

Peer-to-Peer Fundraising

May 8, 2025 (12 a.m. -12 a.m.)

girlsinctogether.org

**girls
inc.**

Meet the Team



Rorey Freeman

Project Manager



Cameron Navarro

Onboarding
Consultant

Zoom Etiquette

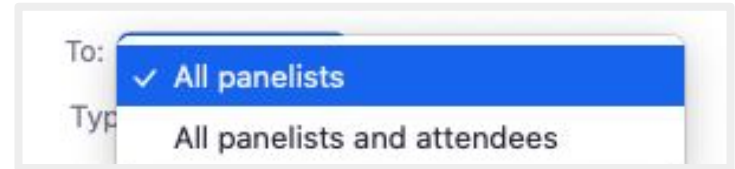
This is being recorded. The recording will be available on the /trainings page.

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

Introduce yourself! Name and affiliate.



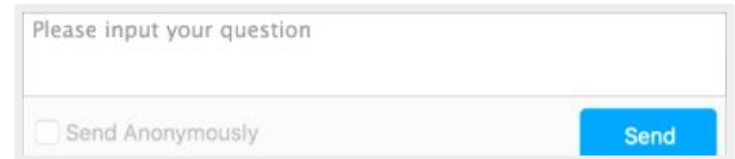
Chat Box



To: All panelists
Type: All panelists and attendees



Q&A



Please input your question

Send Anonymously

Agenda



- **Girls Inc. Together Overview**
- **Peer-to-Peer Fundraising basics**
- **P2P Fundraising strategies and best practices**
- **Empowering and engaging your fundraisers**
- **Using the Giving Days Fundraising Tool**
 - **Resources**

Girls Inc. Together 2025 Overview

<https://www.girlsinctogether.org/> | May 8 - 9 (12 a.m. - 12 a.m.)

- Every affiliate has their own campaign page to market and share with their supporters
- Your marketing efforts + efforts across the network = Exponential visibility
- Matches and Challenges to maximize donor giving
- Leaderboards for friendly competition
- Donations open on May 1 (12 a.m. ET) and close on May 16 (12 a.m. ET)

What is P2P Fundraising?

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

Impact

Peer-to-Peer (P2P) Fundraisers

115 TOTAL P2P FUNDRAISERS	63 P2P FUNDRAISERS WITH FUNDS	\$80,300.00 COMBINED P2P GOAL
\$47,338.24 RAISED	419 DONORS	430 DONATIONS
19 AFFILIATES WITH P2P		0 SUPPORT AREAS WITH P2P

Average Raised by affiliates With and Without P2P Fundraisers

On average, groups with P2P fundraising raise 33% more than those who did not!

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 affiliate



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

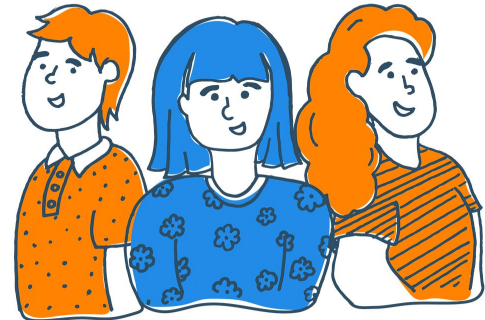
- Staff
- Volunteers
- Board Members
- Friends + Family!



Fundraiser Stories

Share a personal connection to your mission by asking these questions:

- What made you decide to get involved?
- What do you wish everyone knew about the organization?
- What is your favorite program or service and why?
- Why do you enjoy giving to our organization?
- How do you feel after [working at, volunteering at] our organization?



Make It Fun!

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





Bonterra P2P Features

GiveGab is becoming  Bonterra.

Sign up



▼ MENU



Search

Search for your Girls Inc. Affiliate

[View All](#)

Here are some participating affiliates!


of Sioux City

Girls Inc. of Sioux City

[VIEW](#)


of San Diego County

Girls Inc. of San Diego County

[VIEW](#)


of Wayne County


Girls Inc. of Wayne County

[VIEW](#)


of Chattanooga

Girls Inc. of Chattanooga

[VIEW](#)


of the Northern
Sacramento Valley

**Girls Inc. of the Northern
Sacramento Valley**

[VIEW](#)



Sign up

girls
inc.

▼ MENU



Girls Inc. of San Diego County

DONATE

FUNDRAISE



Sign up

girls
inc.

▼ MENU



girls
inc.

of San Diego County

Become a fundraiser for

Girls Inc. of San Diego County

First Name

Last Name

Campaign Name (optional)

If you'd like your fundraiser page name to be something other than your first and last name, enter that here.

