

ONECCIUSE® POWERFUL FUNDRAISING SOLUTIONS







5,000+ Nonprofits



20,000 Fundraisers











EVENTS

AUCTIONS

PEER-TO-PEER

GIVING

TEXT2GIVE®

SESSION HOSTS



Emily Newberry
VP of National Accounts
OneCause



Jenna Jameson Corporate Comm & Research OneCause



Rich Dietz
Director of P2P Solutions
OneCause





Agenda

- About the Study
- Today's Peer-to-Peer Participants
- 5 Strategies for 2020
- Q&A

Let's take a Poll

How would you describe your P2P campaigns?

Choose one: ☐ Cruise Control: flying but want new ideas ☐ Speed Limit: moving but craving speed ☐ Neutral: at a stand still ☐ Neutral: at a stand still





SURVEY METHODOLOGY



Sample Size

1,106 P2P Participants

Quotas set to ensure census representation



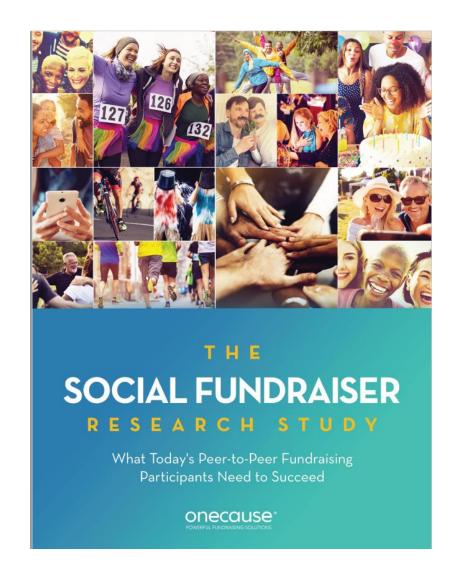
Survey Approach

Online survey in July 2019 Self-reporting questionnaire Conducted by Edge Research



Definition

Peer-to-peer participants are defined as anyone who has fundraised for at least one charitable org. within the last 12 months.





SOCIAL 44% **FUNDRAISERS** 26% 13% 9% 8%

Event

Occasion

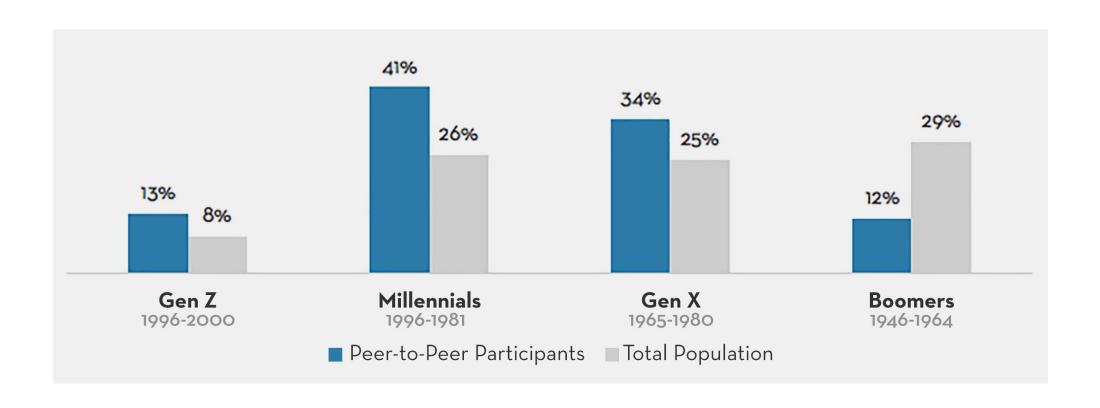
Run/Walk/Ride

Crowdfund

Challenge



SOCIAL FUNDRAISERS









WHY THEY FUNDRAISE



WHY THEY FUNDRAISE

How well do each describe WHY you fundraised? (top 7 reasons, describes perfectly)	Total	Run/Walk/Ride	Event	Occasion	Crowdfund	Challenge
I care about the mission of the organization/cause.	72%	74%	71%	74%	63%	67%
The money raised would make a difference.	64%	66%	64%	63%	54%	63%
I genuinely enjoy the activity that's attached to this fundraiser.	54%	61%	68%	40%	52%	46%
I thought it would be fun.	51%	58%	58%	38%	43%	58%
It's something I do every year.	51%	56%	57%	42%	39%	46%
The organization made it clear exactly how the money raised would be used.	50%	52%	57%	43%	53%	52%
It was easy to do.	47%	47%	45%	51%	34%	47%







Let's take a Poll

How do you reward participants?

Choose one:

- Revenue: dollar levels
- ☐ Donations: # of donations
- ☐ Reach: social reach and shares

- Recruitment: new participants
- ☐ Combo: yep doing all or some!



