

onecause®  
POWERFUL FUNDRAISING SOLUTIONS



# Social Fundraiser Secrets: Fundraising Out of the Gate

WED DEC 11

1PM ET | 12 PM CT | 10 AM PT



# Agenda

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- Social Fundraiser Trends
- Driving Social Recruitment
- Simplifying Participant Set-up
- Motivating Early Fundraising

# SESSION HOSTS



Kelly Velasquez-Hague  
VP of Content & Brand  
OneCause



Jenna Jameson  
Corporate Comm & Research  
OneCause



Rich Dietz  
Director of P2P Solutions  
OneCause

# Let's take a Poll

What's your biggest challenge with your peer-to-peer fundraising campaigns?

Choose one:

- Recruitment of New Participants
- Drop in returning participants
- Participants waiting to last minute to fundraise.
- Challenges with page set-up



**FUNDRAISING IS A JOURNEY  
NOT A TRANSACTION**

## IMPACT

IMPACT STATEMENTS  
FOLLOW-UP  
COMMUNICATION  
DONOR  
THANK-YOU'S

## Recruitment

## SOCIAL CONNECTION

PEER RECRUITMENT  
TEAM-BASED  
FUNDRAISING  
SOCIAL REGISTRATION

## Retention & Future Engagement

## PARTICIPANT EXPERIENCE

## Registration & Set-Up

## ENJOYMENT

DAILY ENGAGEMENT  
ACTIVITY-BASED REWARDS  
CONTESTS

## Fundraising Experience

## ENGAGEMENT

MOTIVATORS  
GOAL SETTING  
MOBILE ENGAGEMENT

