

# Peer-to-Peer Fundraising



# Zoom Etiquette

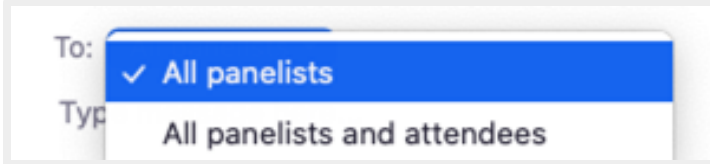
This is being recorded. The recording will be available on the /trainings page by **[DATE]**.

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

Introduce yourself! Name, location, organization.



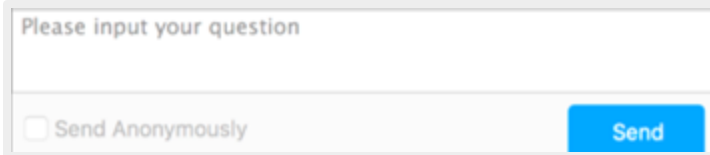
## Chat Box

A screenshot of the Zoom chat box recipient selection interface. It shows a dropdown menu with 'All panelists' selected and highlighted in blue. Below the dropdown, the text 'All panelists and attendees' is visible. The labels 'To:' and 'Type' are partially visible on the left side of the interface.

To: **✓ All panelists**  
Type: All panelists and attendees



## Q&A

A screenshot of the Zoom Q&A form. It features a text input field with the placeholder text 'Please input your question'. Below the input field, there is a checkbox labeled 'Send Anonymously' and a blue 'Send' button.

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 the Giving Days Fundraising Tool**
- **Resources available to your organization**

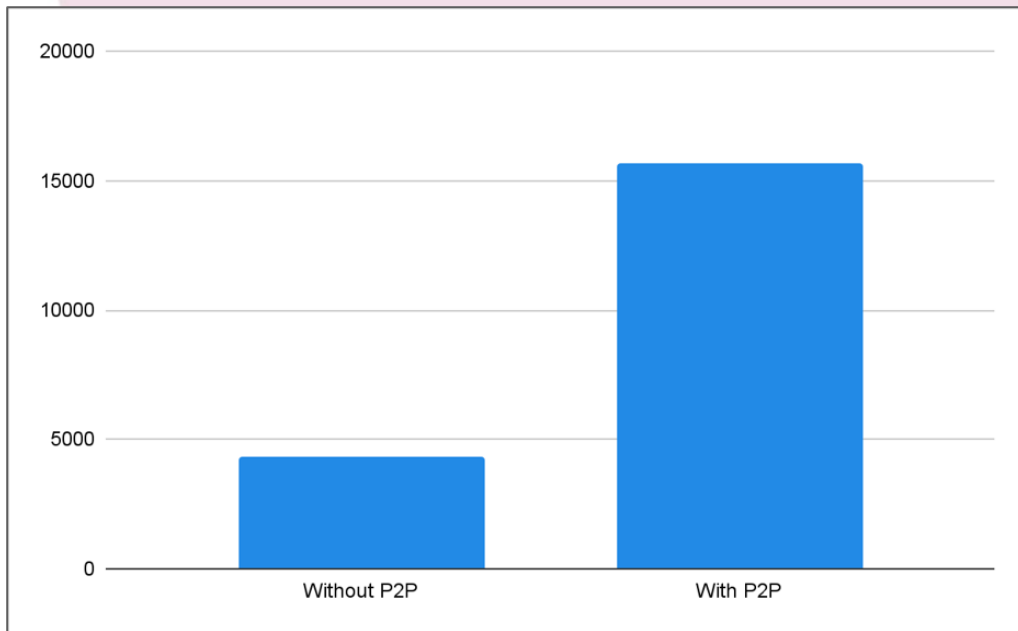
# What is P2P Fundraising?



