



Strategies to **Avoid Common Pitfalls** and *Raise More*

WED AUG 28, 1PM ET | 12PM CT | 10AM PT

SESSION HOSTS



Adam Lemmon
P2P Fundraising Consultant
OneCause



Dannielle Hokanson
Regional Director
OneCause

onecause®

POWERFUL FUNDRAISING SOLUTIONS



1.5 Billion Raised



1.5 Donors
Engaged Annually



15,000+ Fundraisers



Today's Session

1. P2P Landscape: The Shift
2. Avoiding Common Pitfalls
3. Real-life Success Stories

A photograph of a group of runners in a race, viewed from a low angle focusing on their legs and feet. The lead runner in the foreground is wearing black shorts and bright orange sneakers. Other runners in various colored athletic wear are visible behind them, creating a sense of motion and competition. The image is partially covered by a blue overlay on the left side.

P2P Landscape: The Shift



P2P Landscape The Early Days



P2P Landscape To Now

Changing Supporter Expectations

64% say ease of donation
was a major motivator to giving

EASE

68% say favorable giving experience
will motivate them to give again

SUPPORTER
ENGAGEMENT

SOCIAL
CONNECTION

MISSION/IMPACT

#1 way donors find out
about giving opportunities

59% say understanding the impact
of their donation was a major motivator





Avoiding Common Pitfalls

FAIL #1

Starting from Scratch Every Year

Are you rebuilding campaigns each year and losing valuable insights?

THE ONECAUSE SOLUTION

190%

INCREASE IN FUNDRAISING PARTICIPANTS IN
THE WELL AWARE SHOWER STRIKE

Make it easy

for returning participants to start fundraising right away – linking to the previous year's campaign.



Pre-populated registration



Suggested fundraising goals



Roll-over donor lists from previous years





2019 Shower Strike

#ShowerStrike

2019 SHOWER STRIKE SAVES LIVES



\$346,039 USD
RAISED

320 People have accepted the Strike

55 Teams have accepted the Strike

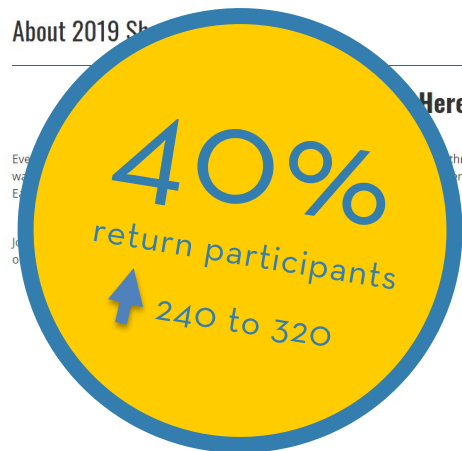
132 thousand Social Media Reach

2,634 Donations

34,603 people will now have clean water

[Make a Donation](#)

About 2019 Shower Strike



Here!

Even with the help of our supporters, we need your help to reach our goal of raising \$250,000 USD. Every \$10 we raise, 40% of the amount goes towards clean water systems in E. Africa. Join us today and help us reach our goal of 320 teams!

HELP 2019 SHOWER STRIKE REACH OUR
GOAL OF RAISING \$250,000 USD.



RAISED: **\$346,039** GOAL: **\$250,000**

Thanks to your generous donations, 34,603 people will now have clean water.

[Donate Now](#)

MORE INFORMATION ABOUT 2019 SHOWER STRIKE

[Striker Support Page](#)
[Become a Sponsor](#)

ABOUT WELL AWARE



Eric Bailey

222%

RAISED: **\$2,215 USD** GOAL: **\$1,000 USD**

Eric Bailey has raised \$2,215 USD

[Donate](#)


Clare Connolly

127%

RAISED: **\$1,271 USD** GOAL: **\$1,000 USD**

Clare is doing Shower Strike to raise awareness for the sustainability of Well Aware's systems and strategy to provide clean water in E.Africa

[Donate](#)


McCallum PALS

64%

RAISED: **\$6,362.82 USD** GOAL: **\$10,000 USD**

Access to clean reliable water is a life changing event. Help us allow Well Aware to provide this life changing event to many in need.

