

The background features a blue-tinted collage of various people's faces. Overlaid on this is a dynamic yellow grid of lines that curves and flows across the frame, creating a sense of movement and connectivity.

Raise
2020

Peer-to-Peer All Year

Reaching & Engaging Supporters to
Build Deeper Connections

WELCOME



Amy Van Wyngarden

Vice President, Peer-to-Peer Client Experience



Rich Dietz

Director, Peer-to-Peer Solutions

Thank you to
our session
sponsor!



AMPLIFY

Amplify simplifies the donation matching journey.

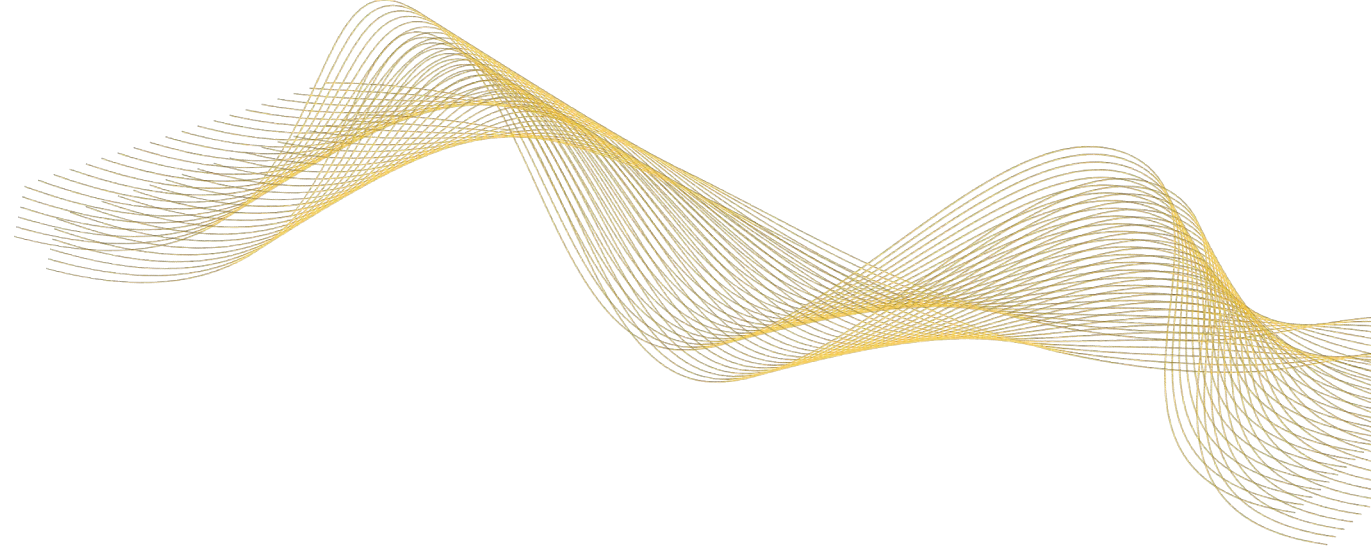
www.giveamplify.com

POLL:

Are you currently doing
any Peer-to-Peer
fundraising?

Raise
2020

Agenda



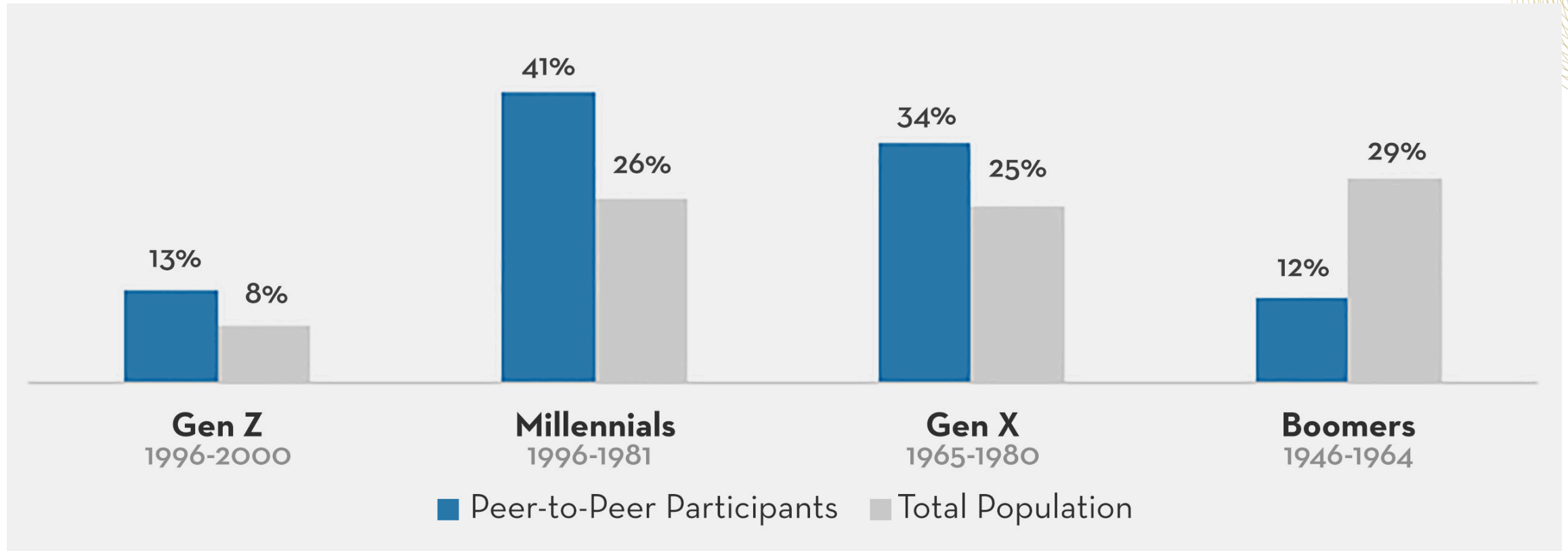
1. Why P2P and Why Now?
2. Opportunity: Get Creative!
3. Re-imagine Your Annual Calendar
4. Q&A and Next Steps

Why P2P and Why Now?

Reaching and engaging people is a fundraising imperative.



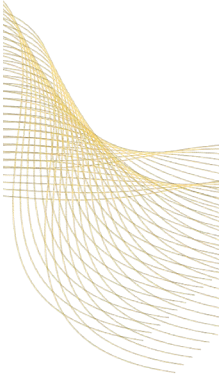
Engage Younger Generations





2x

as likely to be recruited by friend, family member, or colleague than directly by the nonprofit.



Top 5 Channels for Recruiting Participants



SOCIAL MEDIA



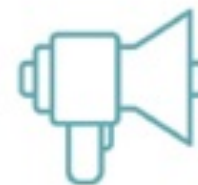
EMAIL



ORGANIZATION'S
WEBSITE



AT AN EVENT



SAW OR HEARD
AN ADVERTISEMENT



68% of fundraisers surveyed say they are very likely to fundraise for that organization again.



Participant Top Challenges

69%
FACED BARRIERS

1. **UNCOMFORTABLE ASKING PEOPLE** for money
2. **DIFFICULT TO MOTIVATE PEOPLE** to give
3. **LACK OF RESOURCES** and message templates
4. **FUNDRAISING TOOLS/SOFTWARE WERE DIFFICULT**

It's more important than ever to...



**BE SOCIAL
& MOBILE**



STAND OUT



ENGAGE

FUN WITH WORD CLOUD

Using 1 word, what does
Peer-to-Peer fundraising
mean to you?

Raise
2020



Opportunity: Get Creative!

Offer fun and meaningful
ways to support your mission.

Use P2P to Amplify Your Fundraising



- ✓ Giving Campaigns
- ✓ Giving Days
- ✓ Capital Campaigns
- ✓ Match Campaigns
- ✓ Memorials & Tributes
- ✓ End-of-year fundraising
- ✓ Fundraising Events
- ✓ And more...

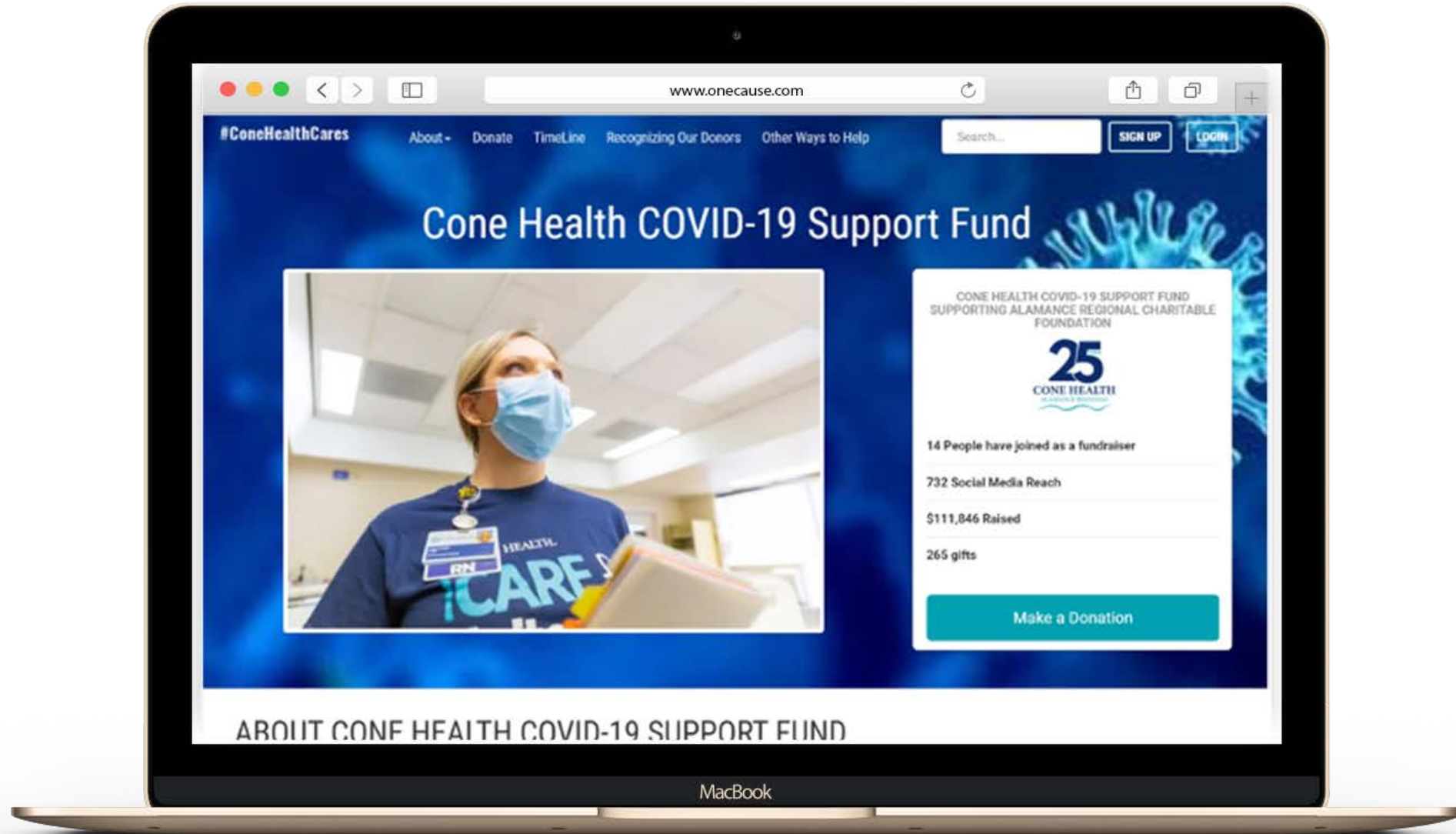
Inspiring Examples of Using P2P

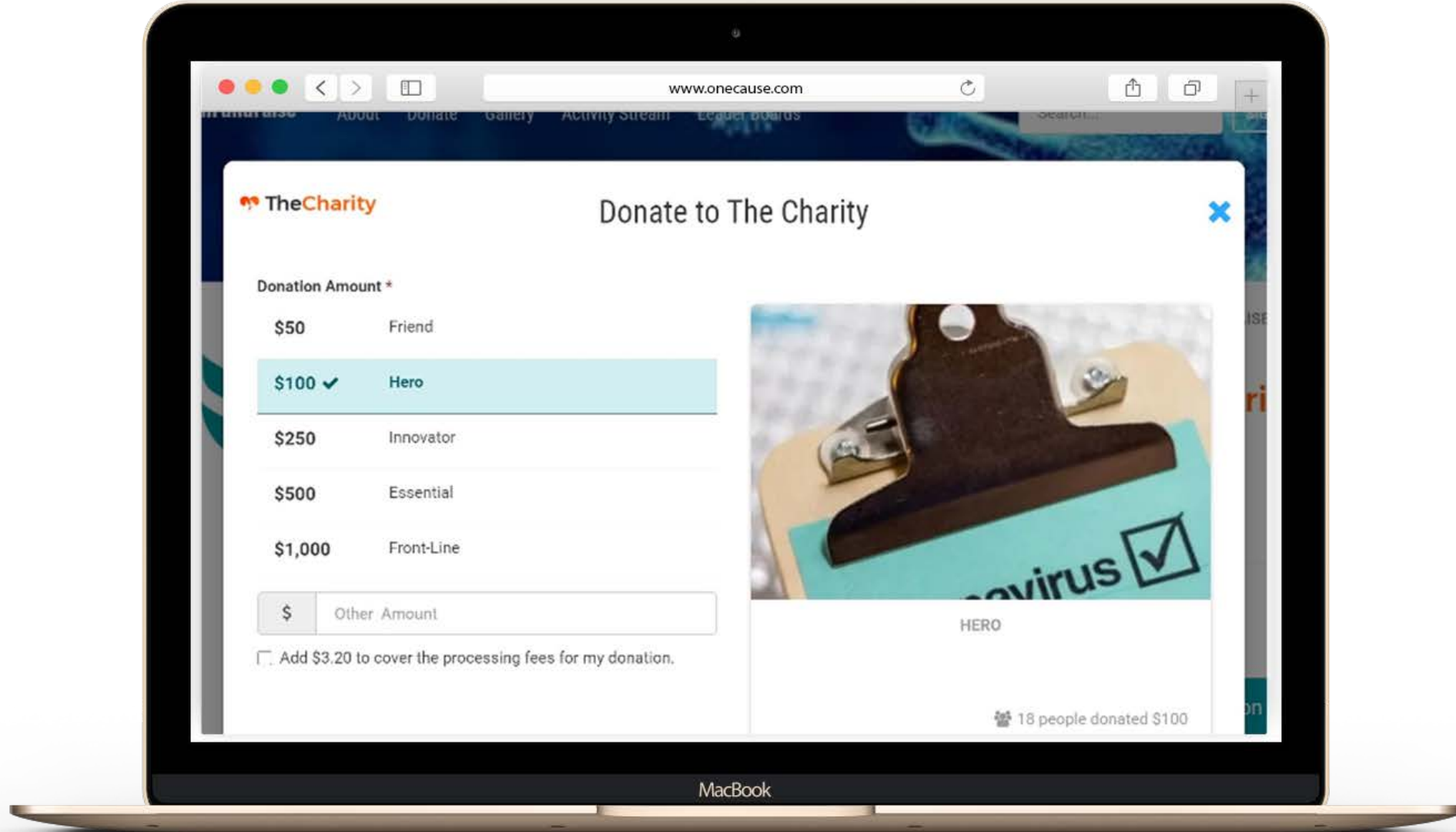


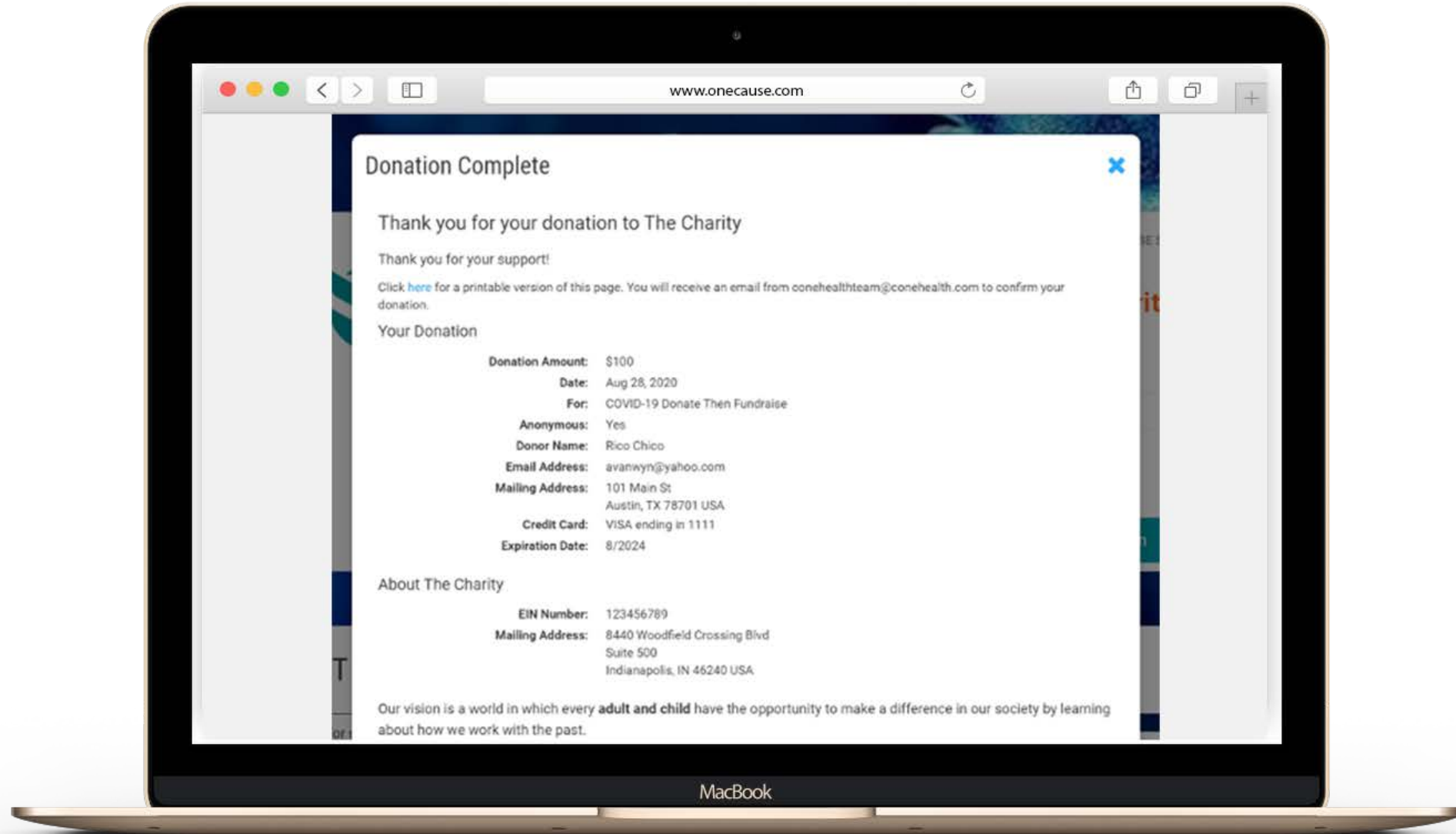
- ✓ “Donate Then Fundraise” Campaign
- ✓ Challenge Campaign
- ✓ DIY
- ✓ Awareness Campaign
- ✓ Ambassador Fundraising
- ✓ Virtual P2P Event