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

# Impact on Hudson Gives Last Year

**42%** of organizations used P2P  
**272** P2P raised funds  
Accounted for **56%** of total raised



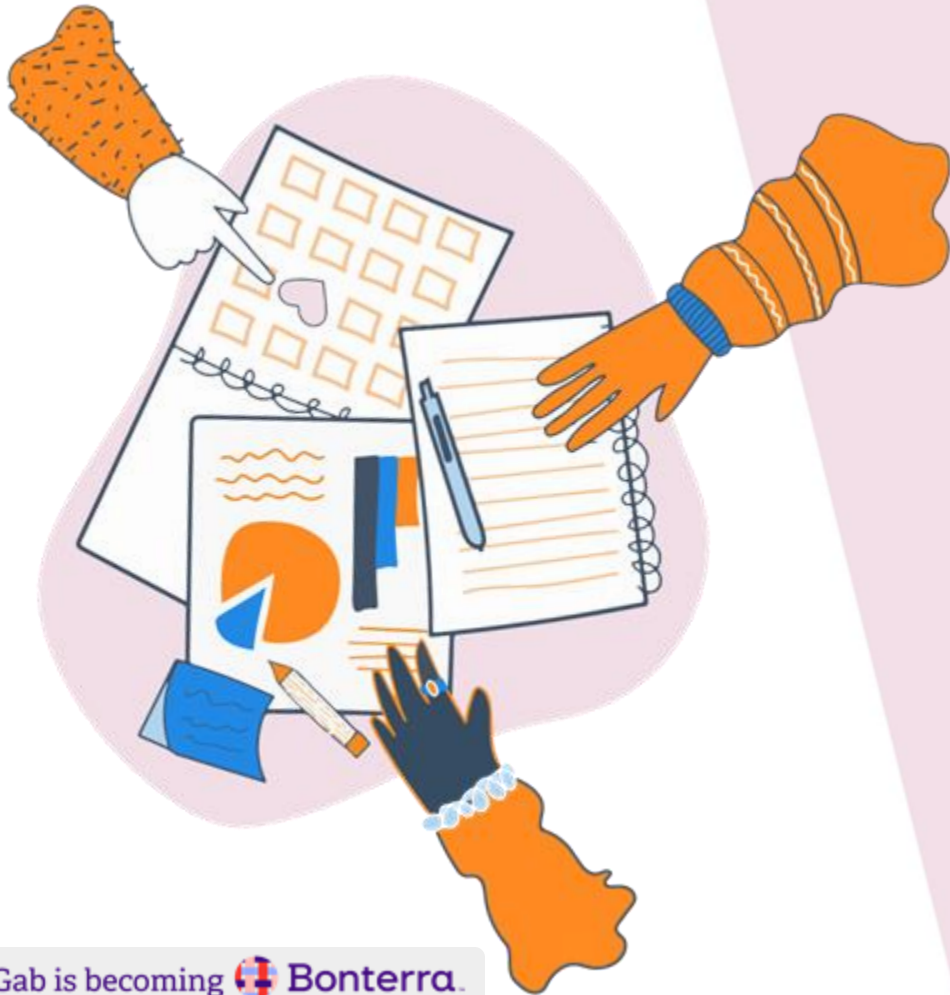
**Average Raised by Nonprofits With and Without P2P Fundraisers**

Raise **4x more** with P2P fundraising!