STRATEGY 1

Encourage & Reward
 Peer-to-Peer Recruitment

PEER RECRUITMENT IS CRITICAL.

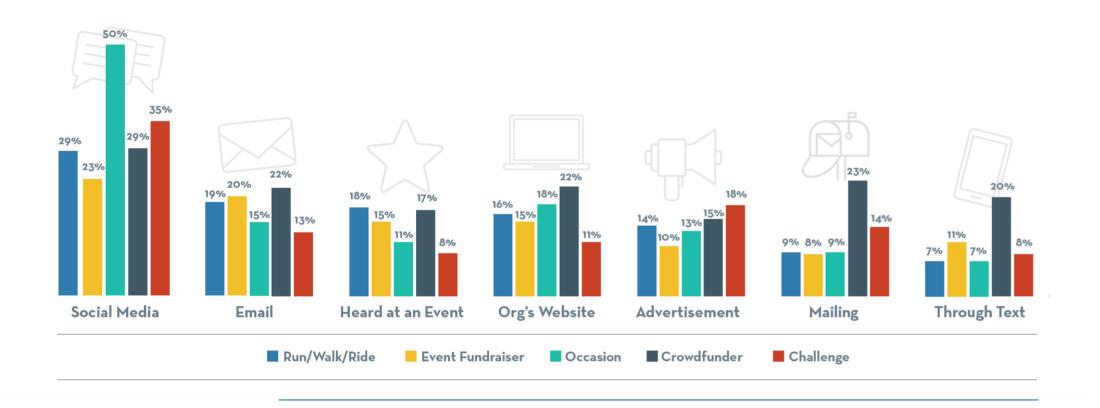
2 X

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





Campaign Recruitment





TIPS FOR ENCOURAGING PEER RECRUITMENT

- 1. Recruitment Leaderboard & Incentives
- 2. Simplified Invites & Tracking
- 3. Pre-populated Recruitment Messages
- 4. Previous Team Captains & Top Fundraisers



Let's take a Poll

When's the last time you evaluated/updated the participant set-up process?

Cho	pose one:	
	Annually	Every couple of years
	Only when we get negative feedback	Never

