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#2019Raise

# Raise 2020

## WE'RE GOING VIRTUAL

2 Days of Online Learning & Networking

SEPTEMBER 14-15, 2020





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# The Roadmap to a Successful Peer-to-Peer Campaign



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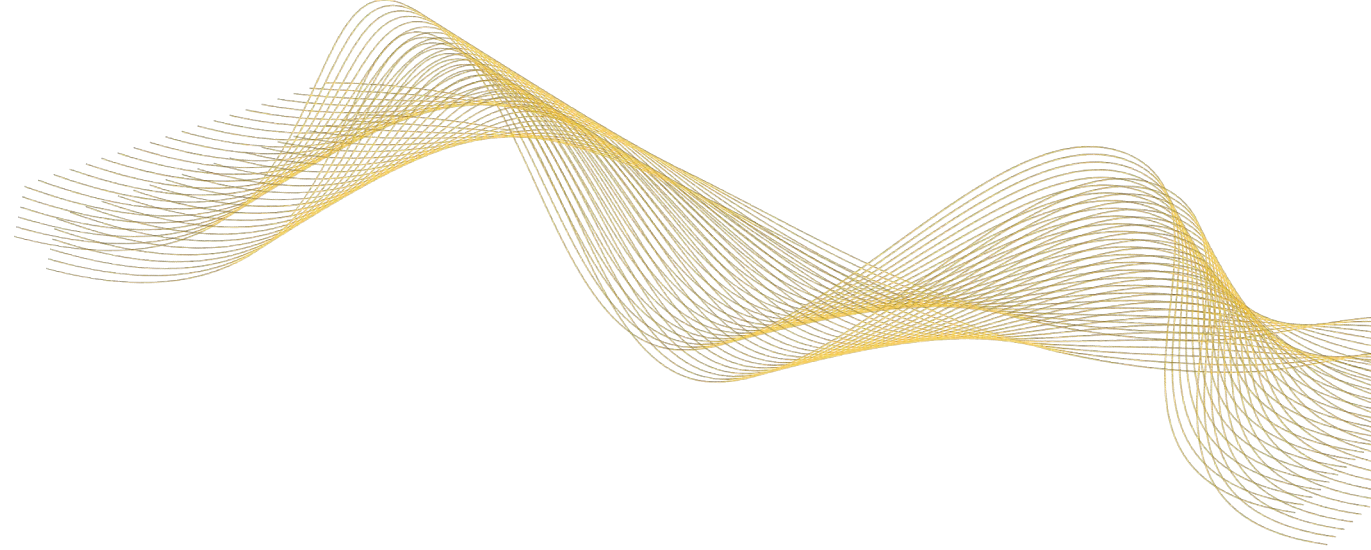
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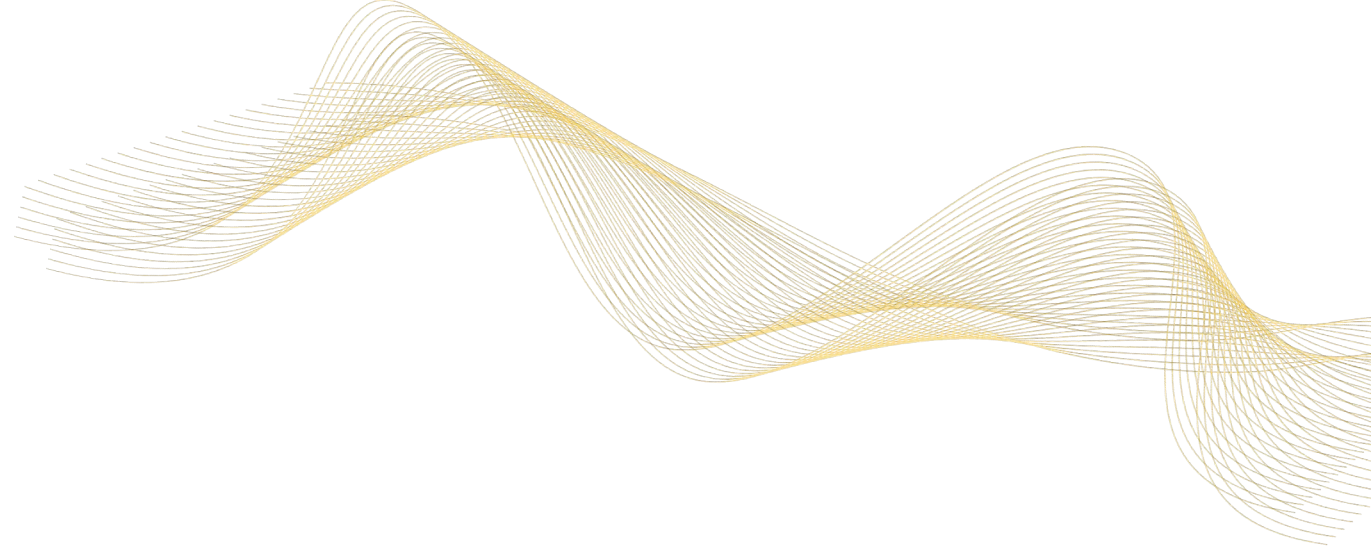
# Agenda



