Raise 2021

Breathe new life into your Peer-to-Peer Fundraising

Part Two

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Welcome

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OneCause

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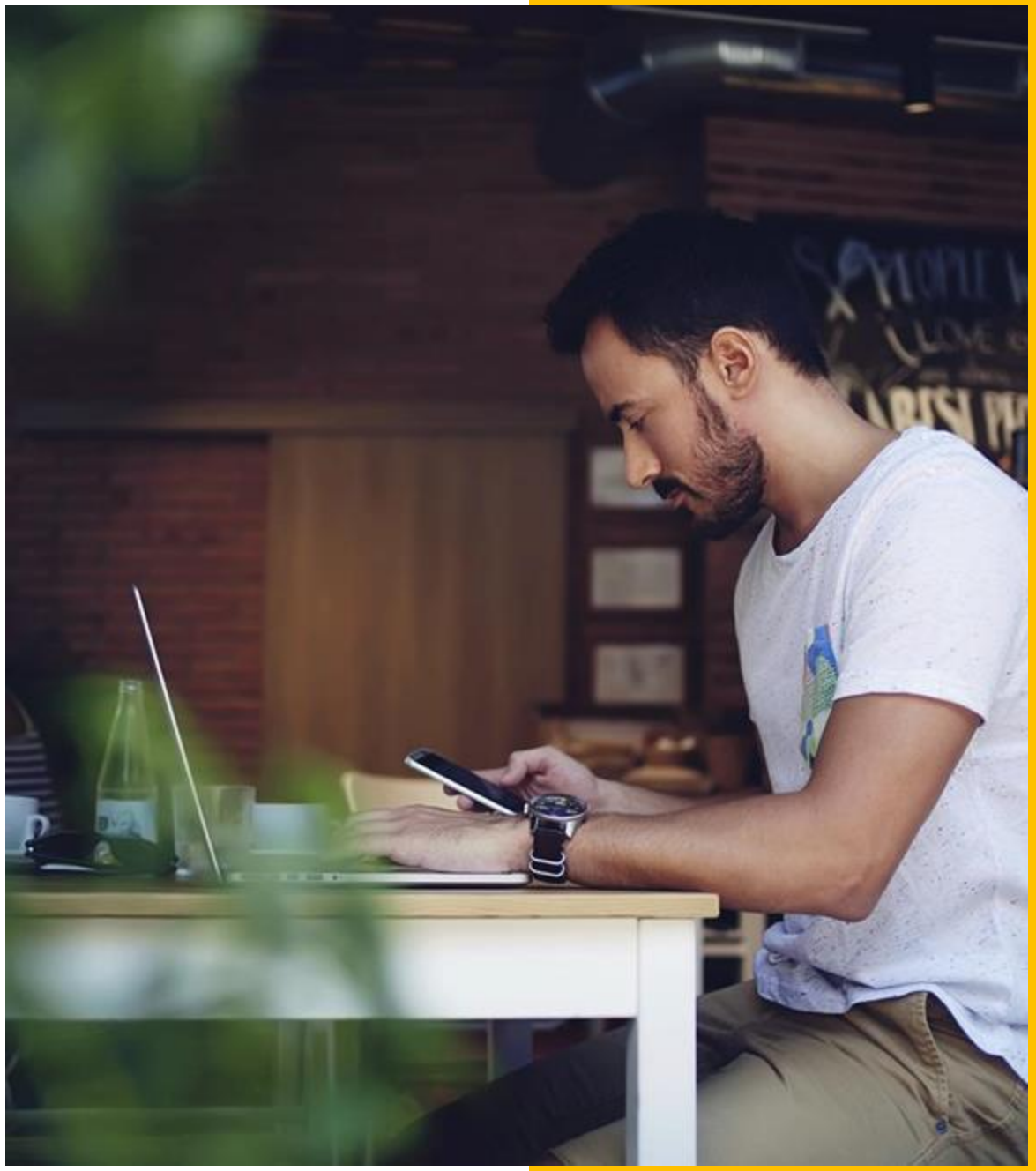
Agenda

1. Part One Recap
2. Creative Uses for Peer-to-Peer
3. Sponsor Engagement on websites
4. Q&A
5. Closing

Part 1 Recap

1. Prepare: Put the work in before the event
2. Engage Participants with recognition & communication
3. Equip participants with tools to be successful



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Creative Uses for Peer-to-Peer

Photo Activities

- Put content on the participant page for donors to see
- Most donors will see P2P campaign from participant pages
- Post example social posts on participant page as well

Hot Chocolate Challenge

- Use photo from past races
- Engage previous participants; be sure to acknowledge recurring participants
- Keep up with traditions!