Email

Password

New passwords must be 8 characters and include a letter, a number and a special character (e.g. !,?, or \$).

[Forgot your Password?](#)

CANCEL

SUBMIT

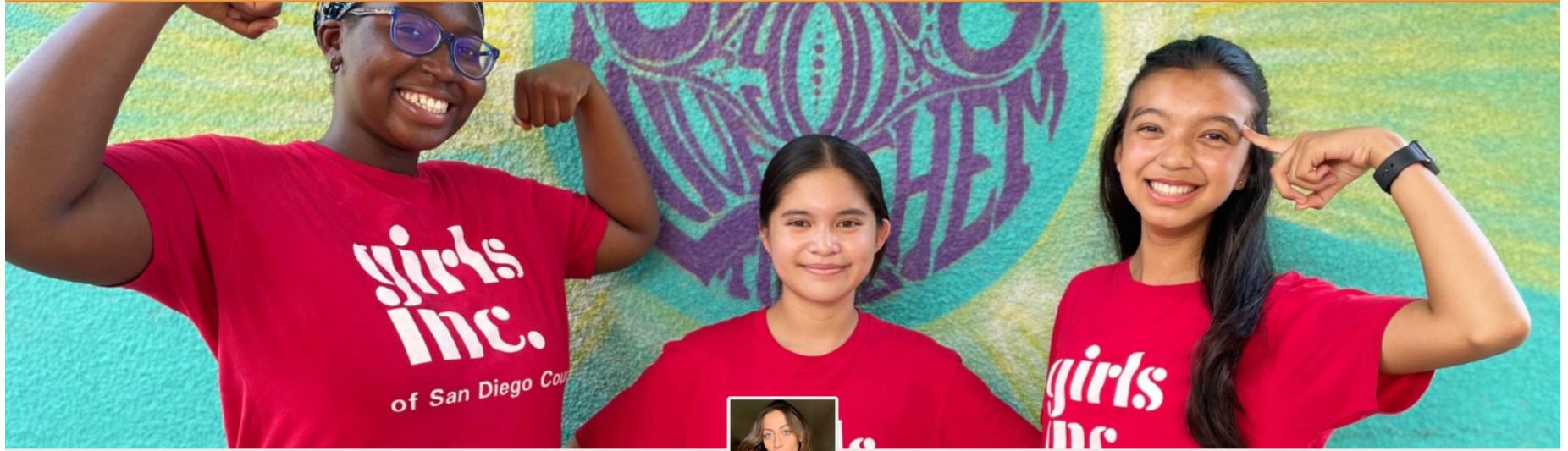


Thanks for signing up to be a fundraiser! You can manage your profile on [GiveGab](#). We've sent you an email with more details.

Be sure to share the link below with potential supporters.

MANAGE PROFILE

<https://www.girlsinctogether.org/p2p/400162/rorey-freeman>



Rorey Freeman is a fundraiser for
[Girls Inc. of San Diego County](#).

DONATE





Rorey Freeman's fundraising dashboard for Girls Inc. of San Diego County

Complete the steps below to be sure that your fundraiser is successful.



Tell Your Story



Make a Donation



Reach Out

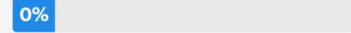


Share Socially



Give Thanks

Progress



\$0
Raised
of \$500 Goal

107
Days Left

0
Donors

0
Emails Sent

Share your fundraiser!

<https://www.girlsinctogether.org/p2p/40C>



Or... upload your fundraisers

- Add Your Organization's Info >
- Add Your Story >
- Add Donation Levels >
- Add a 'Thank You' Message >
- Add Fundraisers <

Search Fundraisers:

[Download CSV](#)[Add Fundraisers](#)[Upload Fundraisers](#)[Message All](#)

Fundraiser	Fundraiser Display Name	Donors	Amount Raised	Goal	Email	Phone	Actions
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No fundraisers found.