1. Peer-to-Peer (P2P) Basics
2. Campaign Essentials
3. Setting Fundraisers up for Success
4. Keeping your Fundraisers Motivated
5. Q&A

# P2P Basics

# What is P2P Fundraising?



Peer-to-peer fundraising is a strategy that empowers individuals to raise money on behalf of an organization they personally connect with and/or benefit from.

This method leverages the existing social networks of your participants (your fundraisers) to maximize the impact of a fundraising campaign and gain access to new supporters.



*It's fine, yes, we're friends!*

*Omaze*

# Why Organizations Like P2P

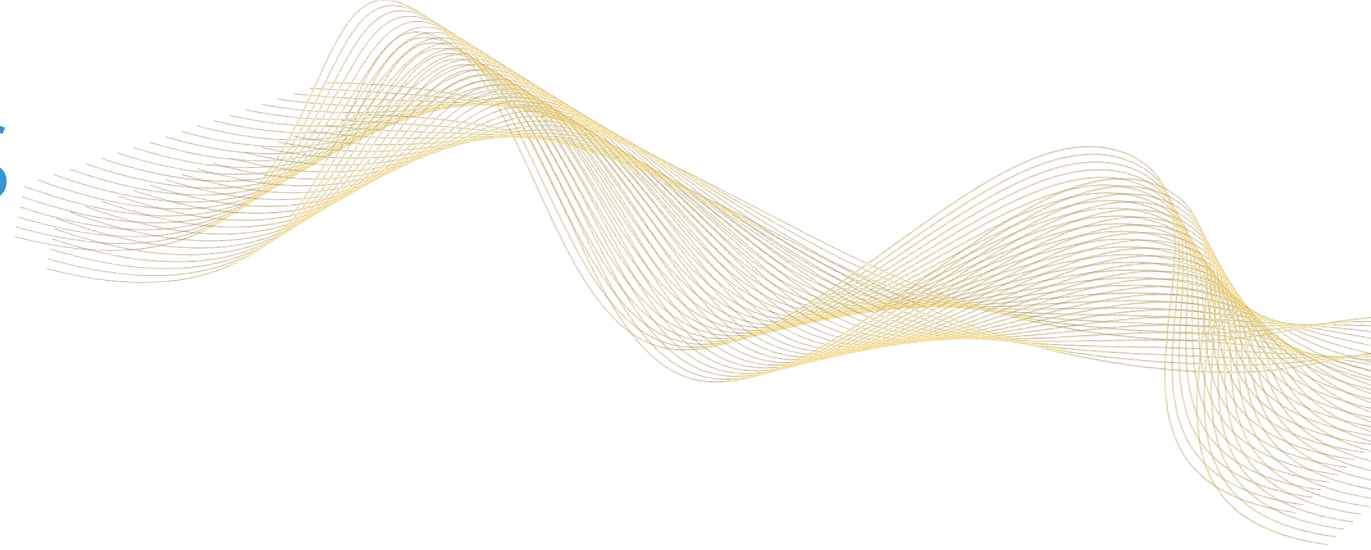
P2P fundraising allows organizations to:

- Receive introductions to new donors
- Raise funds without relying heavily on your organization's past donors
- Develop and manage the P2P strategy while the fundraisers execute
- Provide resources for fundraisers and help them stay motivated
- Help fundraisers set goals and monitor progress





# Why Fundraisers Like P2P



P2P fundraising allows fundraisers to:

- Set goals for themselves
- Customize their fundraising pages
- Customize the messages they are sending out
- Share and engage on social media
- Be ambassadors for your organization
- Have fun and be competitive with other fundraisers





# Popular P2P Campaign Types

There are several different types of P2P campaigns. These are some the campaigns that we see most often:

- End-of-Year Giving
- Fall Campaign
- Spring Campaign
- Gala
- Run/Walk



# Poll Time

- **Have you done a P2P campaign before?**
- **Did you consider your P2P campaign a success?**

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# Campaign Essentials



**This Giving Tuesday, we want you to be part of the future of our community.**

For over a decade, the Goals for Life program at Bresee has provided the youth of Los Angeles—regardless of their background or circumstances—with access to the skills, resources and relationships they need to thrive and succeed in life.