Post a Photo of Your HCR Mug Collection

Hot Chocolate Run Mugs!

Our collection includes most mugs from most years. Our son has some too at his place and I've given still others to family. And of course I had to add one of our company mugs, since we are a yellow ribbon sponsor.

— *Karin George*

Tour de Vail Bingo Card

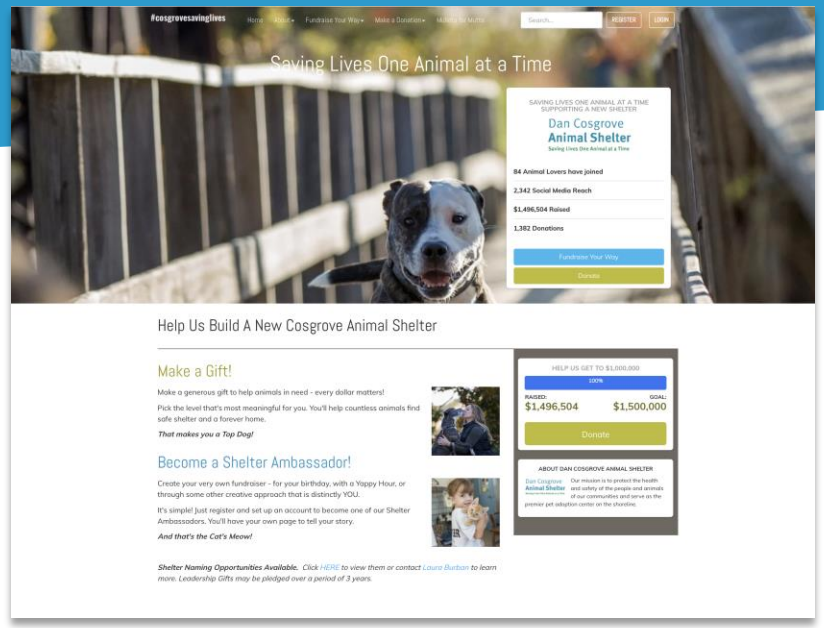
- Encourage engagement in a fun way!
- Motivate completion of challenges

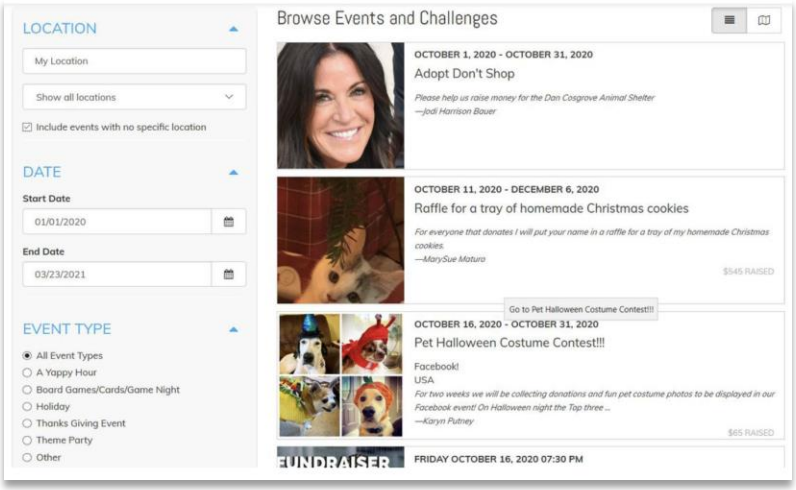
Tour de Vail Scavenger Hunt & Participant Page

- Took place during pandemic to engage participants virtually and at home

DIY Fundraising

- Supporters take ownership of fundraising
- Personalized campaigns to ignite their passions
- More than Facebook & Donate Your Birthday
  - Host an event
  - Memorial/ Tribute
  - Challenges
- Make evergreen & easy to find- Marketing!!





https://p2p.onecause.com/cosgrovesavinglives

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Sponsorship Recognition & Engagement on your Peer-to-Peer site

Real Estate on the Campaign Site

- Add Sponsor logos to campaign banner
- Create Custom Page for top sponsors
- Use home page to showcase a new sponsor each week

Corporate Sponsor Spotlight

USE THIS REAL ESTATE ON THE SITE!

We recommend recognizing sponsors on the home page by adding this section to highlight corporate partners or sponsors on the home page.