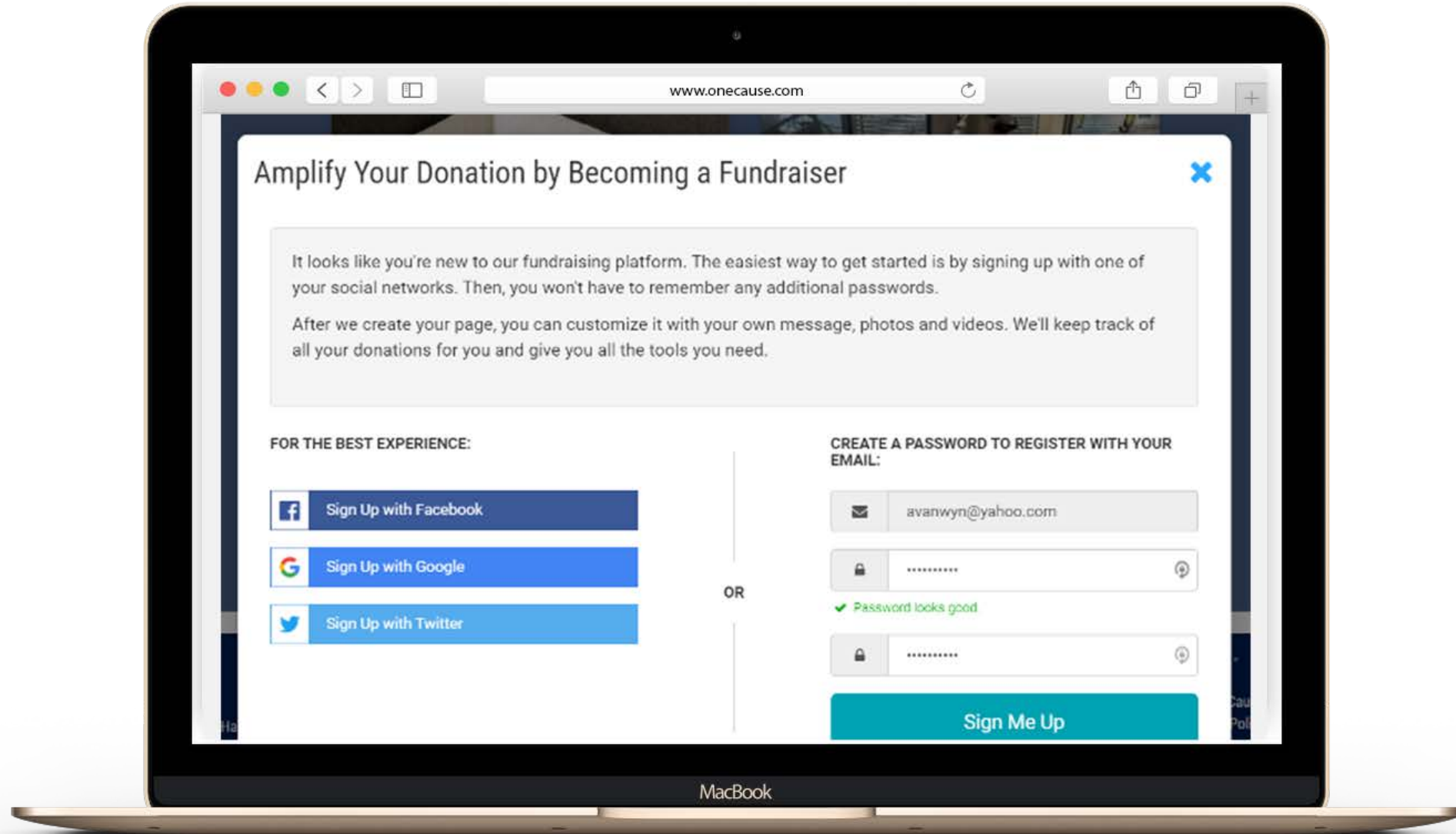
**“DONATE THEN FUNDRAISE”
CAMPAIGN**

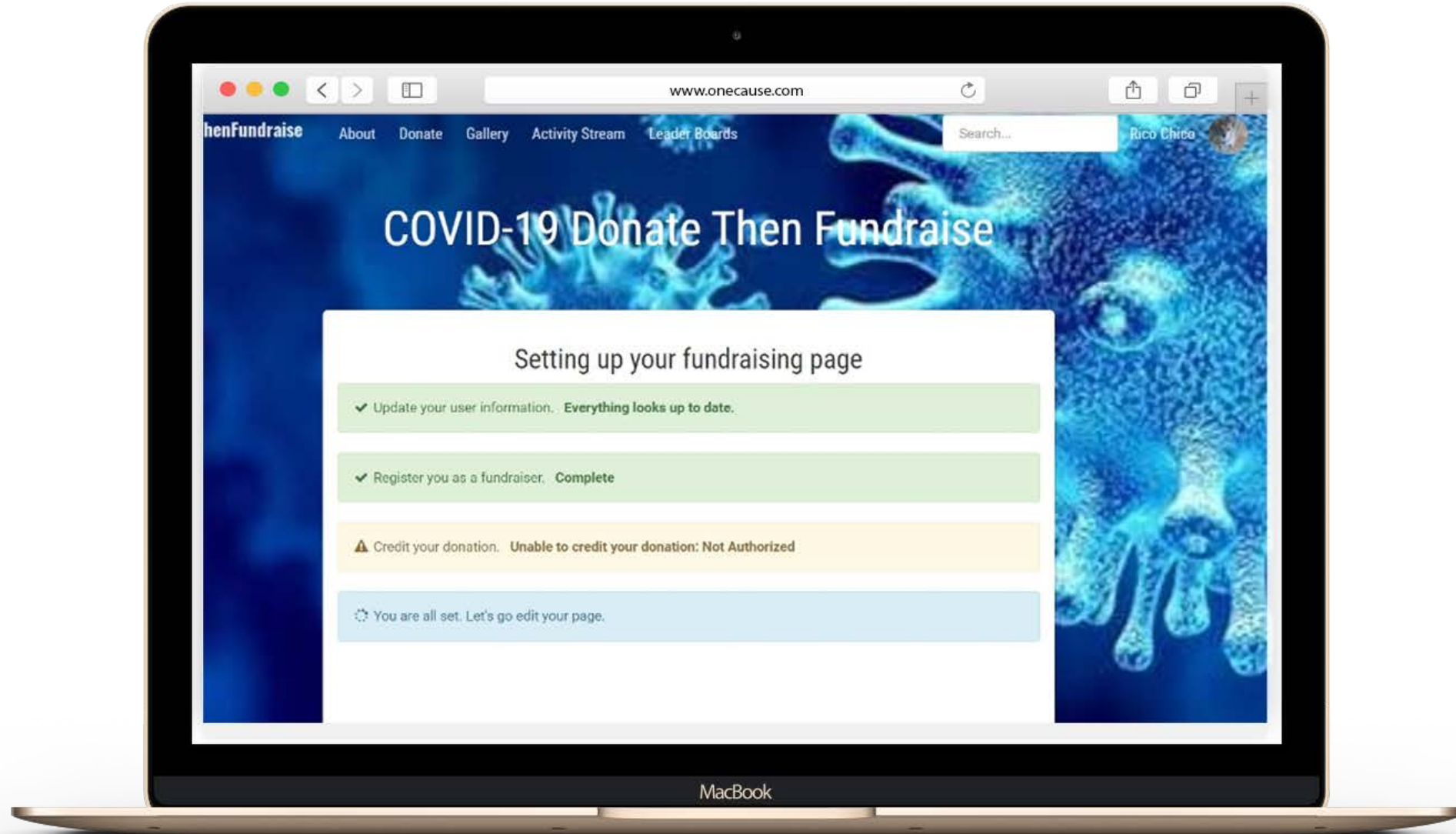
Prompt Donors to Fundraise

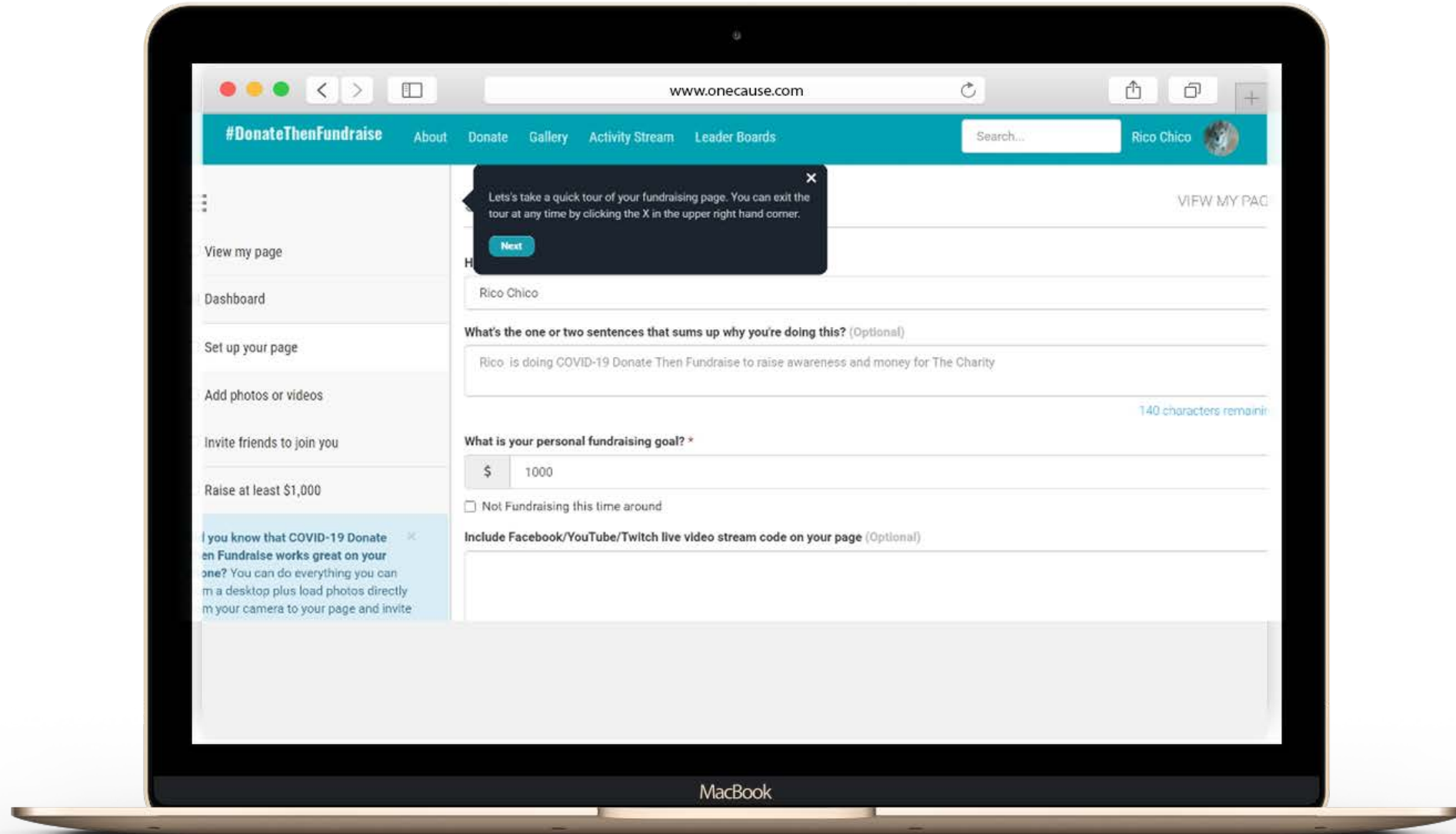


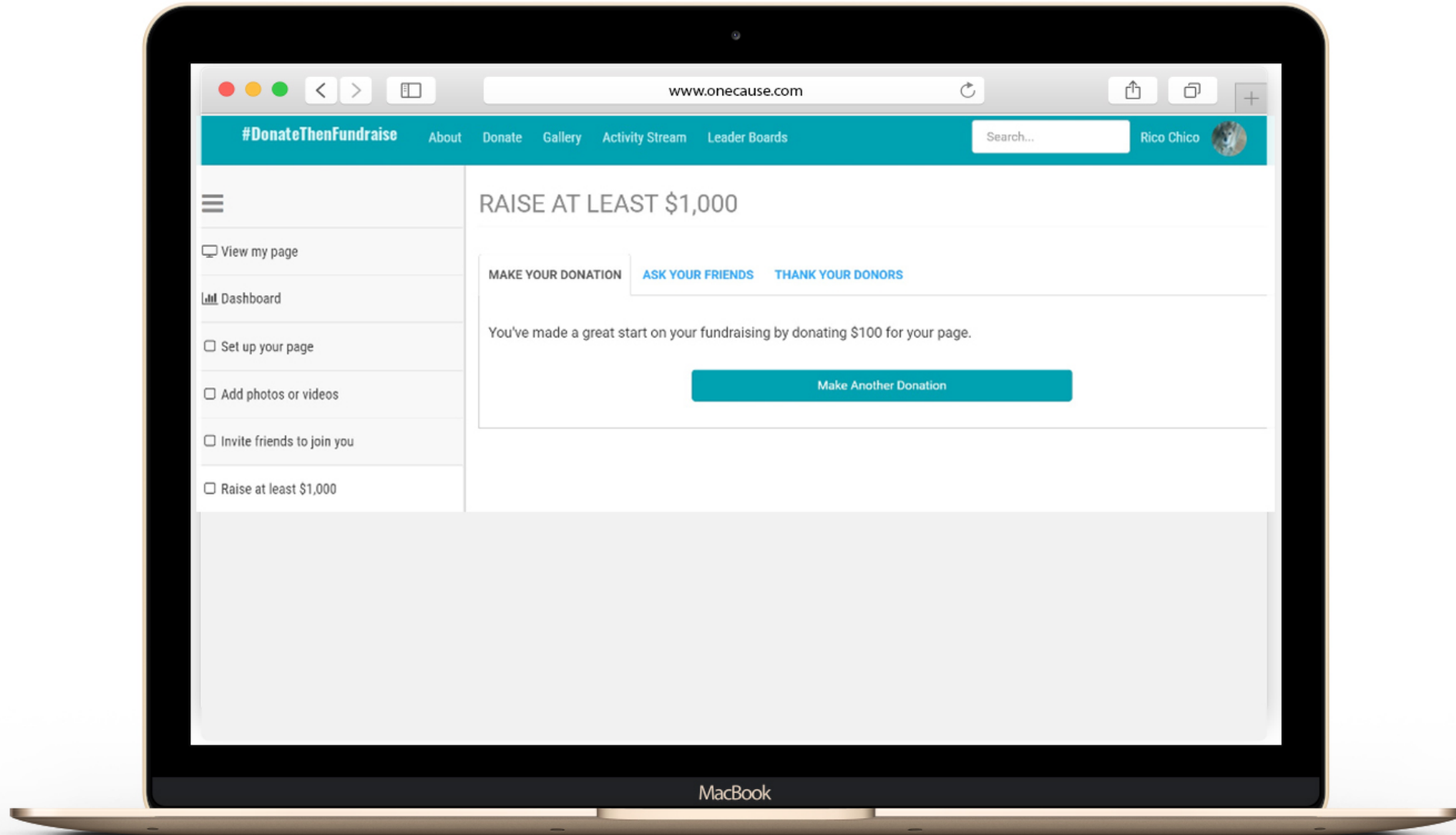




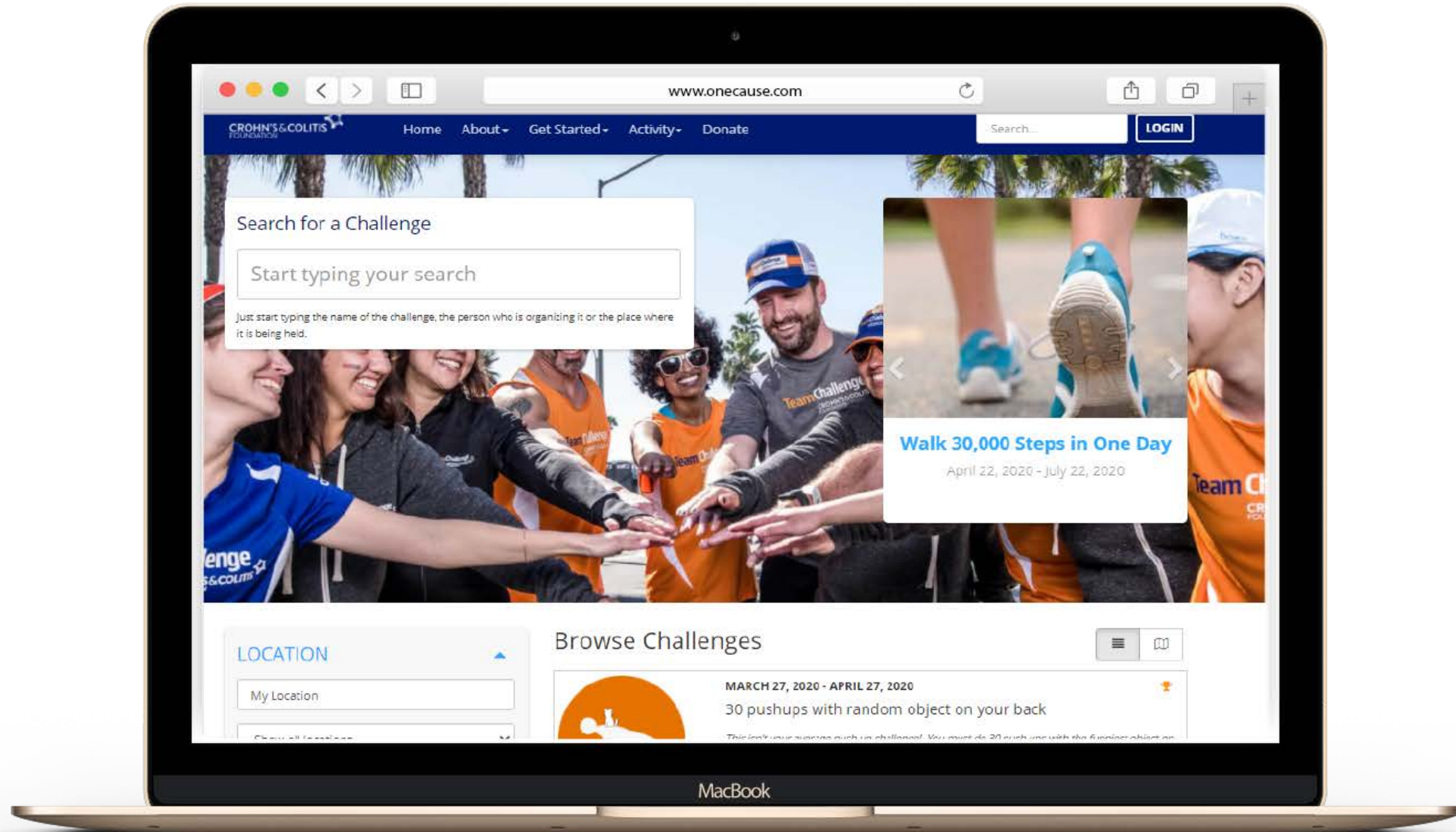


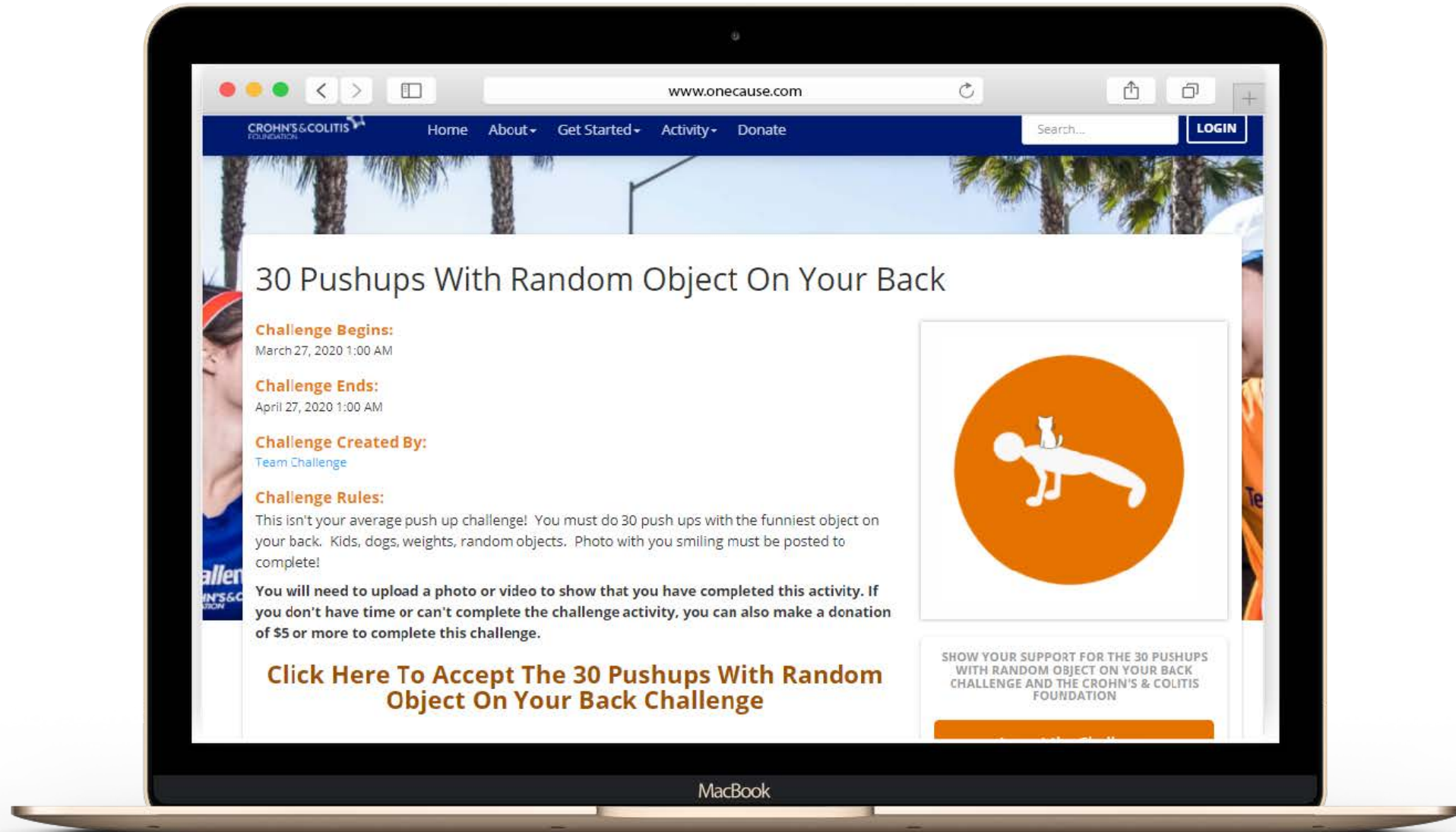


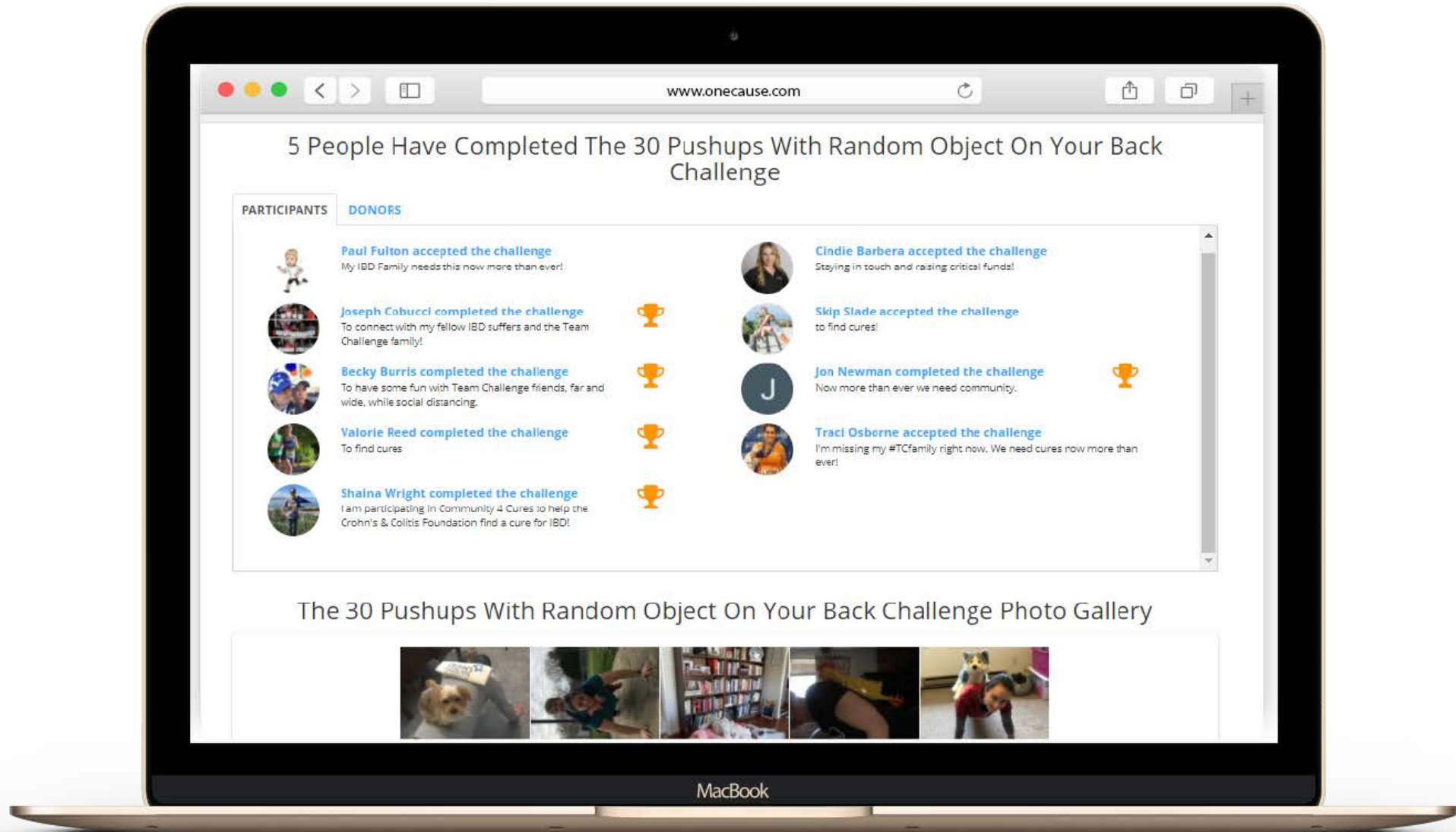


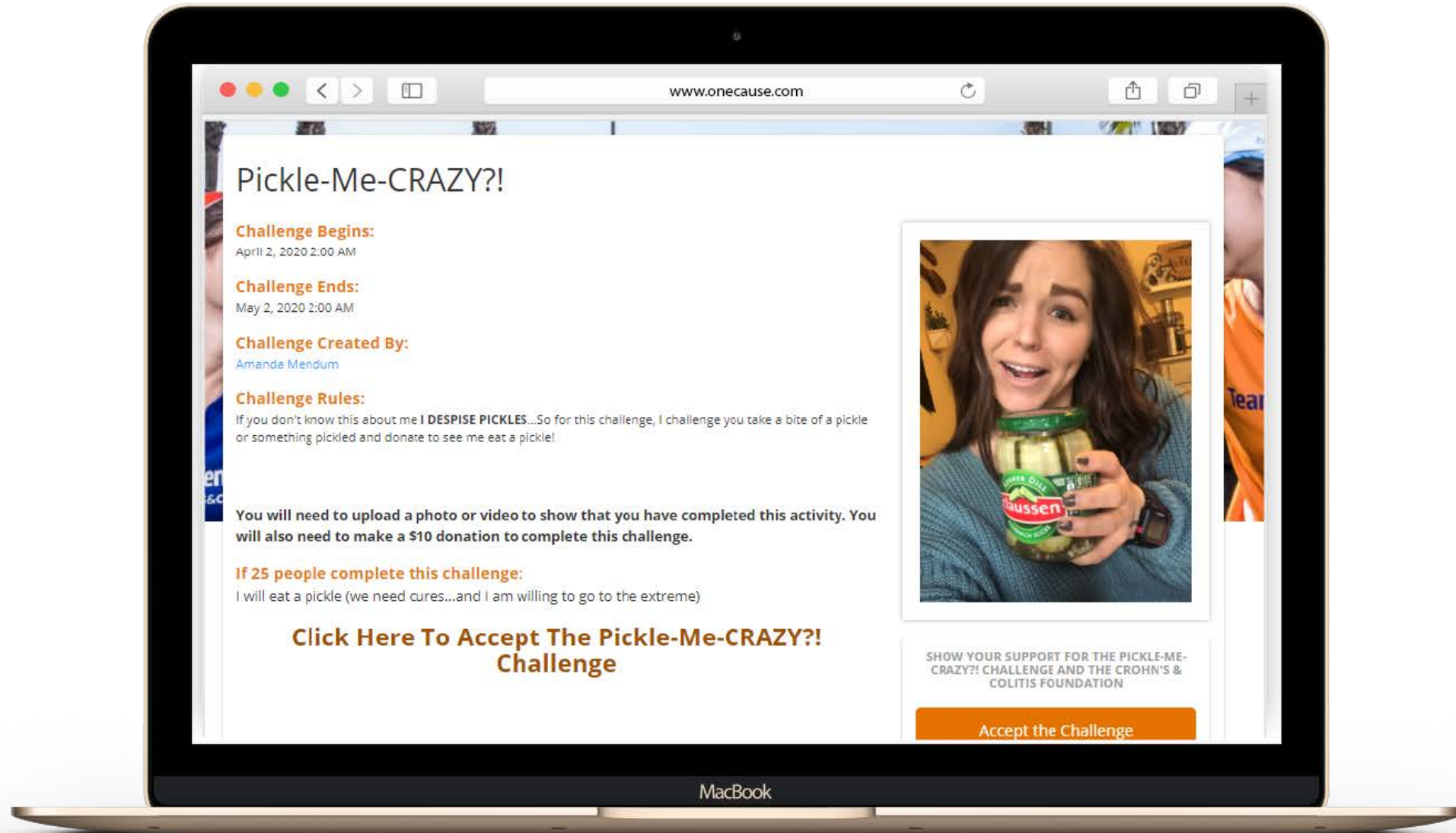


CHALLENGE CAMPAIGN









Pickle-Me-CRAZY?!

Challenge Begins:

April 2, 2020 2:00 AM

Challenge Ends:

May 2, 2020 2:00 AM

Challenge Created By:

Amanda Mendum

Challenge Rules:

If you don't know this about me I **DESPISE PICKLES**...So for this challenge, I challenge you take a bite of a pickle or something pickled and donate to see me eat a pickle!

You will need to upload a photo or video to show that you have completed this activity. You will also need to make a \$10 donation to complete this challenge.

If 25 people complete this challenge:

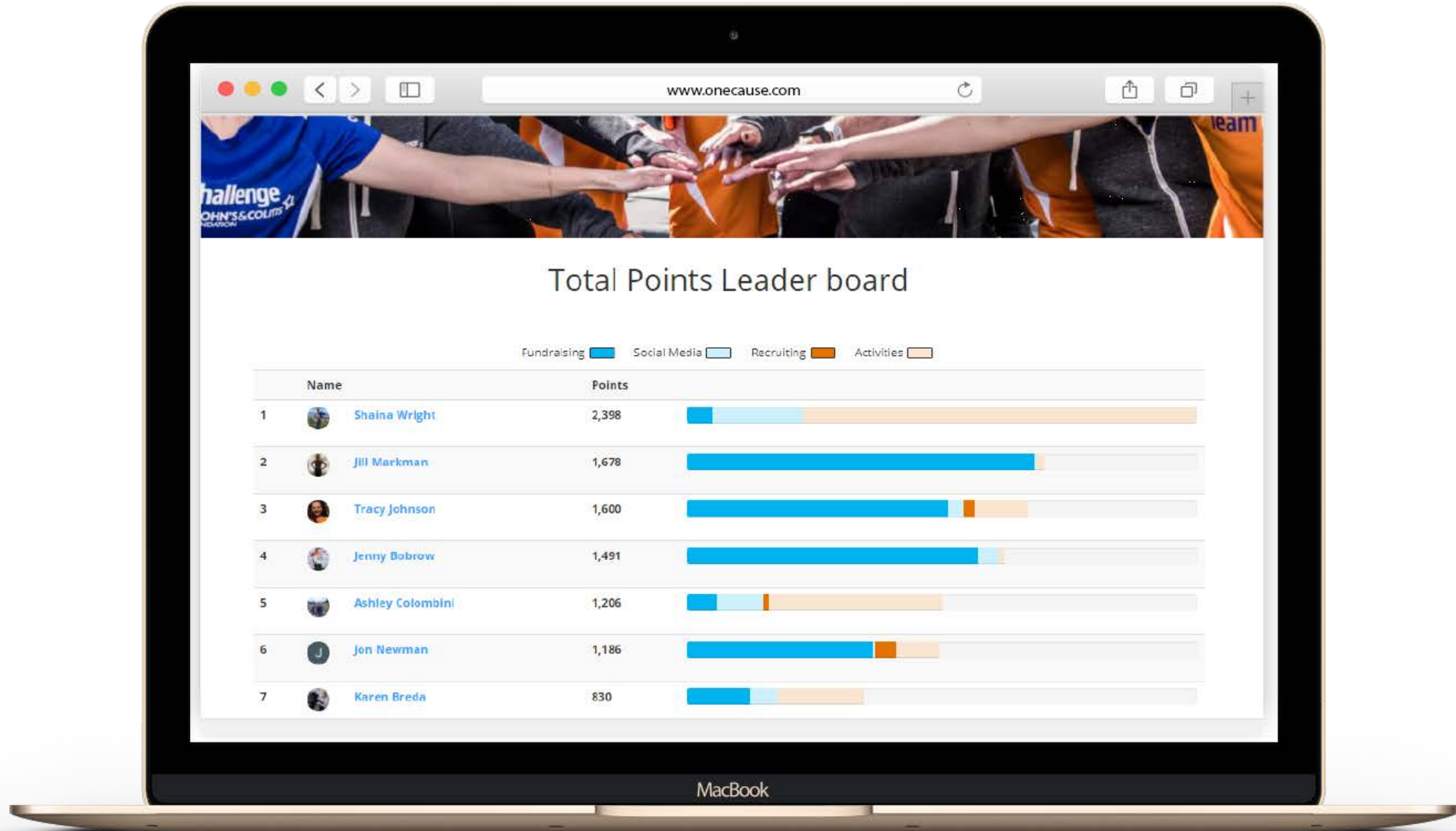
I will eat a pickle (we need cures...and I am willing to go to the extreme)

**Click Here To Accept The Pickle-Me-CRAZY?!
Challenge**



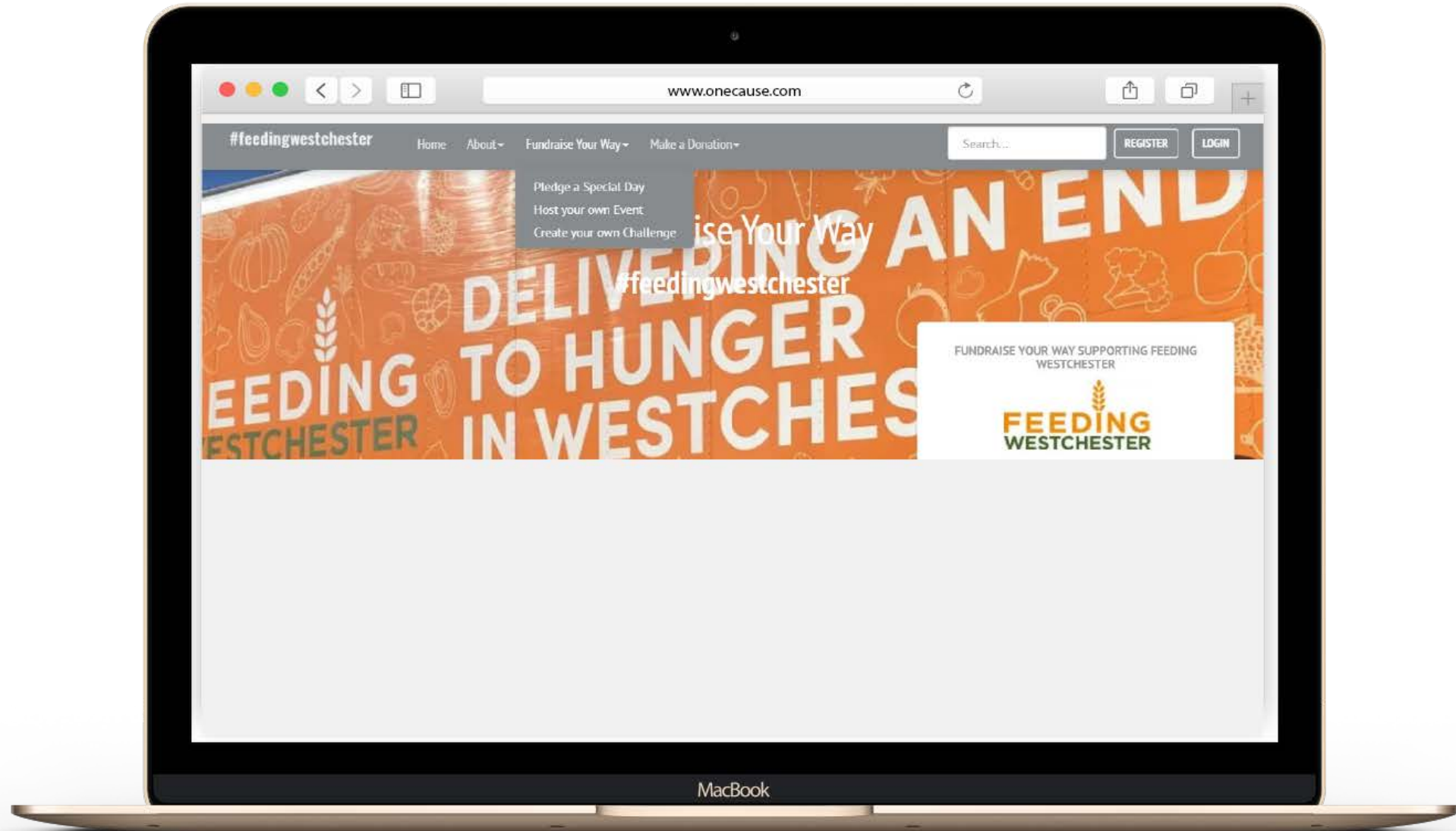
SHOW YOUR SUPPORT FOR THE PICKLE-ME-CRAZY?! CHALLENGE AND THE CROHN'S & COLITIS FOUNDATION

