

The Secrets of a Winning Peer-to-Peer Fundraising Strategy

About Network for Good



Established
as a nonprofit
in 2001

Serve over
11,500 diverse
nonprofits
with
fundraising
software



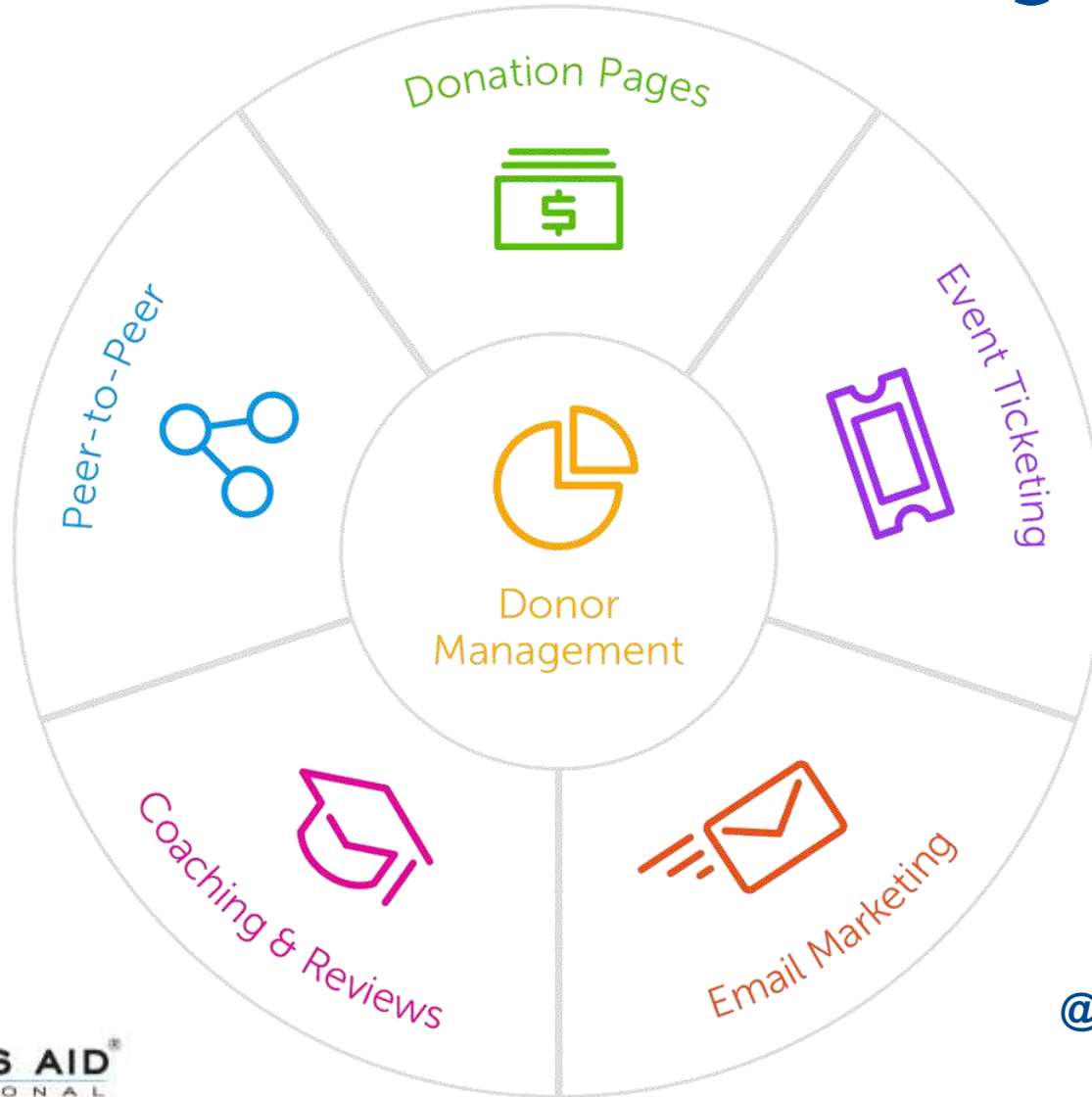
Processed
over \$1.5 to
over 125K
charities
since 2001

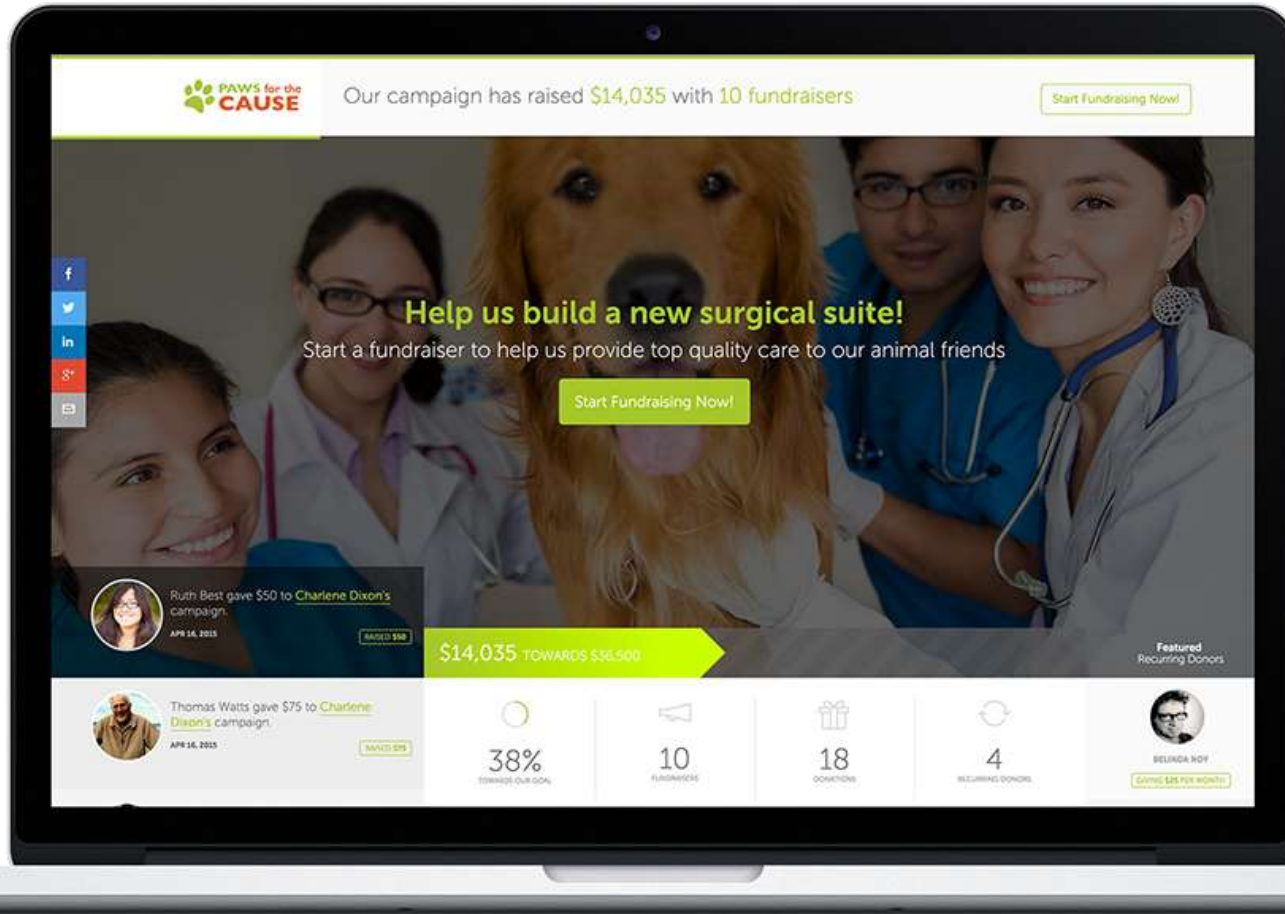
Train over
118K
nonprofit
professionals
each year

