

# Peer-to-Peer Fundraising & Matching Gifts



# Zoom Tips

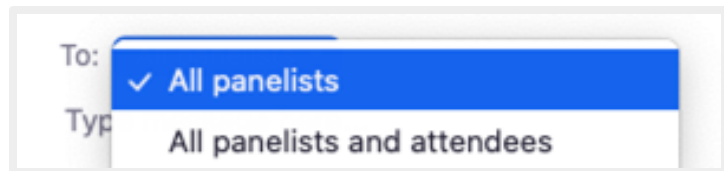
This is being recorded. The recording will be available on the /trainings page by **June 7.**

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

Introduce yourself! Name, location, organization.



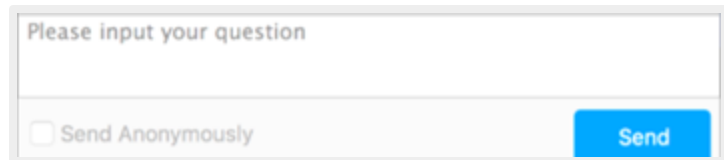
## Chat Box



The screenshot shows the Zoom chat box interface. The 'To:' dropdown menu is open, displaying two options: 'All panelists' (selected with a checkmark) and 'All panelists and attendees'. The 'Type' field is visible below the dropdown.



## Q&A



The screenshot shows the Zoom Q&A interface. 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.

# Big Give Dates

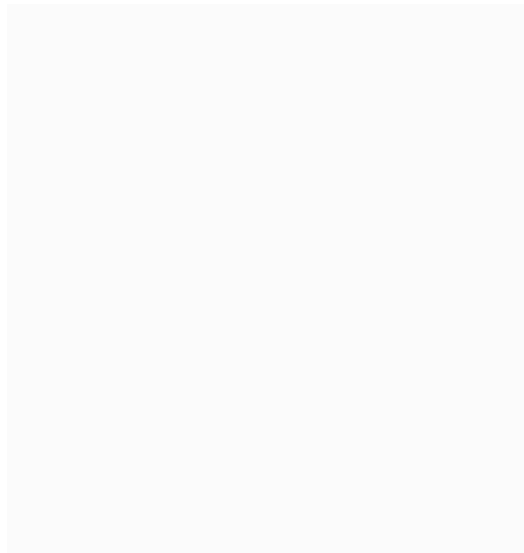
- **August 7:** Big Give Training Camp
- **August 29:** Final Day of Registration & *Profile Completion*
- **September 10:** Early Donations Accepted
  - *Great time for your P2P Fundraisers to gain momentum!*
- **September 17, 6 PM - September 18, 6 PM:** *The Big Give!*
- **September 22, 9AM:** *Donations portal closes*



# Have You Used P2P Fundraising Before?

If so, what's been your experience been?

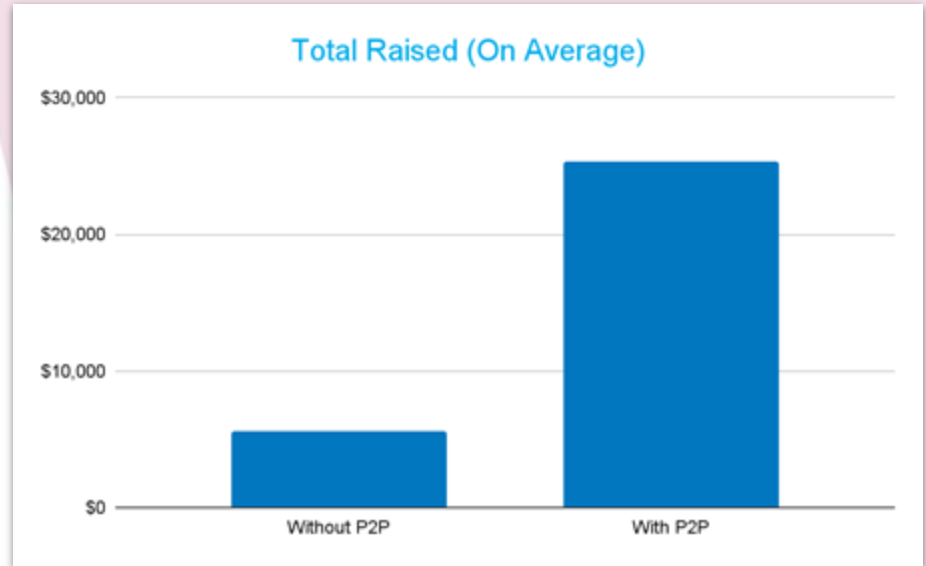
# What is Peer-to-Peer Fundraising?