You can change the photo to a photo carousel or video!

https://p2p.onecause.com/sponsor-engagement/home

Tie your sponsors in with your
current participant engagement avenues!
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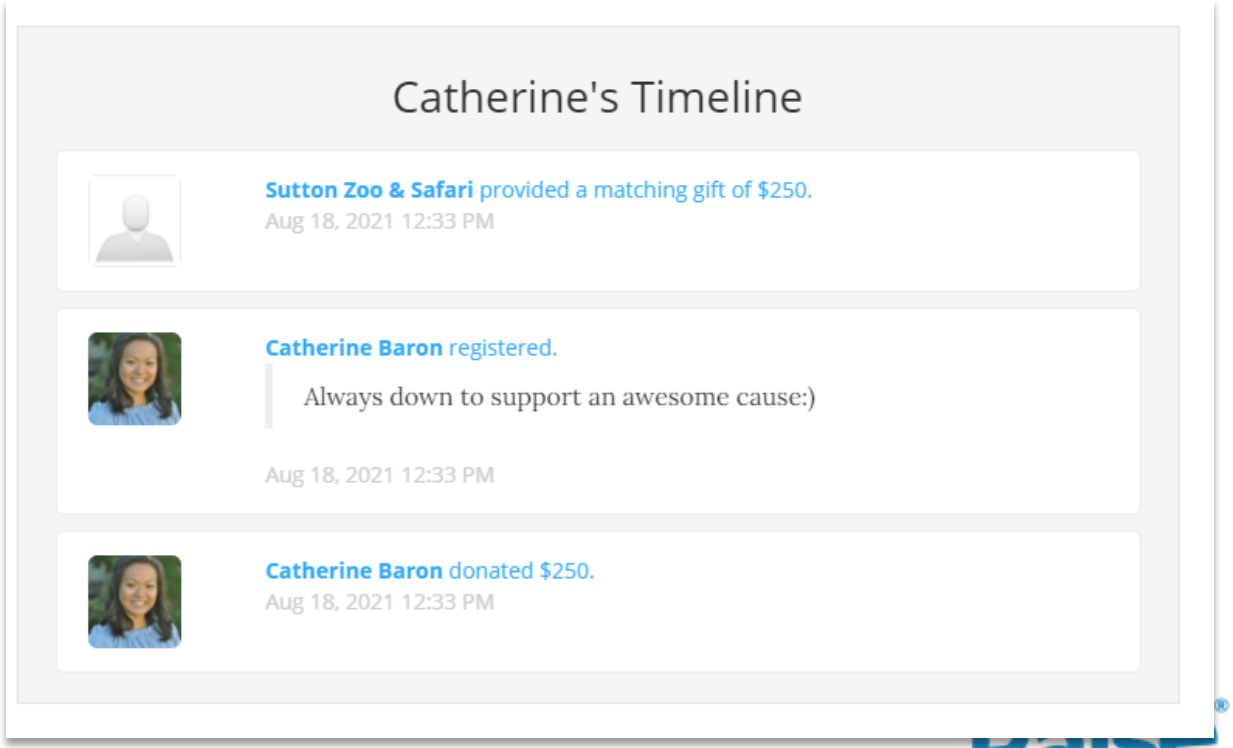
Sponsorship with Participant Engagement

★ Matching Gifts

56%
of peer-to-peer social donors are excited by matching gifts

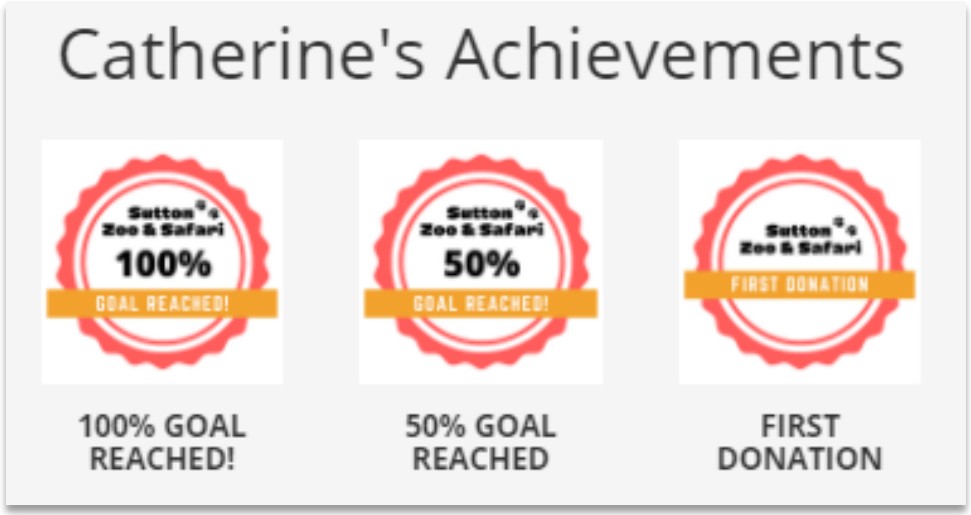
- Ask Sponsors & donors to match donations
- Feature sponsors on participant pages and the overall timeline- great exposure!
- **Pro tip:** Notify participants when a match is active through an email blast or announce on your P2P site!