Easy-to-use
tools backed
by expert
insight



Network for Good's Fundraising Platform





sales@networkforgood.com | 1.888.284.7978 x1



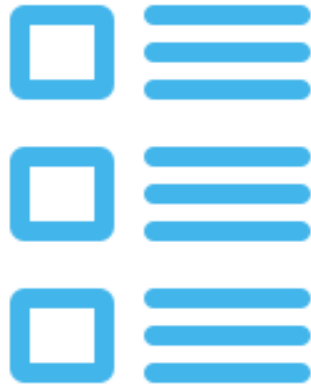
CARYN Stein

VP, Communications
and Content

 @caryn74

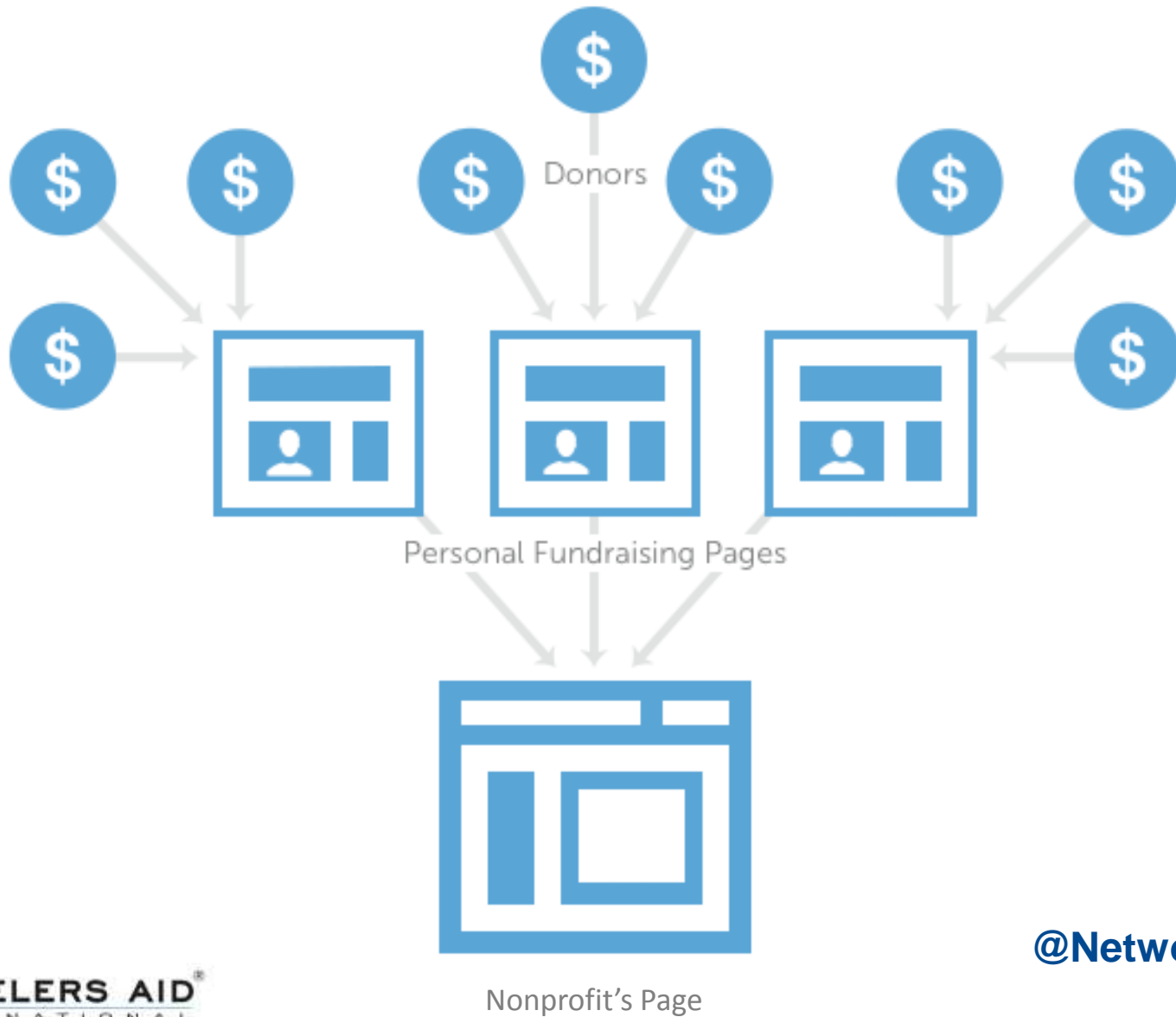
caryn@networkforgood.com

Agenda



- **What is peer-to-peer fundraising?**
- **How to add P2P to your fundraising strategy**
- **How to recruit and motivate your best fundraisers**
- **How to plan and launch your campaign**
- **What you need to make it happen**

What Is Peer-to-Peer Fundraising?





I'm **Joie** and I've raised \$3,950

[Donate](#)



I'll walk 39 miles and together we can lift souls and impact the lives of community members affected by cancer.

Join me and help make a difference, please give today

[Donate](#)



Happy walking!
JULIANNE SCHMIDT
[GAVE](#)

\$3,950 TOWARDS \$5,000



Go Joie!!
KAREN BEATTY
[GAVE](#)

Thanks for visiting my SOUL RYEDERS TEAM 2015 AVON 39 New York fundraising page! This is the third year I have participated in the Avon Walk to End Breast Cancer. It's a big commitment, one that will require me to spend the next several months training and fundraising. But breast cancer is a big disease, one that still affects far too many people, and I'm determined to do everything I can to help put an end to it. I'll be just one of thousands of people who will walk up to 39.3 miles over two days, raising awareness, promoting education, lifting SOULS and impacting lives.

