

onecause® | WEBINAR

SECRETS TO SUCCESSFUL Peer-to-Peer Fundraising

Ignite Participant Engagement
& Drive Donations

 Wednesday, July 12, 2023



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Learn more about the ALL NEW OneCause Fundraising Platform

HOSTS



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The Roadmap to a Successful Peer-to-Peer Campaign

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Campaign Essentials

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



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:

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



Examples



1.1 MILLION PEOPLE
AWAIT THEIR OPPORTUNITY

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?

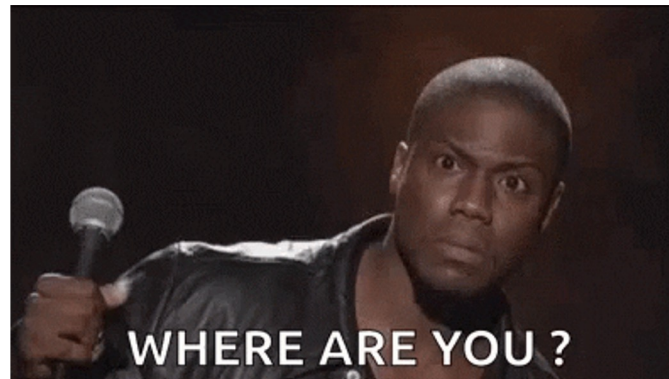


Setting Fundraisers Up for Success

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:

1. Are you open to soliciting funds from your network through email, social media, etc.?
2. Are you comfortable with fundraising xx dollars over a xx period of time? If not, what amount are you comfortable with?
3. We will provide you with sample email and social media templates. Do you think your network would be willing to contribute?
4. 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?
5. Do you have any individuals in your network that work for companies that match donations?



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, Dance Foundation. Donate now to the #DecadeofDance campaign to support the next generation of dance enthusiasts!

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.





Case Studies

CENTER FOR FOOD ACTION (CFA): 10K SNACK PACK CHALLENGE

OPPORTUNITY:

Help CFA pivot from an annual in-person volunteer event to a virtual event with P2P fundraising

STRATEGY:

Recruit event chairs, attendees, and volunteers to be fundraisers and create templates for the organization to market the campaign

RESULTS:



Fundraising Goal: **\$40,000**



Total Amount Raised: **\$44,220**



“CGC created a very engaging peer-to-peer fundraising campaign. We have raised more this year than last year’s in-person events. The fact that we are this far into the pandemic and still managed to raise money with a virtual event is a home run!”

– Kelly Sirimoglu, Director of Marketing

U.S.-JAPAN COUNCIL (USJC): PEOPLE-TO-PEOPLE CAMPAIGN



OPPORTUNITY:

Execute USJC's first-ever P2P campaign and build a brand new network of individual donors

STRATEGY:

Utilize USJC's young professional group as fundraisers and create customized email templates for them to solicit donations from their networks

RESULTS:

40+ fundraisers 🤝

240+ new individual donors 📋

Fundraising Goal: \$25,000 🎯 Total Amount Raised: \$27,400 💰

"CGC was instrumental in piloting our first P2P fundraising campaign. We exceeded our goal and raised over \$27,000! We couldn't have accomplished this feat without the help of CGC and look forward to how we can partner further in the future."

— Josh Morey, Board Member



Quick Review

Common P2P Mistakes

- 1) Lack of adequate planning
- 2) No unified message/branding across platforms
- 3) Not providing sufficient tools for fundraisers
- 4) Lack of communication with fundraisers





Questions?

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onecause® | PANEL DISCUSSION

Behind the Curtain of **Event Fundraising Success:**

✓ INSIGHTS & ✓ TRENDS

to Amplify Your Event Fundraising Impact

 Thursday, July 20, 2023



Raise Nation Radio

The Podcast for Fearless Fundraisers





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