**P2P Fundraising** allows your most passionate supporters to create and host their own fundraising page embedded in your Big Give profile. Their totals roll up into your totals!

# Impact in 2024

- 36% of organizations used P2P
- 1,373 P2P raised funds
- **Raised \$1,006,874.15 last year**



**On average, orgs raise 4.5x's more** when using P2P!

# Why is it so effective?

- Multiplies your reach to potential donors
- Uses the power of social influence
- Increases your social media presence
- Establishes another avenue for engagement with your organization
- Encourages friendly competition
- Results in more authentic outreach and messaging... let's see some examples!

# Spotlight: Merced Housing

## Fundraisers

- |   |   |            |
|---|---|------------|
| 1 | Dream Team Giant Givers                                     | \$9,170.00 |
| 2 | Merced's Board of Directors                                 | \$7,700.00 |
| 3 | Part Way Perfect  | \$2,702.00 |
| 4 | Communications, Fund Development, and Community Impact Team | \$1,295.00 |
| 5 | The A-Team  | \$1,267.22 |
| 6 | The Fun-tastic Four   | \$1,055.00 |



On behalf of the Communications, Fund Development, and Community Impact Team - Sue, Larissa, Isiah, and Sonia, thank you for donating to Merced's Resident Services Program.



On behalf of the A-Team - Adrienne, Annette, Joy, Norma, and Jesse, thank you for donating to Merced's Resident Services Program.




# Spotlight: CRRC of Canyon Lake

527%

\$13,186 Raised

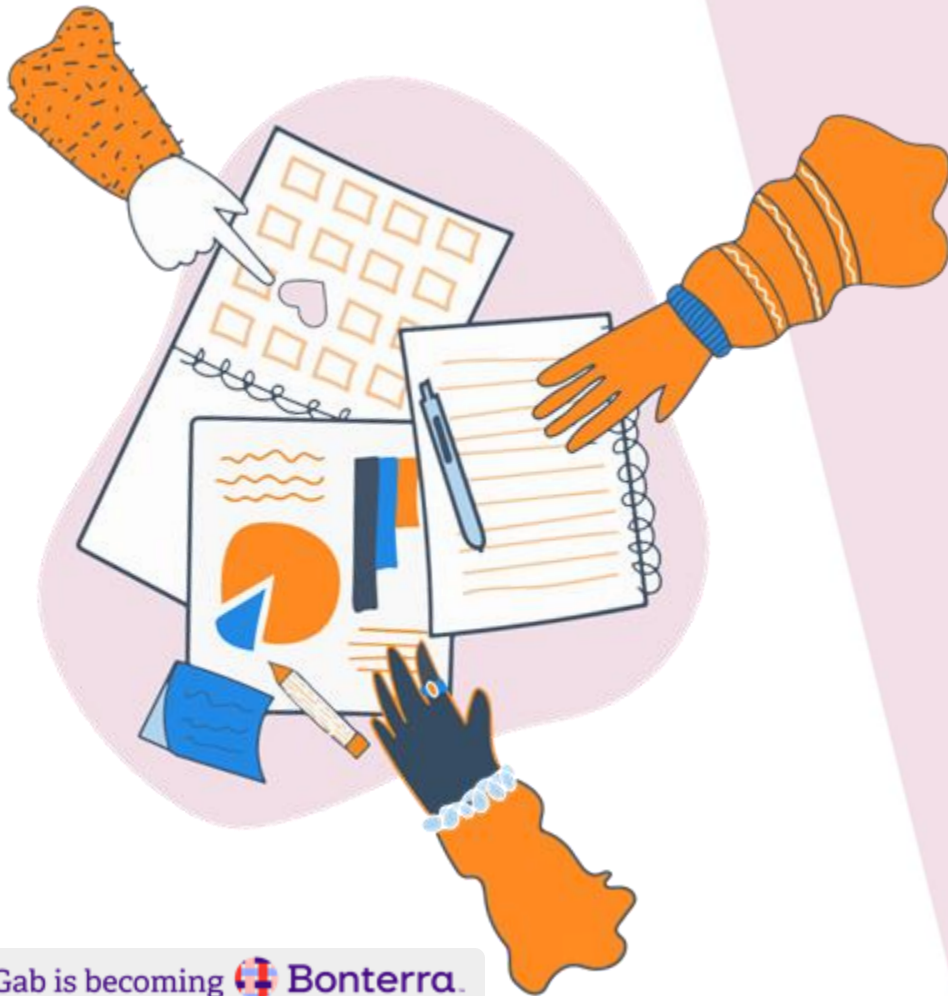
\$2,500 Goal

15 Donors



CRRC is the lifeblood of Canyon Lake and your support can make the lives of our neighbors fulfilling!