[Donate](#)


Akua & Oswayo Childs-Haslam

102%

RAISED: **\$1,017.50 USD** GOAL: **\$1,000 USD**

Akua & Oswayo Childs-Haslam has raised
\$1,017.50 USD

[Donate](#)


Anna Provenzano & Ariana Camara

200%

RAISED: **\$2,000 USD** GOAL: **\$1,000 USD**

We are raising money to bring clean water to as many people as possible!

[Donate](#)


Emily Wilschetz

RAISED: **\$15 USD** GOAL: **\$500 USD**

I wanna help raise money in order to help better people's living conditions! I can't imagine not having clean water.

[Donate](#)


Wave Makers

43%

RAISED: **\$2,130 USD** GOAL: **\$5,000 USD**

Wave Makers has raised \$2,130 USD



Katie Fox

49%

RAISED: **\$490 USD** GOAL: **\$1,000 USD**

Katie Fox has raised \$490 USD



Julie Evans

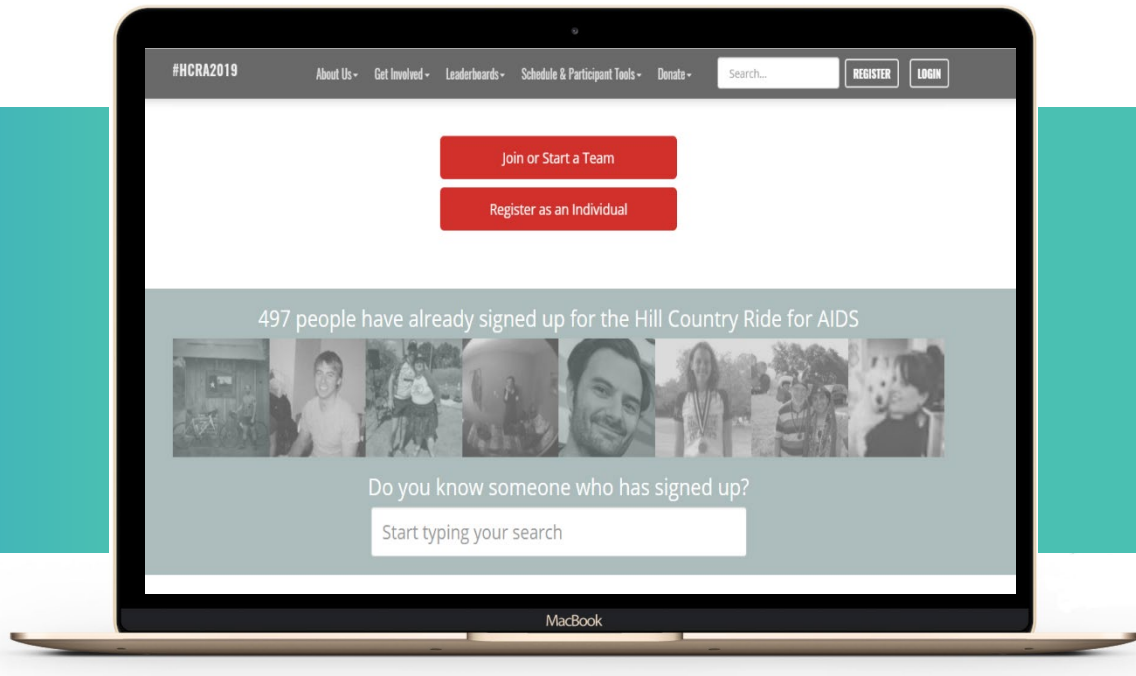
283%

RAISED: **\$2,825 USD** GOAL: **\$1,000 USD**

Julie Evans has raised \$2,825 USD

OPEN SOLICITATION & RECRUITMENT

- Customize registration
- Make it easy for returning participants to register & get started
- Use social to drive teams



Limiting Your Participant Reach and Fundraising

Are your participants limited in how they raise funds?

Expand your reach by helping your participants expand theirs with integrated social fundraising and recruiting.



Awareness campaigns prior to launch



Integrated text and social media fundraising



Participant led wrap-around events

P2P DONORS ARE
more likely
TO HEAR ABOUT DONATION
OPPORTUNITIES ON
social media
THAN EMAIL.

