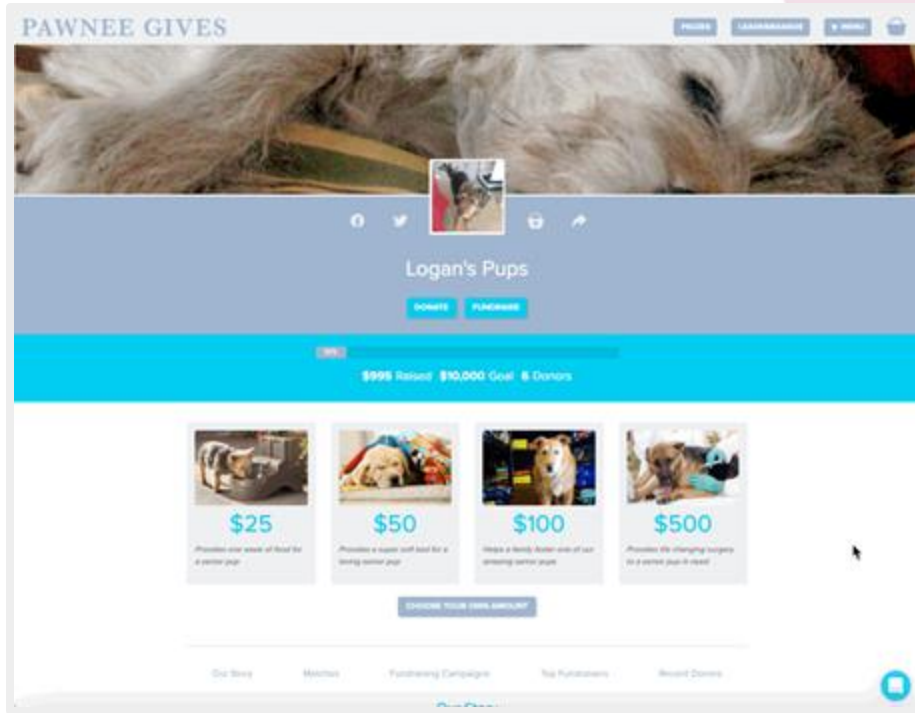
- Why do you want to clue them in?
 - **Internally:** Board Members, Staff, Steering Committees
 - **Externally:** Major/Recurring Donors, Matching Sponsors, Fundraisers, Donors and other supporters
- This distinction is important, as you may need to curate different “asks” for these individuals as a result of the goal(s) you set.



Sample Strategies



Monetary Goal Strategies



- Make it clear what the funds raised will help you achieve
- Secure matching funds and motivate donors to make a greater impact with their gift
- Recruit peer-to-peer fundraisers to help you expand your reach to more donors
- Collect stories from those who would be directly impacted

Donor Goal Strategies

- Create donation levels in lower amounts to encourage lower capacity donors
- Find significance in the number you chose for your goal and share it!
- Recruit peer-to-peer fundraisers to help you expand your reach
- Encourage social sharing amongst your supporters
- Motivate your supporters with an incentive for the donor that reaches your goal



\$5

One bag of bones for our senior pups!



\$10

One blanket to keep our pups cozy.



\$15

One case of yummy food to feed our pups!



\$20

One water fountain to keep our pups hydrated!



\$25

One shot to keep our pups disease free!