Be Joie's **27th** Donor

\$

[Donate](#)



GO JOIE GET A 100!!!
JOHN J COONEY
[GAVE](#)

N

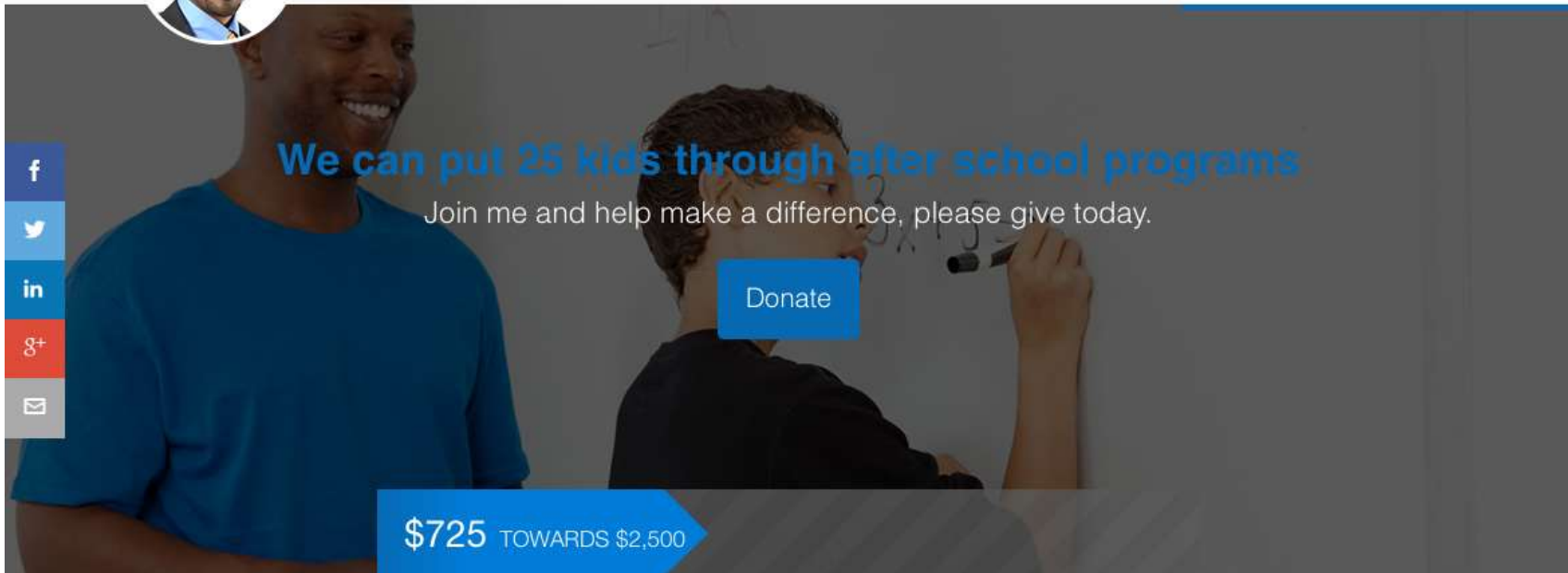


I'm Roger and I want your support!

Donate



Step Up For CHILDREN
Stepping Up for At-Risk Youth



We can put 25 kids through after school programs

Join me and help make a difference, please give today.

Donate

\$725 TOWARDS \$2,500

- f
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- g+
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I donated in support of Roger Fieldman!

ANNIE THOMPSON

GAVE \$100



Glad to help out. Nice work, Roger !

EVERETT GARZA

GAVE



I donated in support of Roger Fieldman!

VANESSA HAYNES

GAVE \$75



I donated in support of Roger Fieldman!

SONYA LOWE

GAVE \$50

Thanks for considering financial support for Step Up for Children. I've been on the board of Step Up for Children for 5 years and the life transformation I've witness is nothing short of miraculous for these youth. Children are finding safe spaces, learning important life skills, and find a path to a better future.

We need funds for maintaining our classrooms, our gym space, and our staff that help coordinate all the programs. Last year we worked with more than 230 children and this coming year we expect to work with nearly twice that many. This is my passion and those who know me know how much I believe in this cause.

Be Roger's 10th Donor

\$

Your Donation



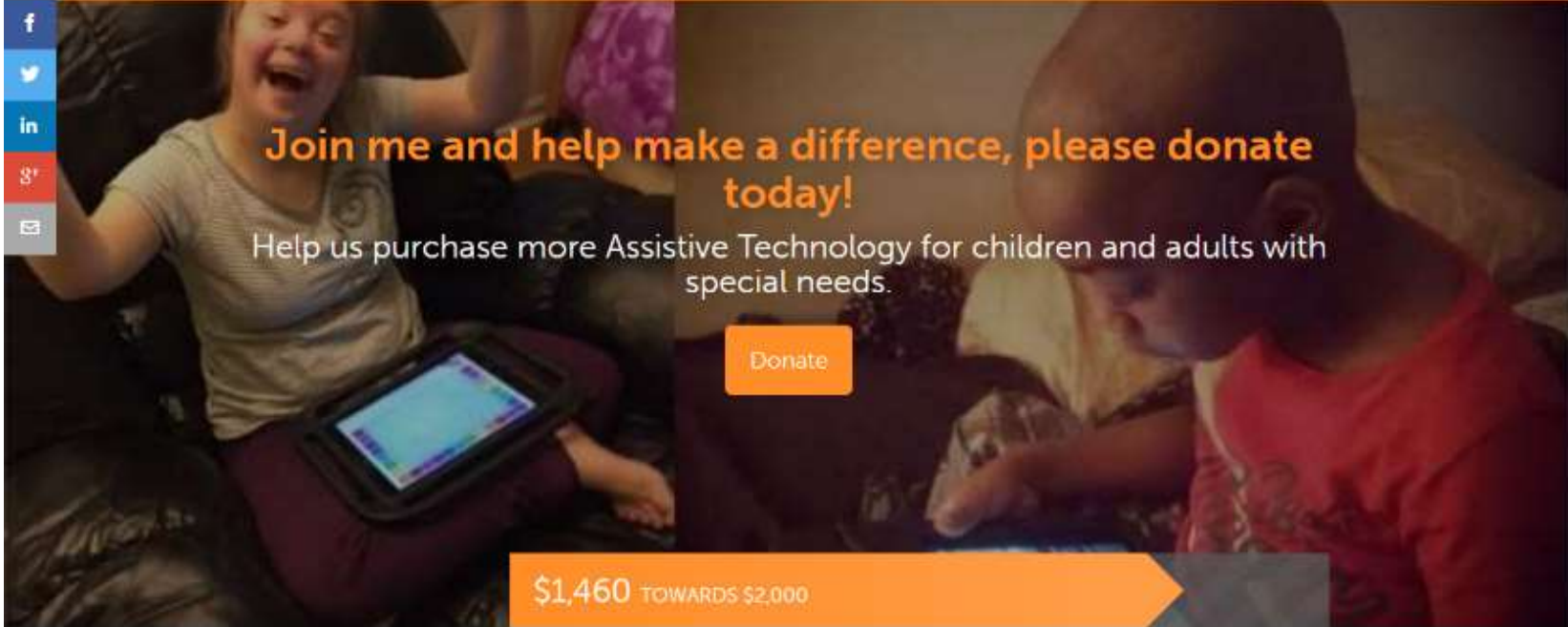
Donate

Help out by making a donation today





Janet Donahue's Fundraiser



Join me and help make a difference, please donate today!