Allow New Fundraisers to Sign Up

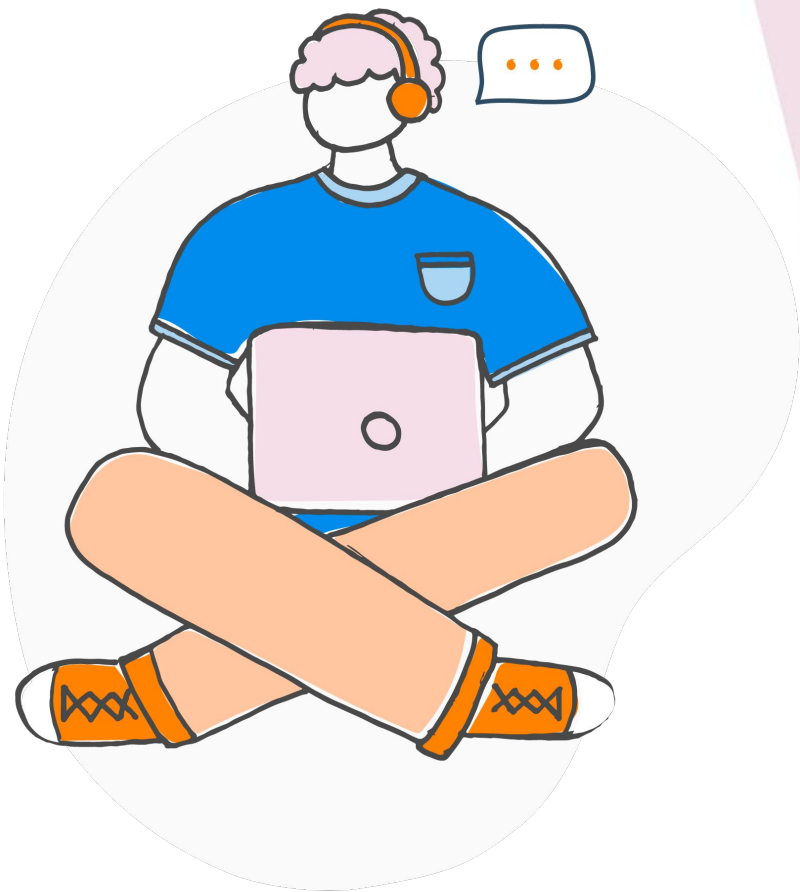
Set Fundraisers' Story

Set Fundraisers' Goal

\$	<input type="text"/>	<input type="text" value=".00"/>
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Each fundraiser may customize his or her story and goal by logging into GiveGab.

[Save](#)



Takeaways & Resources

Key Takeaways



- P2P Fundraising can help you raise more
- Fundraisers increase your affiliate's reach
- Be strategic when selecting fundraisers
- Provide your fundraisers with resources to make it easy and fun
- If this is your first time using P2P fundraising, consider starting small this year and grow it in the future!

Tools for Success

▼ MENU

HOME

FAQ

TRAININGS

LOG IN

[Peer-to-Peer Fundraising](#)

Learn all about this effective online fundraising strategy, and view some quick how-to videos to get started with GiveGab's P2P Fundraising tool.



WATCH VIDEO

DOWNLOAD SLIDES

Looking for more information on getting started with P2P Fundraising? Check out the trainings below!

[How to Add P2P Fundraisers](#)

[How to Edit and View a P2P Fundraiser's Profile](#)

[How to Remove An Existing P2P Fundraiser](#)

[How to Invite a Supporter to Sign Themselves Up as a P2P Fundraiser](#)

Giving Day Support & Resources

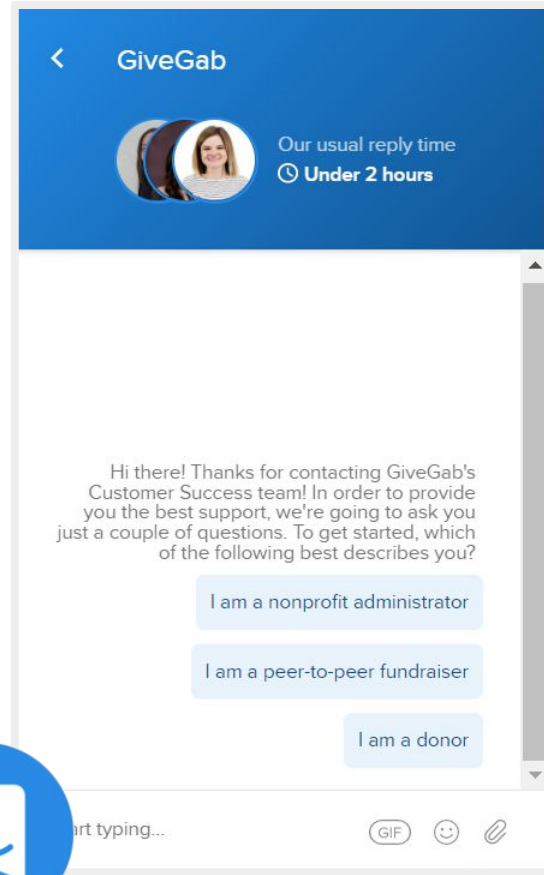
Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
CustomerSuccess@GiveGab.com

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

GiveGab is becoming  **Bonterra.**



Questions?



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