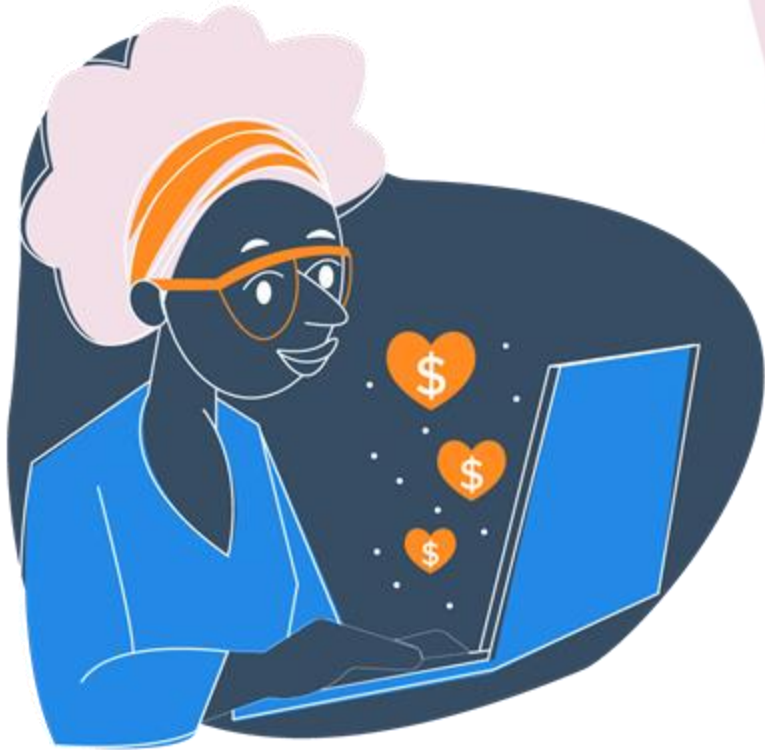
New Donor Goal

Strategies

- Recruit peer-to-peer fundraisers to help you expand your reach
- Highlight benefits of being a donor to your organization
- Share stories about your existing donors and why they give
- Use hashtags on social media to be heard in different conversations
- Ask each of your supporters to share your profile with friend



Key Takeaways



- Set clear goals prior to the Giving Day to help you develop a more focused strategy for success
- Keep your goals in mind when developing your Giving Day profile and communications plan
- Stay consistent with your goals from beginning to end so your donors can truly comprehend their impact



Peer-to-Peer Fundraising

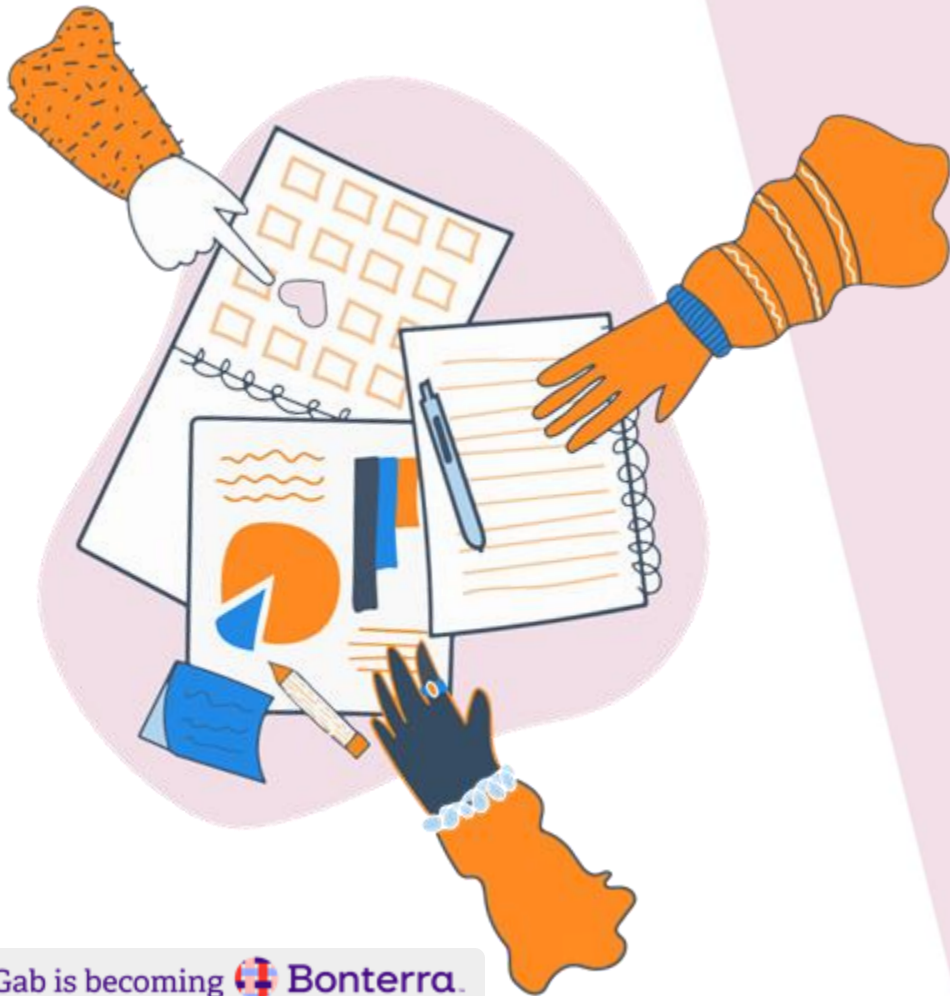
What is P2P Fundraising?