Help us purchase more Assistive Technology for children and adults with special needs.

Donate

\$1,460 TOWARDS \$2,000



"I love The Arc of Illinois and all of the assistance they give to individuals with special needs!"

MARY WEHNER

GIVE \$18



I donated \$25 to Janet Donahue's campaign.

LYNN SCHROEDER

GIVE \$25



I donated \$50 to Janet Donahue's campaign.

STEVE SCHROEDER

GIVE \$50



I donated to Janet Donahue's campaign.
ANONYMOUS DONOR

Please join me in supporting The Arc of Illinois Assistive Technology Program. All the donations received by The Arc of Illinois will go to purchase the assistive technology equipment.

I have personally seen how these devices have opened a whole new world for many people. Some children that are non-verbal, now have a voice! It is truly remarkable! Below is an example of a purchase we made of an iPad for the little girl in the video. She can now listen to a story and turn the pages of a book!

Just a small donation will go a long way to helping me meet my goal for The Arc of Illinois

Be Janet's 10th Donor

\$ Your Donation

Donate

Danielle Reading Using Switch Accessibility



Why Does Peer Fundraising Work?

What do we know about giving?



Giving is:

- Emotional
- Impulsive
- Irrational
- Personal

Giving is also social.

Quiz Time!

Repayer

"I give to my alma mater"

"I support organizations that have had an impact on me or a loved one"

Casual Giver

"I primarily give to well known nonprofits through a payroll deduction at work"

"I donated \$1,000 so I could host a table at the event"

High Impact

"I give to the nonprofits that I feel are generating the greatest social good"

"I support causes that seem overlooked by others"

Faith Based

"We give to our church"

"We only give to organizations that fit with our religious beliefs"

See the Difference

"I think it's important to support local charities"

"I only give to small organizations where I feel I can make a difference"

Personal Ties

"I only give when I am familiar with the people who run an organization"

"A lot of my giving is in response to friends who ask me to support their causes"

Repayers: People who give to causes or organizations that have directly affected their lives

Personal Ties: People who give to organizations when they know the leadership or when they are asked by a friend

People Give to People

- Someone I know asked me to give, and I want to help them
- I feel emotionally moved by someone's story
- I want to memorialize someone (who is struggling or died of a disease, for example)
- I want to be "hip," and supporting this charity is
- It makes me feel connected to other people and builds my social network



**More likely to donate
when asked by a
friend or colleague**

\$3,520 TOWARDS \$3,200

Help Us Find
Recurring Donors



"Wooooo go DG!!!"

MADDIE KEUDELL

GAVE \$70



I donated \$5 to [Tri Delta Theta Mu's](#) campaign.

KHALI MILLER

GAVE \$5



I donated \$25 to [Tri Delta Theta Mu's](#) campaign.

SHELBY STROCKBINE

GAVE \$25



I donated \$10 to [Tri Delta Theta Mu's](#) campaign.

ALICE JUNGWIRTH

GAVE \$10



110%

TOWARDS OUR GOAL



13

FUNDRAISERS



104

DONATIONS



0

RECURRING DONORS



YOUR FRIEND HERE!

GIVING \$50 PER MONTH

You can help us get
more recurring
donations by starting
a fundraiser!

For Sweethearts 2016 Sig Eps is continuing its partnership with Community Outreach! From this page you can donate to your favorite Sweetheart, and every dollar donated will help your house win. Share these pages any way you like with friends, family, and alumni with **#SigEpSweethearts** to help your Sweetheart become victorious!!! We look forward to your help this year and hope this will be the best Sweethearts event ever! For more information check out the video below from Sweethearts in 2015.

This years events will be February 9-12:

- Tuesday: Dodgeball Tournament
- Wednesday: Date Auction
- Thursday: Day of Service
- Friday: Pageant

13 people have already started fundraising for this campaign



[Chi Omega Eta Alpha](#)



[Kappa Delta Oregon State University](#)



[Tri Delta Theta Mu](#)



[Sigma Phi Epsilon OR Alpha](#)



[Jessika Martinez](#)



[Alpha Omicron Pi Alpha Rho](#)



[Alpha Omicron Pi Alpha Rho](#)



[Kappa Alpha Theta Beta Epsilon](#)



[Alpha Gamma Delta](#)



[Alpha Gamma Delta](#)



[Sarah Roberts](#)



[Rachel Johnson](#)

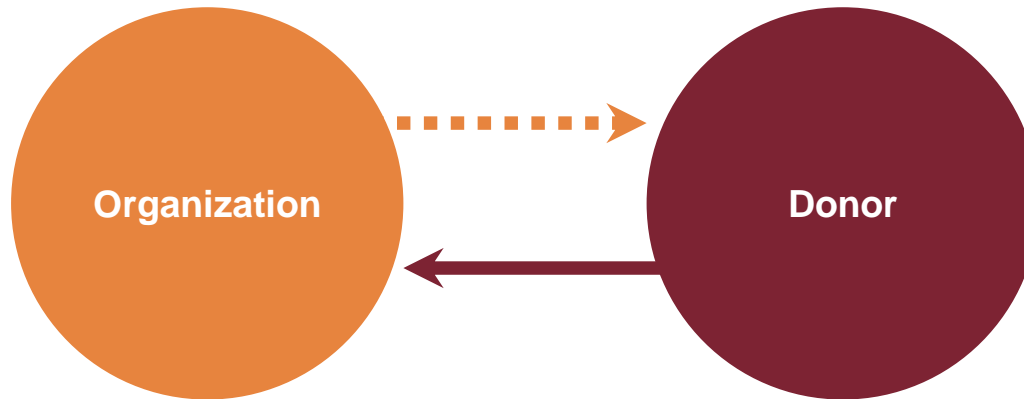


A night sky filled with many glowing paper lanterns, with several people in the foreground reaching up to touch a large, central lantern.

