

Peer-to-Peer Fundraising with Give Local 757!



Welcome Friends

Before we start:

Use “chat to everyone” to introduce yourself, name and organization

and one thing you are most excited for Give Local 757 this year.

Chat Box

Type

All panelists and attendees



Zoom Tips

This is being recorded. The recording will be available on the /trainings page by **Friday, February 7, 2025.**

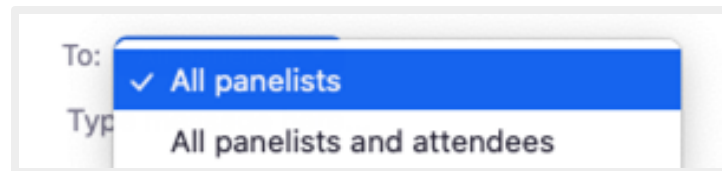
If you have any **comments** throughout our training, please write in using the **chat** feature.

If you have any **questions**, please use the **Q&A** feature.

Introduce yourself! Name, location, organization.



Chat Box

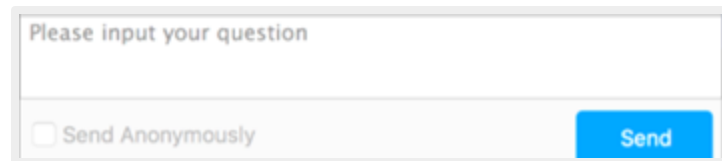


To: **✓ All panelists**

Type: All panelists and attendees



Q&A



Please input your question

☐ Send Anonymously **Send**

Bonterra Introduction

**Presenter and Onboarding
Consultant for Bonterra**

Amanda Binns



Greetings



GIVE LOCAL 757!™

Tammy Flynn
Director, Give Local 757



MEET NEW PCF CEO & PRESENTING PARTNER!



Adelia Thompson
CEO, Peninsula Community Foundation



Rob Shuford,
CEO, Old Point National Bank

PRIZE POOL



PRIZE POOL



Welcome to Old Point!

Show the OPNB LOVE Grand Prize

\$1,000



PRIZE POOL

ZOOM
Lunch Chat
Thursday,
February 20th,
NOON



Publicity

Time to share your story!



GIVE LOCAL 757!™



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 Local 757! profile. Their totals roll up into your totals!

Impact in 2024

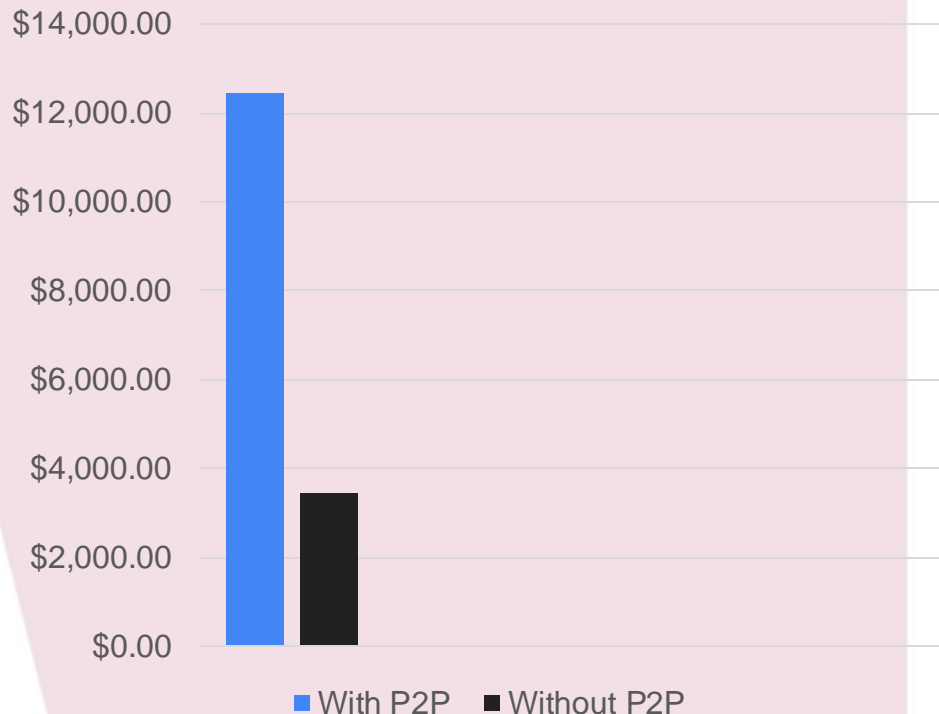
- **29% of organizations used P2P**
- **1,026 P2P raised funds**
- **4,620 donors gave via P2P**
- **\$855,343 raised by P2P**

Fundraisers

- **14.75% increase from 2023**
- **Accounted for 47% of total raised**
 - **7% increase from 2023**