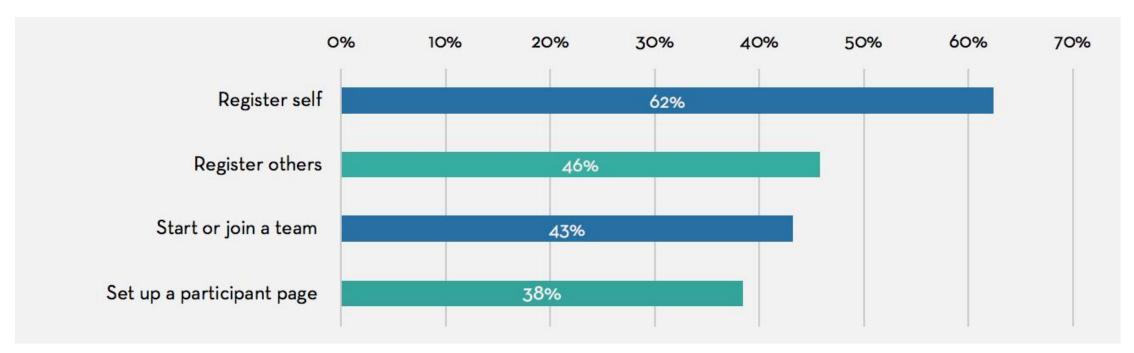


STRATEGY 2

Simplify the Participant
 Page Set-up

Ease of Participant Page Set-up

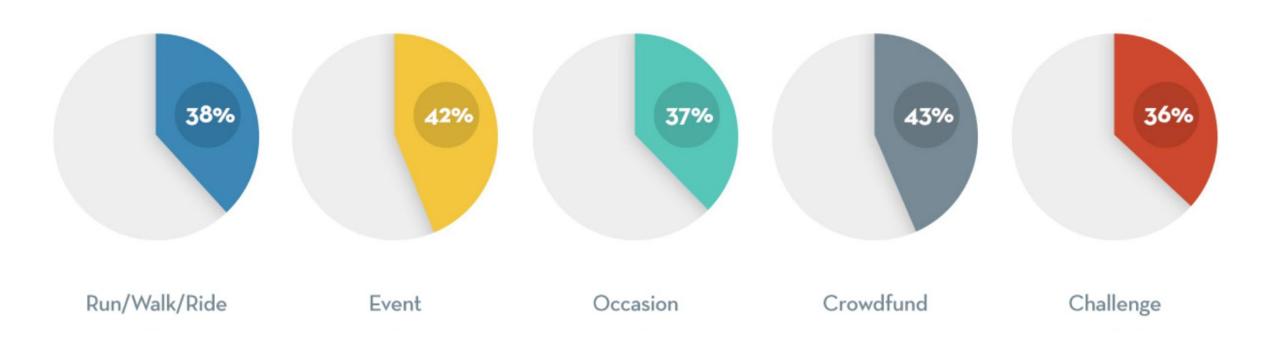
% very easy





Ease: What participants really think

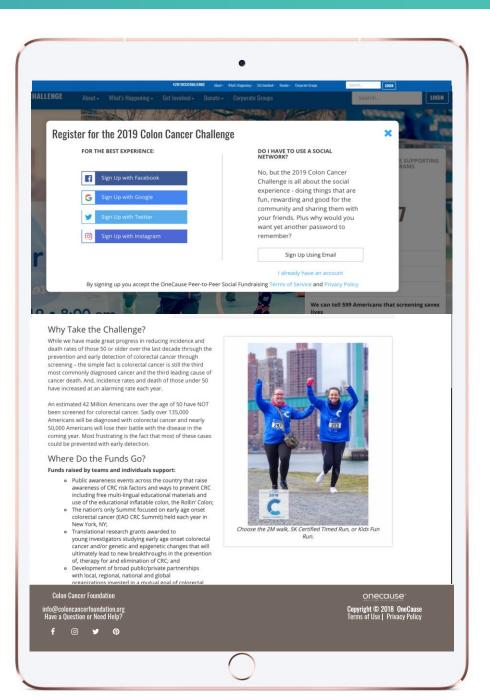
6-in-10 do not find participant page set-up easy.





TIPS TO SIMPLIFY SET-UP

- 1. Social Registration
- 2. Pre-populated Registration for Returning Registrants
- 3. Open Team Enrollment
- 4. Simplified Personalization



Let's take a Poll

How would you describe your goal setting strategy?

Choose one:

- Required: we set team & individual goals
- ☐ Minimum: fundraising minimum

- Not Sure
- ☐ Free Range: don't have them



STRATEGY 3

 Empower Participants to set their own goals

GOAL SETTING CRUCIAL FOR SUCCESS

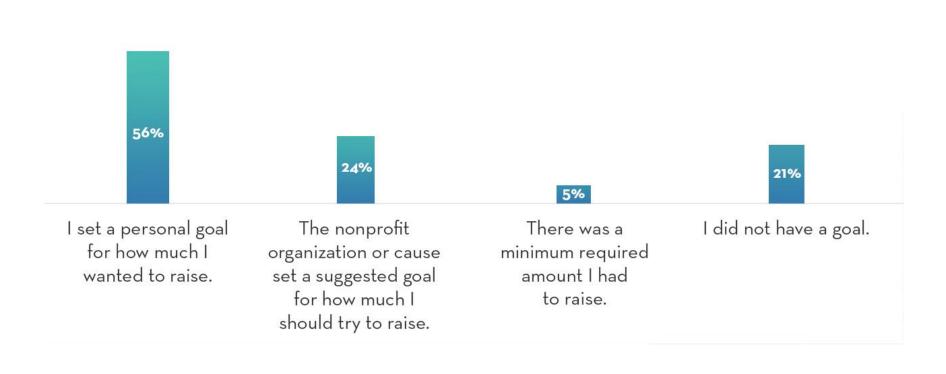
Those with Fundraising Goals













GOAL SETTING CRUCIAL FOR SUCCESS

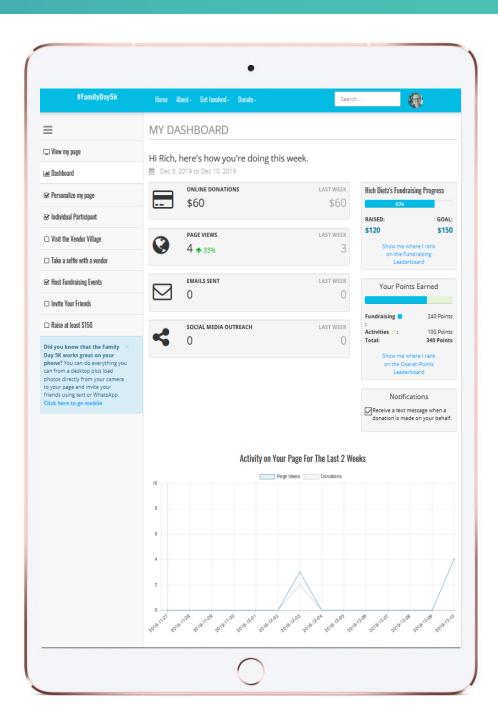
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	Run/Walk/Ride	Event	Occasion	Crowdfund	Challenge
Had a Goal					
Yes	77%	80%	76%	92%	79%
No	23%	20%	24%	8%	21%
Whose Goal?					
Personal	55%	57%	57%	60%	49%
Organization's	22%	25%	22%	33%	32%
Results					
Exceeded	52%	60%	40%	64%	65%
Met	43%	39%	35%	27%	32%
Fell short	5%	2%	25%	9%	3%





TIPS FOR GOAL SETTING

- Suggested Goal based on Past Performance
- 2. Suggested Goal by Reg Type
- 3. Participant Ownership of Goal
- 4. Gamification & Messaging



Share in Chat

What do you do to encourage participants to come back to their page and stay engaged with the campaign?



