Raise 2021

Breathe new life into your Peer-to-Peer Fundraising

Part One

Kim Hall & Courtney Riedinger

Welcome

Kim Hall

- Senior Peer-to-Peer Consultant
- OneCause

Courtney Riedinger

- Peer-to-Peer Consultant, Former Fundraiser
- OneCause

Raise 2021

Raise 2021

Agenda

Part One: Set yourself up for Success

1. Preparation: Put the work in before the event
2. Engaging Participants
3. Participant Tools
4. Q&A

POLL

Think about the Participant & Donor Engagement in your P2P Campaigns. Which grade below best represents that Engagement?

A. Excellent

B: Satisfactory

C: Needs Improvement

D: Failing

Raise® 2021

Raise® 2021

Preparing for Success

The success of any peer-to-peer campaign relies on the energy and momentum created by your Social Fundraisers. It's time to make it social, mobile, and FUN!

Leading up to the event...

- How clear is it to your participants that the primary goal of your event is to raise money?
- Are you marketing it this way or are participants seeing this as a “fun” way to be charitable?
- If your metrics are under the benchmark, consider increasing the visibility and frequency of fundraising communications, tips, and coaching to your participants throughout the campaign, not only a few weeks before.

Customer Example: Washington Area Humane Society

FUNDRAISE TO SAVE LIVES!

HERE'S THE SKINNY

We hope that attending the event will just be a starting point. After you purchase your Woofstock 2021 tickets, create a personal fundraising page to help event more animals in need!

Building or joining a Woofstock fundraising team is a great way to come together with family, friends, or co-workers to support Washington Area Humane Society!

The more money you raise, the more animals we will be able to help. Just a little bit of money from a handful of people can really add up and help us give the orphaned, abused, and neglected animals of Washington County a second chance.

We have put together some helpful and easy fundraising tips to get you started. View our FUNDRAISING GUIDE.

Get ready to take this event **TO THE MAX**!

Need help building your fundraising page? Contact Taylor Duda for assistance.

Edie, a WAHS Alum, is our 2021 Woofstock Mascot! She hopes to see you on July 11th!

https://p2p.onecause.com/wahs-woofstock2021/home

Raise® 2021

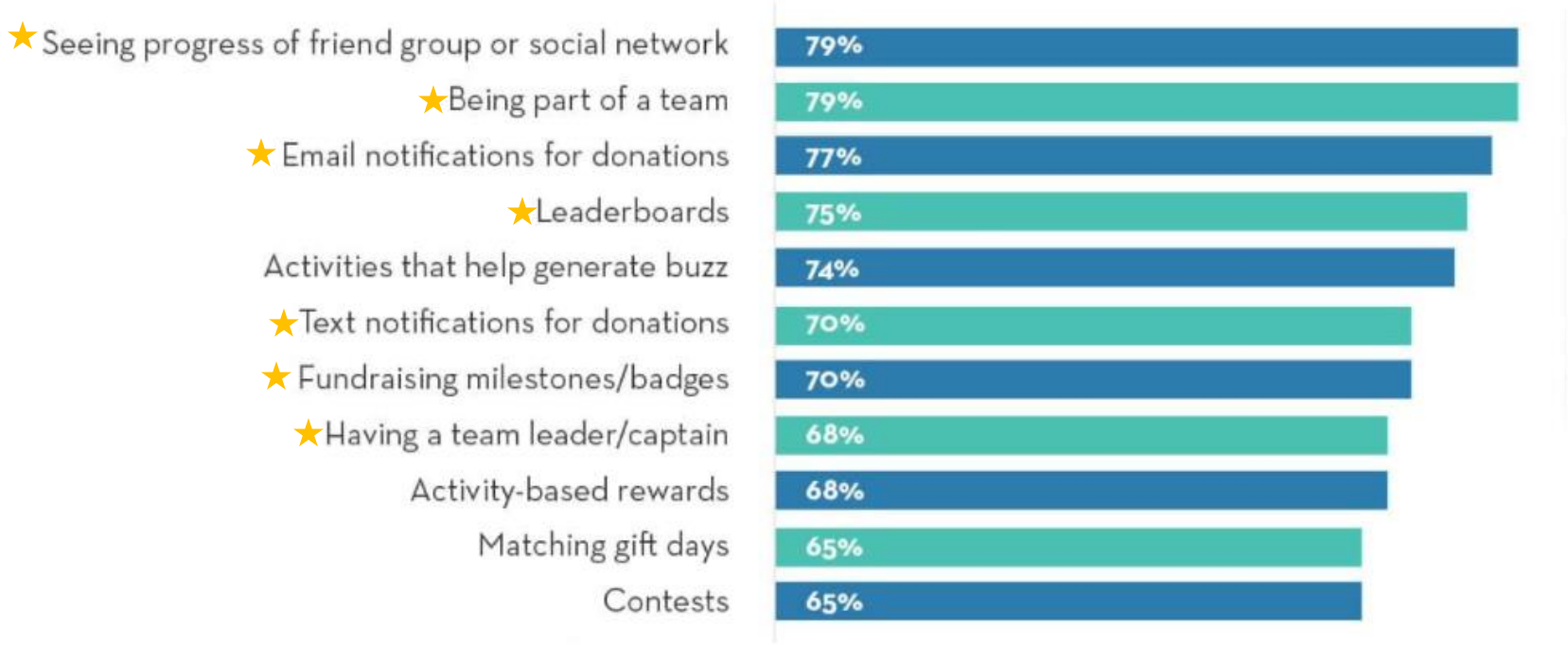
Updating your participants on their progress can be a motivator for them to fundraise or engage more!