# 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

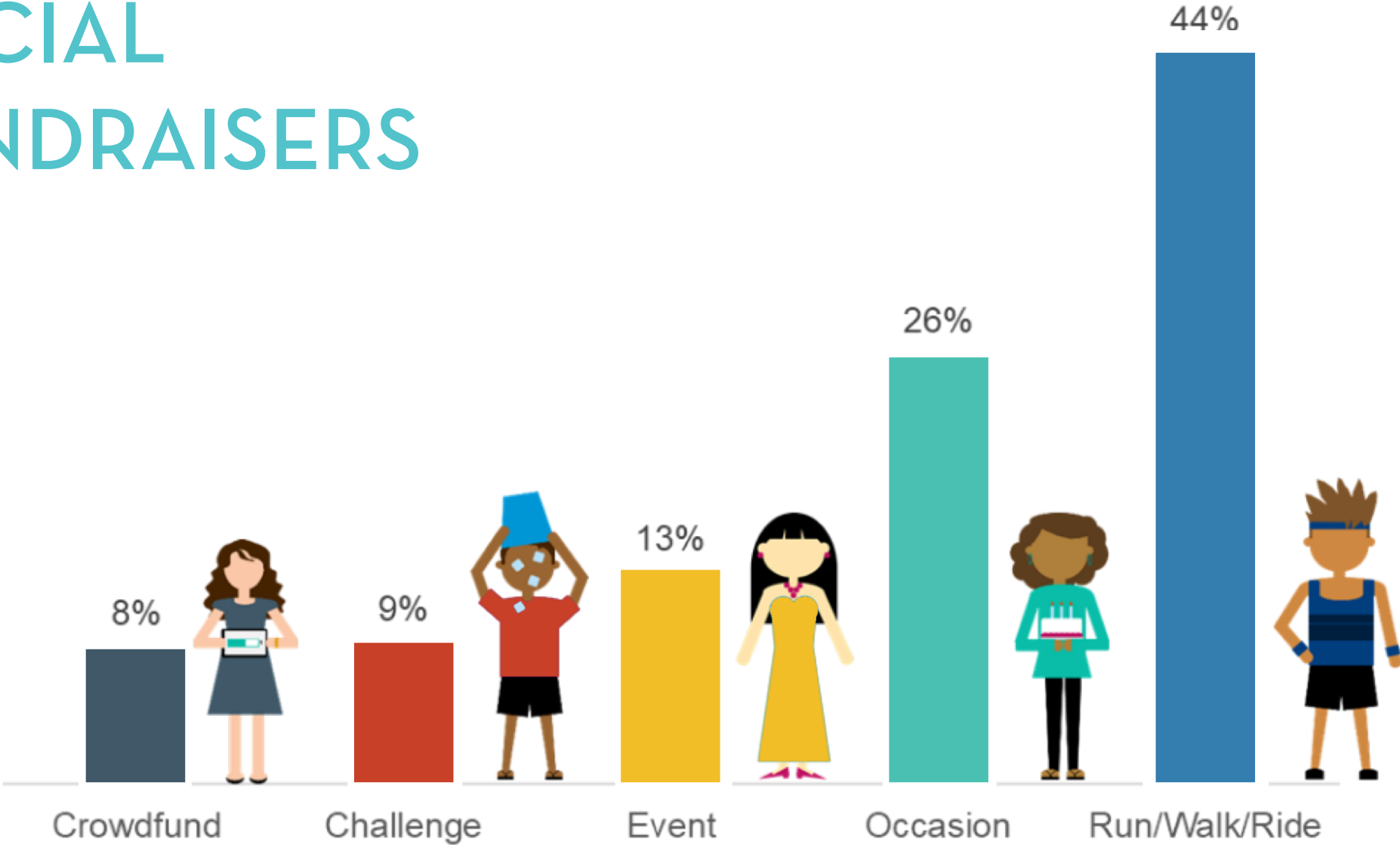


## Definition

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



# SOCIAL FUNDRAISERS





# 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%

# 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**

A faint, light gray outline of a lightbulb is centered in the background. It has several short, radiating lines above it, suggesting it is lit or glowing. The text is overlaid on this lightbulb.

# Driving Social Recruitment

Yellow decorative lines are present in the corners. On the left, a vertical line descends from the top, then a horizontal line extends to the right, ending in a small yellow circle. On the right, a horizontal line extends from the top, then a vertical line descends, also ending in a small yellow circle.

# Let's take a Poll

Which best describes your current recruitment strategy?

Choose one:

- On our own:** Nonprofit does majority of recruitment
- Mix:** Past Participants, Nonprofit, & recruitment teams.
- Joint:** Both participants & nonprofit do the recruiting
- Other:** Share in chat!

# PEER RECRUITMENT IS CRITICAL.

2X

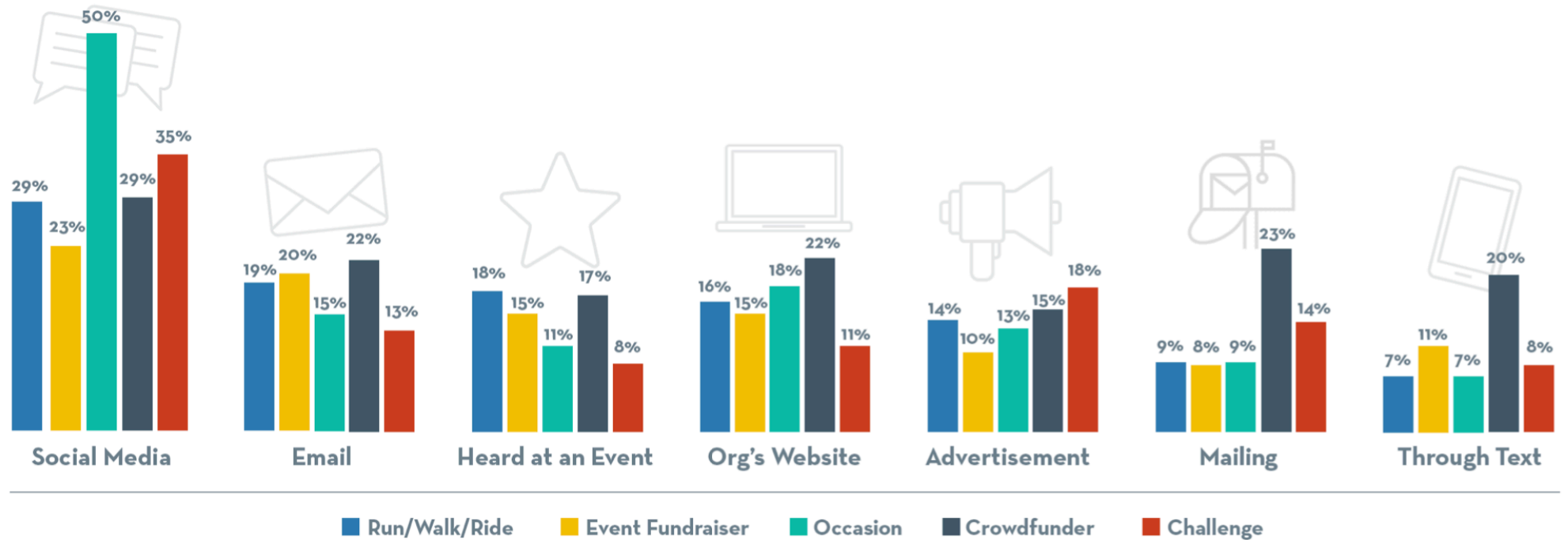
as likely to be recruited by friend, family member, or colleague than directly by the nonprofit.