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

Why is P2P 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





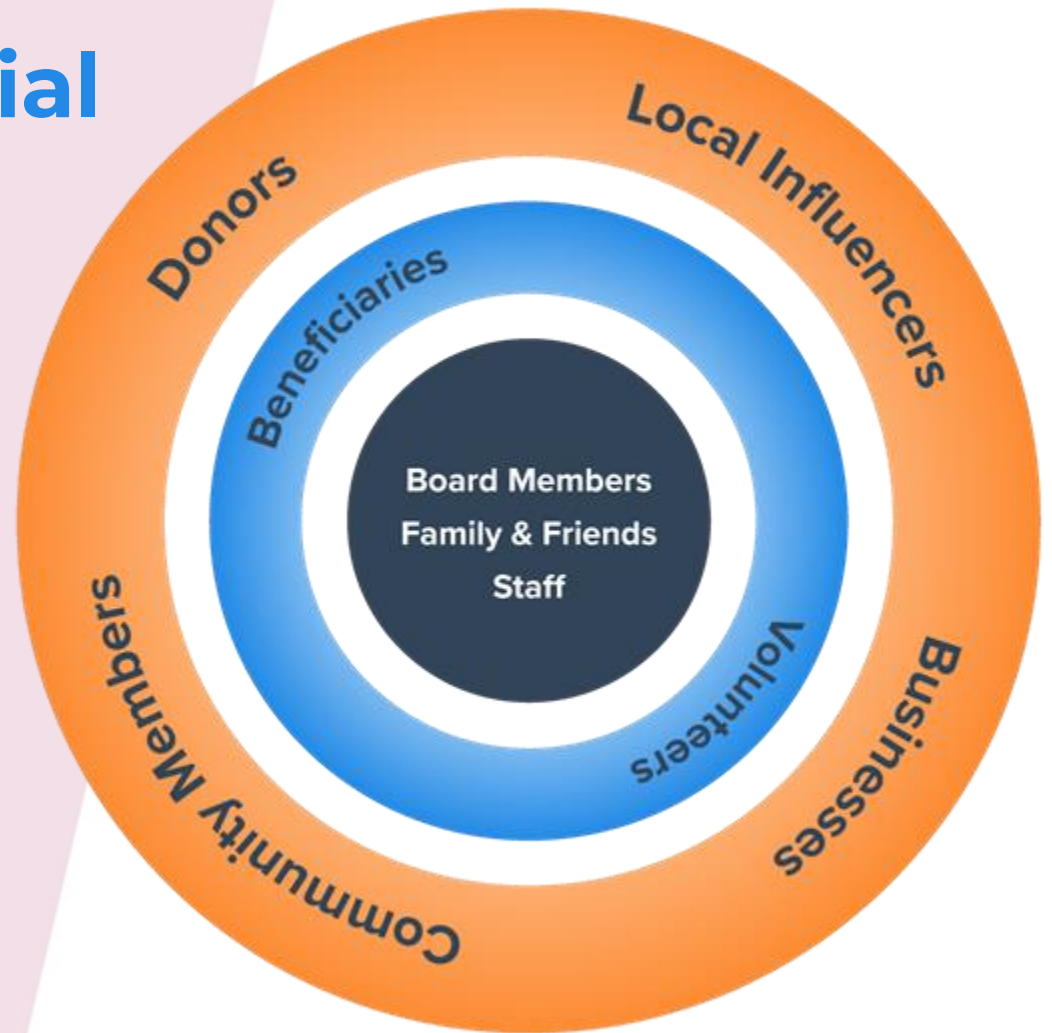
Strategize and Plan

4 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



Capture Fundraiser

Stories
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 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