90%
of those who checked their progress at least daily met or exceed their goals.
OneCause Giving Study, 2020
Raise®
2021

Raise 2021

TOP MOTIVATORS

Motivating your Social Fundraisers means designing a good mix of motivators to set your participants (and organization) up for success. Top motivators for peer-to-peer participants include:

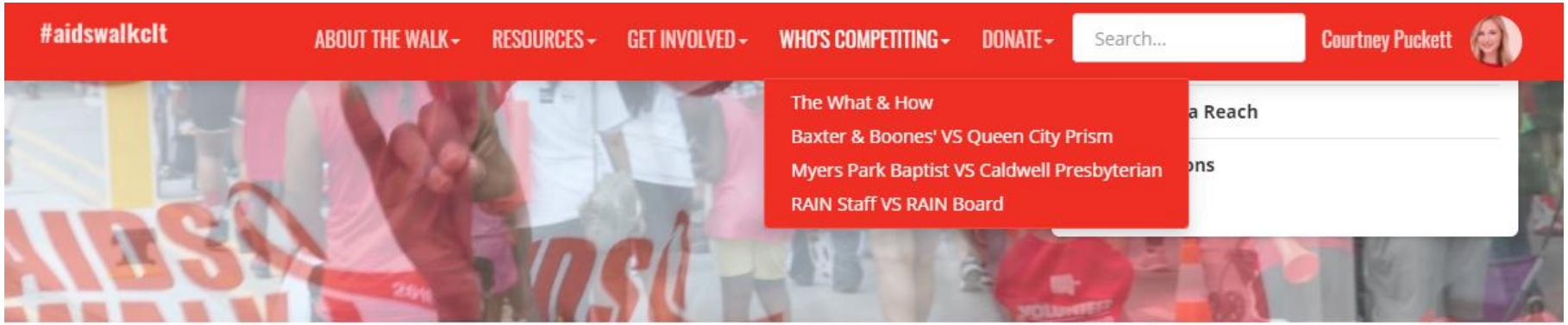


Raise 2021

Teams & Networks

- Recruit exceptional supporters to be Team Captains
  - Encourage Team Leaders to Communicate to their team on behalf of the organization (Team Captain Playbook)
- Feature Teams and Groups on Leaderboards
- Showcase healthy competition between teams, groups, or individuals

Customer Example: RAIN, Inc.



COMPETITION PAGES

Competition can be good and it for sure can increase those fundraising dollars! It's one thing to enter into a friendly fundraising competition, but for those who are looking for that extra little push (and a bit of fun) between teams and/or individuals, have your own personal competition page created.