# 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

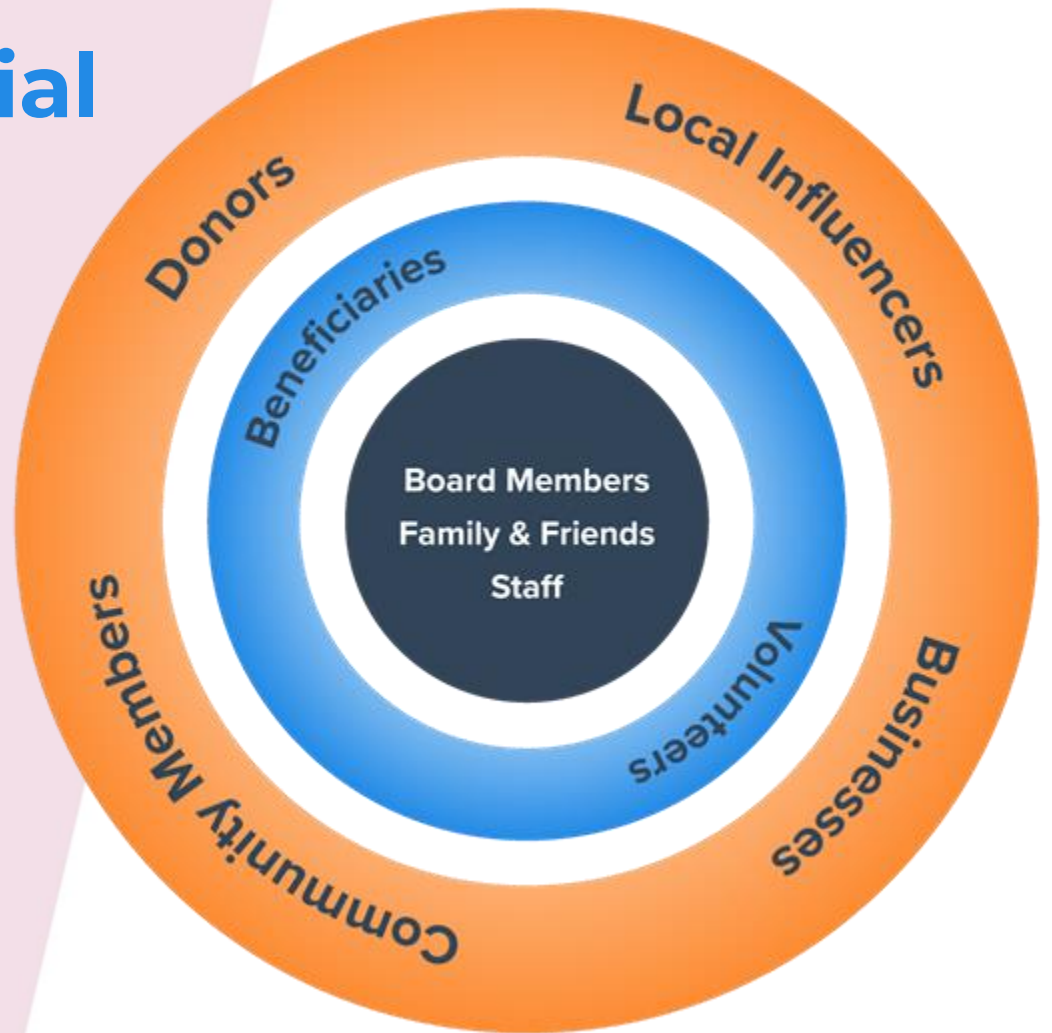


# 4 Steps to Fundraising Success

- 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 interested

✓ 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
No fundraisers found.							