- 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



Inviting Your Fundraisers

Demo

- Navigate to your Fundraisers Tab in your Giving Day Dashboard.
- Set a default story and goal for your P2Ps
- Make fundraising invite-only, or open to anyone
- Select "Add Fundraiser" or upload a CSV for multiple fundraisers

Add Fundraisers

Search Fundraisers **Download CSV** **Add Fundraisers** **Upload Fundraisers** **Message All**

Fundraiser **Fundraiser Display Name** **Donors** **Amount Raised** **Goal** **Email** **Phone** **Actions**

No fundraisers found.

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

\$.00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

Demo

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

Add Fundraisers

Fundraiser Display Name (optional)

First Name

Last Name

Email



Fundraiser Display Name (optional)

First Name

Last Name

Email



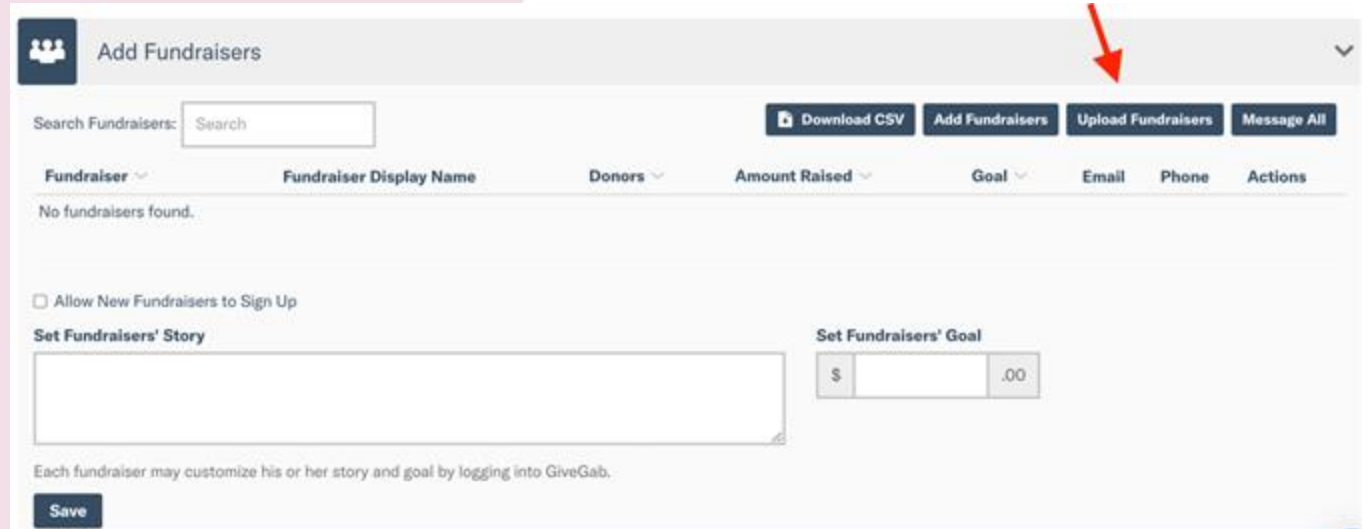
+ New Fundraiser

Cancel

Next: Compose Your Message




Demo




The screenshot shows the 'Add Fundraisers' page. At the top right, a red arrow points to the 'Upload Fundraisers' button. Below the header, there is a search bar and four buttons: 'Download CSV', 'Add Fundraisers', 'Upload Fundraisers', and 'Message All'. A table header is visible with columns: 'Fundraiser', 'Fundraiser Display Name', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table content shows 'No fundraisers found.' Below the table, there is a checkbox for 'Allow New Fundraisers to Sign Up'. Under 'Set Fundraisers' Story', there is a large text area. To the right, under 'Set Fundraisers' Goal', there is a currency selector '\$', a text input field, and a decimal selector '.00'. At the bottom, there is a 'Save' button and a note: 'Each fundraiser may customize his or her story and goal by logging into GiveGab.'