> The competition page can be between two teams or two individuals (both will need to be registered to participate)
>
> Option to use the page's graphic/picture or have another picture uploaded
>
> Customized URL to promote and collect donations
>
> Option to include text with your competition page (general message, why you're competing, etc.) - this is optional and not necessary to participate

<< CLICK HERE FOR AN EXAMPLE COMPETITION PAGE >>

Want to have your own page created? Email Nathan Smith at n.smith@carolinarain.org and let him know who you want to compete with and he will get you set up.

https://p2p.onecause.com/aidswalkcharlotte/page/competitions

Raise® 2021

Engaging your participants by communicating through recognition

Milestones & Badges

- Create Milestones for your participants to reward their efforts
- Badges that appear on participant pages are a huge motivator for participants
- Send an email when the participant reaches that milestone to notify and reward them!

Raise® 2021

Arming your Participants with Tools for Success

69%

of peer-to-peer participants identified that they've faced barriers when fundraising

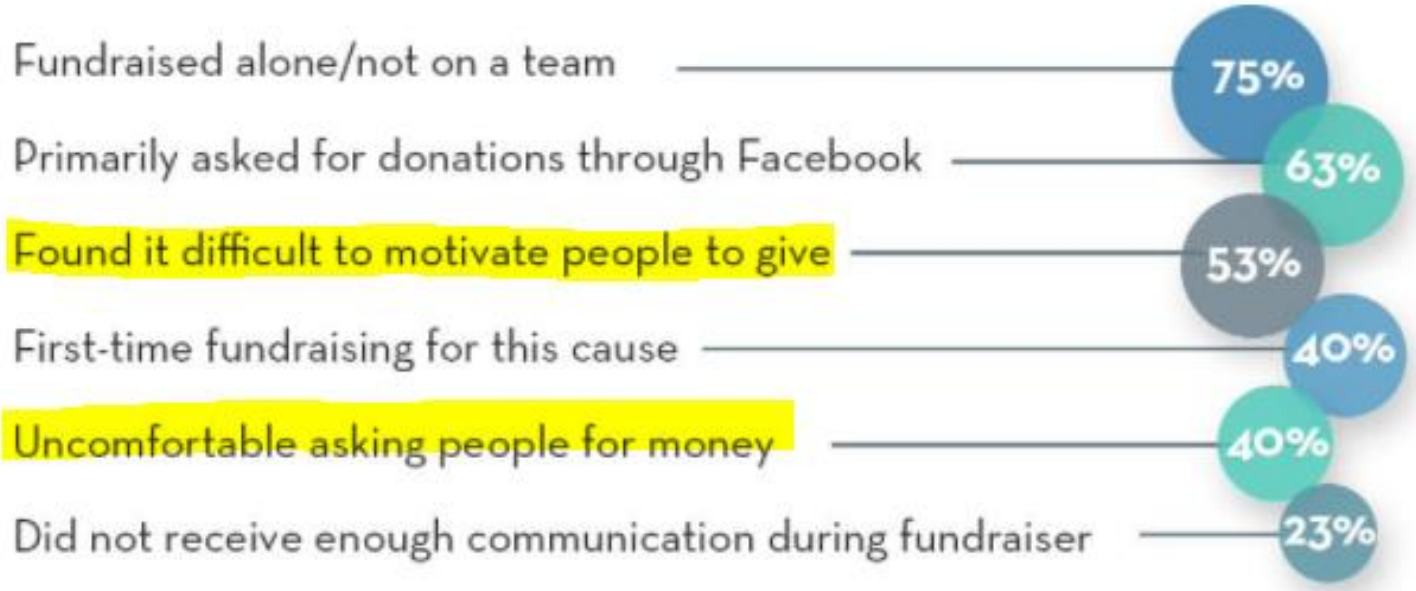
OneCause Giving Study, 2020

Raise® 2021

Participant Barriers

- The top reported challenges for peer-to-peer participants are:
  - **Uncomfortable** asking people for money.
  - Difficult to **motivate** people to give.
  - **Lack** of resources and message templates.
  - Fundraising software were **difficult** to use.
  - Didn't receive adequate **support**.
  - **No access** to fundraising tools or software.
  - Goal was **too high**.