Bresee's Executive Director, Seth Eklund shares more:



**By supporting Bresee and the Goals for Life program, you are joining in the mission to:**



# Diversifying Your Campaign

When putting together a P2P campaign it is imperative that your organization is diversifying your communication to maximize your reach and ensure you have as many touchpoints with your supporters as possible.

- Event activation
- Email activation
- Social media activation
- Direct mail activation



# Essential P2P Content



Your fundraisers will do the asking, but your content is what will convince potential donors to donate.

Your campaign needs:

- A great campaign theme
- Compelling images and videos
- Stories, testimonials, and quotes
- fundraisers



# Examples



## SUCCESS STORY

### Chelsy M.

Chelsy is a former gang-prevention program participant and recent high school intern for the GRYD team. She came to Bresee as the result of her mother's intensive effort to keep her from joining a local crew.

Co-enrolled in the gang prevention and middle school programs, Chelsy quickly blossomed, discovering a passion for dance and community service.

During her recent internship, Chelsy worked with the GRYD team, bringing personal insight and experience to her work. She also launched and facilitated Self Me/Self Love, a girl's group focused on building self-esteem and confidence and used her love for dance to lead a Zumba class for GRYD youth and Bresee staff.

Chelsy is now attending California State University Channel Islands, and her GRYD family couldn't be prouder of her journey and growth.



### Fact

*25% percent of Bresee's staff members are Bresee alumni who returned to continue Bresee's mission of empowering the most at-risk and low-income youth in Los Angeles to achieve their full potential.*



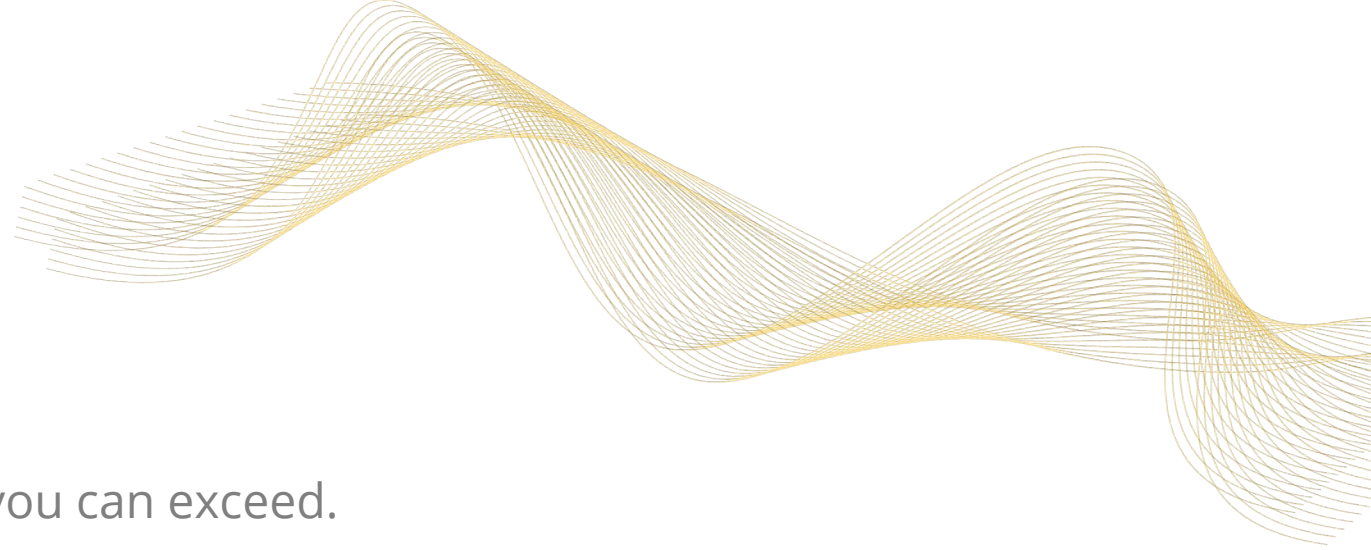


# Campaign Theme

- An overarching theme to tie everything together
- Related to your organization and mission
- Focused on a specific program or initiative with a specific goal
- Levels of giving
- Catchy title/hashtag



# Campaign Goal



Create a benchmark that you feel confident that you can exceed.