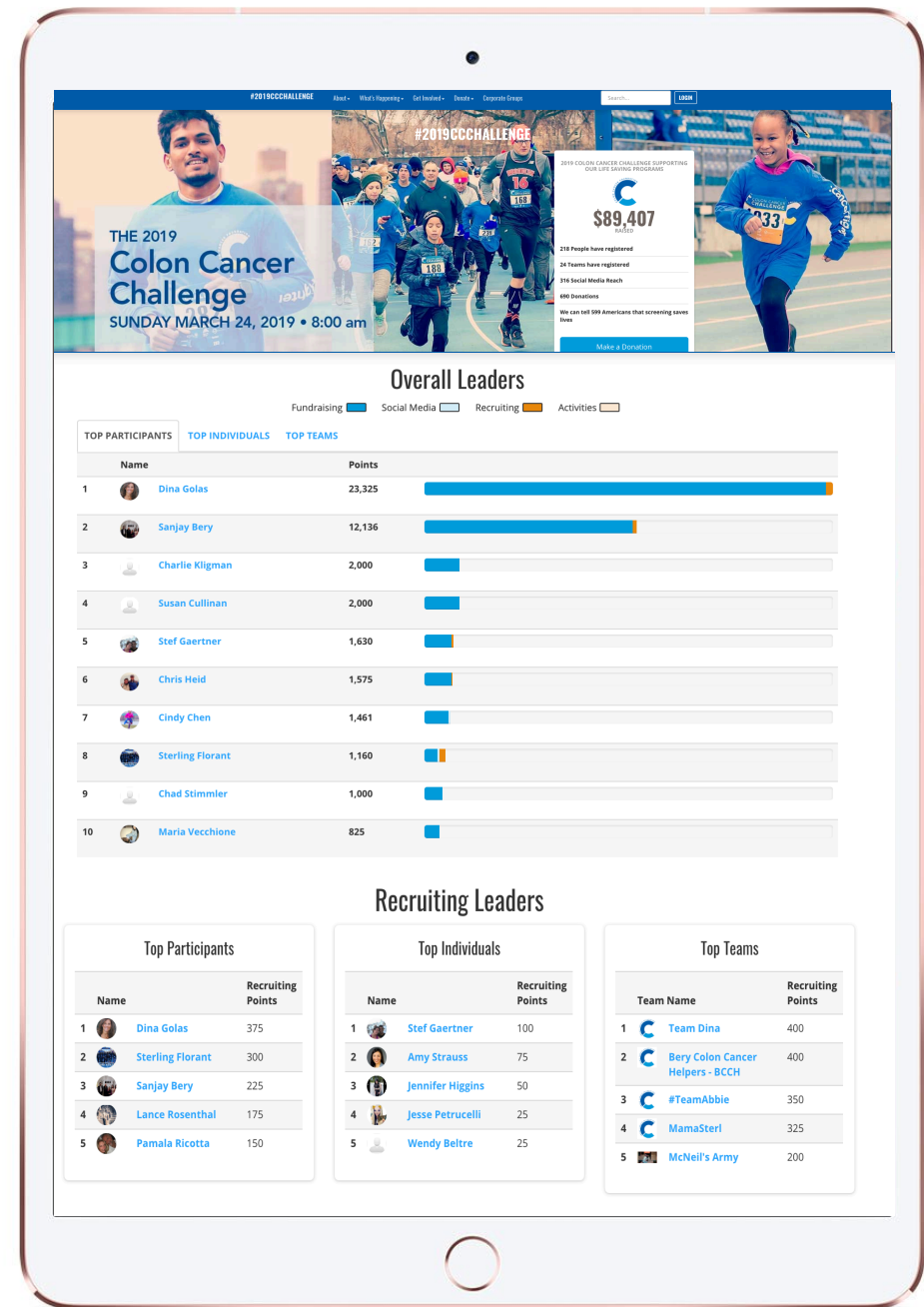
66%

were encouraged to recruit others.