According to the Social Fundraiser study, those who did not meet their fundraising goal had these characteristics:



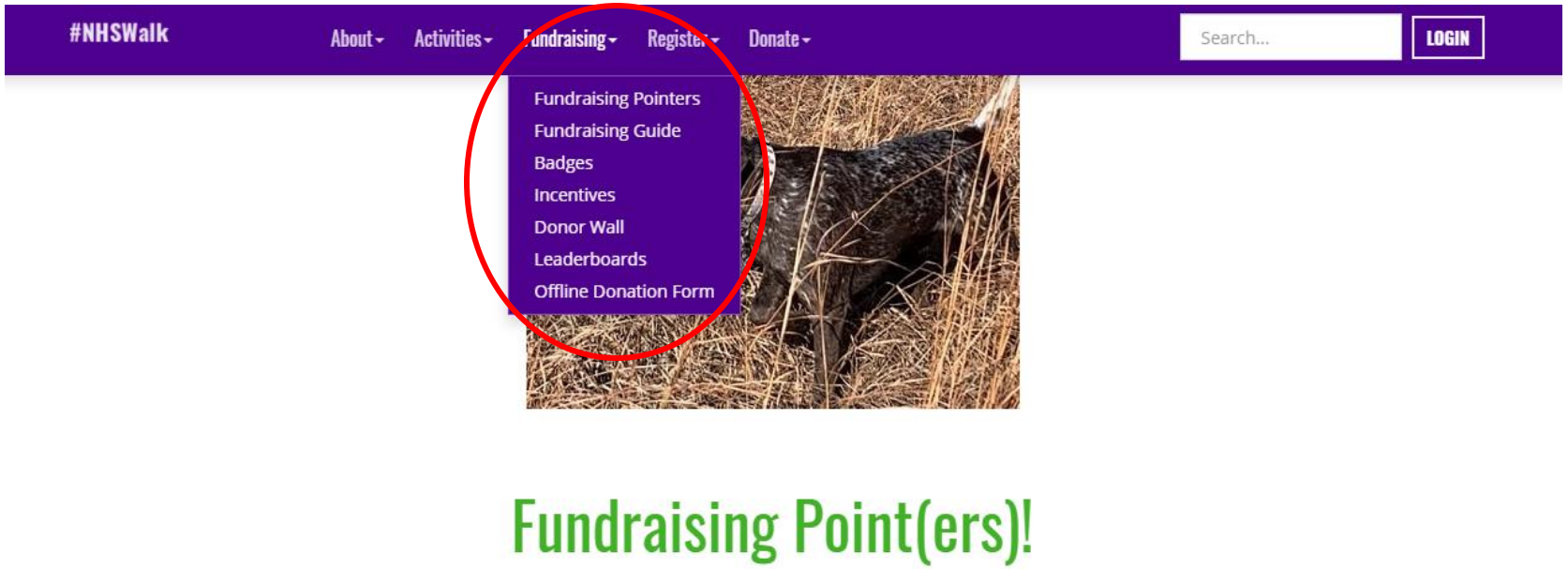
Tool Kit

- Remember: Your participants aren't professional fundraisers
- Sharing your facts, stories and statistics also can spark your fundraiser to talk more about how your organization impacts them specifically.
- Can re-use this tool-kit year over year and tweak slightly

Tools to Include:

- Your organization's mission
- Sample social media posts
- Letter-writing template
- Statistics about the work you do
- Links to resources on your website
- Fundraising ideas
- Incentives for reaching certain levels of fundraising

