

The Top 5 Peer-to-Peer FUNDRAISING FAILS

Are you committing one of these 5 Peer-to-Peer Fails?




FAIL 1

Starting from Scratch Every Year

Are you rebuilding campaigns each year and losing valuable insights?

THE ONECAUSE SOLUTION:

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

79%

79% OF PEER-TO-PEER PARTICIPANTS ARE HIGHLY MOTIVATED BY SEEING FUNDRAISING PROGRESS.
(2019 Social Fundraiser Study)

[▶ Learn more about the Social Fundraiser Study.](#)



FAIL 2

Limiting Your Participant Reach and Fundraising

Are your participants limited in how they raise funds?

THE ONECAUSE SOLUTION:

Expand your reach by helping your participants expand their 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 MOST LIKELY TO GIVE WHEN DONATING IS EASY AND THE ORG HIGHLIGHTS ITS MISSION.
(2022 Giving Experience Study)

[▶ Learn more about the Giving Experience Study.](#)




FAIL 3

Relying on Leaderboards to Motivate Fundraising

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

THE ONECAUSE SOLUTION:

Drive early and consistent fundraising with contests and an activity-based rewards system.

-  Premium VIP experiences with fundraising milestones
-  Matching Gift Campaigns
-  Contests between teams and individuals

#1 MOTIVATOR FOR PEER-TO-PEER DONORS IS MATCHING GIFTS.
(2022 Giving Experience Study)

52%




FAIL 4

Overlooking the Mobile Experience

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

THE ONECAUSE SOLUTION:

Improve mobile engagement by tapping into native share features and contacts.

-  Participant text alerts
-  Native image sharing and messaging
-  Mobile-optimized donation forms

225%

225% INCREASE OF MOBILE DONATIONS BY SOCIAL DONORS FROM 2018 TO 2022.
(2022 Giving Experience Study)

FAIL 5

Ending Engagement When Your Campaign Ends

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

THE ONECAUSE SOLUTION:

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

\$166 IS THE AVERAGE DONATION MADE BY PEER-TO-PEER DONORS.
(2018 Social Donor Study)

\$166

Ready to **get started?**

Powerful missions need powerful fundraising software! **The OneCause Peer-to-Peer Solutions** makes giving social, mobile, and fun to drive deeper engagement and grow your fundraising.

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