# RECRUITMENT CHANNELS



# Rewarding Recruitment



# Tips for Recruitment Messaging

I  
care about  
*the*  
*mission*

The money  
raised would  
*make a*  
*difference*

I genuinely  
*enjoy*  
the activity



# START WITH BETA RECRUITERS



A faint, light gray outline of a lightbulb with several short lines radiating from the top, symbolizing an idea or simplification. It is centered behind the main text.

# Simplifying Participant Set-up

A yellow L-shaped line starting from the top left corner, extending down, then right, ending in a small yellow circle.A yellow L-shaped line starting from the top right corner, extending down, then left, ending in a small yellow circle.

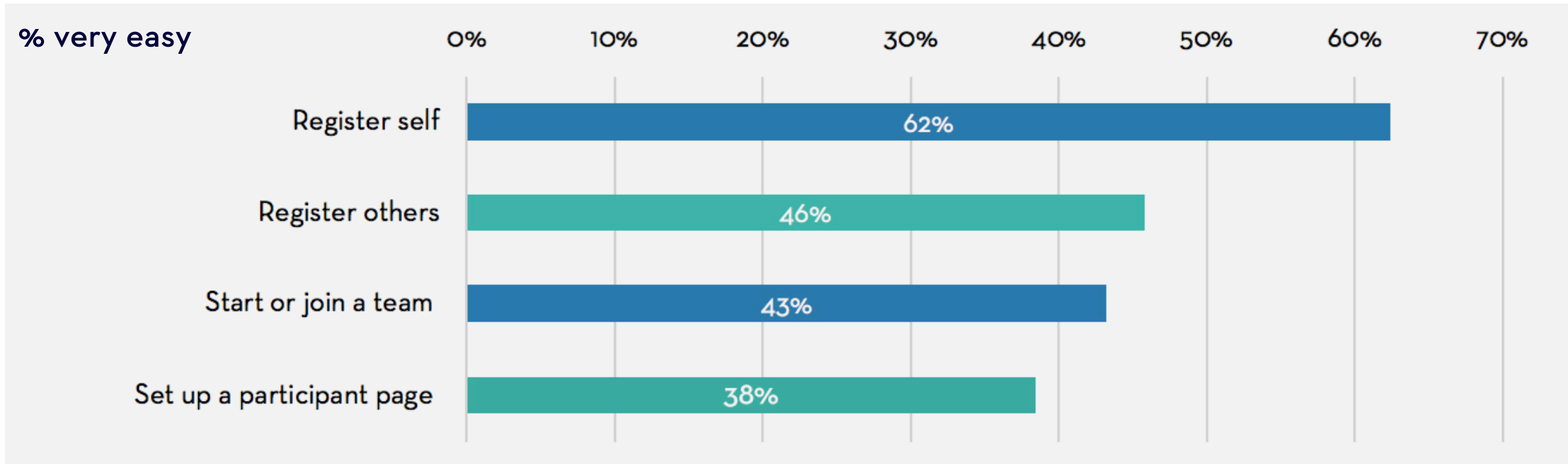
# Let's take a Poll

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

Choose one:

- Annually
- Only when we get negative feedback
- Ever couple of years
- Never

# Ease of Participant Page Set-up



# Social Registration

2019 COLON CANCER CHALLENGE

Register for the 2019 Colon Cancer Challenge

FOR THE BEST EXPERIENCE:

- Sign Up with Facebook
- Sign Up with Google
- Sign Up with Twitter
- Sign Up with Instagram

DO I HAVE TO USE A SOCIAL NETWORK?

No, but the 2019 Colon Cancer Challenge is all about the social experience - doing things that are fun, rewarding and good for the community and sharing them with your friends. Plus why would you want yet another password to remember?

Sign Up Using Email

[I already have an account](#)

By signing up you accept the OneCause Peer-to-Peer Social Fundraising [Terms of Service](#) and [Privacy Policy](#)

### Why Take the Challenge?

While we have made great progress in reducing incidence and death rates of those 50 or older over the last decade through the prevention and early detection of colorectal cancer through screening – the simple fact is colorectal cancer is still the third most commonly diagnosed cancer and the third leading cause of cancer death. And, incidence rates and death of those under 50 have increased at an alarming rate each year.

An estimated 42 Million Americans over the age of 50 have NOT been screened for colorectal cancer. Sadly over 135,000 Americans will be diagnosed with colorectal cancer and nearly 50,000 Americans will lose their battle with the disease in the coming year. Most frustrating is the fact that most of these cases could be prevented with early detection.