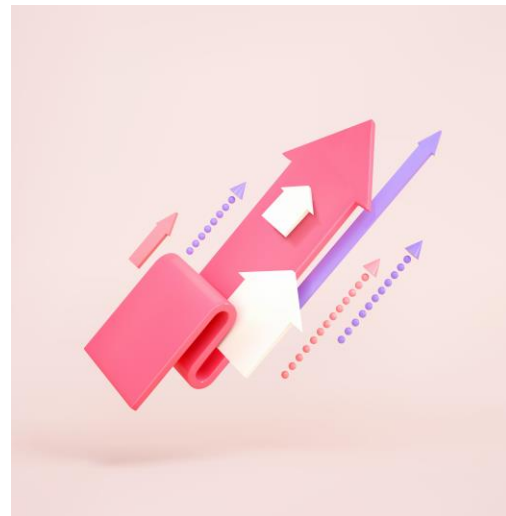
3.6X more with P2P fundraising!

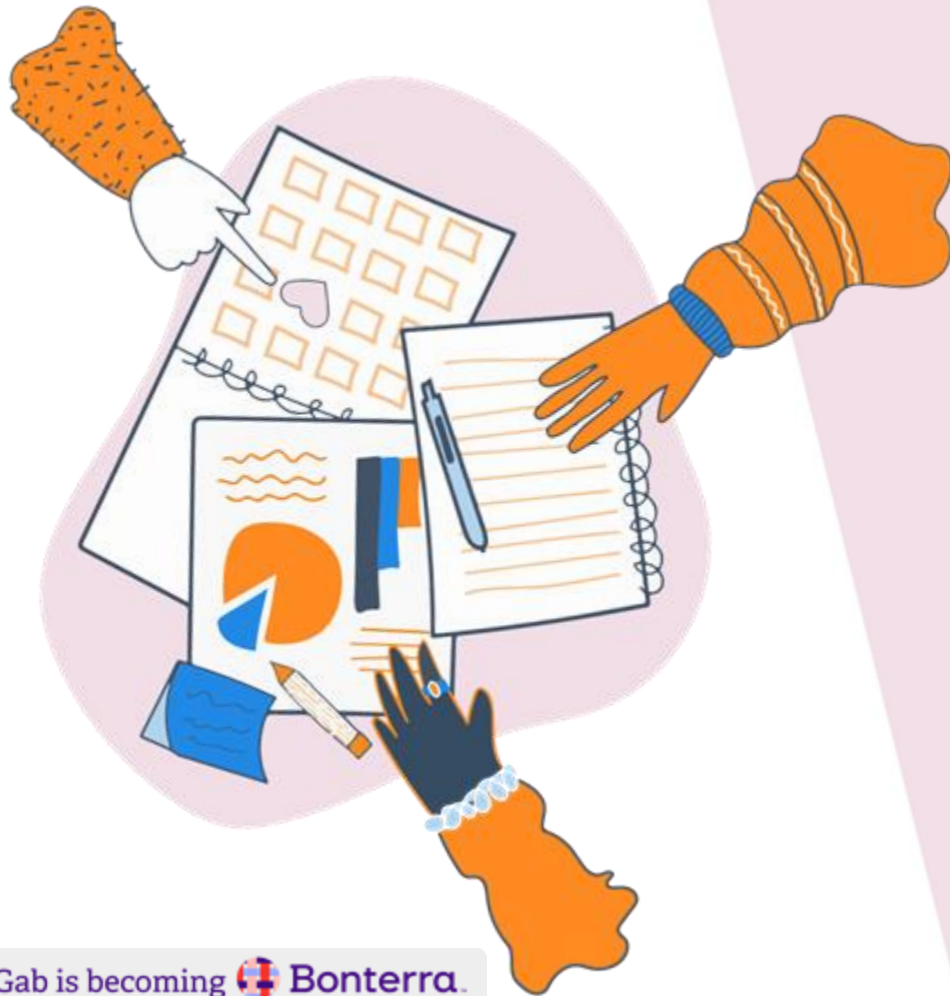
Average Raised by Nonprofits with and without P2P