(2018 SOCIAL DONOR STUDY)





The 20th Anniversary
HILL COUNTRY RIDE FOR AIDS

RELIVE THE MAGIC



FEEL THE LOVE

The most important ride of someone else's life

04.27.2019





Hill Country Ride for AIDS

March 17 · 🌐

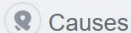
Good morning! Apparently the address was a little off. We're outside the heb and Starbucks in west lake hills. See you here!



SUN, MAR 17

Dam Loop JoyRide

H-E-B (701 Capitol Of Texas Hwy, Bld C, West Lake Hil...



Causes



1



Like



Comment



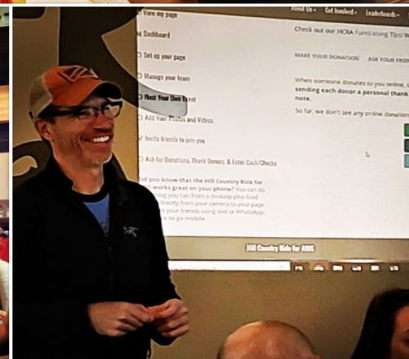
&eid=ARAg0...



Hill Country Ride for AIDS

February 27 · 🌐

Last night we had a gathering of team captains -- so many good ideas and so much energy going into this 20th Anniversary! Thank you all who came out to learn how to engage your team and make this the biggest year ever for our beneficiaries and those they serve!



Relying on Leaderboards to Motivate Fundraising

Are you providing fun ways to drive competition and reward participant engagement?

THE ONECAUSE SOLUTION



Premium VIP experiences with fundraising milestones



Matching gift campaigns



Contests between teams and individuals

HILL COUNTRY RIDE FOR AIDS
INDIVIDUAL FUNDRAISING IS UP

99%

AVERAGE PER PARTICIPANT RAISE
GREW FROM

\$717 to \$1,429



Hill Country Ride for AIDS

April 3 · 🌐

This FRIDAY!!

\$15,000 IN MATCHING FUNDS WILL BE AVAILABLE TO ALL PARTICIPANTS STARTING AT NOON CDT THIS FRIDAY, APRIL 5TH!

Thanks to Viiv Healthcare for this massive gift!

ENCOURAGE FRIENDS AND FAMILY TO DONATE THIS FRIDAY!

***THE DEETS: Starting at Noon CDT any donation made to a participant will DOUBLE (up to \$250) -- until the \$15,000 is gone! (Your Aunt Betty donates \$100...it will show up as \$200 on your fundraising page! Thanks, Aunt Betty and Viiv Healthcare!) If yo... See More

FANTASTIC NEWS!

\$15,000

IN MATCHING FUNDS AVAILABLE TODAY!

915%

↑
Increase from sponsor matches

THANKS TO VIIV HEALTHCARE FOR THIS MASSIVE GIFT! VISIT FOR DETAILS!

👍❤️👤 37

17 Shares

Matching
Gifts



spilled milk social club

April 25 · 🌐

Today is Shower Strike Match Day...

TODAY ONLY every donation to the smsc team will be TRIPLE MATCHED!

<https://p2p.onecause.com/showers.../spilled-milk-social-club>



P2P.ONECAUSE.COM

2019 Shower Strike - spilled milk social club

Nell Aware's Shower Strike is more than just a yearly fundraising event for...



1

1 Share



Like



Comment



Share



Write a comment...



Write a post...



Photo/Video



Tag Friends



Check in



Overlooking The Mobile Experience

Does your online experience look and feel like a mobile app?

THE ONECAUSE SOLUTION

48%

OF ALL NONPROFIT WEBSITE TRAFFIC
COMES FROM A MOBILE DEVICE
(2019 M+R BENCHMARKS STUDY)

Improve mobile engagement

by tapping into native share features and contacts.



Participant text alerts



Native image sharing and messaging



Mobile-optimized donation forms

MOBILE DONATION FORMS

MAXIMIZE ONLINE GIVING

The tablet shows an inline form titled "Donate to Toys for Children". It features a header with a campaign description and a "Donate Now" button. Below is a video player showing children in a classroom. The form includes a "Amount" field with a dropdown menu, a "Payment Method" section with radio buttons for "Credit Card" and "Pay by Bill", and a "Donor Information" section with fields for name, email, and address. A "Donate" button is at the bottom right.