Client Example: NE Humane Society

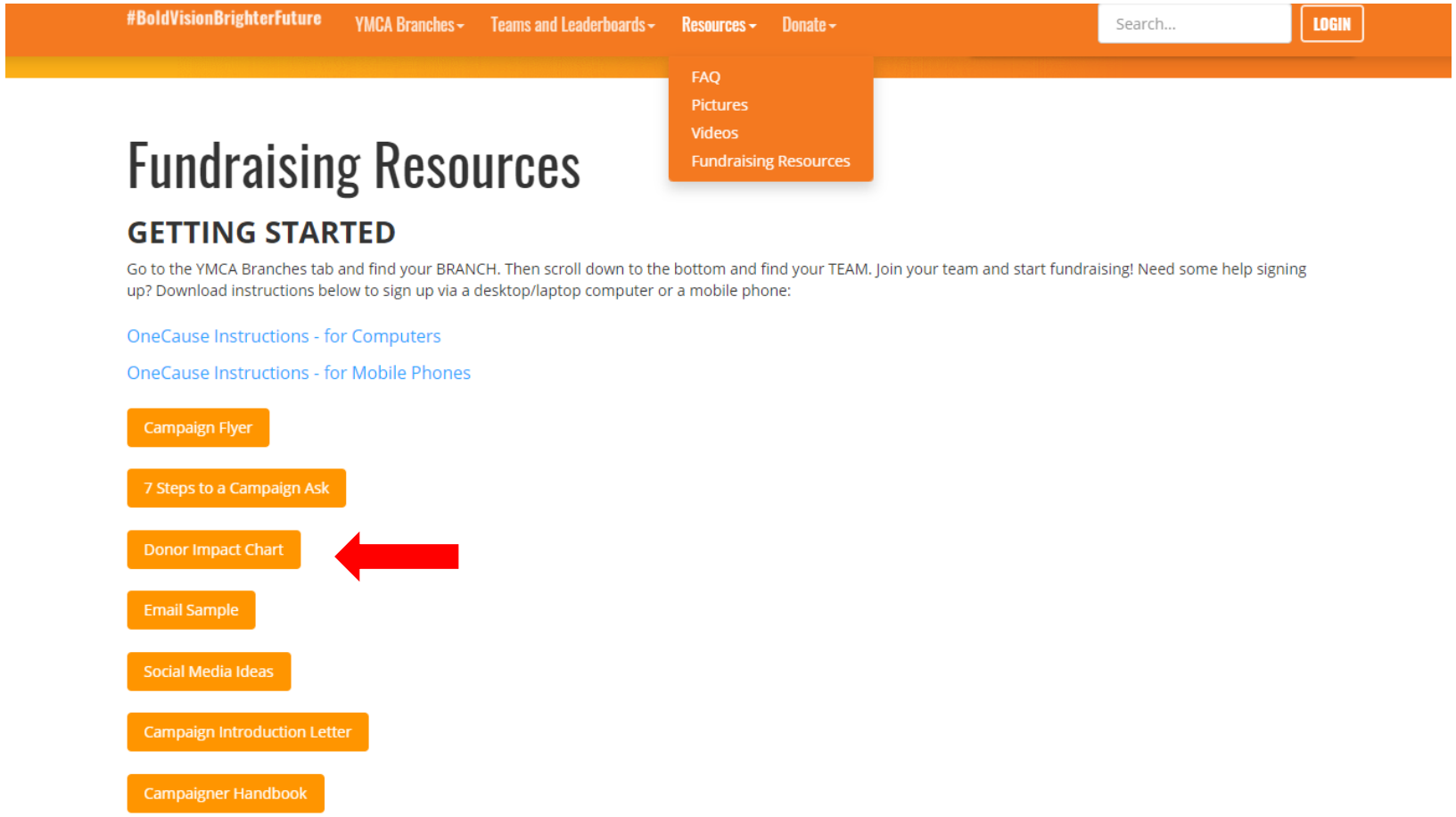


Tools to Include:

- Your organization's mission
- Sample social media posts
- Letter-writing template
- Statistics about the work you do
- Links to resources on your website
- Fundraising ideas
- Incentives for reaching certain levels of fundraising
- Break down the numbers- what can they do to raise $XX in a week

Tool Kit Example

Client Example: YMCA Dallas



Raise® 2021

QUESTIONS?

Now's our time to hear from you!

FOLLOW US ON SOCIAL

#RAISE2021

fb.com/onecause

@onecauseteam

@onecauseteam

Raise 2021

Raise®
2021