Allow New Fundraisers to Sign Up

**Set Fundraisers' Story**

**Set Fundraisers' Goal**

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

Save

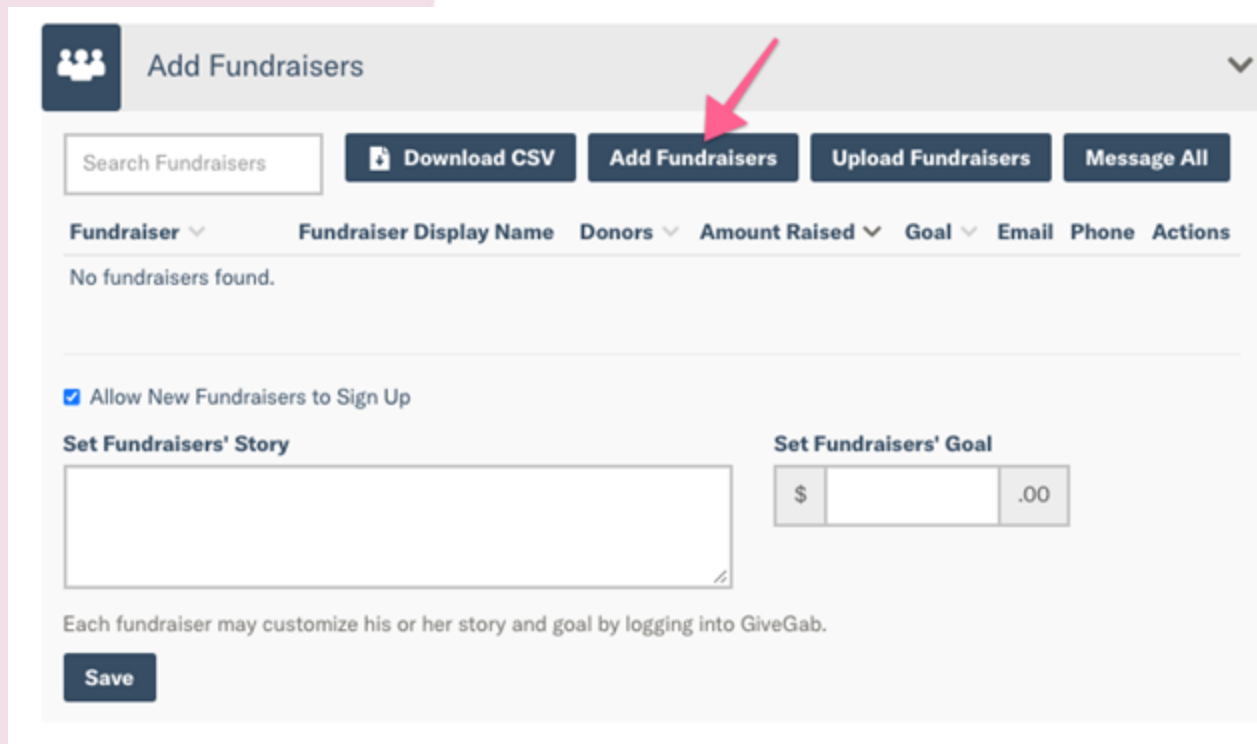


# Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Select “Add Fundraisers”

GiveGab is becoming  Bonterra.



The screenshot shows the 'Add Fundraisers' dashboard. At the top, there is a header with a group of people icon and the text 'Add Fundraisers'. Below the header, there is a search bar labeled 'Search Fundraisers' and four buttons: 'Download CSV', 'Add Fundraisers' (highlighted with a red arrow), 'Upload Fundraisers', and 'Message All'. Below the buttons, there is a table header 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 labeled 'Allow New Fundraisers to Sign Up' which is checked. There are two sections: 'Set Fundraisers' Story' with a text area, and 'Set Fundraisers' Goal' with a currency selector '\$', a text input, and a '.00' suffix. 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.'

# 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



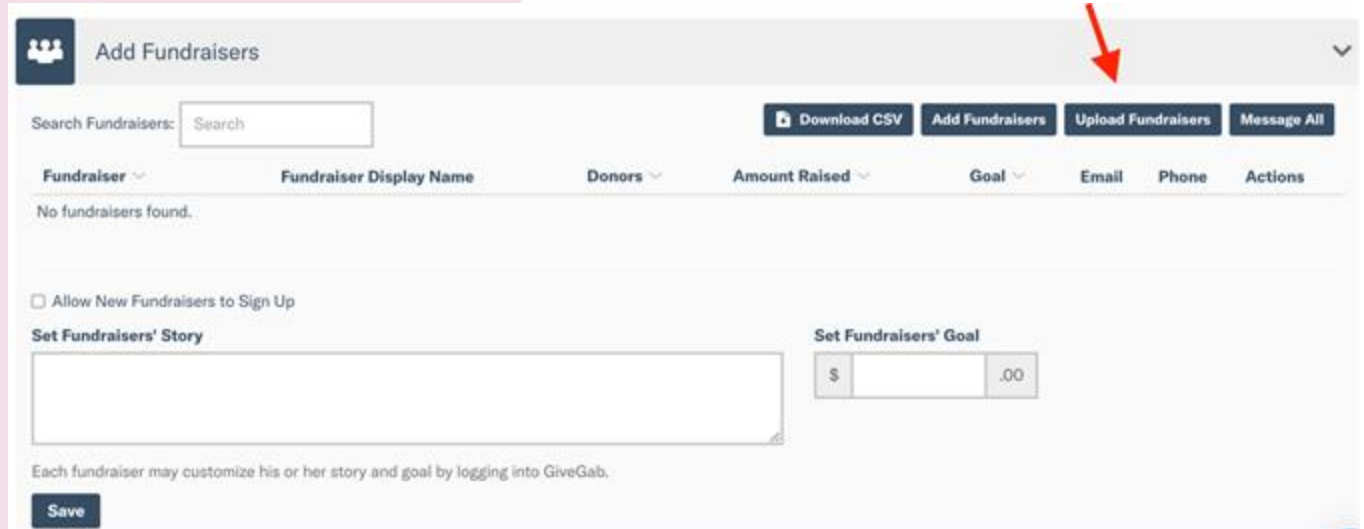
+ New Fundraiser

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, 'Set Fundraisers' Goal' has a currency selector '\$', a text input field, and a decimal selector '.00'. A 'Save' button is at the bottom left. A note at the bottom states: '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%

<b>\$0</b> Raised of \$500 Goal	<b>58</b> Days Left
<b>0</b> Donors	<b>0</b> Emails Sent

Share your fundraiser!