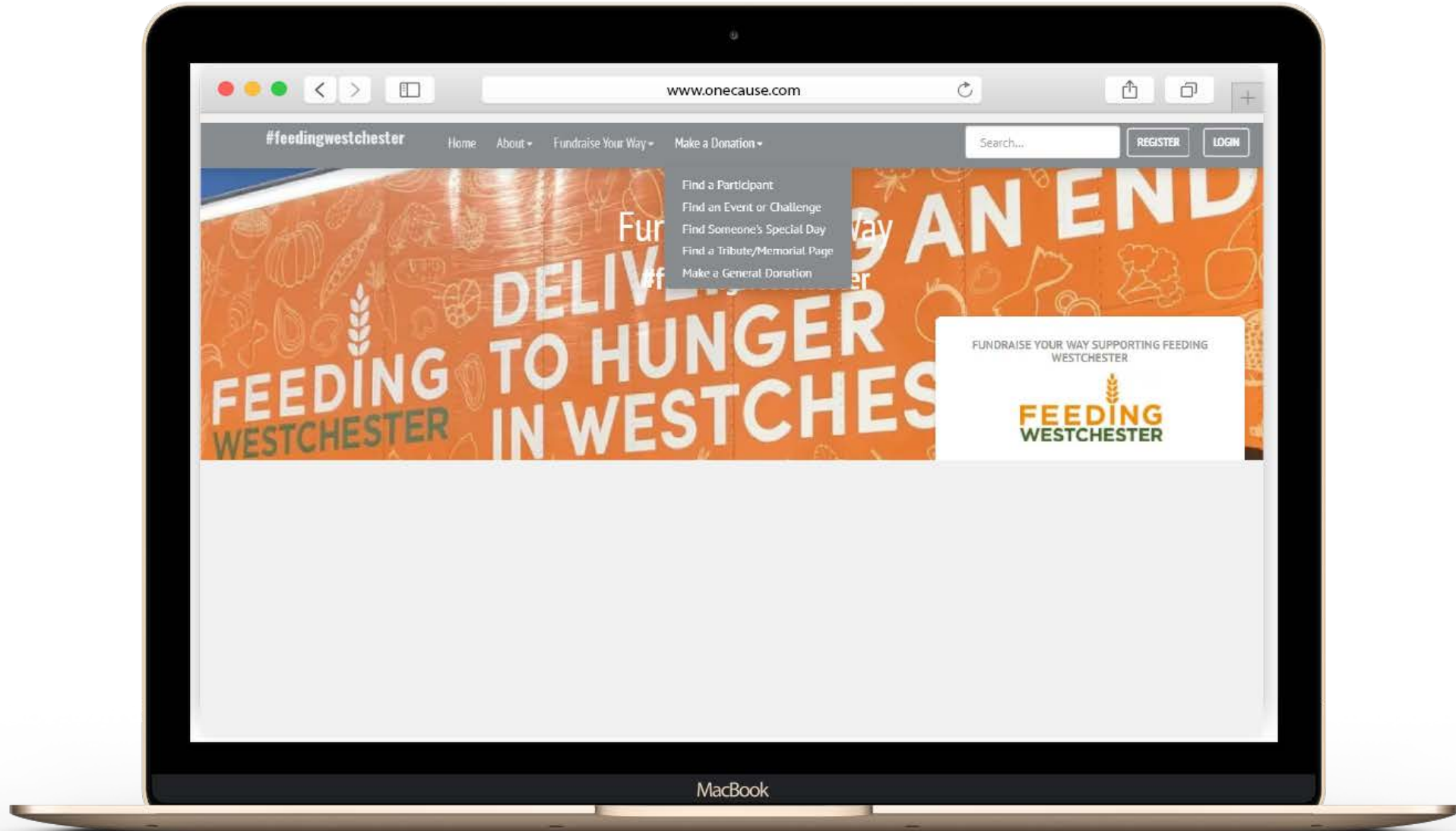
Accept the Challenge

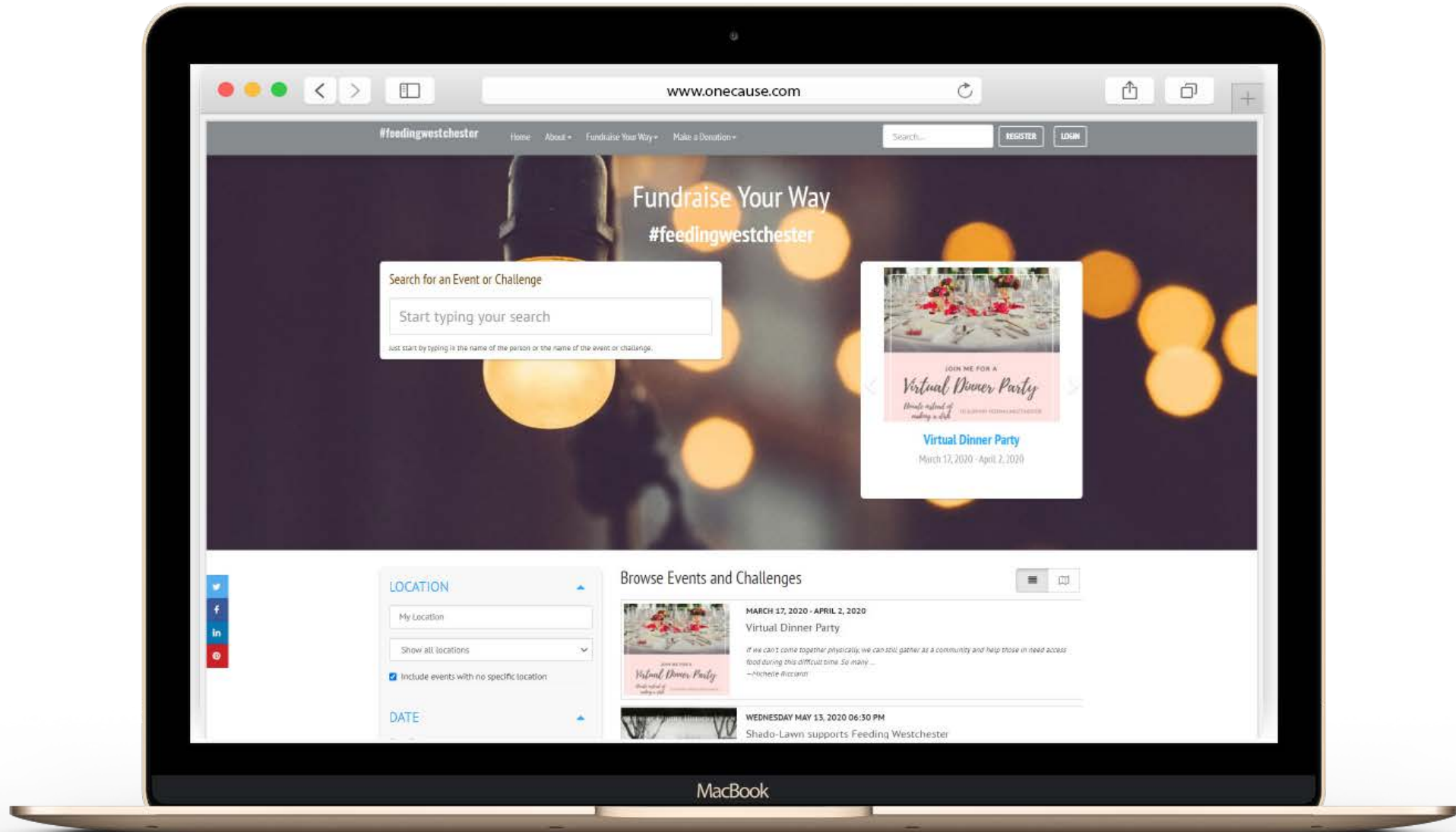


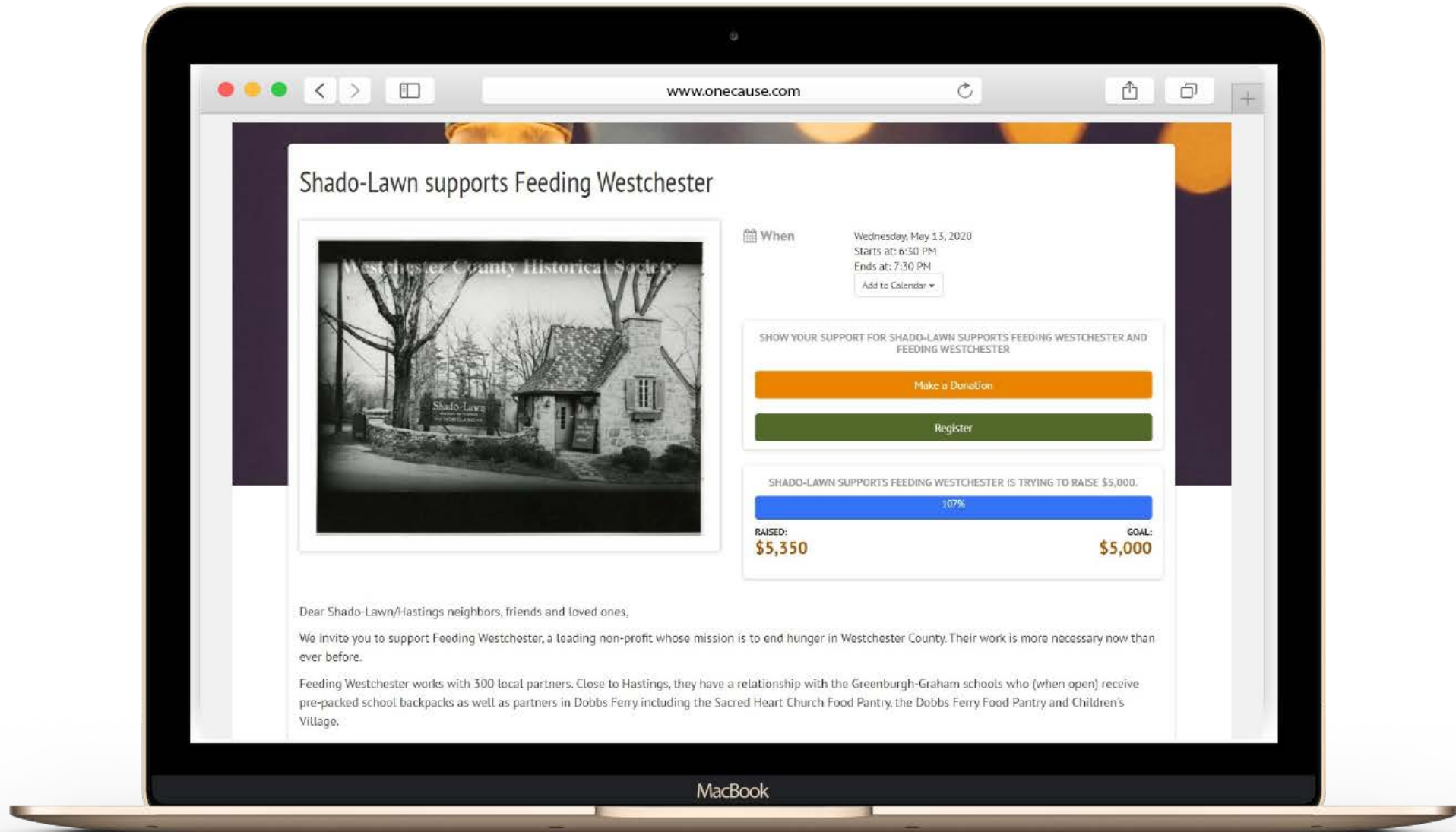
DIY / “FUNDRAISE YOUR WAY”

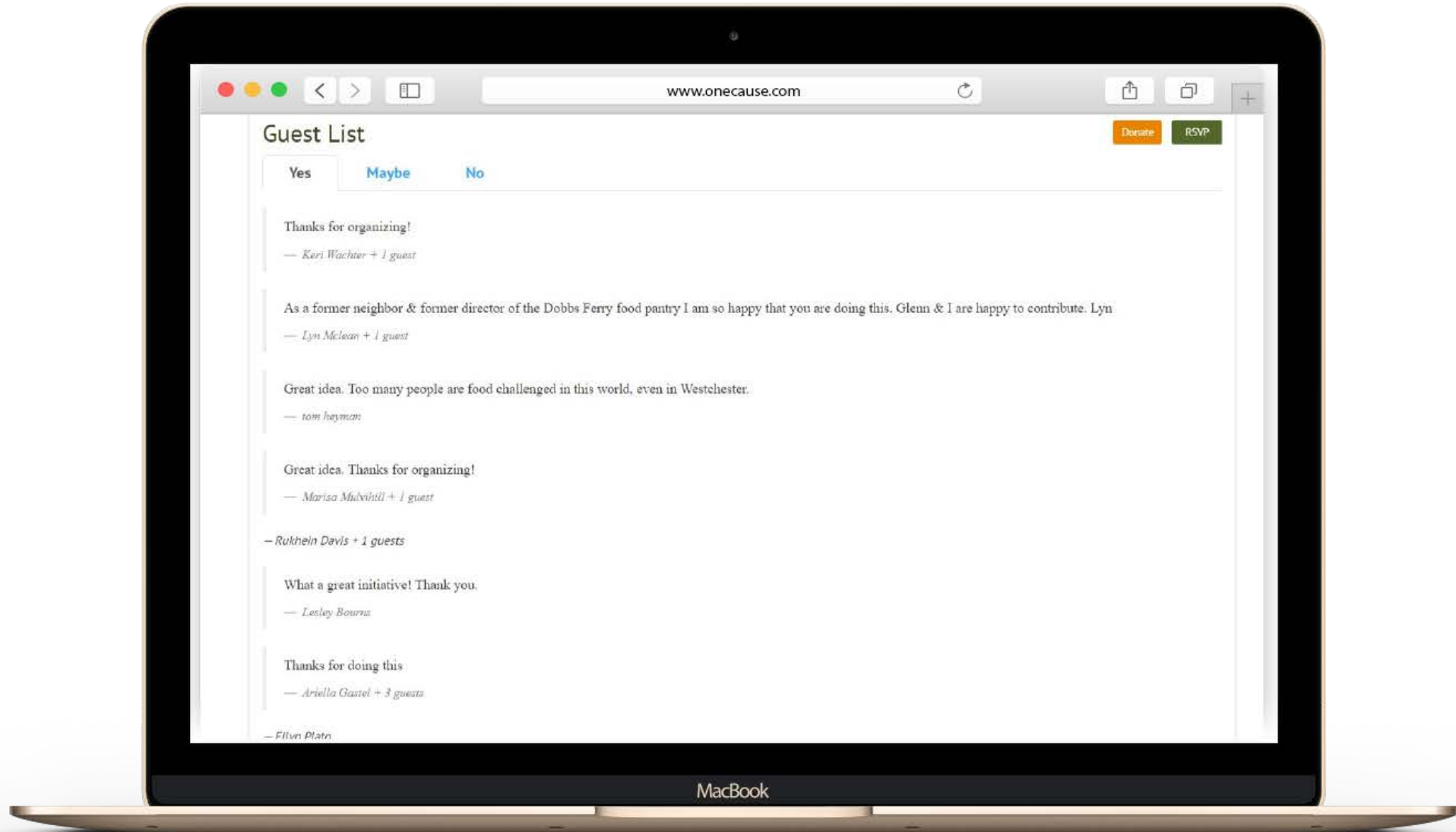


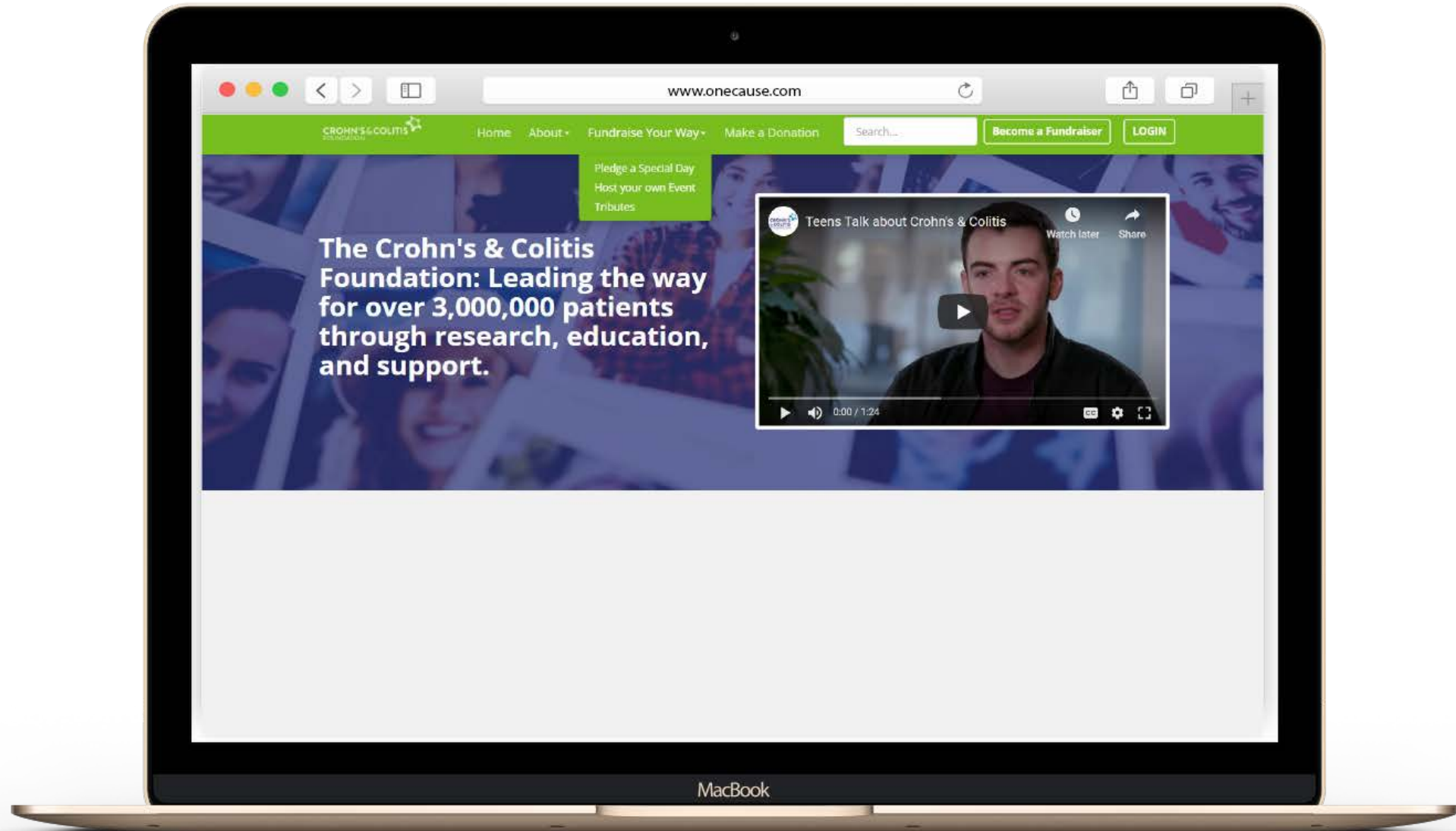


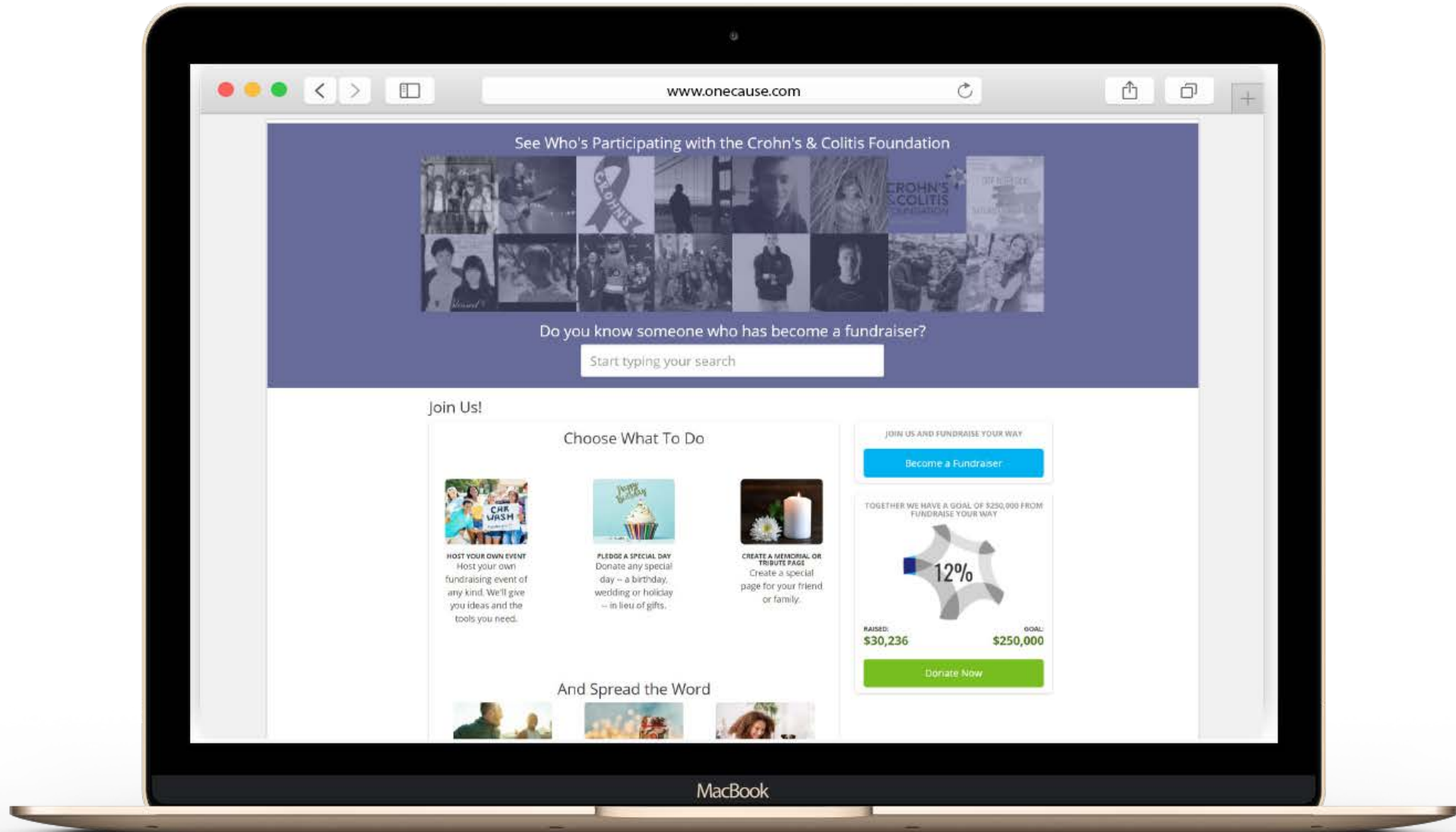




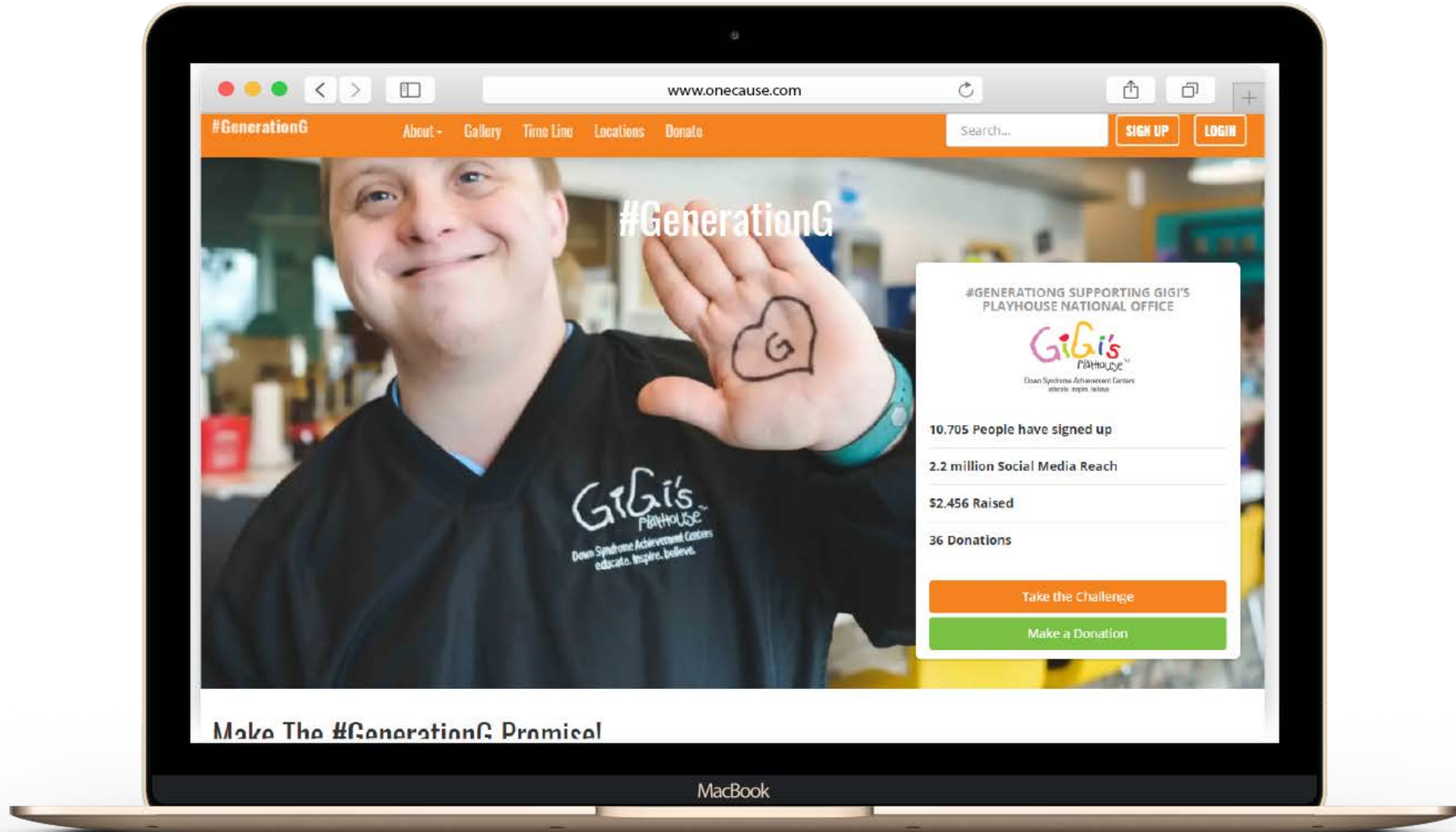


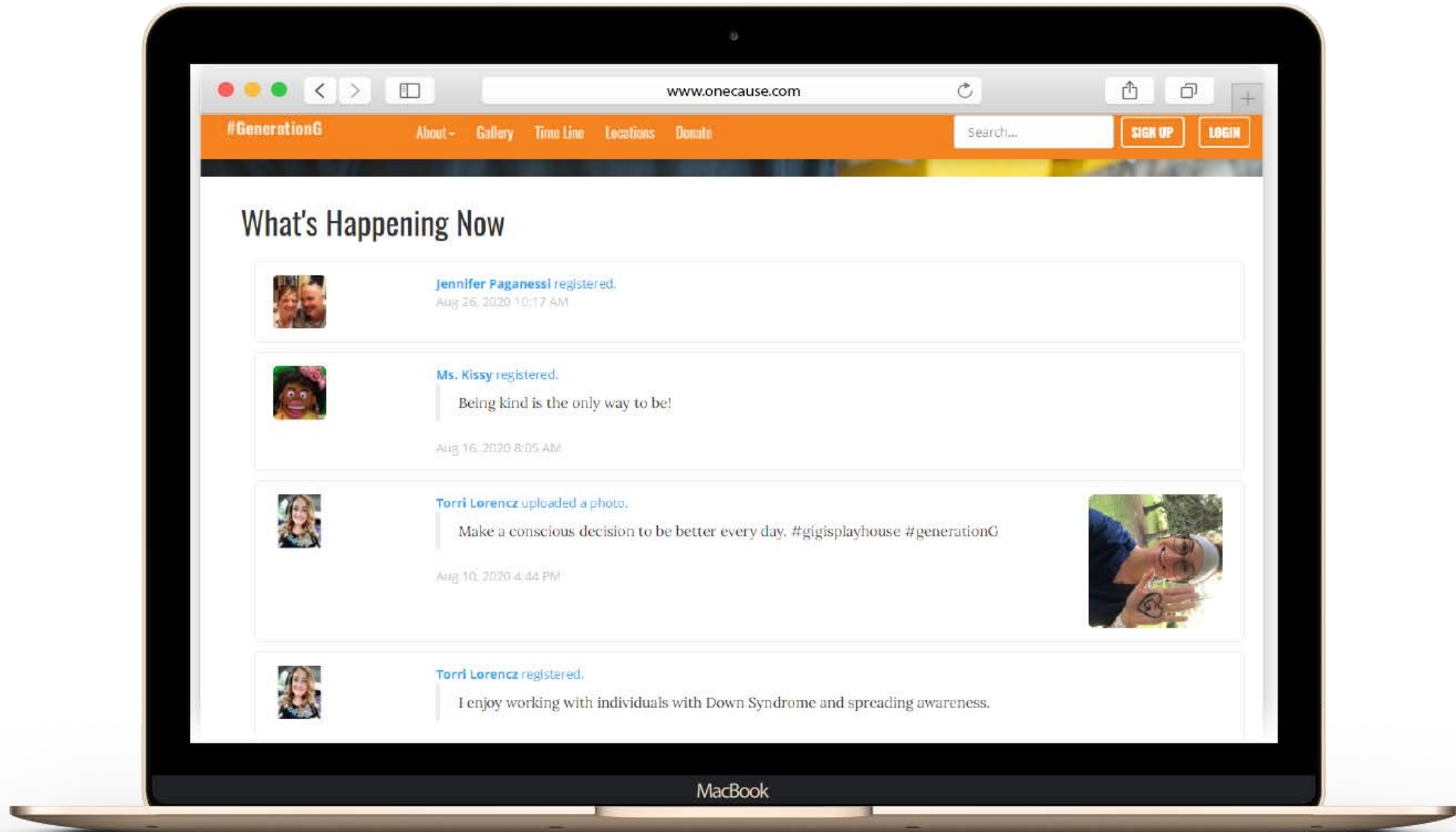






AWARENESS CAMPAIGN





#GenerationG

[About](#) - [Gallery](#) [Time Line](#) [Locations](#) [Donate](#)

Search...