### Where Do the Funds Go?

**Funds raised by teams and individuals support:**

- Public awareness events across the country that raise awareness of CRC risk factors and ways to prevent CRC including free multi-lingual educational materials and use of the educational inflatable colon, the Rollin' Colon;
- The nation's only Summit focused on early age onset colorectal cancer (EAO CRC Summit) held each year in New York, NY;
- Translational research grants awarded to young investigators studying early age onset colorectal cancer and/or genetic and epigenetic changes that will ultimately lead to new breakthroughs in the prevention of, therapy for and elimination of CRC; and
- Development of broad public/private partnerships with local, regional, national and global organizations invested in a mutual goal of colorectal

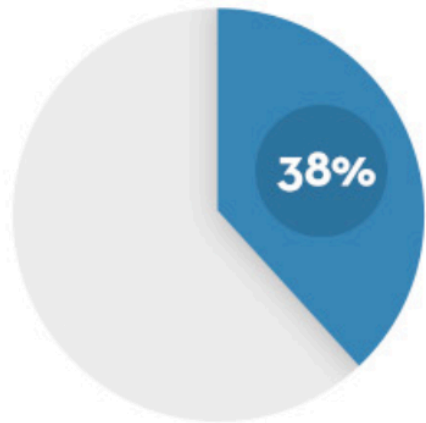
Choose the 2M walk, 5K Certified Timed Run, or Kids Fun Run.

Colon Cancer Foundation  
info@coloncancerfoundation.org  
Have a Question or Need Help?

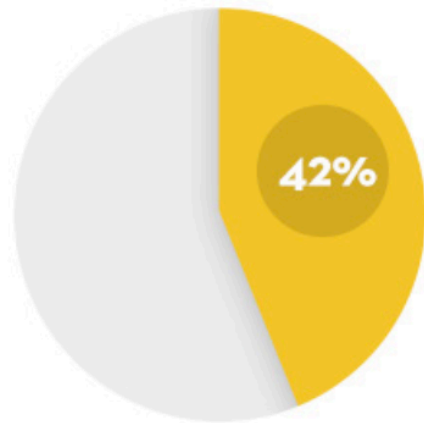
onecause  
Copyright © 2018 OneCause  
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# Ease: What participants really think

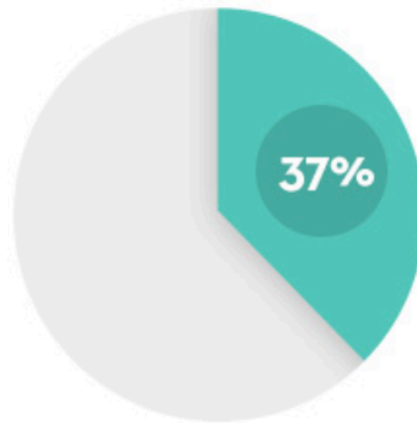
**6-in-10** do not find participant page set-up easy.



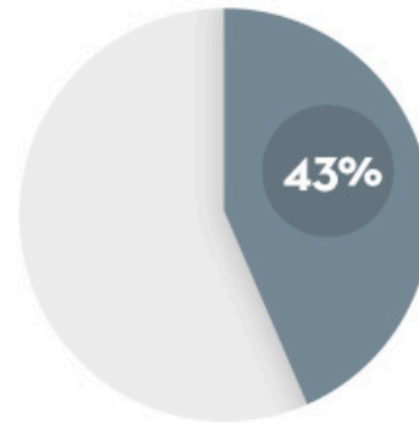
Run/Walk/Ride



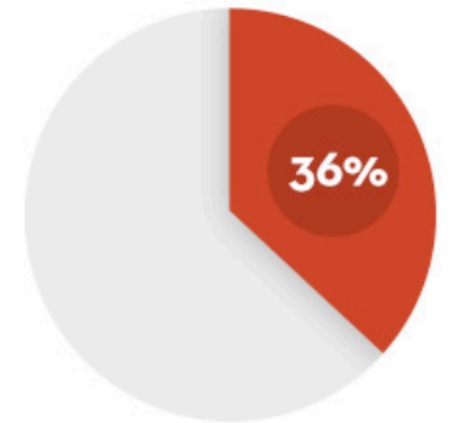
Event



Occasion



Crowdfund



Challenge



## ***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 Sh

40%  
return  
participants  
240 to 320

### Here!

Even through clean water systems in...  
Each \$10 we raise,...