Fundraisers	
1	Tiffany Quiring \$13,186.00
2	Grant Farris \$10,000.00
3	CRRC Resource Center \$6,861.00
4	CRRC Thrift Store \$3,710.00
5	Sean Bailey \$2,636.00
6	Arthur Sesgo \$2,575.00
7	CRRC Recreation Center \$1,900.00
8	Alan Tucei \$1,620.00
9	Shane Rapp \$1,100.00
10	Diane Schaule \$1,000.00
<a href="#">SEE MORE FUNDRAISERS</a>	



# Strategize and Plan

# How will you approach fundraising?



## 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

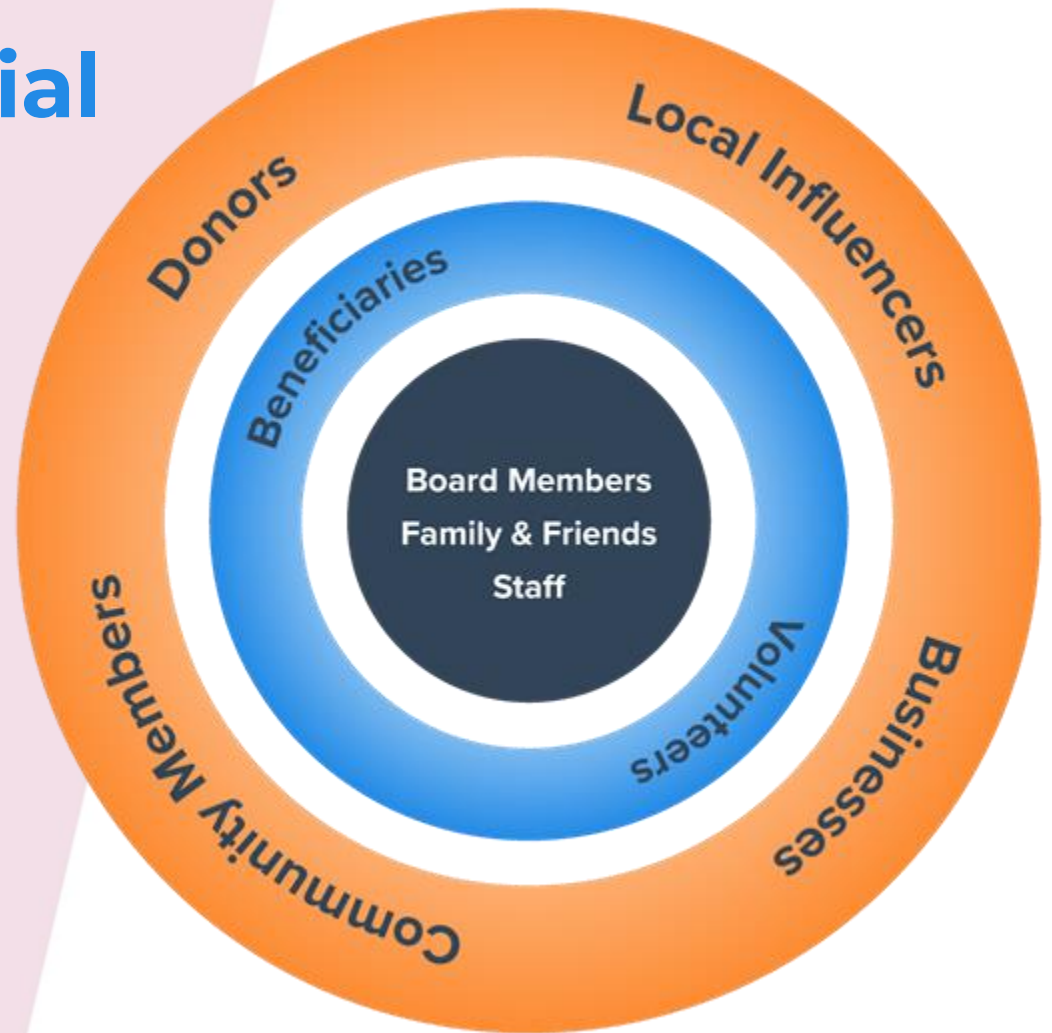
- Provide the content they need
- Take time to check-in