Upload a CSV to invite a group of fundraisers at once.


Fundraiser Dashboard




Tell Your Story




Make a Donation



Reach Out



Share Socially



Give Thanks



Progress

0%

\$0 Raised of \$500 Goal	58 Days Left
0 Donors	0 Emails Sent

Share your fundraiser!

<https://giving-days.herokuapp.com/p2p/3>

GIVE DeKalb County

PRIZES LEADERBOARDS MENU

Rayna White is a fundraiser for **Youth Engaged in Philanthropy (YEP)**

DONATE

80%

\$400 Raised \$500 Goal 9 Donors



YEP has had a big role in growing my knowledge of the importance of nonprofits. I have learned so much and want to continue to apply myself in the community. Any support of YEP makes a huge impact for youth in the community!

*Rayna



\$10

Recognizes the # of high schools represented in YEP this year.



\$35

Provides snacks and prizes for a YEP meeting.



\$55

Highlights the # of local organizations YEP granted to in last five years.



\$80

Reflects the # of high school students participating in YEP this year.

CHOOSE YOUR OWN AMOUNT

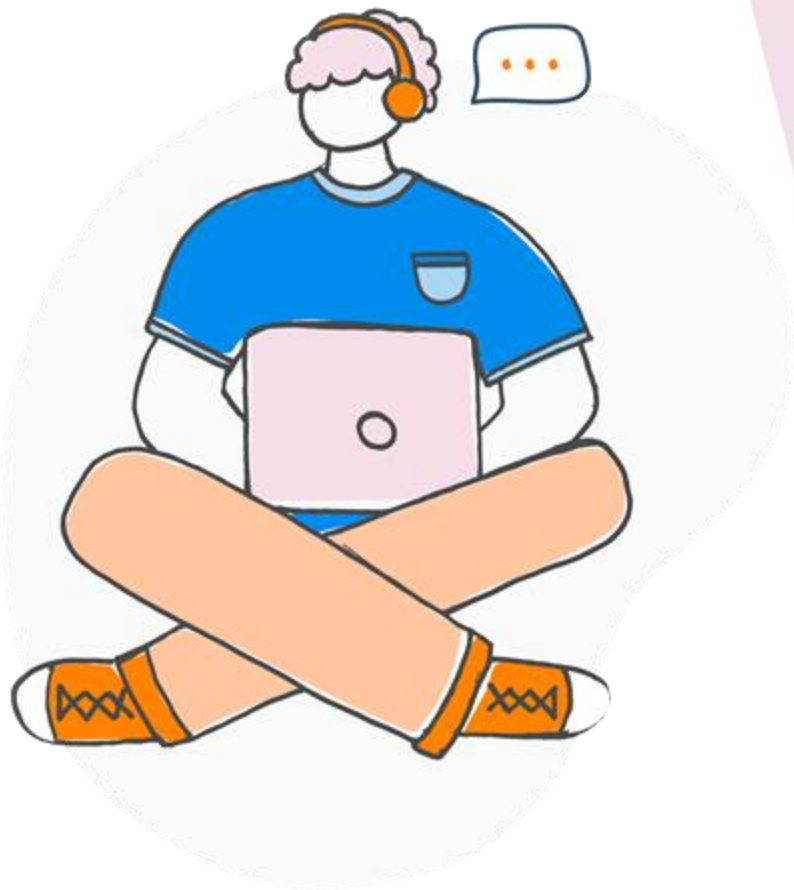
Our Story

Recent Donors

Our Story

Youth Engaged in Philanthropy (YEP) is a youth-led committee of the DeKalb County Community Foundation. High school students across DeKalb County participate in monthly meetings, leadership activities, and volunteer events to understand and engage in governance (giving of time, talent, treasure). The students explore youth issues, needs in the community, nonprofit organizations, and are introduced to grantmaking. The YEP committee learns to analyze grant applications, conduct site visits, and is in charge of distributing more than \$10,000 in grants. YEP events support projects and programs that benefit youth in DeKalb County. In 2024, YEP celebrates 15 years as a youth-led committee of the Community Foundation.