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

#HUDSGIVES

SEARCH... PRIZES LEADERBOARDS MENU

Christopher Sullivan is a fundraiser for  
**York Street Project**

**DONATE**

30%

**\$14,450** Raised **\$7,000** Goal **30** Donors

Dear Family and Friends,

Please join Peggy and me in supporting York Street Project, a very worthy cause that is near and dear to our hearts. I am proud to have been a Board member of York Street Project since 2016. York Street Project has been part of the community in downtown Jersey City for more than 34 years! Its mission is to shelter, feed, educate, and promote the healing and independence of persons in need. The families we serve have been severely affected by trauma, poverty and homelessness. These families seek to strengthen life skills and foster independence during their journeys to obtaining permanent housing. York Street Project is breaking the cycle of poverty every day. But we can't do this work alone. Your support with a donation will help these families in need. Please join me in supporting York Street Project and the women, children, and families we serve.

In 2023, you generously gave \$6000 to York Street Project in response to my ask. Peggy and I joined you with a gift \$5000 in gratitude for you generosity. I know 2024 will be even more successful and have set \$7000 as a fundraising goal. Peggy and I will match your gifts up to \$5000, and will increase our match to \$7000 if we reach our goal of \$7000 in gifts from our family friends.

I, my fellow Board members, the staff of York Street Project and, most significantly, those we serve are grateful for whatever you can give. Every gift, no matter what size, helps us serve families in need.

Thank you for your generosity and support!

Chris

<p>Your <b>\$25</b> donation provides an infant with formula in our Teen Mentorship Group Homes.</p> <p><b>\$25</b></p>	<p>Your <b>\$50</b> donation supplies formula for baby in our Childhood Development Center.</p> <p><b>\$50</b></p>	<p>Your <b>\$100</b> donation feeds a family for multiple days.</p> <p><b>\$100</b></p>	<p>Your <b>\$200</b> donation provides the agency services housing for a family for 2 nights.</p> <p><b>\$200</b></p>
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**CHOOSE YOUR OWN AMOUNT**

[Our Story](#)

[Recent Donors](#)

**Our Story**



**At York Street Project We Believe Homelessness is More Than A Housing Problem.**

GiveGab is becoming **Bonterra.**



# Takeaways & Resources

# Timeline for P2P Recruitment



# Key Takeaways



- P2P Fundraising can help you raise 4x 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 Hudson Gives. 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



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## Tools for Fundraisers

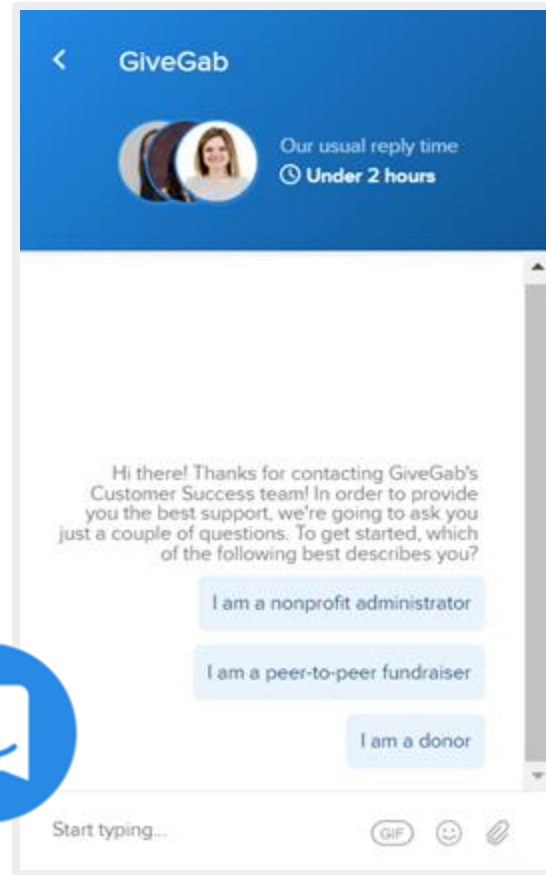
- How to sign up
- Resources & support articles
- Communication guides & templates
- Link to downloads page

# 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



# Questions?