[SIGN UP](#)

[LOGIN](#)

What's Happening Now



[Jennifer Paganessi](#) registered.
Aug 26, 2020 10:17 AM



[Ms. Kissy](#) registered.
Being kind is the only way to be!
Aug 16, 2020 8:05 AM

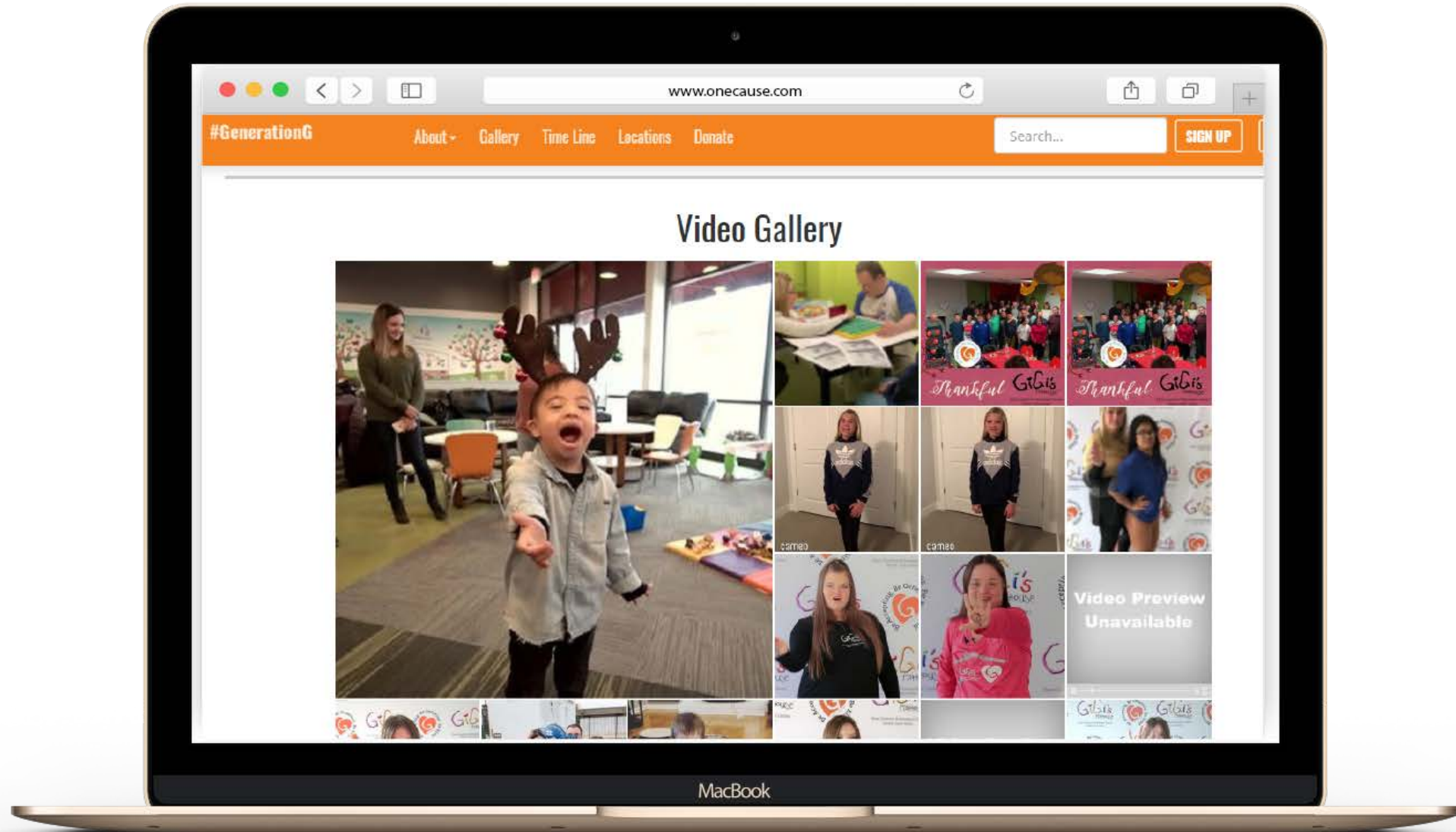


[Torri Lorencz](#) uploaded a photo.
Make a conscious decision to be better every day. #gigisplayhouse #generationG
Aug 10, 2020 4:44 PM



[Torri Lorencz](#) registered.
I enjoy working with individuals with Down Syndrome and spreading awareness.

MacBook



AMBASSADOR FUNDRAISING



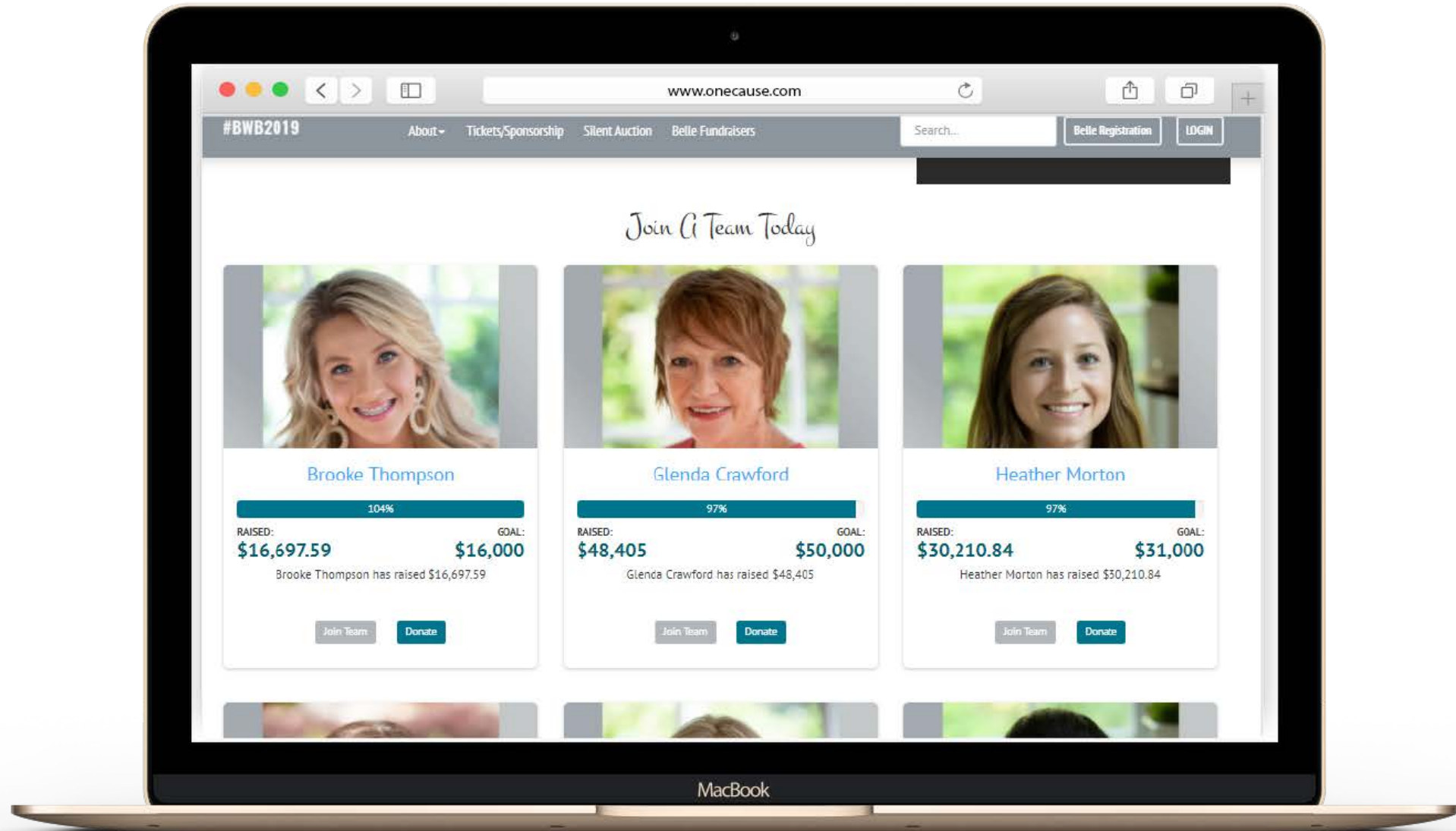
Black & White Ball

Vote with a Donation for Your Favorite Belle of the Ball

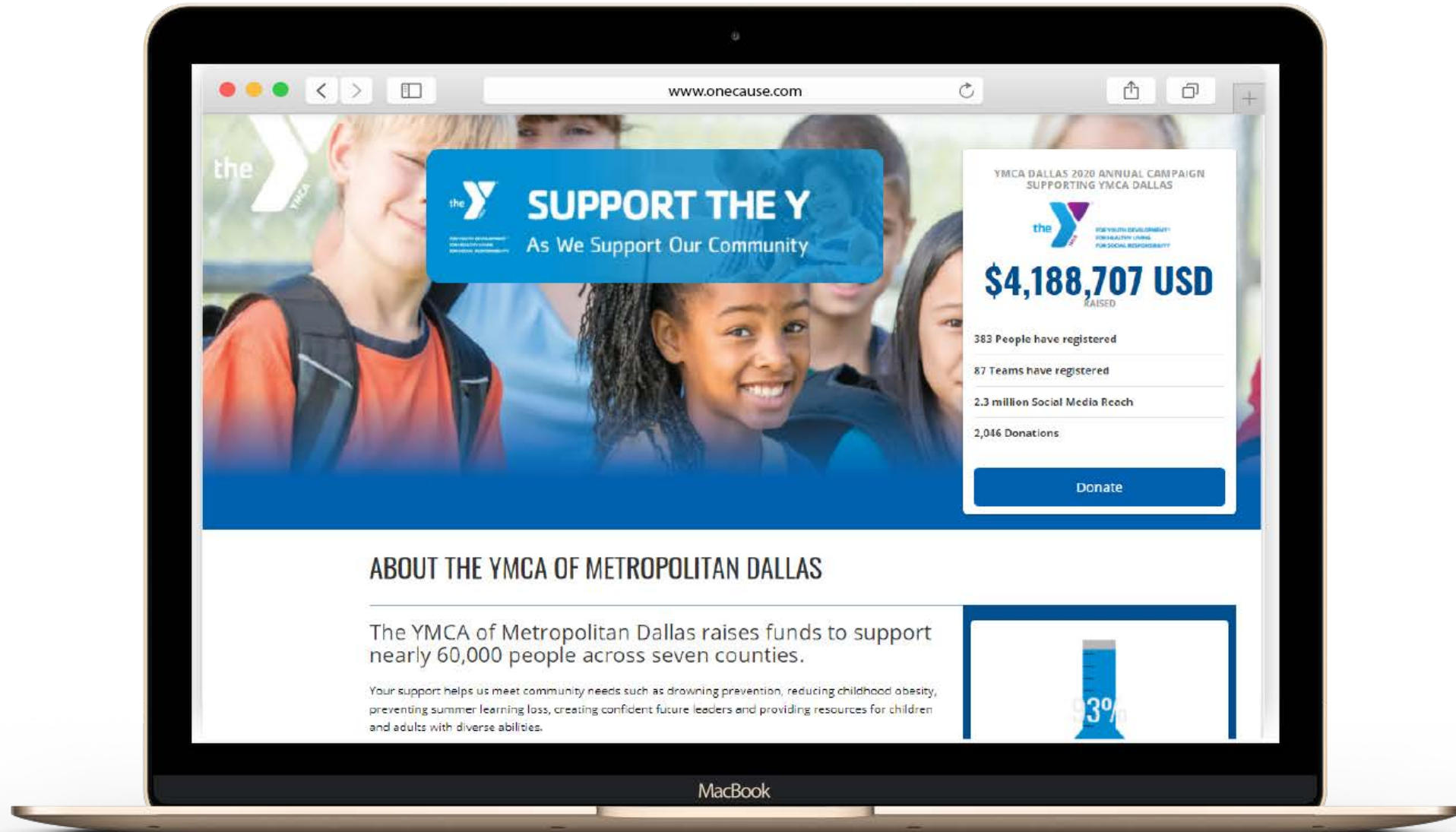
Glenda Crawford, Tara Davis, Kristin Lea, Kristen Lovette, Heather Morton, Brooke Thompson and Jan Walker are the 2019 Belles. The Belle that raises the most funds will be announced at the 2019 Black and White

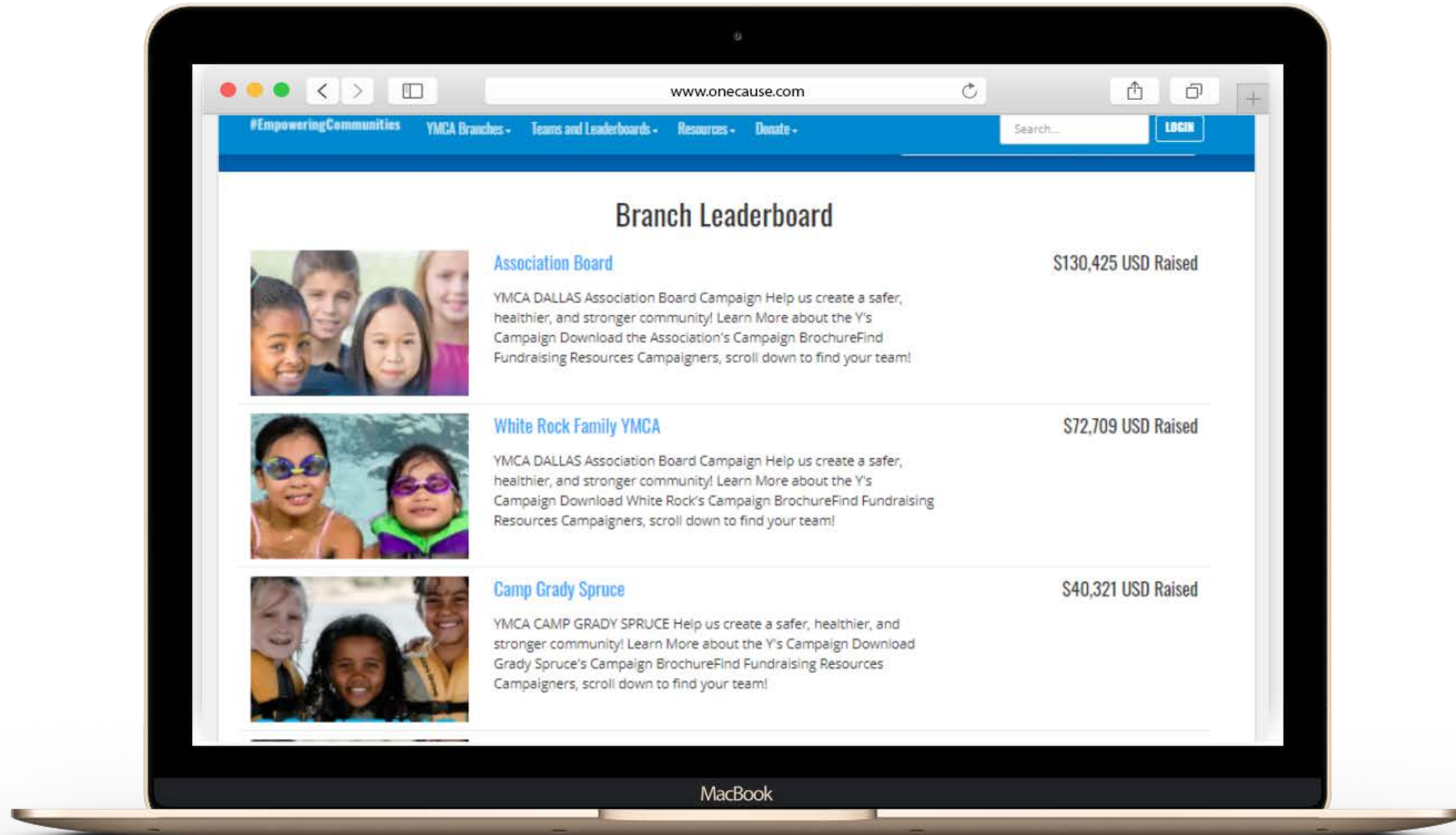
HELP BLACK AND WHITE BALL 2019 REACH OUR GOAL OF RAISING \$160,000.