Takeaways & Resources

Timeline for P2P Recruitment



Key Takeaways



- P2P Fundraising can help you raise 3.6x 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 DeKalb County. Start small this year and grow it in the future!

Key Resources

- [Downloads](#)
- [Communication Guide](#)
 - [Sample Email Content](#)
 - [Social Media Content & Tips](#)
- [Board Kickoff Guide](#)
 - [Sample Board Responsibilities](#)
 - [Storytelling Template](#)
 - [Board Member Social Media Guide](#)
 - [Board Member Email Content](#)
- [Upcoming Office Hours Sessions](#)

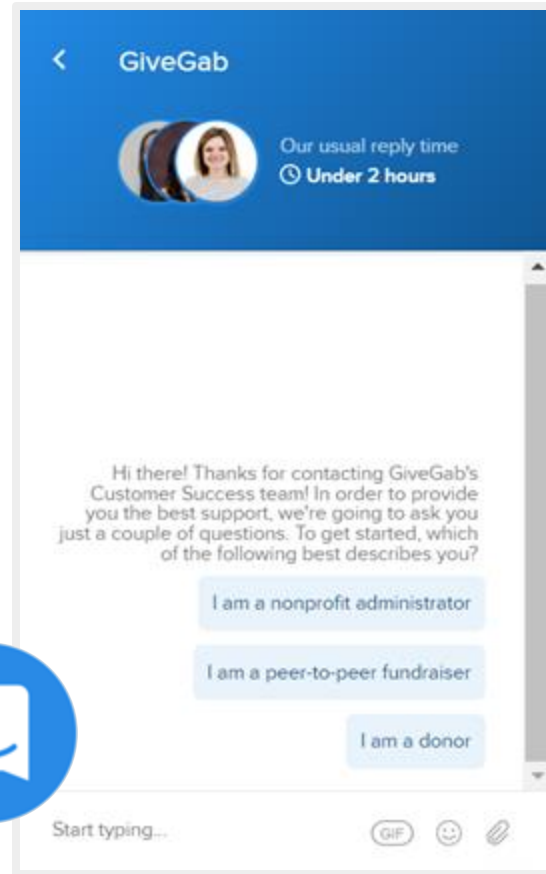


Giving Day Support & Resources

Visit our [Help Center](#)

Check out [Our Blog](#)

Chat with our Customer Success Team
Look for the little blue chat bubble



Reminders

- Visit the Trainings page
 - givedekalbcounty.org/info/trainings
 - Sign up for **Office Hours**
 - Register for upcoming webinars
- March 11 **Canva for Nonprofits** workshop at the Community Foundation
- Check your email for important reminders
- **April 1** = registration deadline

Overall Promo

- **Print media:** Shaw, New Values, etc.
- **Radio:** WDKB, WSPY, WLBK, The Coyote, WNIU/WNIJ
- **Social media:** Facebook (ads, boosted posts, targeted ads), Instagram, **Admin Group**
- **e-Blasts:** Chambers, Community Foundation
- **Bus signs:** VAC, City of DeKalb
- **Community signage:** First National Bank, Heartland Bank, etc.
- **Community news:** Kingston, Hinckley, Waterman, Shabbona, etc.
- **Yard signs and banners:** 300+ yard signs - more details to come
- **Lapsed donor mailing:** Sending postcard to 1,000 past donors

Bonus Pool



Showing Appreciation

- **Please help us thank Media Sponsors and Community Partners**
 - Engage with GDC social media (like, comment, **share**)
 - Thank them in your own communications

- They support all of us!

Mail-in Donations & Form

- Donors who prefer to give by check:
 - a. Should **legibly** complete a mail-in donation form indicating the organization(s) and donation amount(s).
 - b. Write a single check for the total amount payable to “DCCF.”
 - c. Mail a completed form and check to the DeKalb County Community Foundation, 475 DeKalb Avenue, Sycamore, IL 60178.
- Mail-in donations postmarked **April 17 – May 1 are accepted**
- **Form available SOON – scheduled for March 10 e-blast**

Questions?