# 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



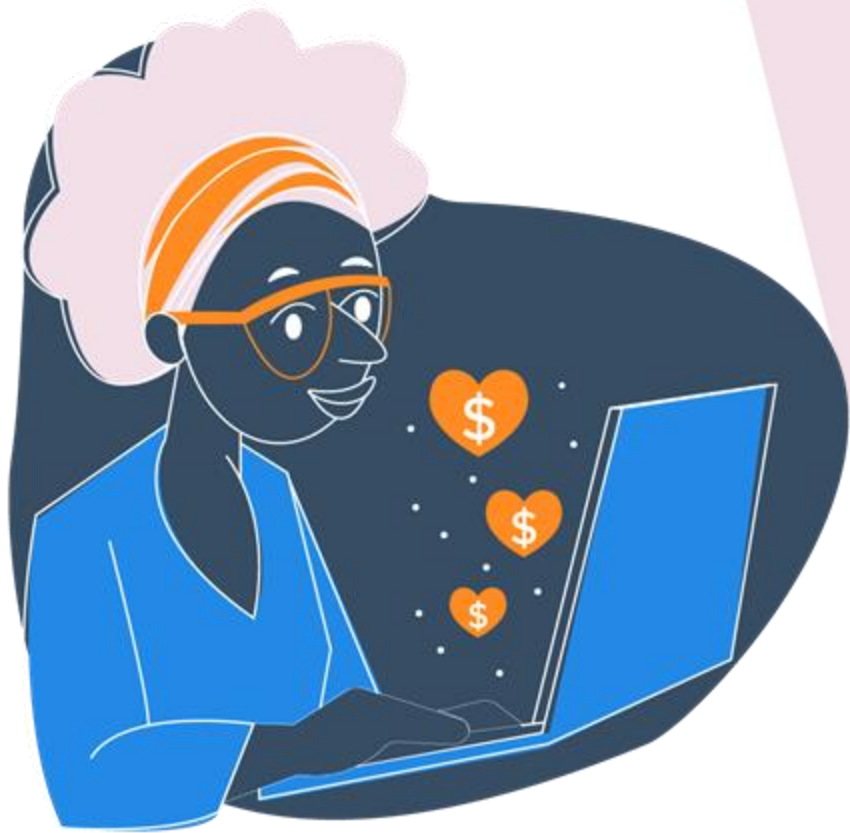
- Treat fundraisers like major donors
- Acknowledge P2P as a higher level of participation
- Recognize the success stories
- Invest in your long term relationship
- Ensure a great experience regardless of amount raised