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





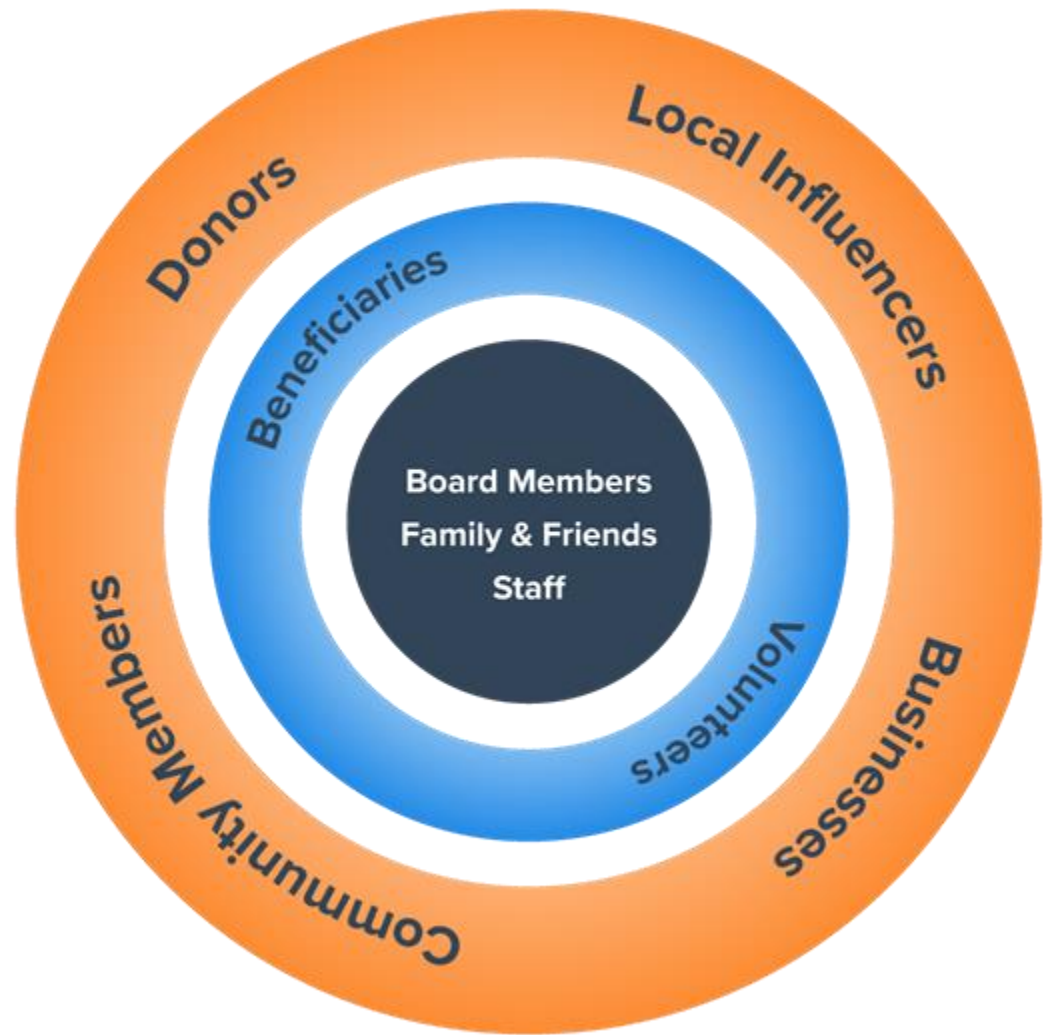
Strategize and Plan

4 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



Leverage Your Network



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 Fundraisers

Search Fundraisers:

Fundraiser ▾	Fundraiser Display Name
No fundraisers found.	

☒ Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Funds to kick off our Seniors in the Community Drive!

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

Demo

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

Add Fundraisers

Fundraiser Display Name (optional)