https://p2p.onecause.com/sponsor-engagement/home

★ Milestones & Badges

- Include sponsor logo in Milestone Badges
- Include sponsor's logo on milestone emails
- *"Sutton Zoo & Safari congratulates you on reaching your fundraising goal for XYZ Charity!"*



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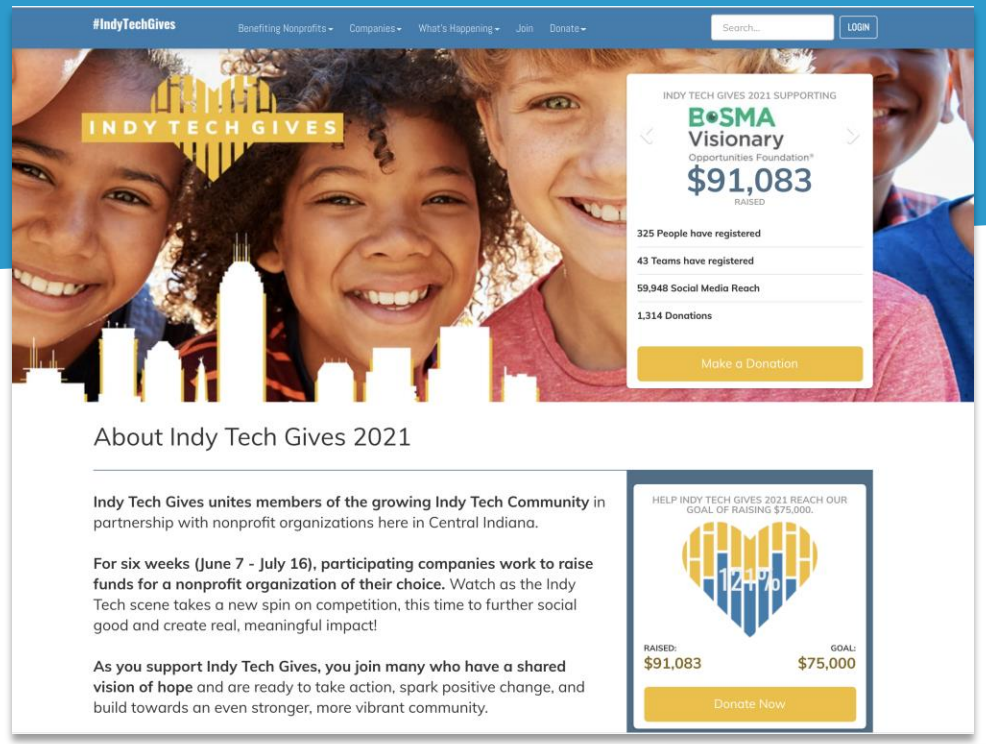
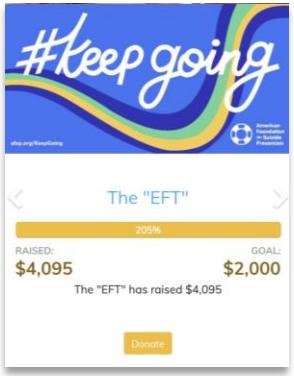
★ Ask Sponsors to Participate!

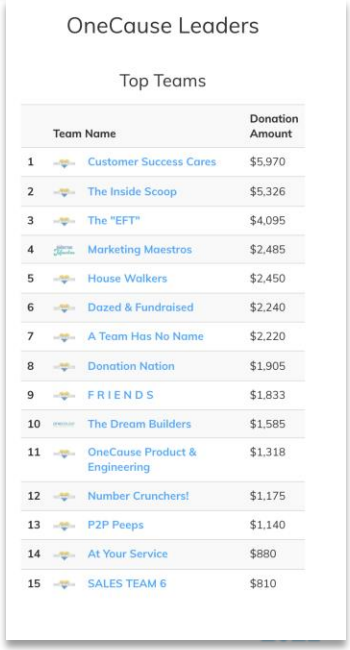
Social Groups & Connections

- Company fundraising and free registrations
- Company Groups – Create groups to engage employees, or foster competition between different companies!

https://p2p.onecause.com/sponsor-engagement/home







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QUESTIONS?

Now’s our time to hear from you!

FOLLOW US ON SOCIAL

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