Inline Form

The laptop shows a microsite for "The Charity" Giving Tuesday 2018. The header features a large image of a smiling child and a progress bar showing "56%" raised of a "\$100,000" goal. Below the header is a section titled "About Giving Tuesday 2018" with text about the event and a "Make a Donation" button. The footer includes a "Donate Now" button.

Microsites

The smartphone shows a widget for "The Charity" Giving Tuesday 2018. It features a large image of a smiling child and a progress bar showing "56%" raised of a "\$100,000" goal. Below the header is a section titled "About Giving Tuesday 2018" with text about the event and a "Donate Now" button. The footer includes a "Donate Now" button.

Widget

The smartphone shows a modal donation form for "The Charity". It features a "Donation Amount" section with a dropdown menu and a "Payment Method" section with radio buttons for "Credit Card" and "Pay by Bill". Below is a "Donor Information" section with fields for name, email, and address. A "Donate" button is at the bottom right.

Modal

Ending Engagement When Your Campaign Ends

Are you limiting your peer-to-peer fundraising to a single campaign?

THE ONECAUSE SOLUTION

54%

OF P2P DONORS SAY THEY ARE
LIKELY TO GIVE AGAIN.
(2018 SOCIAL DONOR STUDY)

Engage donors and participants year-round

with a variety of supporter-driven fundraising and awareness campaigns.



Ambassador Fundraising with your Gala



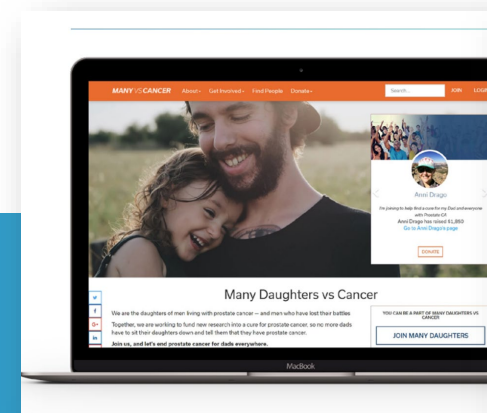
Do-it-Yourself Fundraising



Giving Days

GIVING
DAYS

EXTEND
GIVING
YEAR-ROUND



Giving Days
activate new and
existing donors
to galvanize
your fundraising.





Alamance Charitable Foundation Belle of the Ball

AMBASSADOR FUNDRAISING

SOCIAL MOBILE FUN!

*Support the Belles
and the Cause*

Carol Harris **Kelly Holt** **Samuel McKinney**

Kristy Perkins **Regina McClain** **Sharon Wheeler** **Tanya Crawford**

Belles raise money to benefit less fortunate cancer patients with financial needs during their cancer journey.

There are two easy ways to vote with a donation for your favorite Belle:

- 📞 **Vote:** [BlackAndWhiteBall2018.greatfests.com](https://blackandwhiteball2018.greatfests.com)
- 💵 **Send a check,** payable to Alamance Regional Charitable Foundation, with the name of your favorite Belle in the memo line to: ARMC Foundation | PO Box 202 | Burlington, NC 27216

Donation deadline: Thursday, September 20 at 5 p.m.

Don't miss the exciting silent auction items available online at: BlackAndWhiteBall2018.greatfests.com and *But Now!*

Black & White Ball
Friday, September 28
The Addison Farm
425 Addison Lane, Elon, NC 27244

6:30 p.m. Cocktail Hour
7:30 p.m. Dinner & Program Begins

\$125 per person
Silent Auction | Dinner | Dancing
Live Music by The Magnificents
Attire: Black and White Semi-Formal Only

Bus transportation available. Departs from the Cancer Center at 6 p.m. Departs from the venue at 10:30 p.m.

**Alamance Regional
Charitable Foundation**

Presented in partnership with CANCER HEALTH





Black & White Ball 2018

Alamance Regional
Charitable Foundation



Proud to be a part of  CONE HEALTH.



Black & White Ball

146%

Donor growth with
Ambassadors



Black & White Ball



Kelly Wirt

As a Belle, I can give back to the community at large, be a part of something bigger than myself, and honor friends that have faced cancer.