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

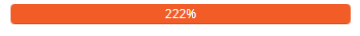
[Donate Now](#)

#### MORE INFORMATION ABOUT 2019 SHOWER STRIKE

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



Eric Bailey



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

Eric Bailey has raised \$2,215 USD

[Donate](#)



Clare Connally



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

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

[Donate](#)



McCallum PALS



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



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

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

[Donate](#)



Anna Provenzano & Ariana Camara



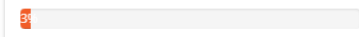
RAISED: **\$2,000 USD** GOAL: **\$1,000 USD**

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

[Donate](#)



Emily Wilschetz



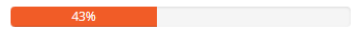
RAISED: **\$15 USD** GOAL: **\$500 USD**

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



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

Wave Makers has raised \$2,130 USD



Katie Fox



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

Katie Fox has raised \$490 USD



Julie Evans



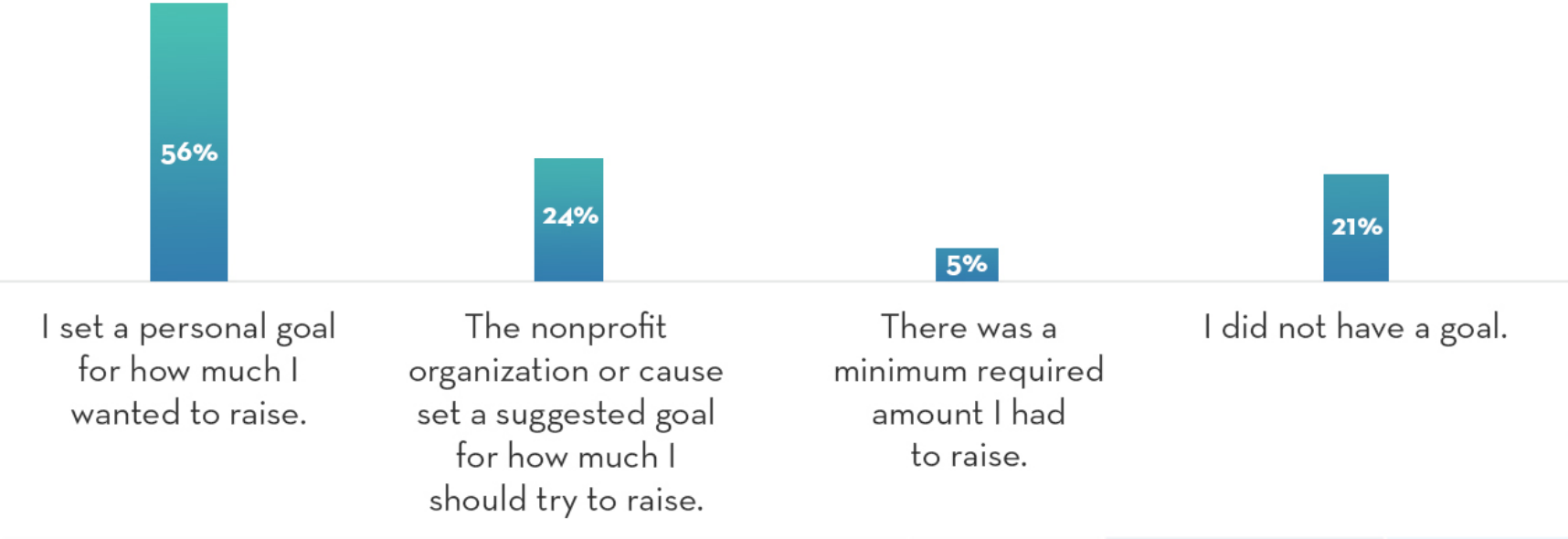
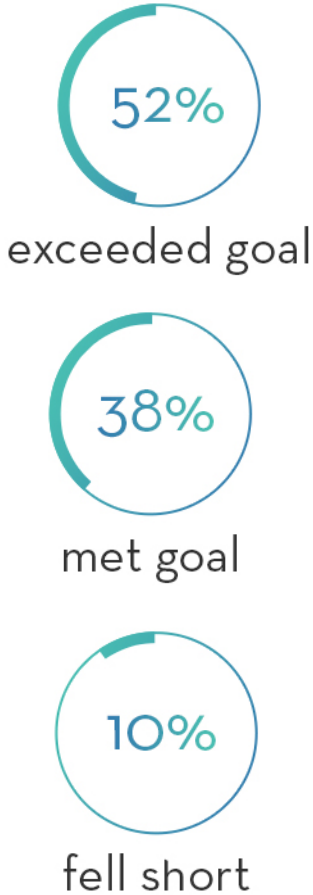
RAISED: **\$2,825 USD** GOAL: **\$1,000 USD**

Julie Evans has raised \$2,825 USD



# Advance Tip: Simplifying Goal Setting

## Those with Fundraising Goals



A faint, light gray outline of a lightbulb with several short lines radiating from the top, symbolizing an idea or inspiration. It is centered behind the text.