# 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?







# 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

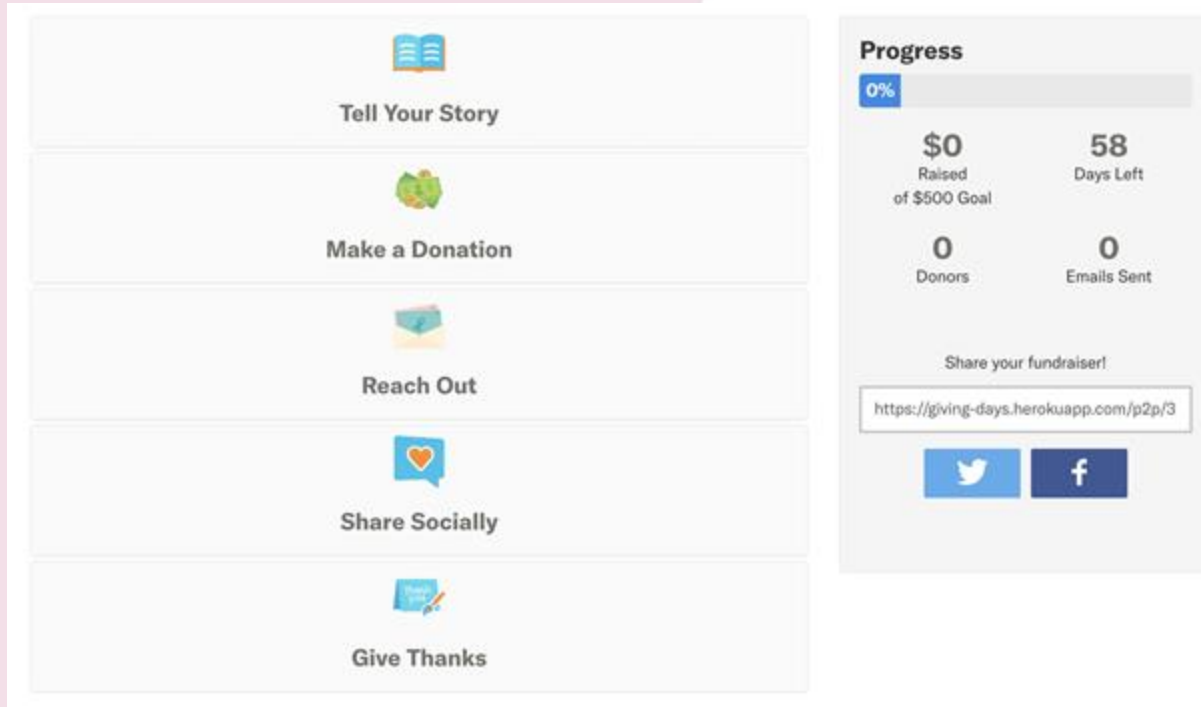
\$

.00

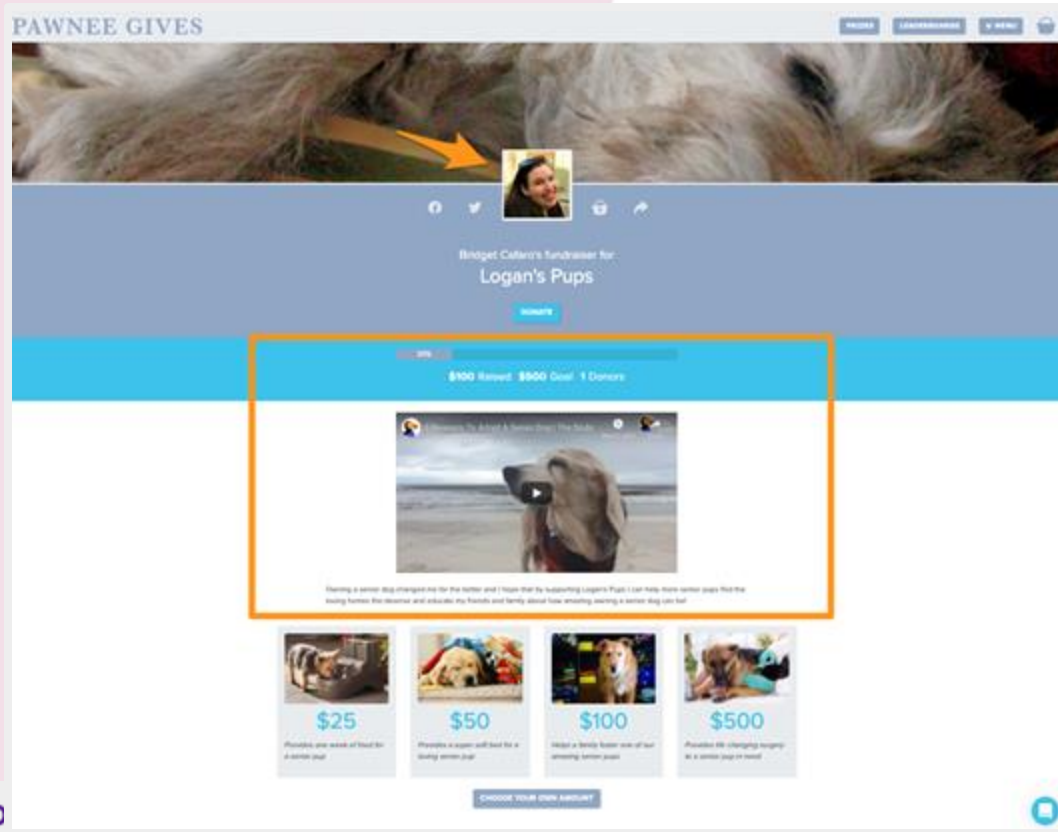
Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

# Fundraiser Dashboard



# Fundraiser Profile



# Key Takeaways



- P2P Fundraising can help you raise 4.5x 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 The Big Give. Start small this year and grow it in the future!