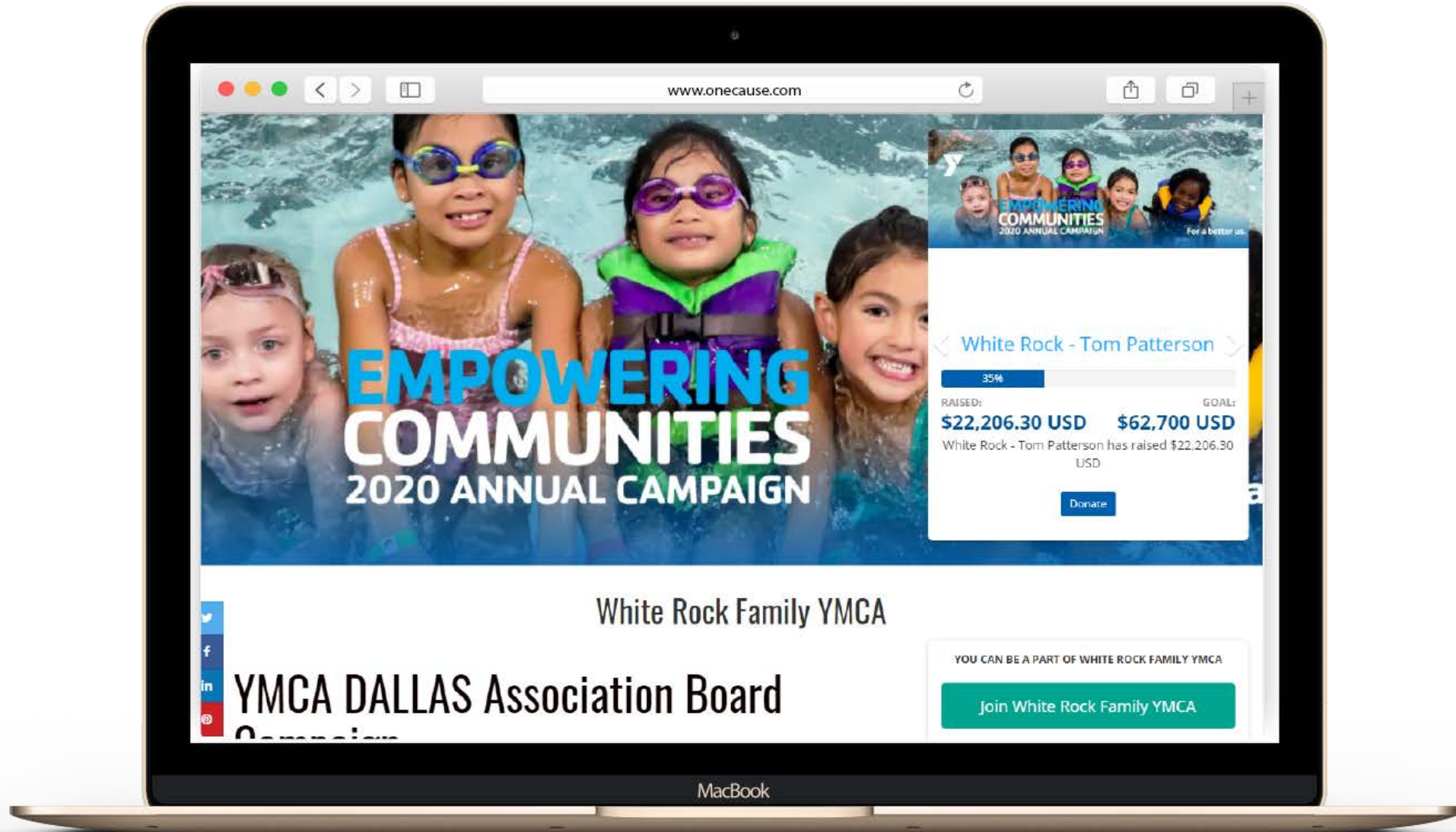


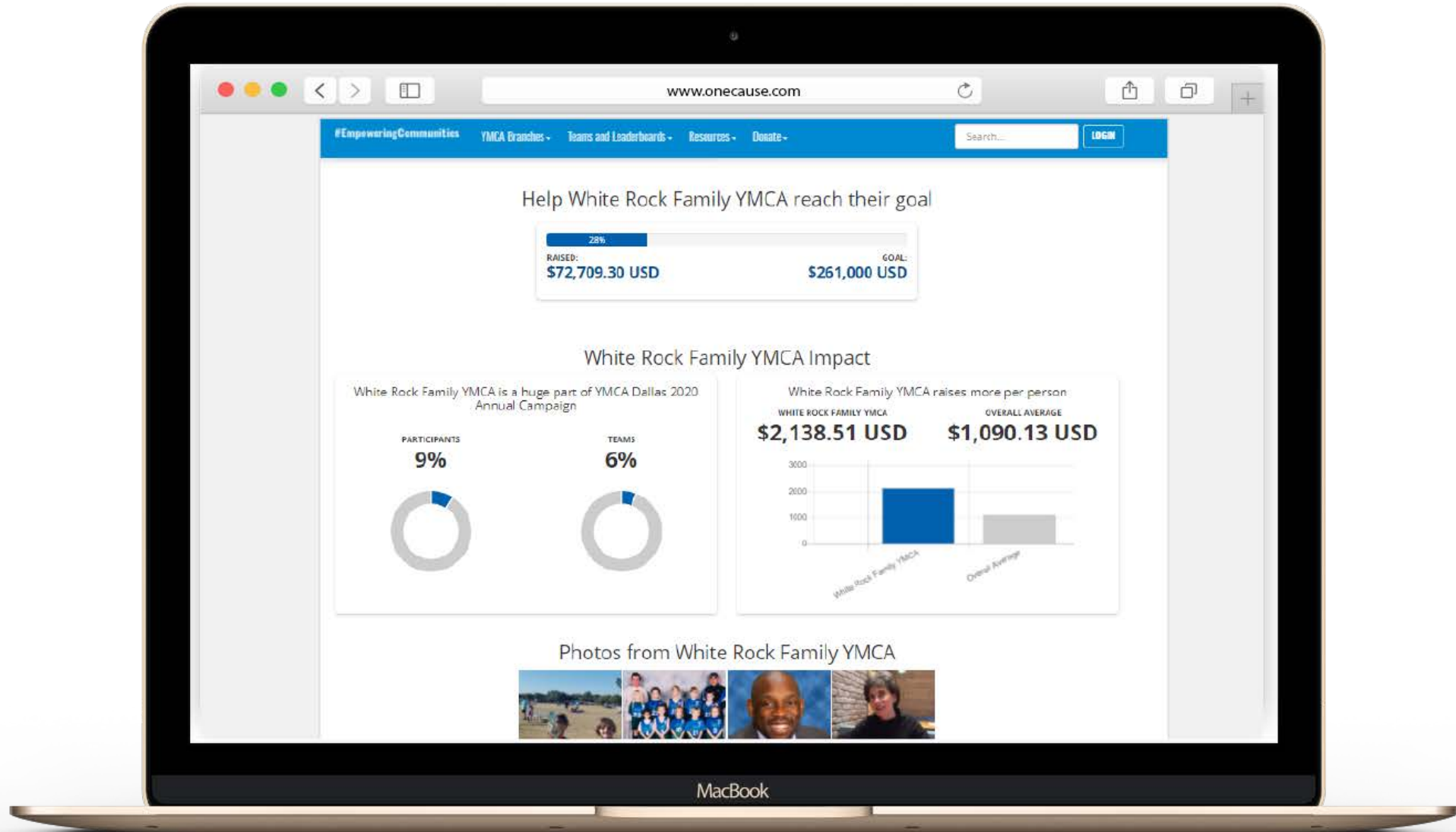


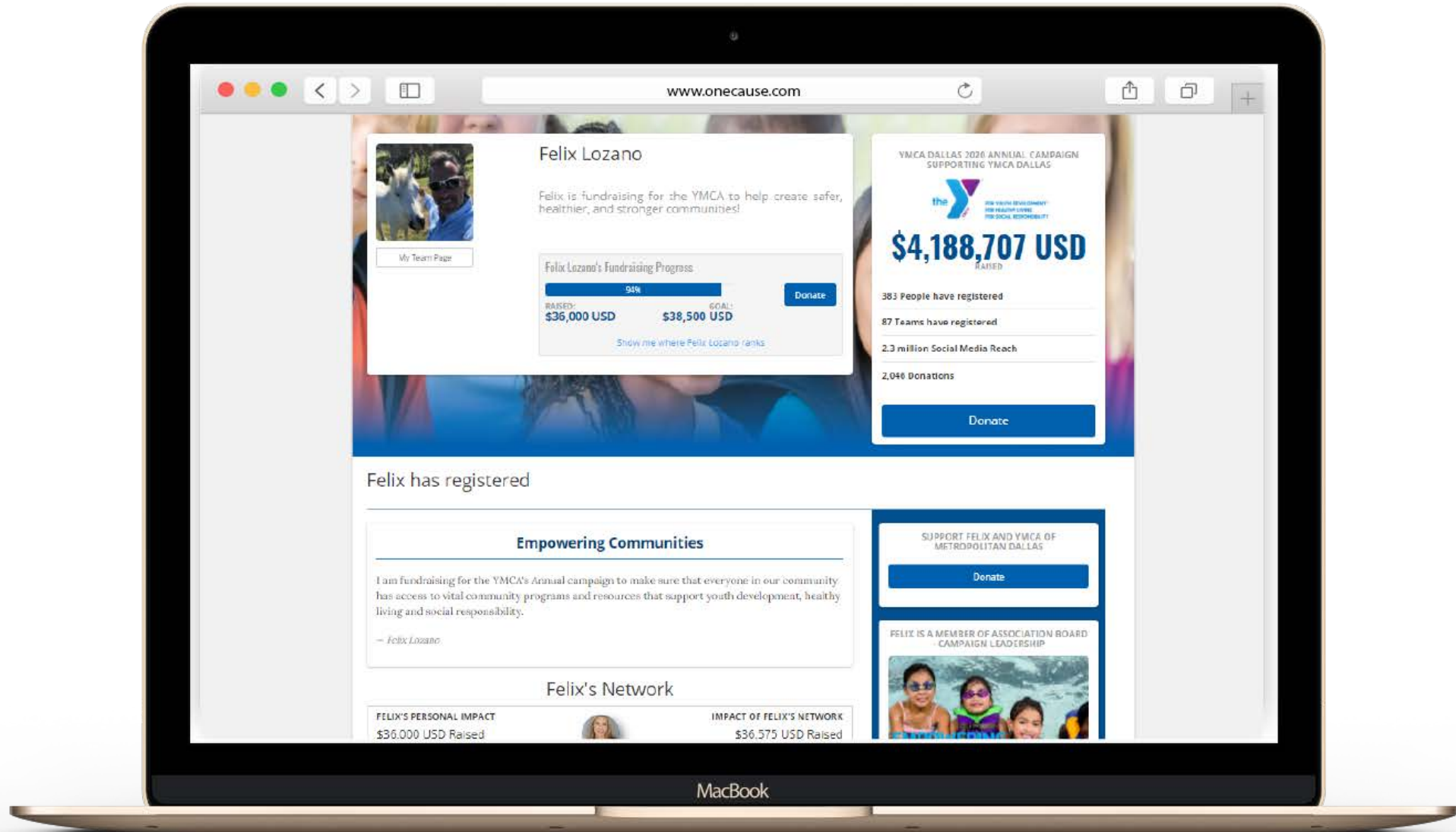
CROWDFUNDING CAMPAIGN

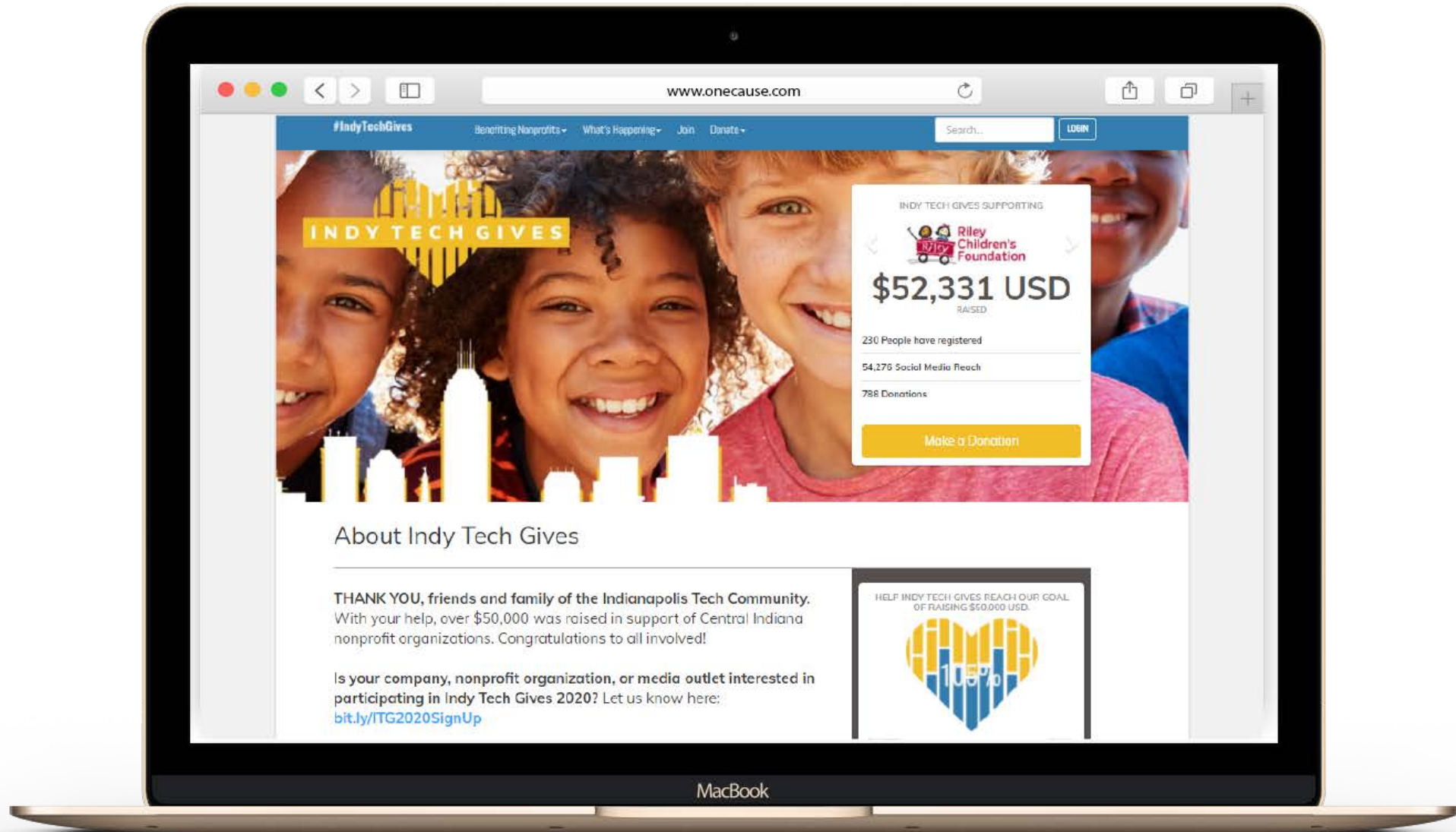


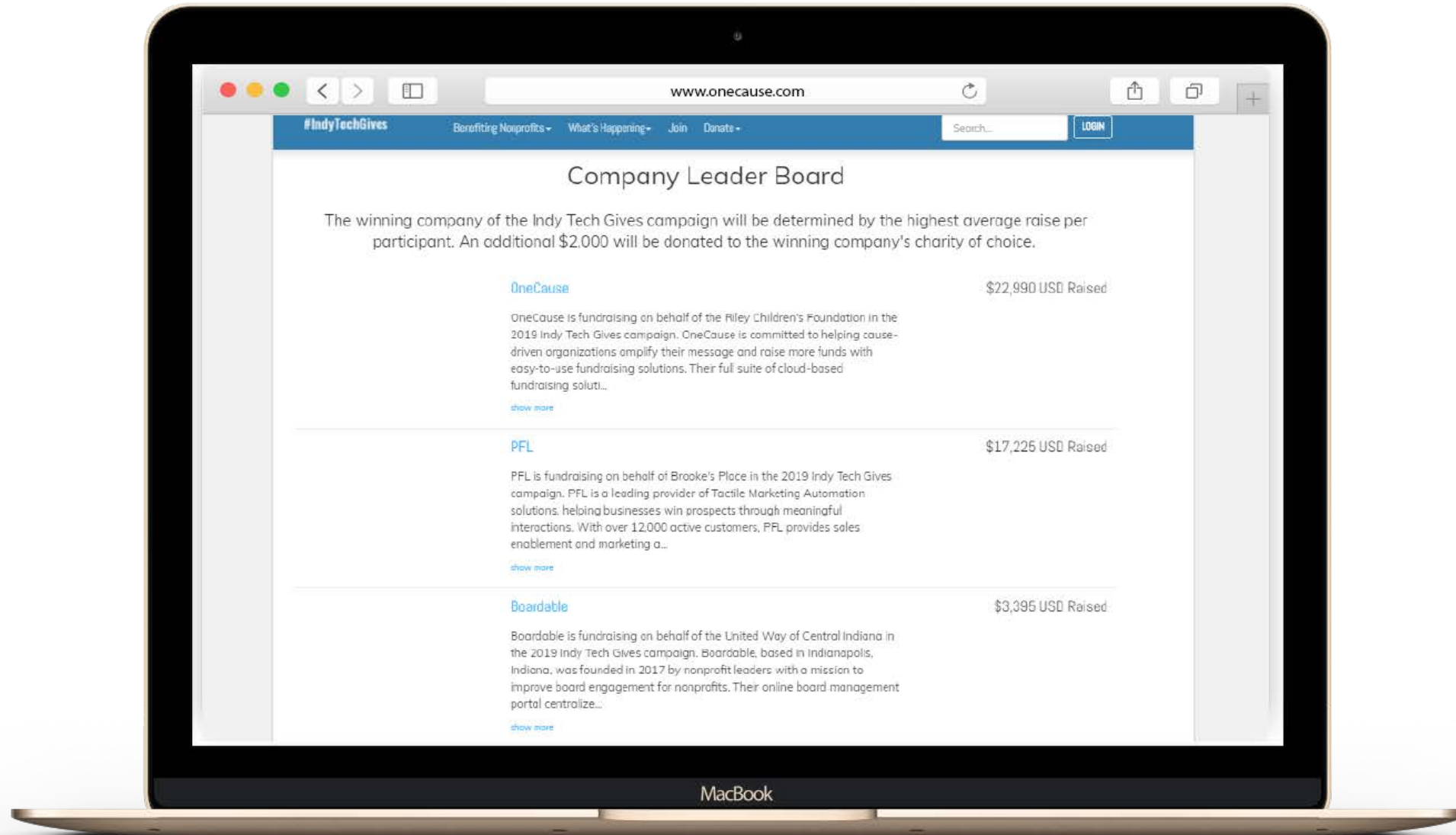


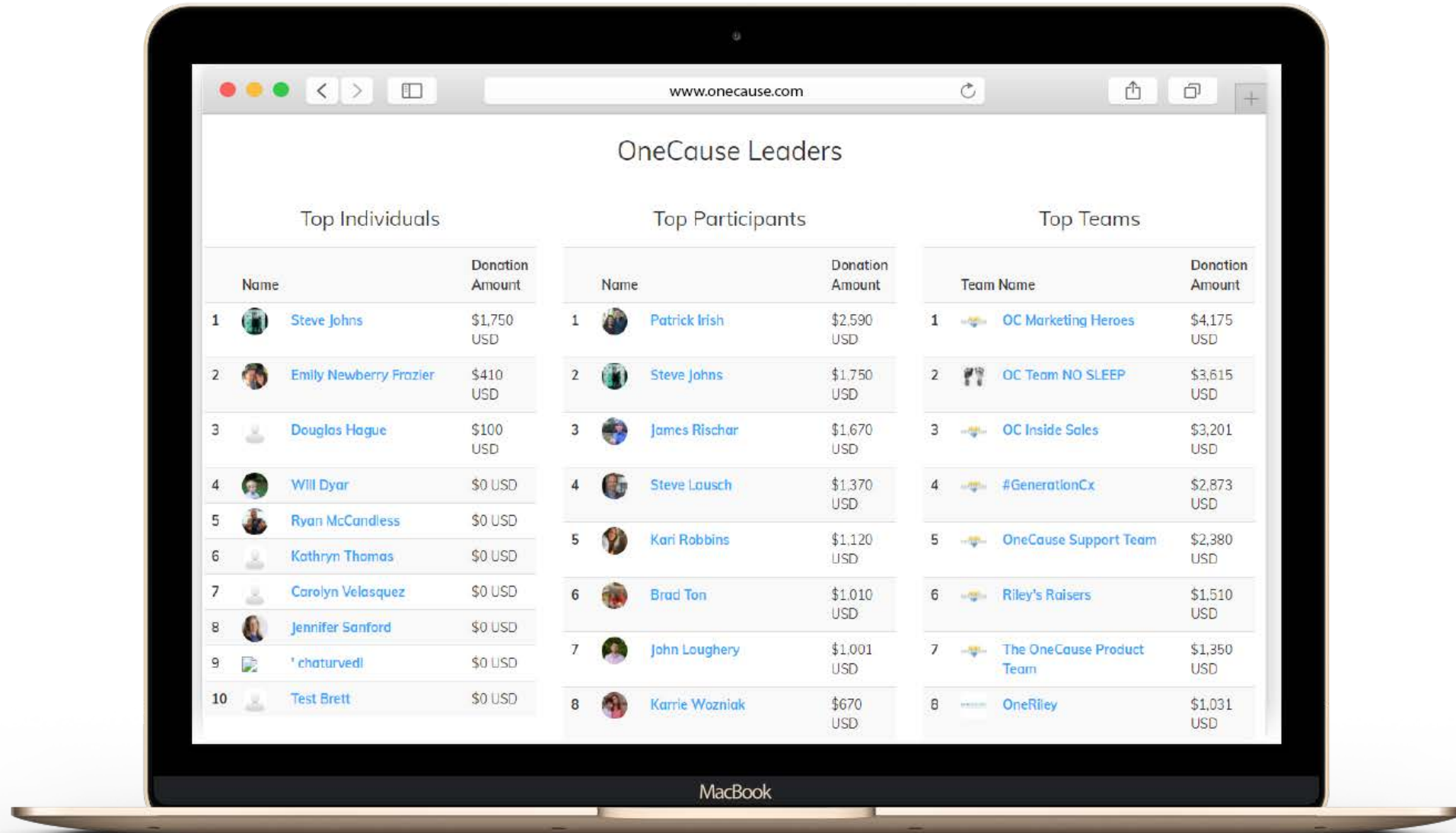




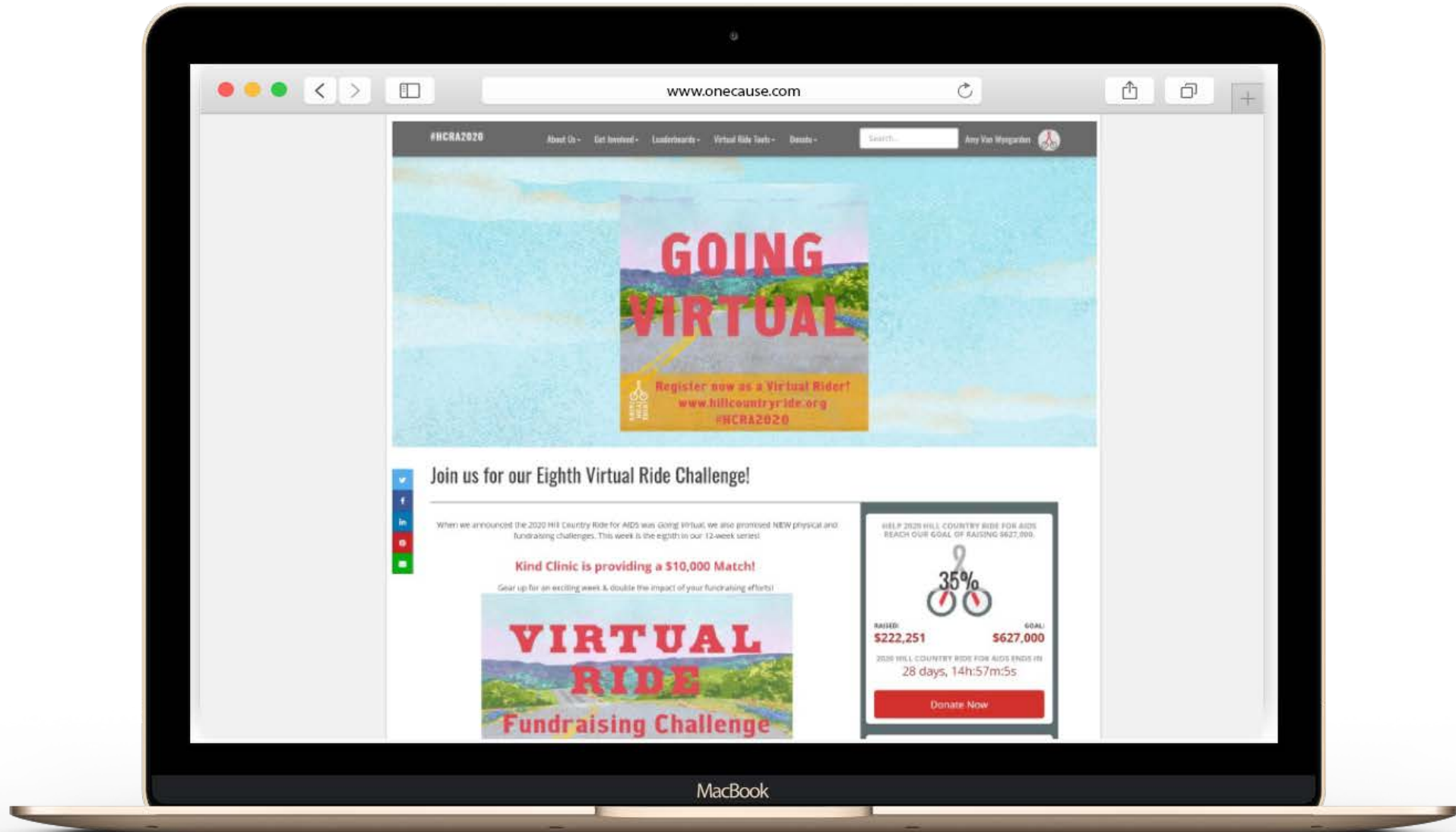




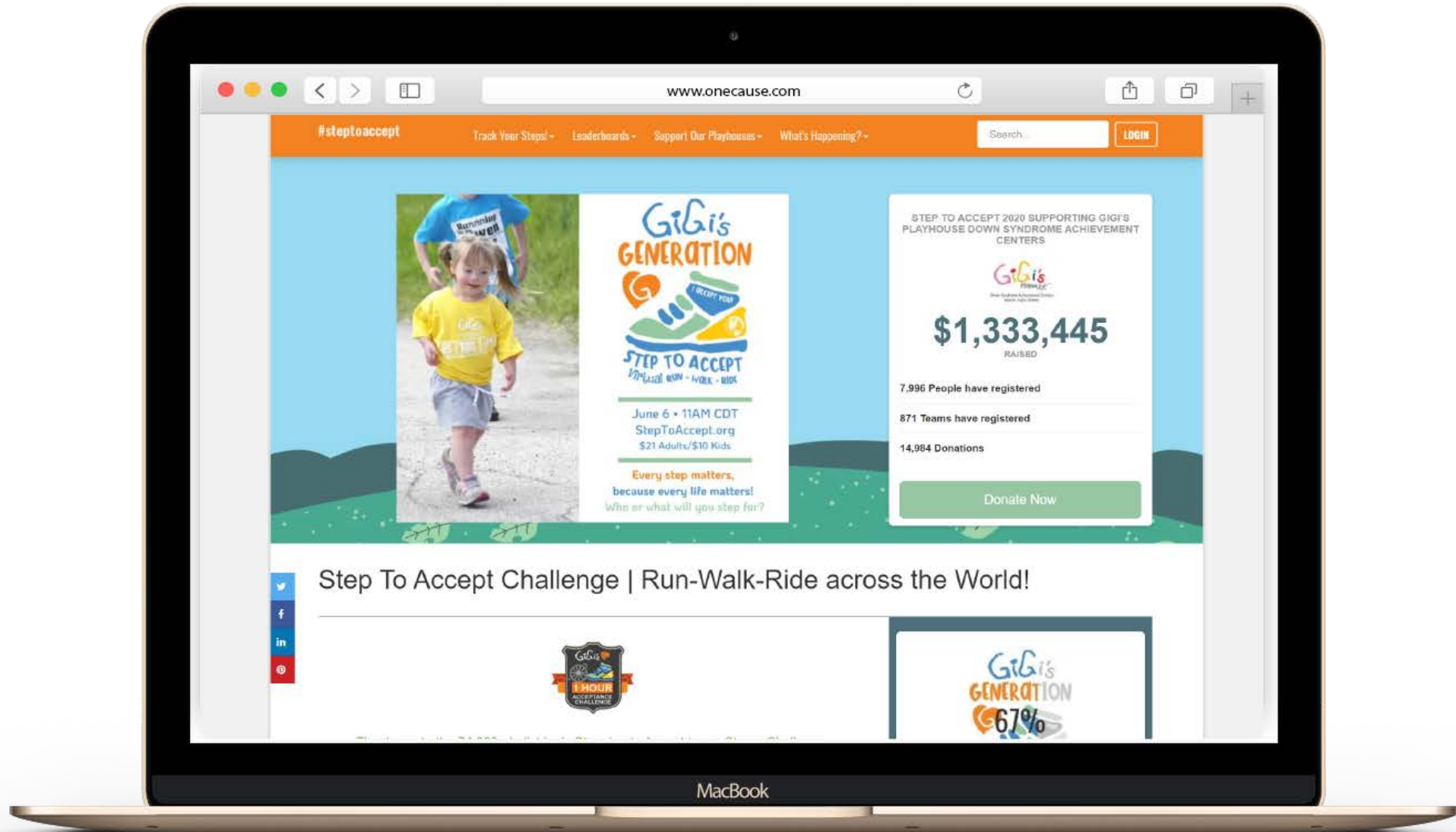


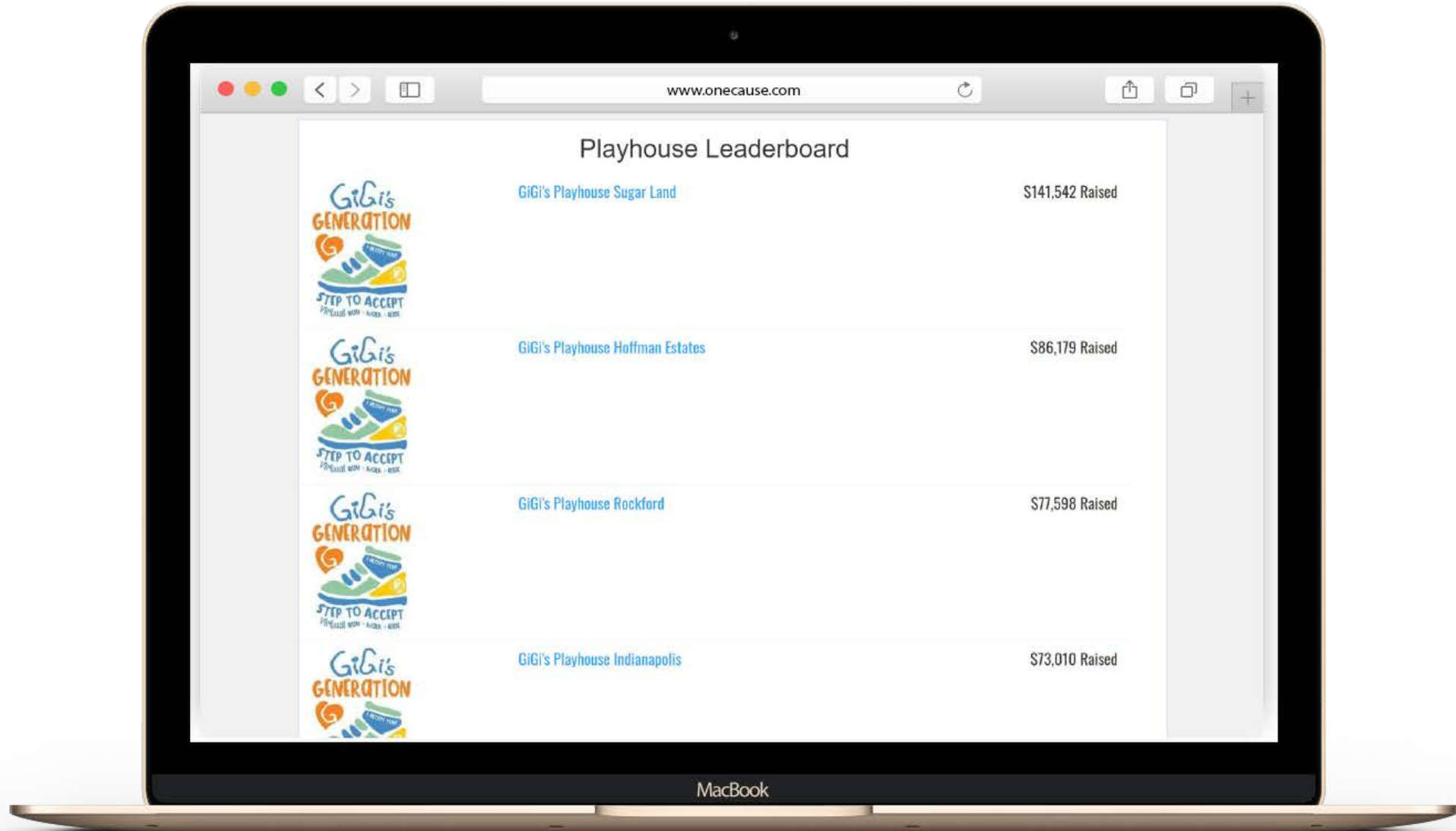


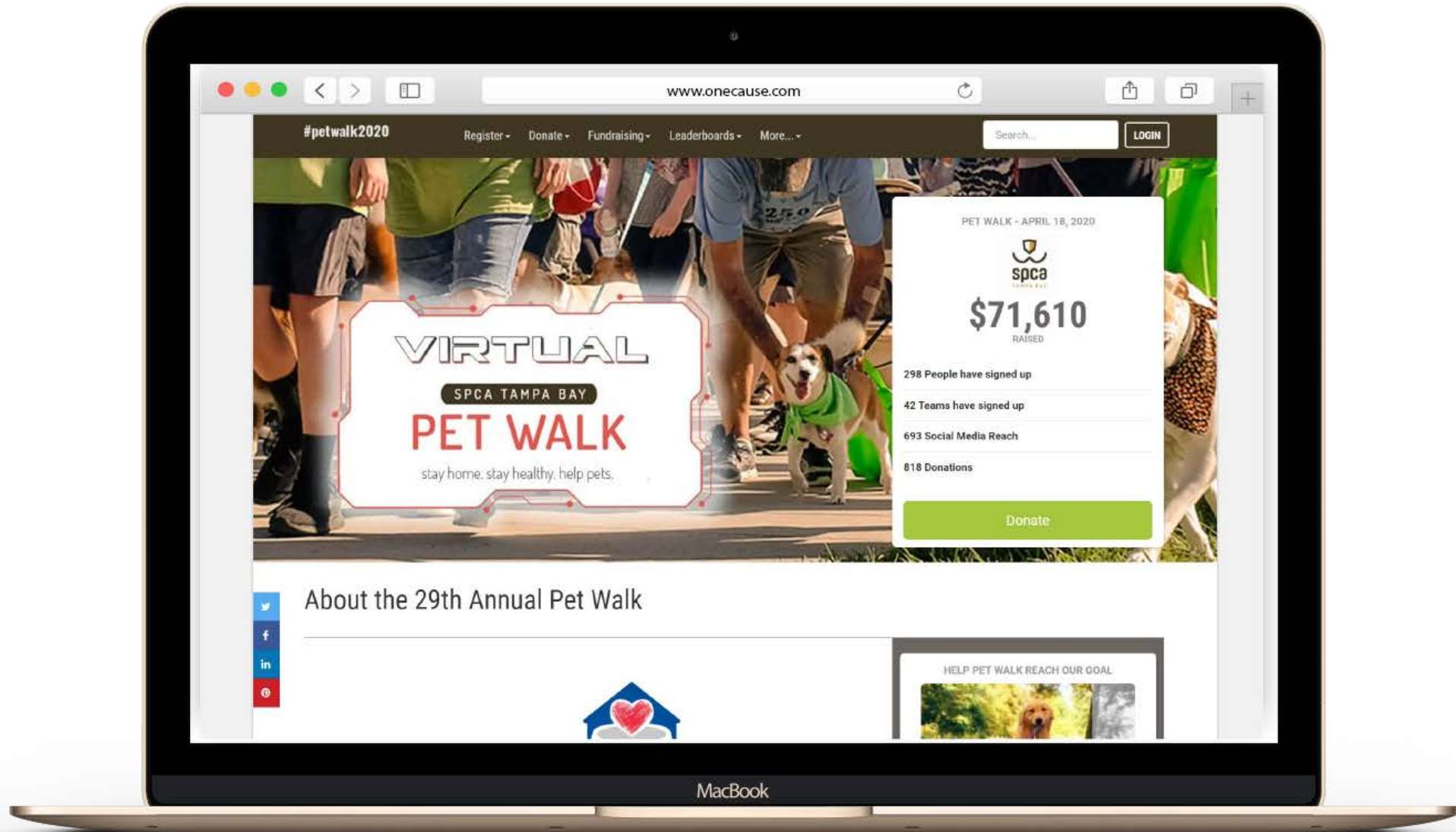
VIRTUAL P2P EVENT

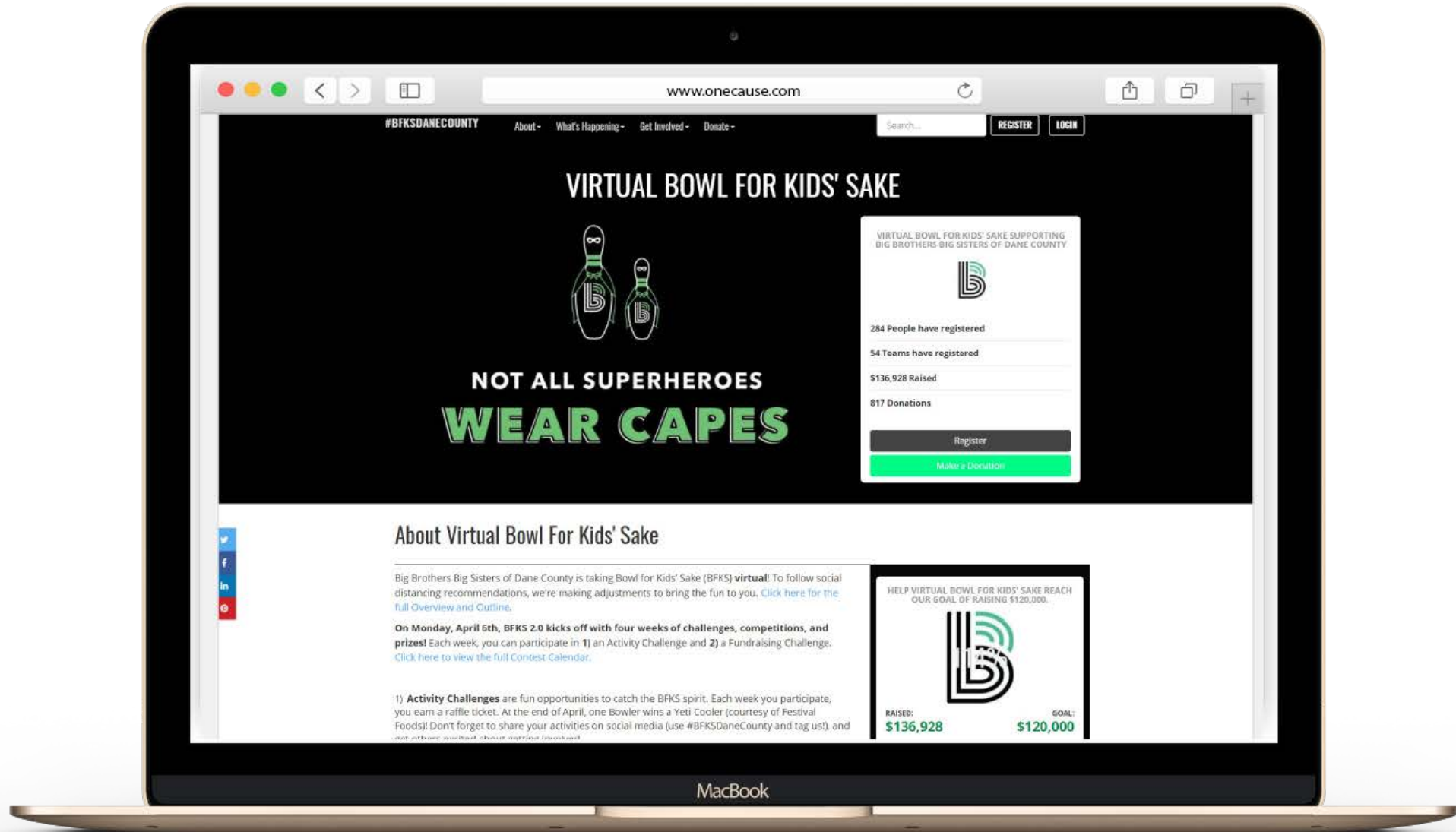


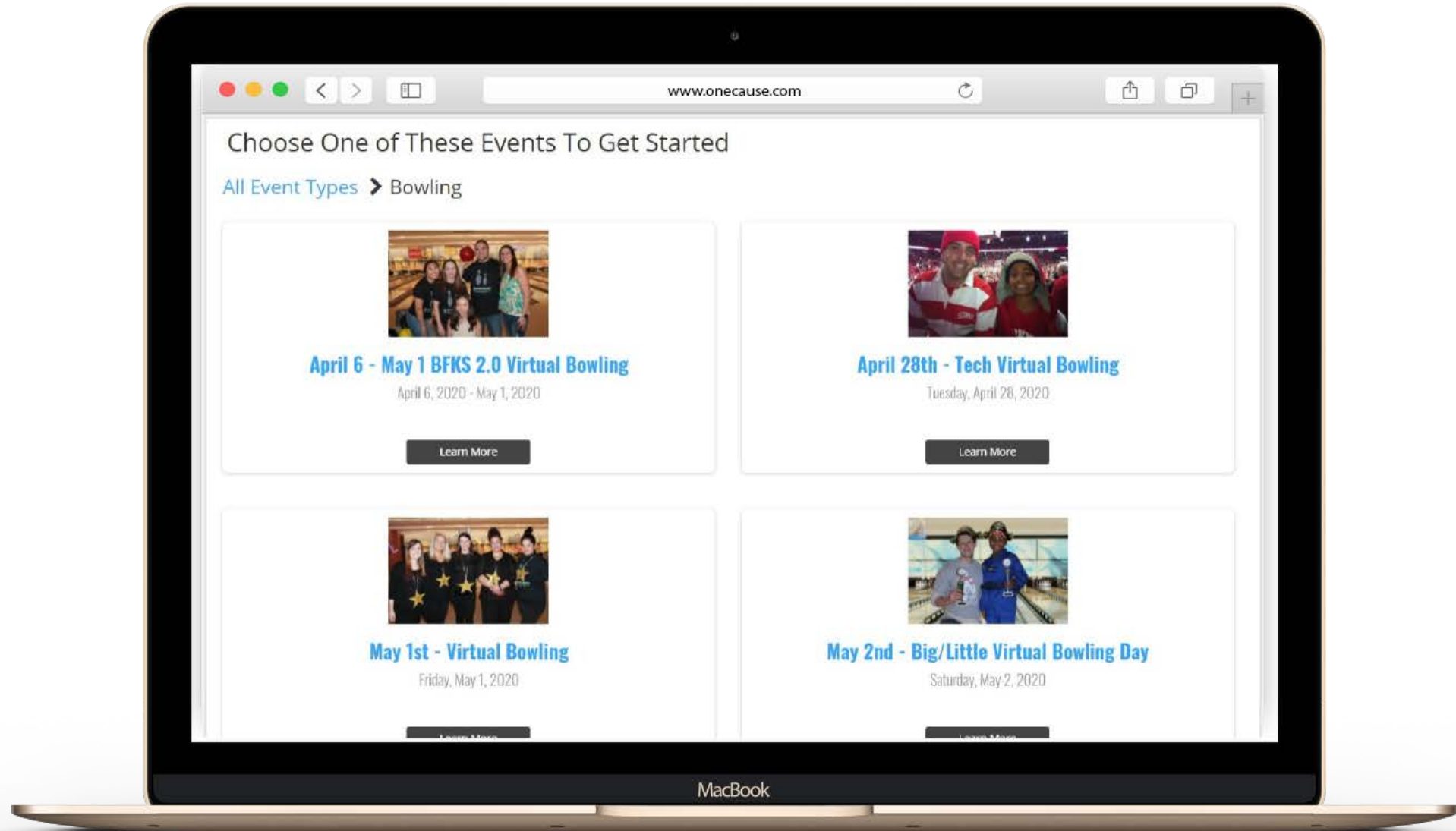












Choose One of These Events To Get Started

All Event Types > Bowling



April 6 - May 1 BFKS 2.0 Virtual Bowling

April 6, 2020 - May 1, 2020

Learn More



April 28th - Tech Virtual Bowling

Tuesday, April 28, 2020

Learn More



May 1st - Virtual Bowling

Friday, May 1, 2020

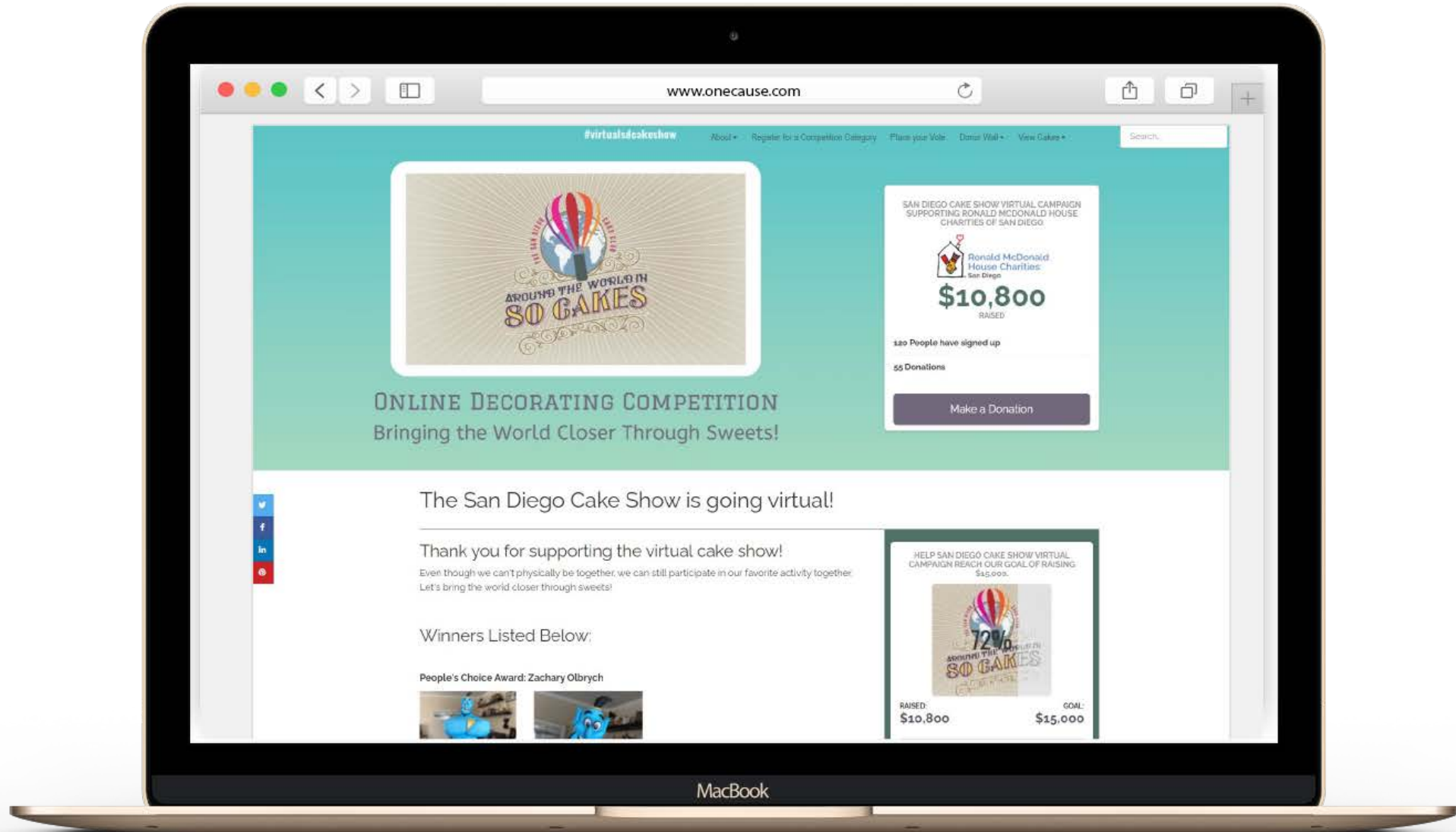
Learn More



May 2nd - Big/Little Virtual Bowling Day

Saturday, May 2, 2020

Learn More





Ending the year strong

Elevate your end-of-year fundraising with P2P

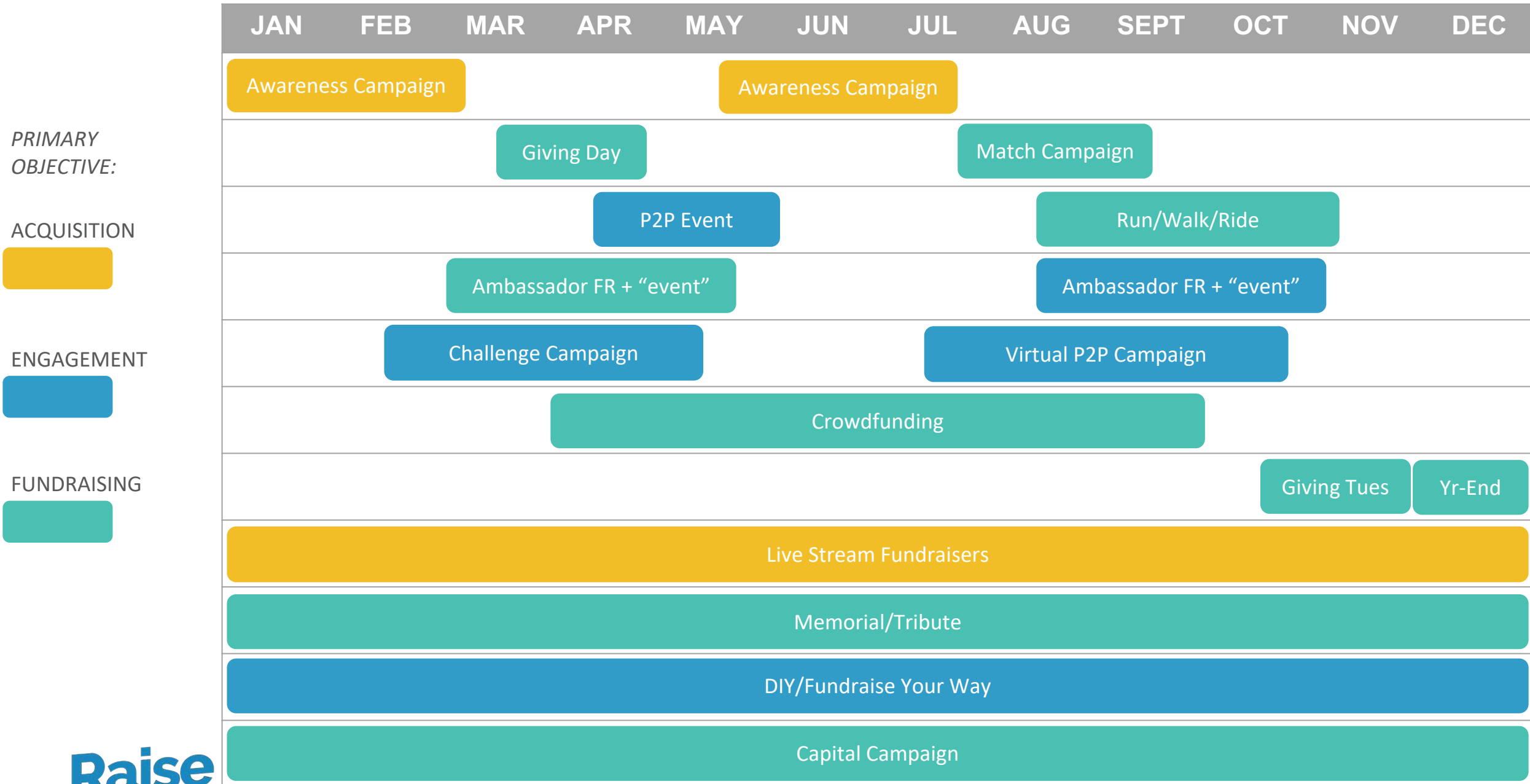


Reimagine

Your Annual Calendar

Connect and engage
year-round.





How a calendar could look:

PRIMARY
OBJECTIVE:

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
ACQUISITION	Awareness Campaign							Awareness Campaign				
			Giving Day							Giving Tues		Yr-End
ENGAGEMENT			Ambassador FR + "event"					P2P Event				
					Virtual P2P or Challenge							
FUNDRAISING	DIY/Fundraise Your Way											

NEXT STEPS

What can you do
next?

Raise
2020



QUESTIONS?

Submit your
questions in the
Zoom Q&A

Raise
2020



onecause[®]

POWERFUL FUNDRAISING SOLUTIONS

info@onecause.com

www.onecause.com

888.729.0399

Raise
2020



Session Ratings

Don't forget to rate each session!

VISIT RAISE APP

SLIDES TO DELETE

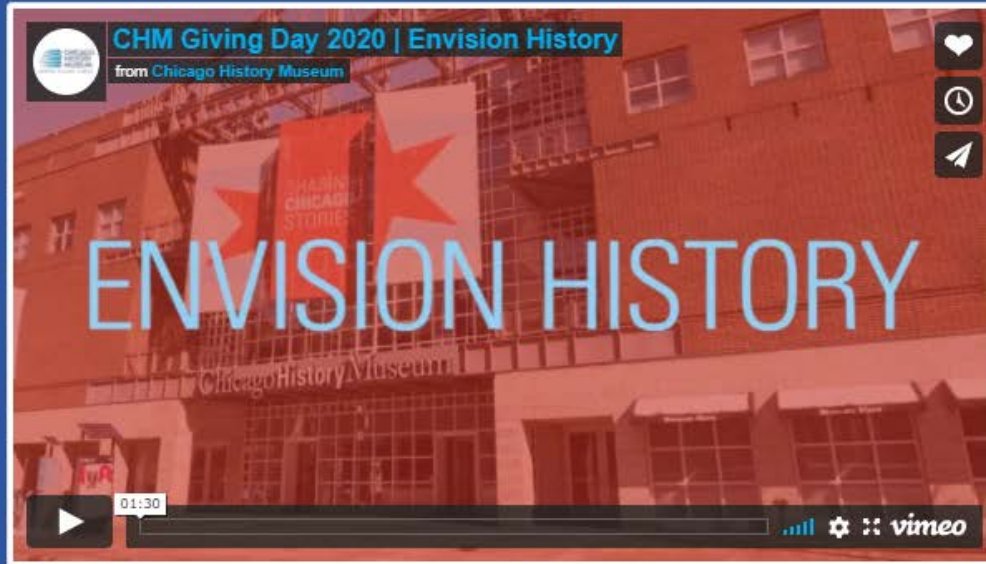


GIVING DAYS

Raise
2020

Giving Day: Envision History

#CHMGivingDay



GIVING DAY: ENVISION HISTORY SUPPORTING
THE CHICAGO HISTORY MUSEUM

ChicagoHistoryMuseum

\$61,970
RAISED

65,516 Social Media Reach

160 Donations

MAKE A GIFT

Happy Birthday, Chicago!

You helped envision what's next in history!

On March 4, 2020, more than **246 supporters** came together for the Chicago History Museum's first Giving Day to celebrate Chicago's 183rd birthday! Thanks to your support, we raised **more than \$61,000**, exceeding our goal of \$50,000. Whether you made a gift or attended Chicago's epic birthday party, your support allows us to serve our city by creating eye-opening exhibitions, caring for a world-renowned collection, and offering hands-on learning experiences for students and visitors.

Missed the celebration? Do not fear. You can still be part of Giving Day. Make a gift here or contact Lauren Wissbaum at wissbaum@chicagohistory.org or 312.799.2114.

Thank you for supporting CHM's mission to share Chicago's stories. We couldn't have done it without YOU!



RAISED:
\$61,970

GOAL:
\$50,000

DONATE NOW

Raise
2020










Overall Leaders

Fundraising ■ Social Media ■ Recruiting ■ Activities ■

TOP PARTICIPANTS

TOP INDIVIDUALS

TOP TEAMS

	Name	Points	
1	 Class of 2019	7,100	<div style="width: 100%; height: 15px; background-color: red;"></div>
2	 Class of 2023	2,180	<div style="width: 25%; height: 15px; background-color: red;"></div>
3	 Class of 2021	1,885	<div style="width: 35%; height: 15px; background-color: red;"></div>
4	 John Biddiscombe	1,500	<div style="width: 30%; height: 15px; background-color: red;"></div>
5	 Class of 2003	1,270	<div style="width: 20%; height: 15px; background-color: red;"></div> <div style="width: 5%; height: 15px; background-color: lightpink;"></div>
6	 Aaron Usiskin	1,185	<div style="width: 25%; height: 15px; background-color: red;"></div>
7	 Rs	1,000	<div style="width: 20%; height: 15px; background-color: red;"></div>

MATCH CAMPAIGNS



Stay-at-Home Scribbles

March 26 | *All Day*

We may be staying home, but we are still celebrating the importance of early literacy—and we can't do it without you!

Jumpstart's Scribbles to Novels

DOUBLE YOUR IMPACT in Northern CA!

For today only, your donation will be matched dollar for dollar!

Please join us for *Stay-At-Home Scribbles* today! Instead of joining us at the San Francisco Design Center, we invite you to ditch your fancy outfit and put on your PJs, curl up on your couch with your favorite book, and celebrate the power of the written word at home.

Your participation is more important than ever. With school and business closures across the country, we are keenly aware that children from low-income communities will be hit the hardest by this crisis. We will—without a doubt—need to **double down on our efforts to support our early learners** and prevent early education gaps from widening even further. Your support will enable us to meet the demand of this challenging moment.