Kelly Wirt has raised \$12,801.70

[Go to Kelly Wirt's page](#)

Donate



Black & White Ball



Kendall McKinney

Kendall is fundraising in memory of her Grandmother, who lost her battle to cancer in November of 2017.

Kendall McKinney has raised \$15,900.40

[Go to Kendall McKinney's page](#)

Donate

#BWB2018

About ▾

Belle Fundraisers

About the Ball

Tickets & Sponsorships

Bid Now

Search...

LOGIN



Kristy Pardue

I am honored to be a Belle of the Ball. Please join me to help our neighbors get through their hard times. Together we lift one another up!

Kristy Pardue's Fundraising Progress

109%

RAISED:
\$43,643.86

GOAL:
\$40,000

Donate

BLACK AND WHITE BALL 2018 SUPPORTING
ALAMANCE REGIONAL CHARITABLE
FOUNDATION

Alamance Regional
Charitable Foundation



Proud to be a part of



\$132,549
RAISED

7 Belles are fundraising

71,266 Social Media Reach

961 Donations

Make a Donation

Morgan Marie Michael

Shop, Sell, Strut



#strutforautism

[About](#)
[Let's Strut!](#)
[Events](#)
[Purchase Tickets](#)
[Shop & Bid](#)

Search...

Kelly Velasquez-Hague

#strutforautism

2019 AUTISM AWARENESS AMBASSADORS
SUPPORTING MORGAN, MARIE, MICHAEL
FOUNDATION

\$11,293
RAISED

43 People have joined
6 Teams have joined
39,713 Social Media Reach
231 Donations

800 provides one (1) iPad, learning software and protective case to a child on the autism spectrum under the iCan iPad Learning Experience Gift Program

Support Strut!

About Shop

2019 Autism Awareness Ambassadors
Be #inspired
Join the joy
individual
We strut
Shop. Sell. Strut!
to benefit
spotlight
April for Autism
mission, and
achievement!
Where does our
feet Warehouse 100
offers the utmost in style
Celebrate the ambassador award
production. And when you are done, head to Play America with a 25% off coupon on the amusement park. All that and more for spectators, ambassadors, and models.
Let's Strut!

HELP 2019 AUTISM AWARENESS AMBASSADORS REACH OUR GOAL OF RAISING \$20,000.

\$11,293
RAISED

\$20,000
GOAL:

Thanks to your generous donations, 800 provides one (1) iPad, learning software and protective case to a child on the autism spectrum under the iCan iPad Learning Experience Gift Program

Strut! with Us!

Some of our Featured Fundraisers

Brooke Taylor Niemiec

70%

RAISED: **\$350**
GOAL: **\$500**
Brooke Taylor Niemiec has raised \$350
Brooke Taylor Niemiec has earned 1,875 points.

Donate

Emily Olson

100%

RAISED: **\$400.55**
GOAL: **\$250**
I am doing this because I have friends who are on the Autism spectrum and I want to help people like them have a better life.

Donate

Victoria Branker

33%

RAISED: **\$165**
GOAL: **\$500**
To help find a cure and develop methods of detection. To bring more awareness. In honor of family and friends.

Donate

Erica Stolte

35%

RAISED: **\$35**
GOAL: **\$100**
I'm so excited to be participating for the third time! This is such a wonderful event and fundraiser for those on the Autism spectrum.

Donate

Kelley Harris

70%

RAISED: **\$15**
GOAL: **\$500**
As a family thriving with an individual on the Autism Spectrum we rely on and appreciate these wonderful and worthwhile efforts.

Donate

Zahara Saintly

70%

RAISED: **\$755**
GOAL: **\$1,000**
Join me in supporting Morgan Marie Michael Foundation.

Donate

Nancy Gallo

138%

RAISED: **\$415**
GOAL: **\$300**

Delaney Delgado

140%

RAISED: **\$350**
GOAL: **\$250**

Myra Mrowicki

140%

RAISED: **\$15**
GOAL: **\$500**

500%

Increase in proceeds



Questions?



Raise

2019

CHICAGO, IL
SEPTEMBER 16-17, 2019

REACH NEW HEIGHTS

Inspire. Connect. Grow.

onecause[®]

POWERFUL FUNDRAISING SOLUTIONS

info@onecause.com

www.onecause.com

888.729.0399