# Timeline for P2P Recruitment



# Matches and Challenges



# Matches vs. Challenges



In GiveGab, you can highlight matching gifts in two ways:

**1 Dollar-for-Dollar Match (1:1, 2:1, 3:1)**

*"[X] sponsor will match every donation made to our organization dollar for dollar on September 18th and 19th!"*

**2 Donor, Dollar or Gift "Challenge"**

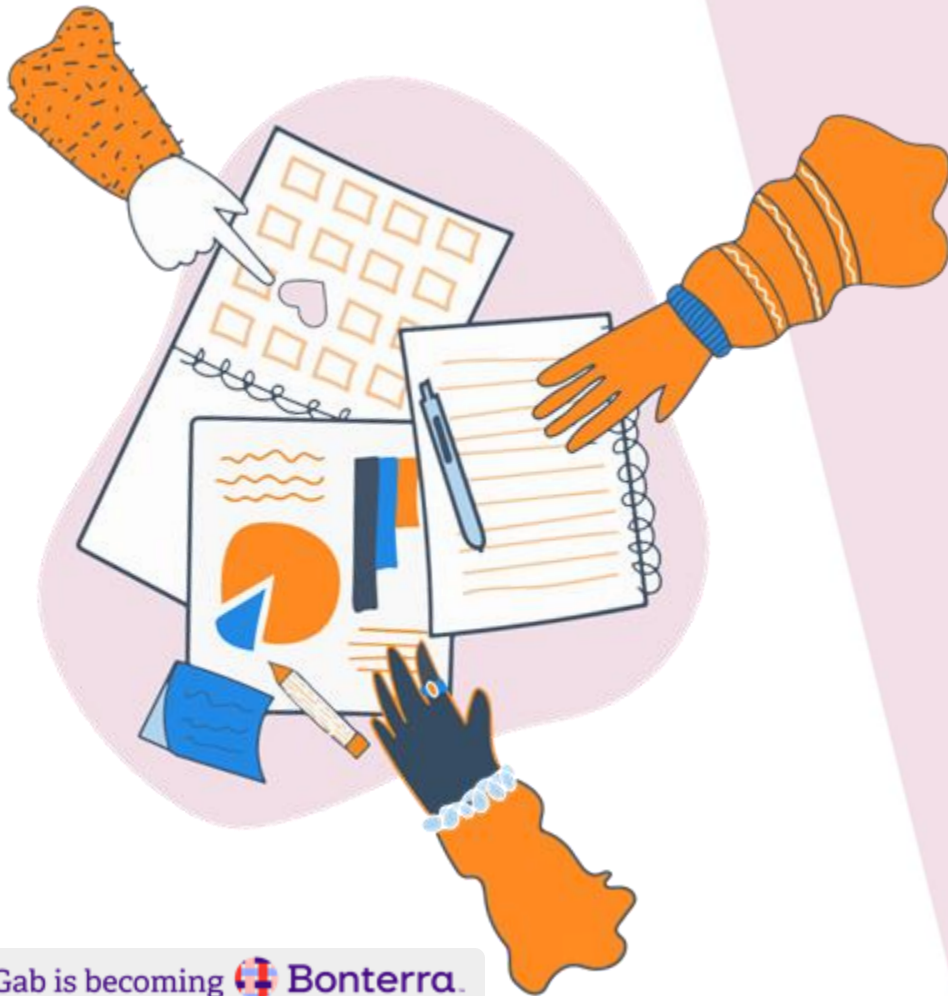
*"If our organization receives 300 donors on May 15th, [X] sponsor will contribute \$2,000!"*



# How can this benefit your mission?

- Donor engagement and incentivization that's unique from a typical ask
- Opportunity to build relationships with the sponsoring donor or business
- More marketing and storytelling content
- Organizations raised on average **4.5x more** than without a match during Big Give 2024





# Strategize and Plan

# Identify Sponsors



*Educate your match sponsors on the benefits their gift can provide and how their contribution is stretched for greater overall impact.*

- **Tap into existing donors and constituents**

- Board Members, Staff, Fundraisers, Major Donors, Other Donor Segments
- Pool together contributions!