Each year, 135 college student volunteers deliver Jumpstart's proven programming to 800 children from underserved

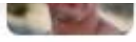
HELP STAY-AT-HOME SCRIBBLES REACH OUR
GOAL OF RAISING \$350,000.



RAISED:
\$242,373

GOAL:
\$350,000

[Donate Now](#)



Aug 5, 2020 11:00 PM



Joe Duca received a matching gift of \$60 from Torchy's Tacos.

Aug 5, 2020 7:00 PM



Ryan Reynolds donated \$60.

Aug 5, 2020 12:58 PM

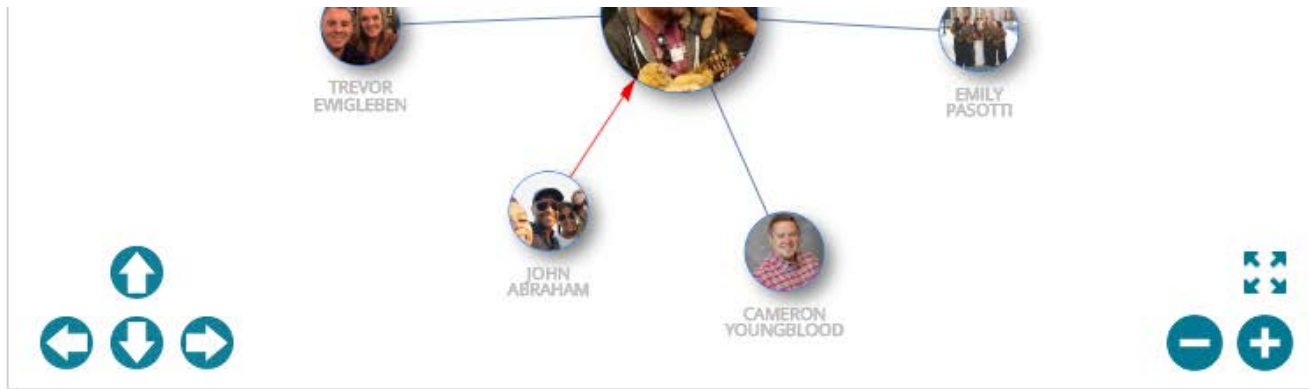


Brett Goodwin uploaded a photo.

Aug 5, 2020 12:18 PM



Shows MATCH on campaign timeline



Click on one of Joe's connections for more information. Double-click on it to expand the network.

Donate Today!

JOE'S DONORS	
Brett Goodwin	\$60
Matching Gifts	\$180

Joe's Timeline

	Torchy's Tacos provided a matching gift of \$60. Aug 6, 2020 8:00 AM
	Torchy's Tacos provided a matching gift of \$60. Aug 5, 2020 7:00 PM
	Torchy's Tacos provided a matching gift of \$60. Aug 5, 2020 12:09 PM

A red arrow points to the second entry in the timeline.

Your gift matters

\$35 DONATION
A donation of \$35 will provide a week of tutoring for an at risk student

Shows MATCH on participant's page as well

CAPITAL CAMPAIGNS



BUFFALO BELIEVE IN OUR BUILD SUPPORTING GIGI'S PLAYHOUSE BUFFALO



30 People have joined

151 Social Media Reach

\$451,403 Raised

288 Donations

Dreamer - Become a Fundraiser

Believer - Make a Donation



About the Believe in Our Build Campaign

You are invited to Believe in Our Build to help open a new GiGi's Playhouse location in Buffalo and change the way the world views Down syndrome!

About the Believe in Our Build Campaign:

MIRACLE MAKERS (campaign sponsors) make dreams happen through generous large donations from individuals, foundations and businesses. These contributions support a broad array of immediate needs to help our playhouse open and run programs in our first year!

DREAMERS (fundraisers) start a team! They are families who dream of a promising future for their loved one with Down syndrome. Each team will work hard to raise \$2,100 or more to support the creation of a new Playhouse in Buffalo with purposeful therapeutic, educational and career-development programs that are always offered at no cost to families! Winning teams get to have

HELP BUFFALO BELIEVE IN OUR BUILD REACH OUR GOAL OF RAISING \$375,000.

120%

RAISED:

\$451,403

GOAL:

\$375,000

Believer - Make a Donation

ABOUT GIGI'S PLAYHOUSE BUFFALO



Down Syndrome Achievement Centers educate. inspire. believe.

GiGi's Playhouse Down Syndrome Achievement Center's mission is to change the way the world views

Down syndrome through national campaigns, educational...

Your gift can make a difference



\$1,000 TO \$2,499 DONATION

Help provide building materials such as paint, carpet and lighting so that we have a bright, clean and welcoming space for all participants!

👤 11 people donated \$1,000



\$500 TO \$999 DONATION

Support the acquisition of therapeutic and educational games, toys and manipulatives to support our purposeful programs for all ages.

👤 15 people donated \$500



\$250 DONATION

Support the launch of the GiGiFIT program with supplies and training to help build strength and confidence.

👤 11 people donated \$250



\$100 DONATION

Assist in the launch of the 1-on-1 Literacy or Math tutoring program by supporting one individual in the program for 10 weeks.

👤 73 people donated \$100



\$50 DONATION

Help provide materials to welcome new families into GiGi's Playhouse, making sure they know that they are never alone.

👤 57 people donated \$50



\$21 DONATION

Support cleaning supplies and general office supplies to ensure a smoothly running and clean operation for all participants.

👤 95 people donated \$21

Recognizing our Donors

\$100,000+ Founding Partner

The Peter & Elizabeth Tower Foundation

\$50,000 to \$99,999 Donation

Grigg Lewis Foundation • Odd Fellow And Rebekah Benefit Fund Inc

\$25,000 to \$49,999 Donation

B. Thomas Golisano • Buffalo Sabres Foundation • Geico • Grigg Lewis Foundation • The Children's,Guild,Foundation

\$10,000 to \$24,999 Donation

Brady Corporation Foundation, Inc. • Clarence Rotary Foundation Inc. • Peter And Elizabeth Tower Foundation

\$5,000 to \$9,999 Donation

Anonymous • Eberl Iron Works Inc. • Kathleen Phipps

\$2,500 to \$4,999 Donation

First Presbyterian Church of Clarence • Kelly For Kids Foundation • Presbytery Of Western New York

\$1,000 to \$2,499 Donation