First Name

Last Name

Email

+ New Fundraiser

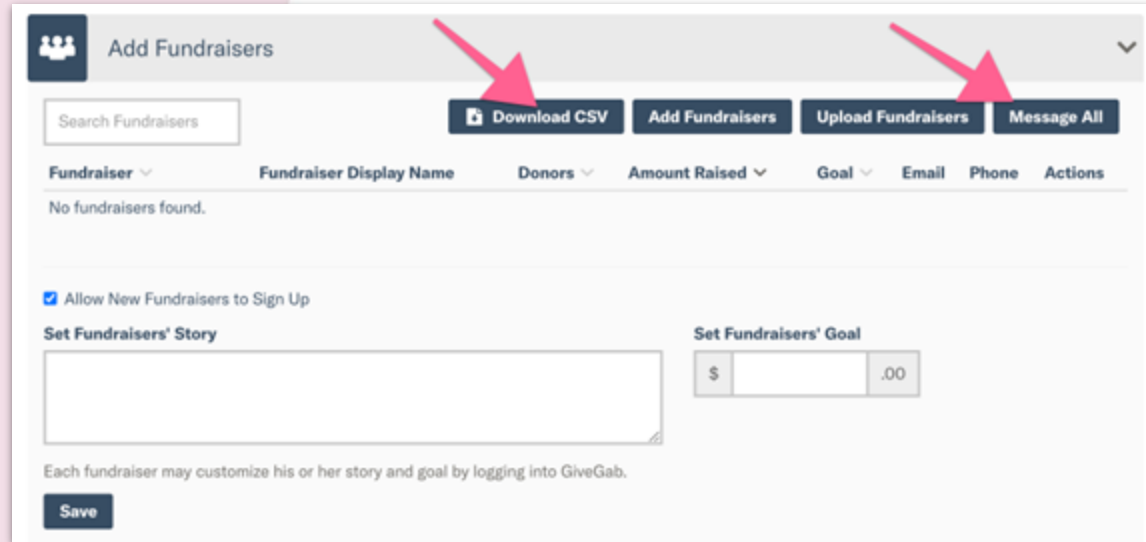
Cancel

Next: Compose Your Message

Demo

Use our system to send quick, plaintext emails to your P2P's

Download a CSV to contact them separately



The screenshot shows the 'Add Fundraisers' page. At the top, there is a header bar with a group icon and the title 'Add Fundraisers'. Below this is a search bar labeled 'Search Fundraisers'. To the right of the search bar are four buttons: 'Download CSV' (with a download icon), 'Add Fundraisers', 'Upload Fundraisers', and 'Message All'. Two red arrows point to the 'Download CSV' and 'Upload Fundraisers' buttons respectively. Below the buttons is a table header with columns: 'Fundraiser', 'Fundraiser Display Name', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table body shows 'No fundraisers found.' Below the table is a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. Underneath is a section titled 'Set Fundraisers' Story' with a large text area. To the right of this is a section titled 'Set Fundraisers' Goal' with a currency selector '\$', a text input field, and a decimal selector '.00'. At the bottom of the form is a 'Save' button. A note at the bottom states: 'Each fundraiser may customize his or her story and goal by logging into GiveGab.'

Demo

Add Fundraisers							
Search Fundraisers: <input type="text" value="Search"/>		Download CSV		Add Fundraisers	Upload Fundraisers	Message All	
Fundraiser	Fundraiser Display Name	Donors	Amount Raised	Goal	Email	Phone	Actions
Cynthia Downs-Taylor		44	\$3,705.00	\$2,800.00			✉ ✎ ✕
Dorothy McKelvin		33	\$2,130.00	\$2,100.00			✉ ✎ ✕
Joyce Cofield		35	\$1,594.08	\$1,300.00			✉ ✎ ✕
Luxtracia Gregory		29	\$1,139.08	\$1,000.00			✉ ✎ ✕
Magaline Macklin	Maggie Macklin	18	\$1,125.00	\$1,000.00			✉ ✎ ✕
Evelyn Ligon-Moton		33	\$1,090.00	\$500.00			✉ ✎ ✕
Regina Forrest		19	\$1,078.00	\$300.00			✉ ✎ ✕

How can you view progress and manage their profiles?



Takeaways & Resources

Timeline for P2P Recruitment



Key Takeaways



- P2P Fundraising can help you multiply your total raised by **almost 4 times!**
- Fundraisers increase your organization's reach and visibility
- Be strategic when selecting fundraisers
- Provide your fundraisers with resources to make it easy and fun
- 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



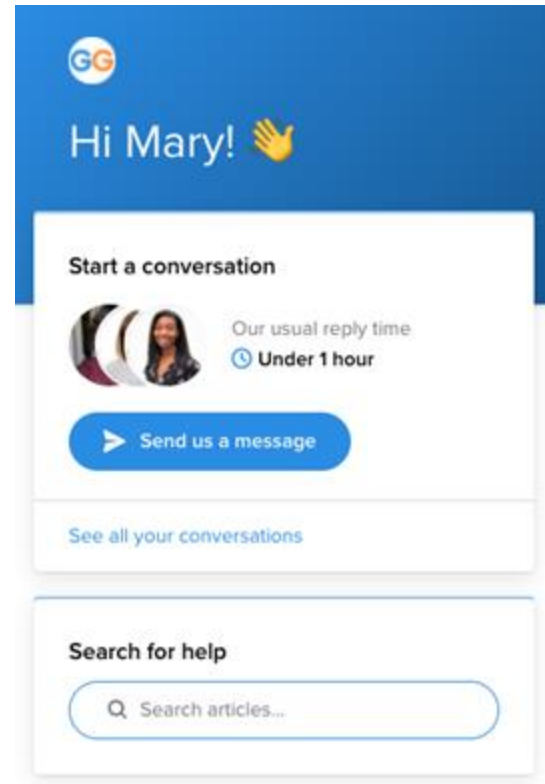
Tools for Fundraisers


- How to sign up
- Resources & Support articles
- Communication Guides & Templates
- Link to downloads page

Giving Day Support & Resources

Visit our [Help Center](#)

Send us an email at
support@bonterratech.com



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

Registration

187 & Counting 🎉



\$8K

\$757

GiveGab is becoming  Bonterra.



.....
**It's GO
TIME**
.....

GIVE LOCAL 757!™

TIME TO REGISTER
www.givelocal757.org

Link in chat

Questions?

GIVE

LOCAL

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