Motivating  
Early Fundraising

A yellow L-shaped line starting from the top left corner, extending down, then right, ending in a small yellow circle.A yellow L-shaped line starting from the top right corner, extending down, then left, ending in a small yellow circle.

# Share in Chat

What do you do to motivate & encourage participants to stay engaged?

# DAILY ENGAGEMENT LEADS TO SUCCESSFUL FUNDRAISING



# PARTICIPANT TOP MOTIVATORS

1  Seeing Progress

2  Part of a Team

3  Email donation notifications

4  Leaderboards

5  Activities that generate buzz

6  Text donation notifications

7  Milestones & Badges

8  Having a team lead/captain

9  Activity-based rewards

10  Matching gifts

# LEADERBOARDS & GAMIFICATION

*Tara has signed up.*

*You can change someone's life. You might even save a life.*

Thanks for visiting my Hot Chocolate Run fundraising page! I'm participating in the 16th Annual Hot Chocolate Run on December 8 to support Safe Passage – the Hampshire County organization building safety, hope and justice for families who have lived with domestic violence.

**Will you help me make a difference for families affected by abuse?**

I'm raising money to support Safe Passage's programs – counseling, shelter, legal help, and so much more. **Safe Passage relies on people like you and me to help adults and kids every day.** Please make a donation to support this critical resource!

All contributions are tax-deductible, and you'll receive an emailed receipt immediately after you donate.

Let's help these families move toward a brighter future. Please donate above. Thank you so much.

— Tara Brewster

## *Tara's Achievements*



JUSTICE

15 Sarita Hudson



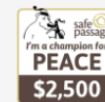
HOPE

\$1,635



CHANGE

15 VentureWell



PEACE

\$3,315

Safe Passage

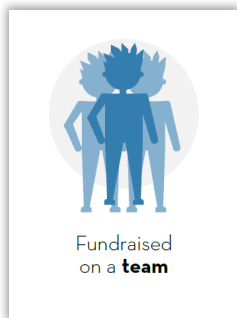
hotchocolaterun@safepass.org  
Have a Question or Need Help?



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# TEAM-BASED FUNDRAISING



Those Most Likely to **Exceed** Fundraising Goals

#JPepicBattle About - What's Happening - Get Involved - Donate - Search... LOGIN

JEREMIAH PROGRAM'S  
**EPIC BATTLE**

Ditch the tux. Have a ball.

6TH ANNUAL EPIC BATTLE SUPPORTING JEREMIAH PROGRAM

Jeremiah Program

**\$112,936**  
RAISED

81 People have registered  
9 Teams have registered  
817 Social Media Reach  
248 Donations

Make a Donation

Are you ready for battle?

Team	Progress	RAISED	GOAL
Bullfrogs	38%	\$3,750	\$10,000
Edugators	38%	\$3,750	\$10,000
Freetail Flyers	10%	\$1,015	\$10,000
Loose Cattle	34%	\$3,400	\$10,000
Mighty Mama'dillos	66%	\$6,605	\$10,000
Stinging Scorpions	147%	\$14,675	\$10,000

Team API, Texmanian Devils, Transformers

# MATCHING GIFTS

A screenshot of a Facebook post from the 'spilled milk social club' dated April 25. The post text reads: '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'. Below the text is a photo of a group of diverse children sitting on a colorful wooden fence. At the bottom of the post, it says '2P.ONECAUSE.COM', '2019 Shower Strike - spilled milk social club', and 'Well Aware's Shower Strike is more than just a yearly fundraising event for...'. There is a '1 Share' button at the bottom right of the post.

A screenshot of a Facebook post from 'Hill Country Ride for AIDS' dated April 3. The post text reads: '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'. There are three dots in the top right corner of the post.