Elizabeth Gillanders • Ingram Micro, Inc. • Julie Stone • Julie and Jordan Stone • National Fuel Gas • Network For Good • Susan Leist • The 2nd Annual GiGi's Buffalo Shirt Fundraiser • The Family and Friends Down Syndrome Association of Niagara Inc • Thomas P George



Become a Miracle Maker
Join or Start a Team
Be a Volunteer

In Our Build

BUFFALO BELIEVE IN OUR BUILD SUPPORTING
GIGI'S PLAYHOUSE BUFFALO



Down Syndrome Achievement Centers
educate inspire believe

SILVER LEVEL

\$2,500 Sound Stage

IMPACT: Kids and adults with Down syndrome grow their self-confidence as the center of attention. Programs include dance, karaoke, theater, and more! The stage is often the first place a participant tends to go when they first walk through the doors. The stage is a sign of pure acceptance and knowing that everyone at GiGi's supports and celebrates you for who you are.

\$2,500 Resource Library

IMPACT: Computer access for attendees encourages learning and exploring for kids and adults alike. We can teach typing skills, internet safety, appropriate online communication tactics, research skills and more. In the resource library, parents and other family members can also gain access to up-to-date information about Down syndrome, other community resources, and teaching strategies.

BRONZE LEVEL

\$1,000 – Support a Program

IMPACT: 100% of GiGi's programs are free to families and are therapeutic or educational in nature. Each one is facilitated by a trained volunteer, many of whom are therapists and educators. Whether the focus is gross motor skills, fine motor skills, social development, speech and language, fitness, or career skills, every program at GiGi's playhouse is purposeful and progressive. We focus on the needs specific to the Down syndrome community and teach in a way they learn best.

\$1,000 – Community Awareness Event

IMPACT: Support a community awareness event for new families, volunteers and/or prospective donors to show people what the Playhouse is all about and the impact it makes to families, volunteers and community members.

[I want to be a Miracle Maker!](#)

REGISTER TO BE A MIRACLE MAKER

REGISTRATION OPTIONS

PAYMENT INFORMATION

CONFIRM AND SUBMIT

Your Information

First Name *

First Name



Last Name *

Last Name

Email Address *

Email address

Select one of these options for your registration

Founding Partner

\$100,000

FOUNDING PARTNER

\$100,000+ Sustaining Partnership

IMPACT: Your sustaining partnership sends an undeniable message to all families, volunteers, future donors and community members that GiGi's Playhouse is worthy of their investment. Whether they are investing their time for their loved ones with Down syndrome, giving their talent as a volunteer, contributing financially, or look to GiGi's for a source for their future employees, all will follow the lead of the Founding Partners as the true believers in the GiGi's mission. You will send a message of credibility, enable sustainability, and reinforce our lifetime commitment to families.

MEMORIAL/TRIBUTES

In Memory of Those We Love

CREATE A PAGE FOR SOMEONE YOU LOST

Search for a Memorial Page

Start typing your search



John Allison Jenkins

1935 - 2012

John Allison Jenkins was born on October 4, 1935 in Washington, DC. He is the third child of ten children born to Jesse James Jenkins and Fannie Mae ...



Douglas S. P.

1964 - 2013



Charlie William Robison

1943 - 2016



Timothy Scheets

1951 - 2012



In loving memory of Humberto Orozco (Prada)



Humberto Orozco (Prada)

"Beto"

Died: 2018

Show your support for Humberto and Prostate Cancer Foundation

[DONATE](#)

[SIGN THE GUEST BOOK](#)

Angelica M Septien is trying to raise \$2,000 in memory of Humberto Orozco (Prada).

21%

RAISED:
\$425

GOAL:
\$2,000

In loving memory: Humberto Orozco passed away on March 24, 2018 of complications from prostate cancer. Humberto was a gentle soul. He was a kind, giving, nurturing, and brilliant man. A loving father to four children and five stepchildren. He embodied what it meant to be an amazing husband, a caring father and a great man. Rest In peace.



Humberto's Guest Book

[DONATE](#)[SIGN](#)

— *Jorge & Angelica Septien and Family on Sunday, March 25, 2018*

Our most sincere condolences are prayers for the whole family. Julita & Jorge Alfredo

— *Jorge A. & Julia Septien on Sunday, March 25, 2018*

Deepest sympathy to you and your family

— *Vivian Reading & Rochez Neal on Monday, March 26, 2018*

Our condolences to Angie, Claudia, Ginnie, David and the entire Orozco Family for your loss. Your father was a fighter and his memory lives on. May the good times you shared bring you some comfort during this difficult period. We send all of you our love and prayers.

— *Al Septien, Diane Alan Craig and Alec Septien on Monday, March 26, 2018*