- **Find sponsors whose values align with your mission**

- Corporations, Local Businesses, Community Members

# Approaching the “Ask”

- Donors don't just give to causes. **They give to people that are passionate about a cause.**
- Unsure how much to request? Think about what would move the needle for your organization's campaign.
  - *Review analytics in GiveGab from last year*
- Check in with potential sponsors, engage before the ask
- Did you get a no? **That's ok!**
  - *Give them another way to engage with your organization that isn't monetary and try again next year.*



# Your Matching Gift Timeline





# Adding a Match To Your Profile

# Your Giving Day Dashboard

From your Giving Day Dashboard, click “Manage Matches and Challenges”

The screenshot displays the Giving Day Dashboard with the following elements:

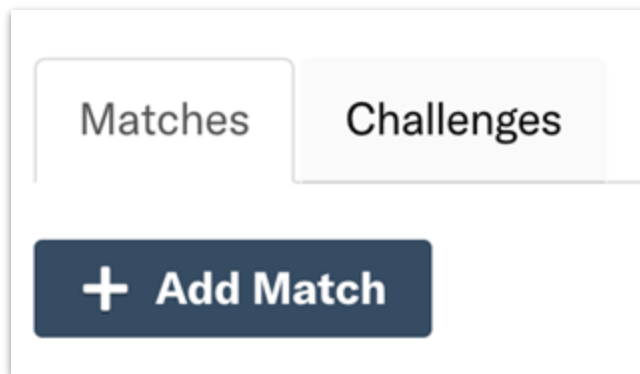
- A list of six setup steps, each with a green checkmark icon and a right-pointing arrow:
  - Add Your Organization's Info
  - Add Your Story
  - Get Verified to Collect Donations
  - Add Donation Levels
  - Add a 'Thank You' Message
  - Add Fundraisers
- A red button labeled "Reset Profile".
- A warning icon and text: "Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point."
- Two main sections at the bottom:
  - Donation Tools**: Contains three items:
    - Manage Matches and Challenges**: This item is highlighted with a purple rectangular border.
    - Manage Donations
    - Embed a Donate Button
  - Other Actions**: Contains three items:
    - Engagement Opportunities
    - Add External Fund
    - View Registration Info

A purple arrow points from the "Manage Matches and Challenges" item in the Donation Tools section to the "Other Actions" section header.

# Create the Opportunity

Click the “**Add Match**” or “**Add Challenge**” button to feature on your profile.

From there, you will be prompted to enter a description, name, sponsor information...





# Customize Your Match

**Match Criteria**

Does this match only apply to donations made within a certain time period? (optional)

Time Zone

Eastern Time

Start Time (US/Eastern Time)

End Time (US/Eastern Time)

Maximum Match per Individual Donation

\$

☒ Enable Auto Matching ⓘ

## Update Parameters

- Start Time (optional)
- End Time (optional)
- Maximum Match per Donation
- Auto Matching in real-time

# Customize Your Challenge

## Challenge Criteria

Select the time period applicable for this challenge

Time Zone

Eastern Time

Start Time (US/Eastern Time)

End Time (US/Eastern Time)

Challenge Type

Donor Challenge

Challenge Goal

10

A **Dollar Challenge** is fulfilled and an offline donation is created when a certain amount is raised. A **Donor Challenge** is fulfilled and an offline donation is created when a certain number of unique donors have given. A **Donation Challenge** is fulfilled and an offline donation is created when a certain number of qualifying donations have been made.

☐ Archive ⓘ

Save Cancel

## Update Parameters

- Start Time (optional)
- End Time (optional)
- Type
- Goal

# Preview on your Profile

## Debbie's Pet Supply: Giving Tuesday Match!

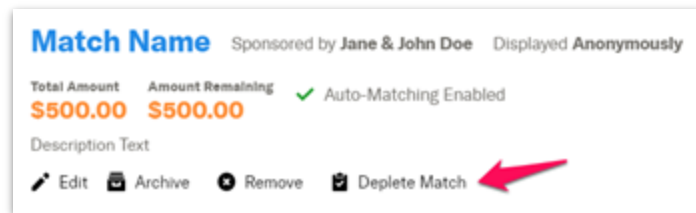
Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!