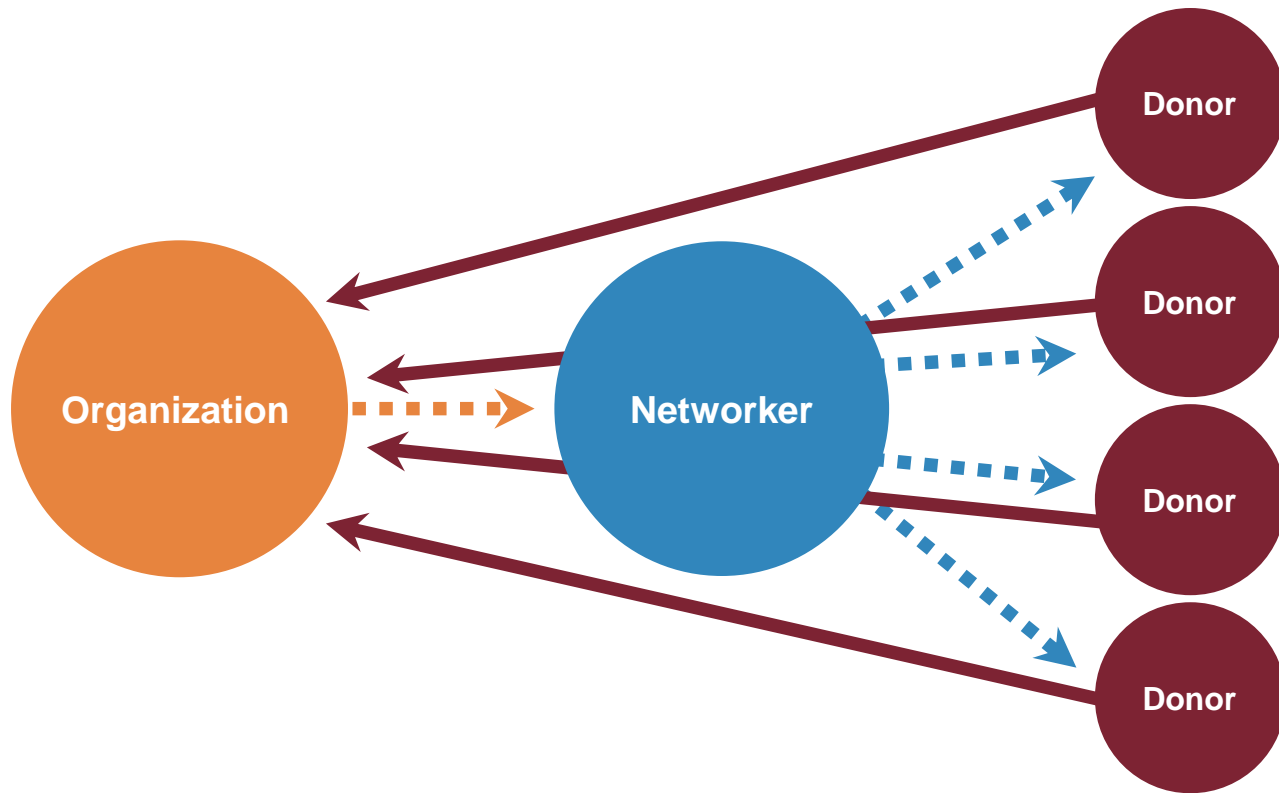
**We each have
a network...**

**... and we can
each mobilize
that network.**

The Traditional Fundraising Model



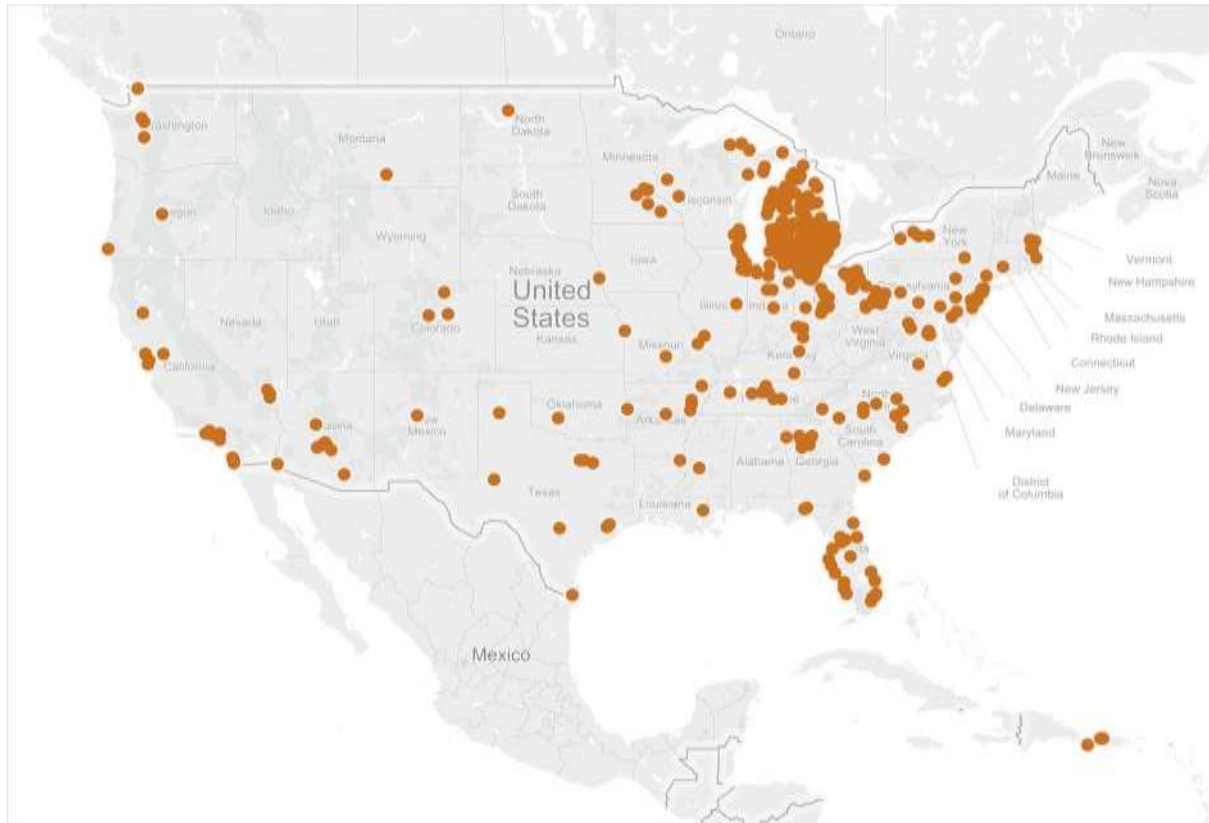
The Networked Fundraising Model



The Participants Who Came

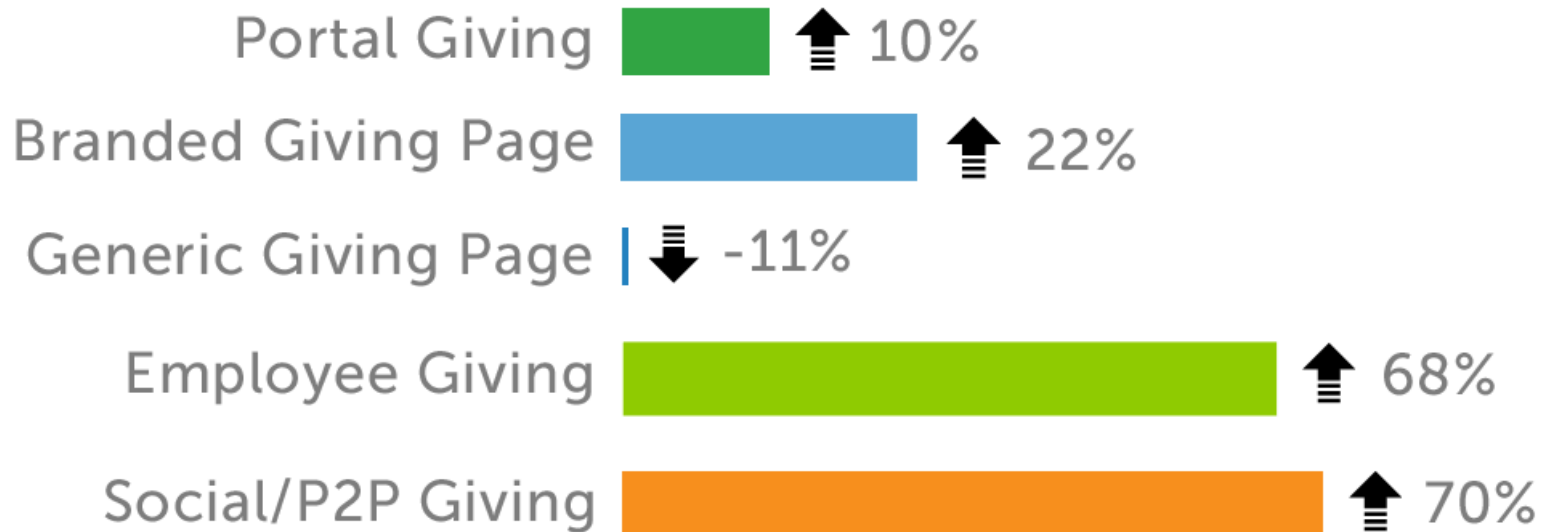


The Donors They Mobilized

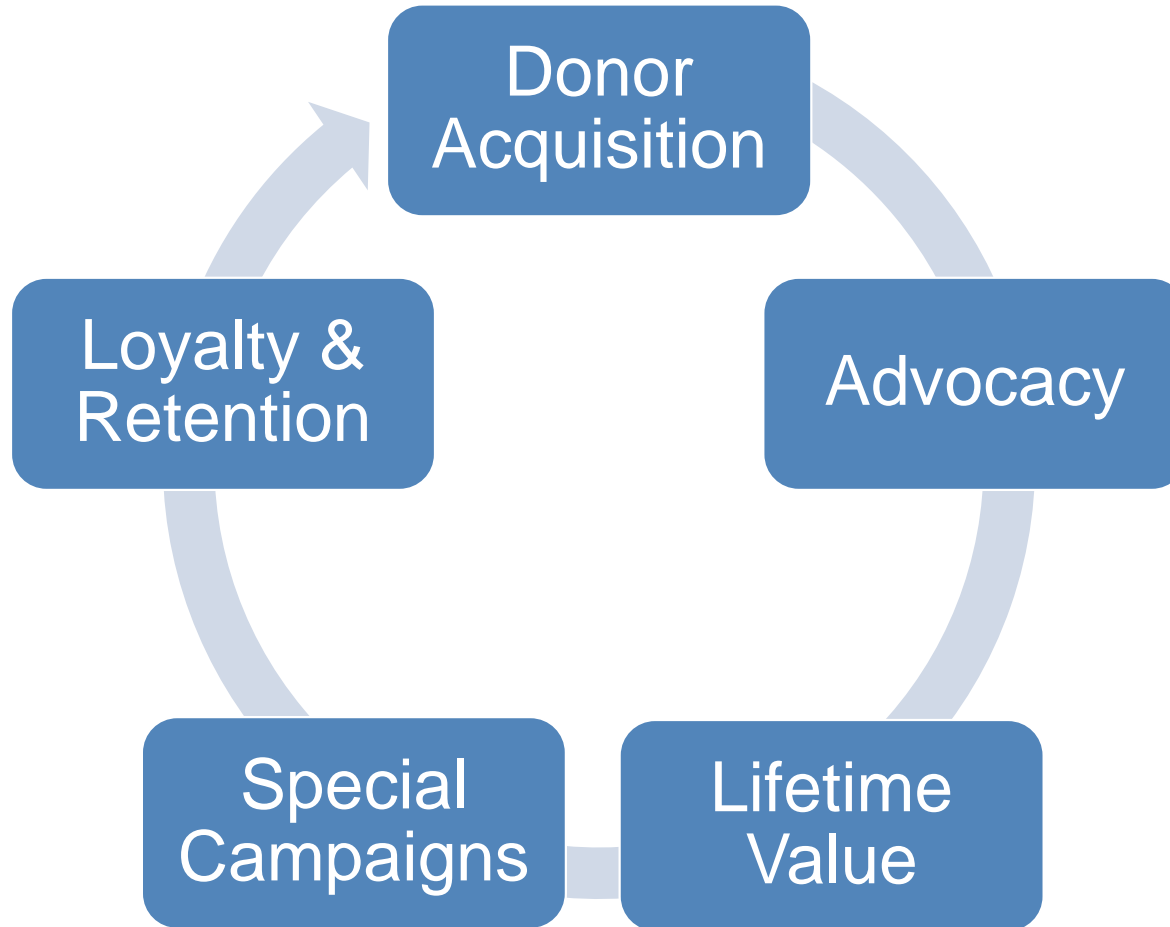


How to Add P2P to Your Fundraising Mix

DONATION DOLLARS 2013 VS. 2014



The Long View



Getting Started



- **Start small**
- **Consider a survey and test**
- **Add to an existing program**
- **Identify and cultivate your ambassadors**
- **Build into your development plan**

What Type of Campaigns?

Events

- Event-specific, requires personal fundraising (races, -athons)
- Event-specific, fundraising related to events (gala/golf outing)
- Giving days, #GivingTuesday

Project-based Campaigns