- Have you done a P2P campaign before? If so, how much did it raise?
- Have you done an end-of-year campaign that used crowdfunding before? If so, how much did it make?
- Have you done an event that utilized P2P or crowdfunding before?
- What is the impact that you'd like to make from this campaign?
- How many fundraisers will you need to accomplish the campaign goal?
- Do you see general donations coming in through this campaign that are not P2P related?
- Do you feel confident that you will exceed this goal?



# Setting Fundraisers Up for Success

# Where to Look for Fundraisers



These are a few of our favorite fundraiser types:

- Individuals that are currently involved with your mission and programs
- Recurring individual donors that have shown consistency
- Committee members that have shown a track record of accountability
- Dependable volunteers that have an active network
- Board members who have been consistent in accomplishing their fundraising goals
- Any additional individuals that are personally invested in your organization or staff and expressed interest in getting more involved



# Developing Expectations for Fundraisers



Have an initial conversation with fundraisers to help them set goals and show them how the various tools work.

Questions to ask:

- Are you open to soliciting funds from your network through email, social media, etc.?
- Are you comfortable with fundraising xx dollars over a xx period of time? If not, what amount are you comfortable with?
- We will provide you with sample email and social media templates. Do you think your network would be willing to contribute?
- We've seen that fundraisers that perform the best are individuals that provide a personal touch, whether it is sharing their story, images, or personal videos. Are you willing to do this?
- Do you have any individuals in your network that work for companies that match donations?

# Poll Time

- Do you have a plan in place for recruiting fundraisers?
- How many fundraisers typically participate in your campaign?

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# Keeping Your Fundraisers Motivated

# Provide Email Templates

Hello \_\_\_\_\_,

Happy Holidays! I wanted to let you know that the deadline for donations to the Literacy Organization year end campaign is coming up. December 31st is the last day to donate.

As a Board member, I know the success of this campaign is critical for the organization to grow its Reading Program and continue to provide literacy intervention for struggling students in New York City.

If you are interested in donating, now is the time. You can do so on the campaign page here.

Thanks again for your consideration and support,

Board Member



# Provide Social Media Templates

Sample social post:

“Help me hit my fundraising goal of \$1,000 for an organization that is close to my heart, The Dance Foundation. Donate now to the #DecadeofDance campaign to support the next generation of dance enthusiasts!”



LITERACY TRUST

The connections that I have created with my students are extremely rewarding.

-Carmela Cona, Literacy Intervention Teacher  
PS 169 K



10K  
SNACK PACK  
CHALLENGE

CFA  
Center for Food  
ACTION  
www.cfa.org

Feeding America projects New Jersey will be 5th in the nation in terms of childhood hunger during the pandemic



Celebrate a #DecadeOfDizzy

Dizzy FEET  
FOUNDATION

Donate Now



“I lead because I want to improve the lives of the homeless and teach young children that they have the power to make the world a better place.”

-Laya

Donate Now

YSA  
YOUTH SERVICE AMERICA

Youth  
Changing  
the World

# How to Keep Fundraisers Motivated

- Fundraisers appreciate recognition.
- Positive reinforcement from your staff goes a long way.
- Be mindful of their time.
- Set realistic goals that they are confident that they can exceed.
- Help them understand the importance of your campaign and the impact that it will make in the community.
- Provide coaching and guidance when requested.
- Make sure your fundraisers feel special for all of their effort.





# Question Time

- **Do you have examples of successful fundraiser recruitment strategies?**
- **How do you keep your fundraisers motivated throughout the campaign?**

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# Review



1. Create an interesting campaign theme that makes sense for your organization and uses storytelling.
2. Fundraisers are driving your P2P campaign. Be sure you make the process as easy as possible.
3. Give your fundraisers clear instructions and help create goals.
4. Be available, check in, and provide coaching when needed.
5. Provide as much positive reinforcement as possible.

A woman with dark hair, wearing a black headset with a microphone, is looking at a laptop screen. She is wearing a dark blue shirt with white polka dots. Her hands are raised in a gesture, palms facing forward. The background is a blurred office setting with a bookshelf. The image is overlaid with a blue diagonal shape on the left side, which contains text and a logo. In the top left corner of the blue shape, there are several thin, yellow, wavy lines that look like sound waves or data lines.

QUESTIONS?

Now let's hear  
from you!

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