**\$50** MATCH

**\$50** REMAINING

# Important Reminders

- 1 If a donor committed to the full match, “**deplete**” to release any remaining funds!
- 2 “**Archive**” matches you no longer wish to display
- 3 Double check time frames
- 4 Set up your matches & challenges and ask GiveGab to review!
- 5 GiveGab does not collect sponsor funds on your behalf.  
Sponsors should not also make an online donation - collect the check elsewhere so it's not double counted!





# Creative Matches & Challenges

# Timed Match

- Set match parameters to a specific time frame, creating a greater sense of urgency during the day
- Plan around a prize opportunity
- Stimulate donors during non-peak hours
- Great for featuring smaller matches and multiple sponsors

## ***Morning Match!***

All donations made from 8am - 9am will be DOUBLED thanks to our generous sponsor, Debbie's Pet Supply!

# Social Engagement Match

- Encourage more online engagement through a social media match through liking and sharing
- Opportunity to cross promote with match sponsors existing social media network and your own
- *\*This match is manual\**

## ***Social Superstars Match!***

For every like this post receives, our generous board of trustees will donate \$1 up to \$1,000! Like and share today only and help us make a difference!

# New Donor Match

- Motivate those who have not yet supported your cause to take the first step in making a difference
- Great way to capture new donors and build new relationships with them after the day
- *\*This match is manual\**

## ***Fresh Faces Match!***

*Have you been waiting for the perfect opportunity to make your first donation to Logan's Pups? Now's your chance! First time donors will have their gift DOUBLED thanks to a match from Debbie's Pet Supply!*



# Location-Based Match

- Motivate your fundraisers and supporters to spread the word to their networks across the country!
- Great way to expand your reach and visibility
- *\*This match is manual\**

## **50 States Match**

*Let's spread our reach across the country! Tell your friends and families to help us reach our goal. The first gifts received from donors in all 50 states will be DOUBLED thanks to a match from Debbie's Pet Supply!*

# Dollar-Based Challenge

- Dollar based Challenges unlock funds once a dollars raised milestone is met
- Motivate your donors and supporters to reach the challenge goal so that their support can go even further.
- Great opportunity to get local businesses involved!

## ***\$1,000 More Challenge***

*If the SPCA reaches their \$3,000 fundraising goal, PetSmart has agreed to contribute an additional  
**\$1,000!***

# Donor or Gift Based Challenges

- Donor based Challenges unlock the pledged funds once a donor milestone is met
- Donation (Gift) based Challenges unlock funds once a gift milestone is met

## **100 Donors Challenge**

*PetSmart agrees to give **\$1,000** to the SPCA once 100 unique donors have made their gift, or once the SPCA has received 200 gifts*



# Takeaways & Resources

# Tools for Success

## Tools for Nonprofits

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

## Tools for Fundraisers

- [Guide for P2P Fundraisers](#)
- How to sign up
- Resources & support articles
- Communication guides & templates
- Link to downloads page

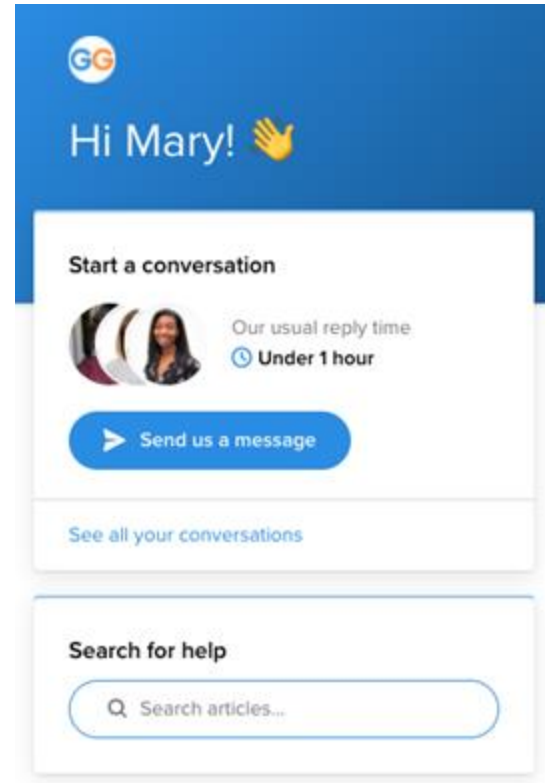



# Giving Day Support & Resources

Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at  
[CustomerSuccess@bonterratech.com](mailto:CustomerSuccess@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. 

# Questions?