- Targeted or unpredictable need (building campaign, park build, emergency)
- Annual campaign / annual funds (annual drive, summer camp sponsorships)
- Memorial campaign (in memory of beneficiary/benefactor)

New Audience / Personal Challenge

- Change in donor base, need younger donors (ongoing campaign)
- Board engagement (wealth, wisdom, work); Give or Get Board
- Activate alumni base / supporters (Class of '05 giving campaign)
- Personal activation (birthday, wedding, anniversary)

Who Are Your Best Peer Fundraisers?

Network  for Good. **Who are your ambassadors?**



Where can you find them?



Recruiting Your Fundraisers

Don't Wait for Volunteers

Identify your most likely fundraisers, then:

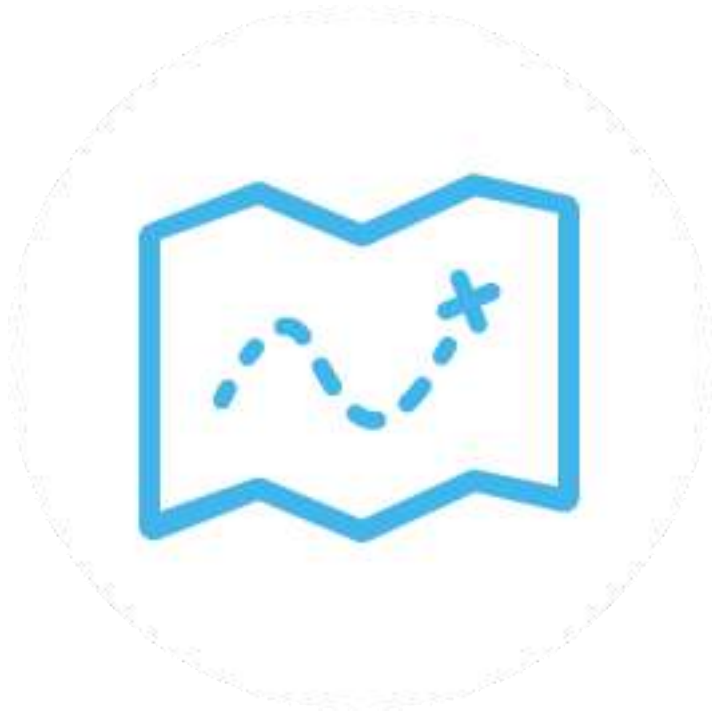
- **Get their feedback**
- **Share how they can make a difference**
- **Offer a personal invitation**