STRATEGY 4

Build mix of motivators that encourage daily engagement.

DAILY ENGAGEMENT LEADS TO SUCCESSFUL FUNDRAISING





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
- 5. DIDN'T RECEIVE ADEQUATE SUPPORT from the org.
- 6. NO ACCESS TO FUNDRAISING TOOLS or software
- 7. GOAL WAS TOO HIGH

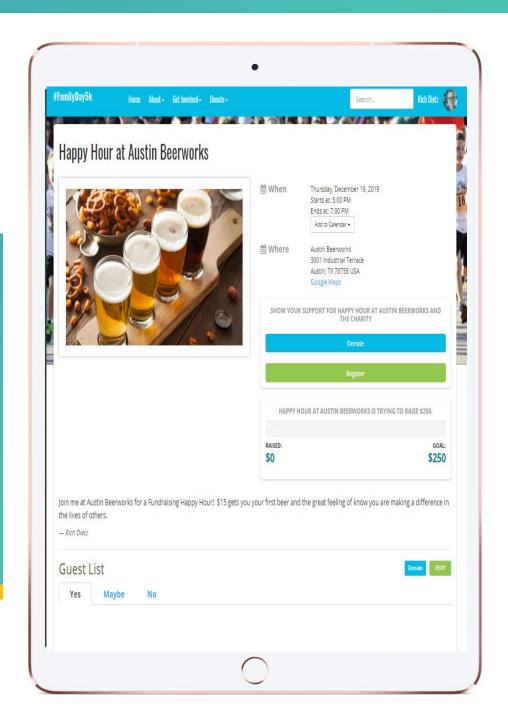
TOP MOTIVATORS



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TIPS FOR DRIVING ENGAGEMENT

- 1. Reminders & Notifications
- 2. Rewarding Buzz Activities
- 3. Wrap-Around Events
- 4. Matching Gifts



Let's take a Poll

What percentage of your participants use their phones to access their pages?

Choose one:

Only 10%

More than 20%

More than 30%

Don't Know



STRATEGY 5

Optimize the mobile experience.

PARTICIPANT **ACCESS** vs. EASE

How They Accessed Their Participant Page

Via Mobile Device 59%

Via Desktop Computer

53%

Via Tablet

19%

How Easy It Was To Access

Via Mobile Device 70%

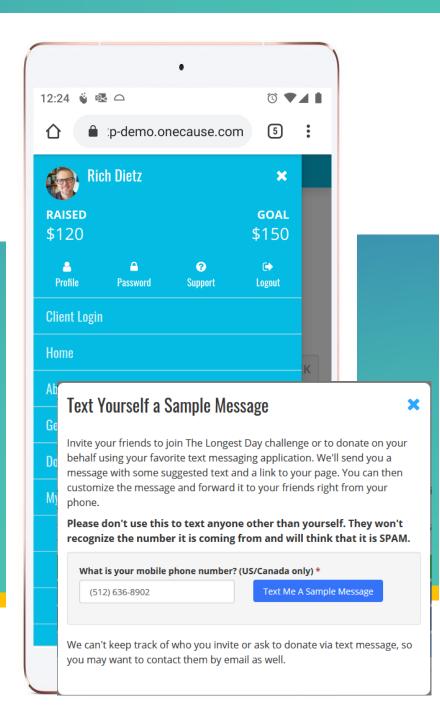
Via Desktop Computer 66%

Via Tablet 58%



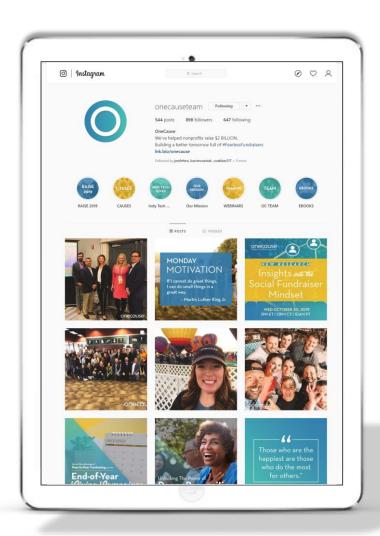
TIPS FOR MOBILE EXPERIENCE

- 1. Full Mobile Experience
- 2. Leverage Native Mobile Features
- 3. Text Notifications & Thank-You's
- 4. Pre-populated Text Solicitation









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