**FANTASTIC NEWS!**  
**\$15,000**  
**IN MATCHING FUNDS AVAILABLE STARTING AT NOON CDT THIS FRIDAY!**  
  
**THANKS TO VIIV HEALTHCARE! SEE POST FOR DETAILS!**

Facebook interaction icons for Like, Love, and Wow, with the number '37' next to them.

17 Shares

 1


1 Share



# ADVANCED TIP: Wrap-Around Events

#FamilyDay5K Home About Get Involved Donate Search... Rich Dietz

## Happy Hour at Austin Beerworks



**When** Thursday, December 19, 2019  
Starts at: 5:00 PM  
Ends at: 7:00 PM  
[Add to Calendar](#)

**Where** Austin Beerworks  
3001 Industrial Terrace  
Austin, TX 78758 USA  
[Google Maps](#)

SHOW YOUR SUPPORT FOR HAPPY HOUR AT AUSTIN BEERWORKS AND THE CHARITY

[Donate](#)

[Register](#)

HAPPY HOUR AT AUSTIN BEERWORKS IS TRYING TO RAISE \$250.

**RAISED:** \$0 **GOAL:** \$250

Join me at Austin Beerworks for a Fundraising Happy Hour! \$15 gets you your first beer and the great feeling of know you are making a difference in the lives of others.

— Rich Dietz

### Guest List

[Donate](#) [RSVP](#)

Yes [Maybe](#) [No](#)

#FamilyDay5K Home About Get Involved Donate Search... Rich Dietz

## HOST FUNDRAISING EVENTS

[View my page](#)

[Dashboard](#)

Personalize my page

Individual Participant

Visit the Vendor Village

Take a selfie with a vendor

Host Fundraising Events

Invite Your Friends

Raise at least \$150

**Required Information**

**What Type of Event? \***  
Happy Hour


**Name of Your Event \***

**Start Time \***  
M [Calendar](#) HH : MM AM

**End Time \***  
M [Calendar](#) HH : MM AM

**Describe Your Event \***  
B I [List](#) [List](#) [Image](#) [Video](#) [Link](#) [Code](#) [Share](#)

**Photo**

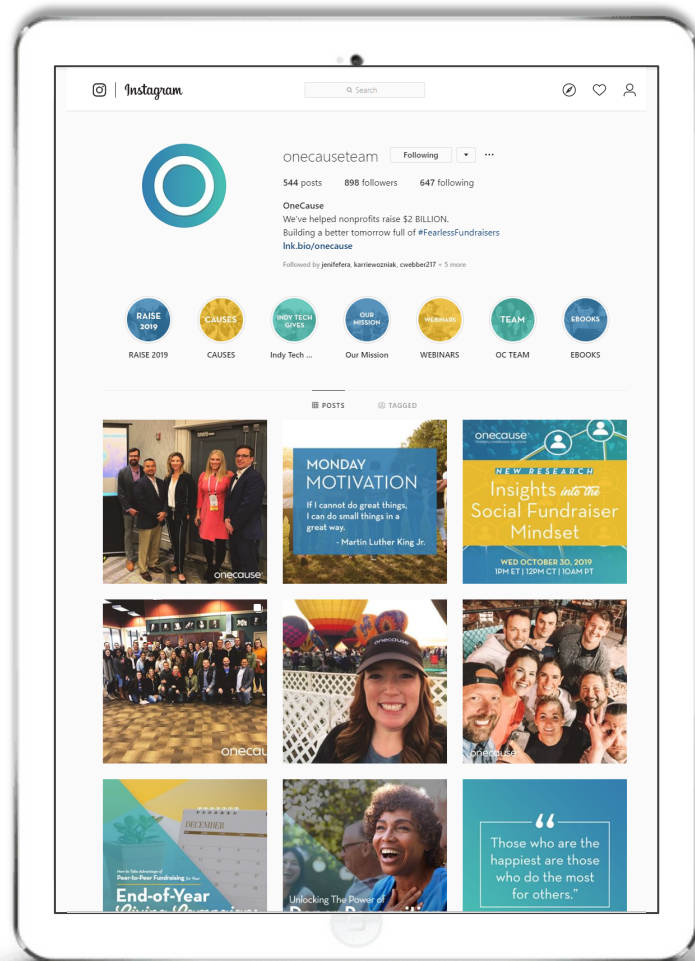


[Add a Photo](#)

Did you know that the Family Day 5K works great on your phone? You can do everything you can from a...



Questions?



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POWERFUL FUNDRAISING SOLUTIONS

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888.729.0399