Show Them the Moves

Script the actions you want them to take:

- **Show them how easy it is**
- **Paint a picture of the impact they'll have**
- **Follow up with materials**
- **No reason not to join**



Create a Good Example

Point to a ready-made top-notch fundraiser:

- **Board member**
- **Staff or Volunteer**
- **Influential community member**



Focus on What They Know



Put the focus on:

- **Their passion**
- **Their network**
- **Existing habits and knowledge**

Remember:

- Include key supporters in your campaign planning for early buy-in.
- Identify a few champions to set an example.
- Give potential fundraisers a compelling launchpad.
- Focus on the network connection.
- Make your outreach portable with easily sharable messages.
- Have a plan for training, motivating, and thanking your fundraisers.

How to Keep Your Fundraisers Motivated (and Successful)

Tactical Tips

Make it easy to do.

- Offer step-by-step instructions
- Use simple technology
- Create copy and paste emails & social updates

Give fundraisers a timeline to remove the guesswork.

- Underscore a sense of urgency for participants and donors

Track your fundraisers' progress.

- Offer tips/encouragement to those having a slow start and celebrate progress

Optimize your recruitment page and giving experience.

- Suggested giving amounts
- Recurring giving options
- Social sharing

Sustaining Strategies

Send encouraging messages at significant milestones

- first donation, first recurring, 25% to goal, 50%, 75%

Offer tangible incentives

- T-shirts, access to special events

Create intangible incentives

- Social media mentions

Invest in a good stewardship plan

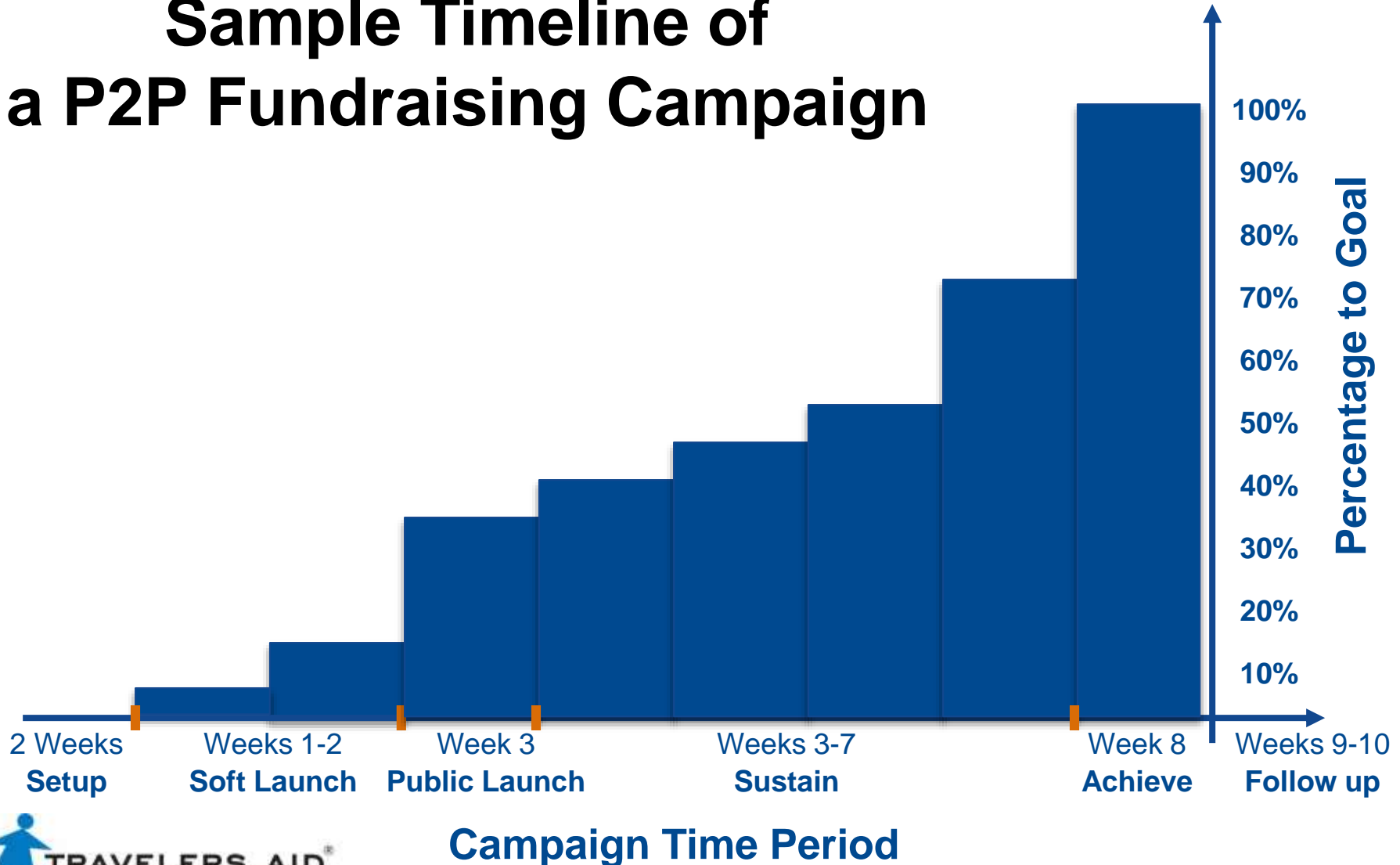
- Hand-written thank you notes, celebration party



Key Qualities of Successful Peer Fundraising Campaigns

The Right Plan

Sample Timeline of a P2P Fundraising Campaign

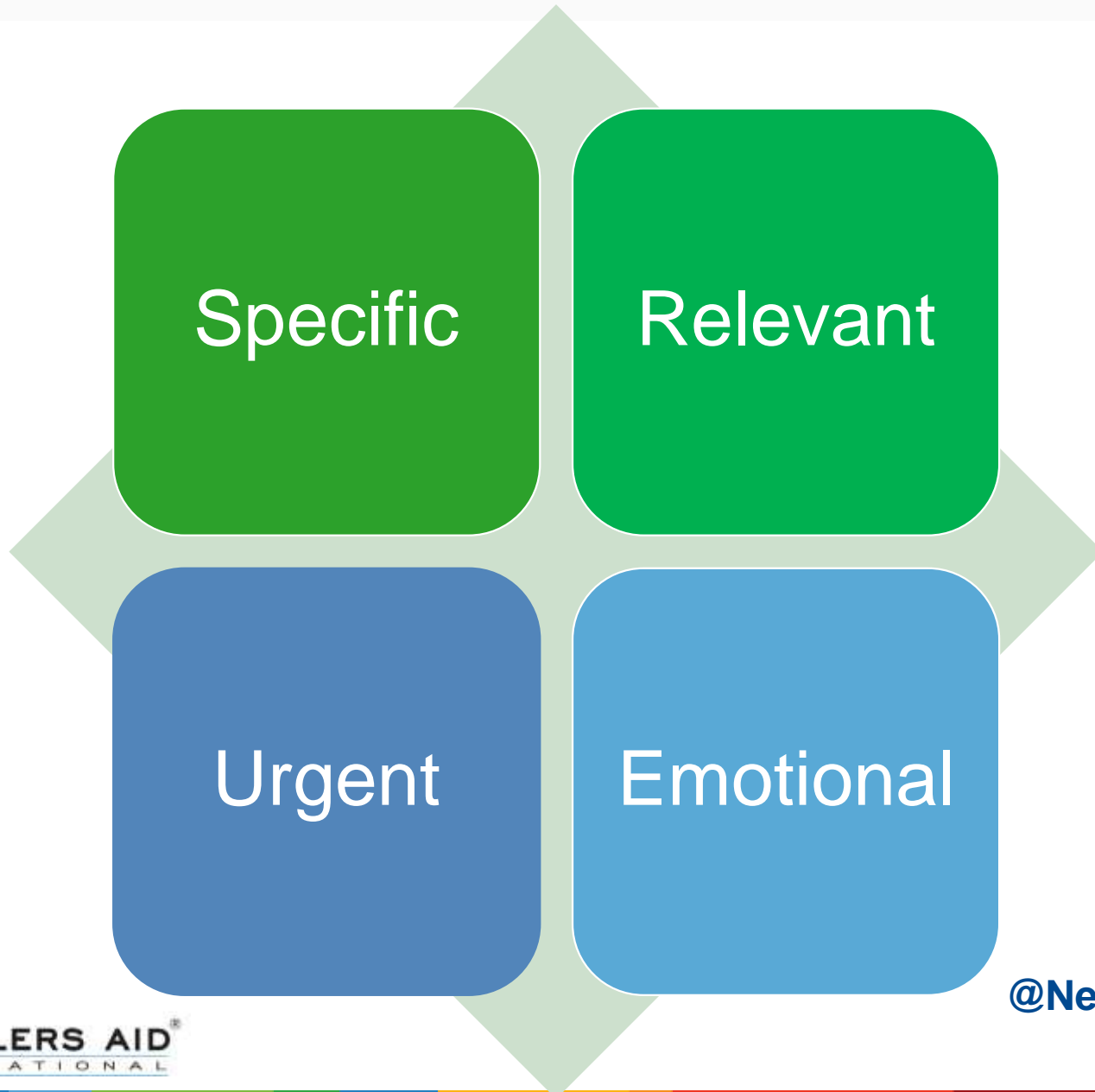


The Right People



- ✓ Internal Owner and Coordinator
- ✓ Key Fundraiser Leader
- ✓ Passionate, Influential Fundraisers
- ✓ Technology Partner and Support
- ✓ Designated Relationship Follow Up

The Right Messages



The Right Technology

- Easy setup
 - Pre-built communications
 - Suggested activities and automated follow-ups
- Visually appealing to fundraisers and donors
- Ability to embed personal stories, photos and videos
- Dashboard to track aggregate campaign and individual progress
- Social sharing and mobile-friendly experience
- Simple and easy donation checkout
- Recurring donations

Compelling Campaign Page

The image shows a laptop displaying a fundraising campaign page for 'PAWVS for the CAUSE'. The page features a large hero image of a golden retriever and two smiling women in lab coats. The main headline reads 'Help us build a new surgical suite!' with a sub-headline 'Start a fundraiser to help us provide top quality care to our animal friends'. A prominent green button says 'Start Fundraising Now!'. Below the hero image, there's a progress bar showing '\$14,035 TOWARDS \$36,500' and a '38%' progress indicator. The page also includes social sharing icons, a list of donors with their names and amounts, and a 'Featured Recurring Donors' section. Several orange callout boxes point to specific elements: 'Your nonprofit or campaign branding' points to the logo; 'Easy social sharing' points to the social media icons; 'Inspiring campaign' points to the hero image; 'Compelling single image' points to the golden retriever; 'Clear call to action' points to the 'Start Fundraising Now!' button; 'Measurable goal' points to the progress bar; and 'Social proof' points to the donor list.

Your nonprofit or campaign branding

Easy social sharing

Inspiring campaign

Compelling single image

Clear call to action

Measurable goal

Social proof

Personal Fundraising Page

Consistency with campaign

Show your identity



I'm **Miriam** and I've raised \$450 [Donate](#)



I want to help Paws for the Cause build a new surgical suite!

[Donate](#)



Glad to help out. Nice work, Miriam!

EVERETT GARZA
[GAVE](#)

\$450 TOWARDS \$1,000

Connective personal story



I donated in support of Miriam Bishop!

VANESSA HAYNES
[GAVE \\$75](#)



I donated in support of Miriam Bishop!

SONYA LOWE

If you know me, you know I love animals. Since I was a little girl I've always had an animal friend by my side and my life has been so much richer for that. Whenever I can offer my support (with money or volunteer time) I choose to invest in organizations that better the lives of animals in need. I've volunteered with Paws for the Cause for years now and not only do they do good work, but they are some of the nicest people I know. They work

\$ Your Donation

[Donate](#)

Social proof

Mobile matters!



I'm **Miriam** and I've raised \$450



I want to help Paws for the Cause build a new surgical suite!

[Donate](#)

\$450 TOWARDS \$1,000

If you know me, you know I love animals. Since I was a little girl I've always had an animal friend by my side and my life has been so much richer for that. Whenever I can offer my support (with money or volunteer time) I choose to invest in organizations that better the lives of animals in need. I've volunteered with Paws for the Cause for years now and not only do they do good work, but they are some of the nicest people I know. They work tirelessly to

Easy social sharing



You Need Clean, Accessible Data on Your Supporters to Take Smart Action



Learn about our easy-to-use donor management system built just for nonprofits.

sales@networkforgood.com | 1.888.284.7978 x1

Remember:

Your peer-to-peer campaign should:

- ✓ Evoke emotion and personal connection.
- ✓ Tap into the power of social proof.
- ✓ Switch up your messenger.
- ✓ Leverage the networks of your supporters.
- ✓ Make it easy for supporters to share and act as ambassadors.
- ✓ Collect and track information about your fundraisers and donors.

@Network4Good
#2016TAI

Questions?

How to Turn Donors into Fundraisers Guide

<http://n4g.me/1XUJqlc>



The Secrets of Peer-to-Peer Fundraising Success

<http://n4g.me/1UikBvo>

Peer Fundraising Campaign Planner

<http://n4g.me/1ZP0KFA>



Peer-to-Peer Software Tour

<http://n4g.me/1tuPCDX>