

Raise[®]
2021

Breathe new life into your Peer-to-Peer Fundraising

Part Two

Kim Hall & Courtney Riedinger

Welcome



Kim Hall

Senior Peer-to-Peer Consultant
OneCause



Courtney Riedinger

Peer-to-Peer Consultant, Former Fundraiser
OneCause

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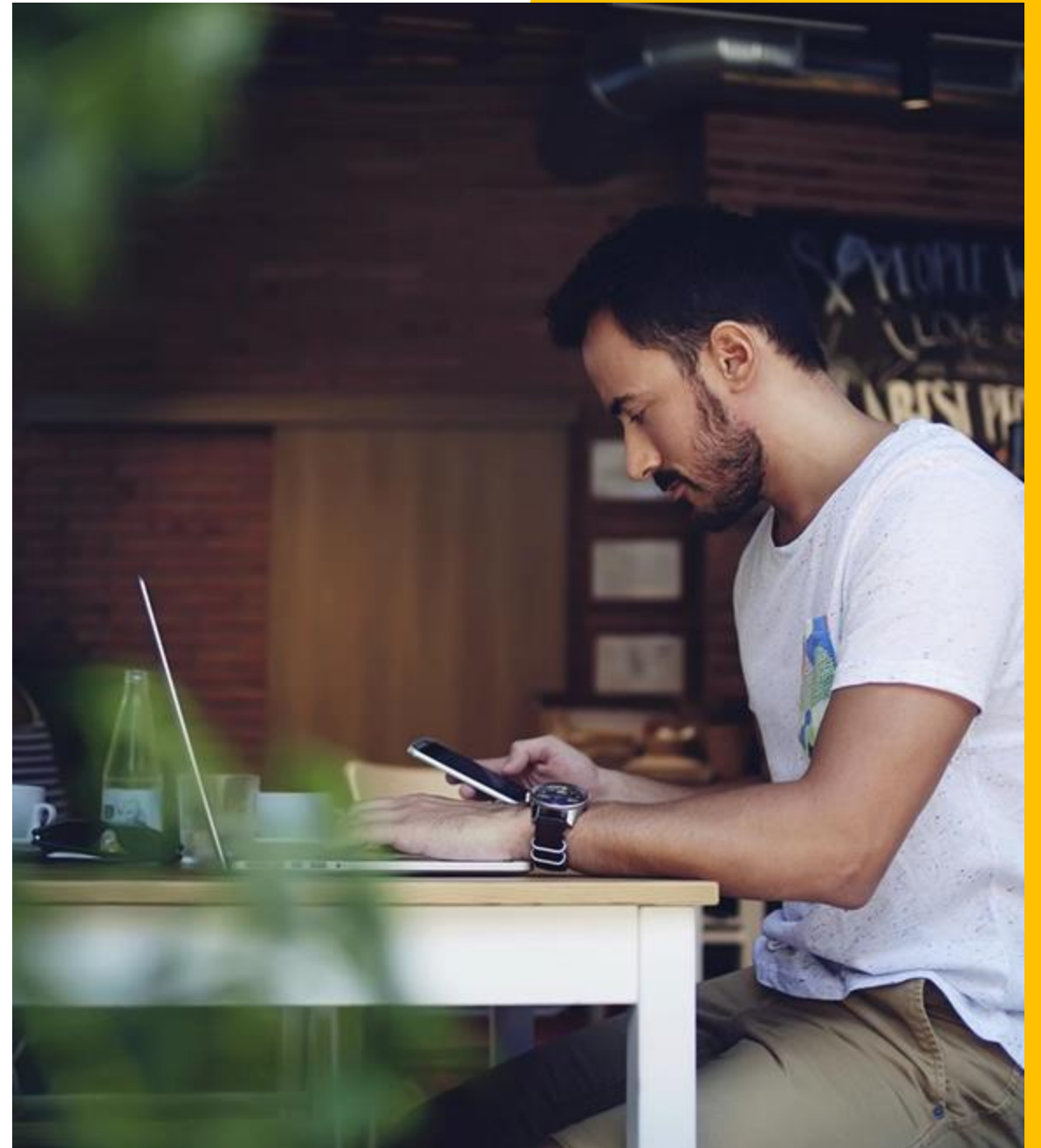
Agenda

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



Tour de Vail at Home
BINGO

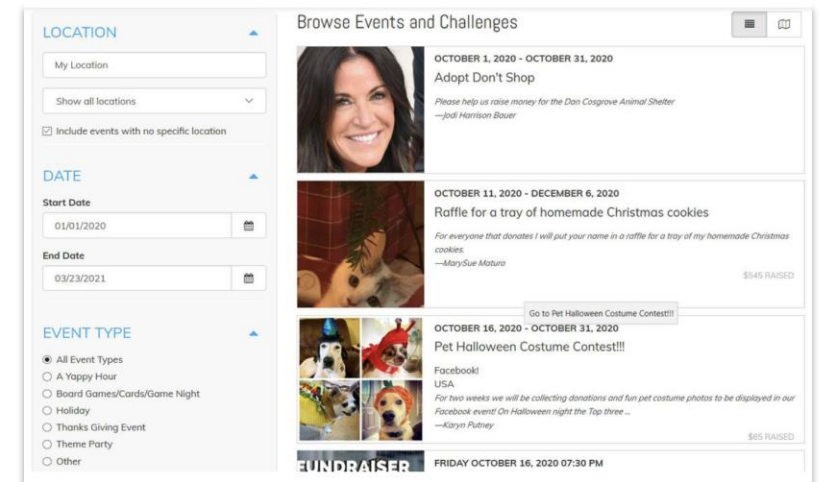
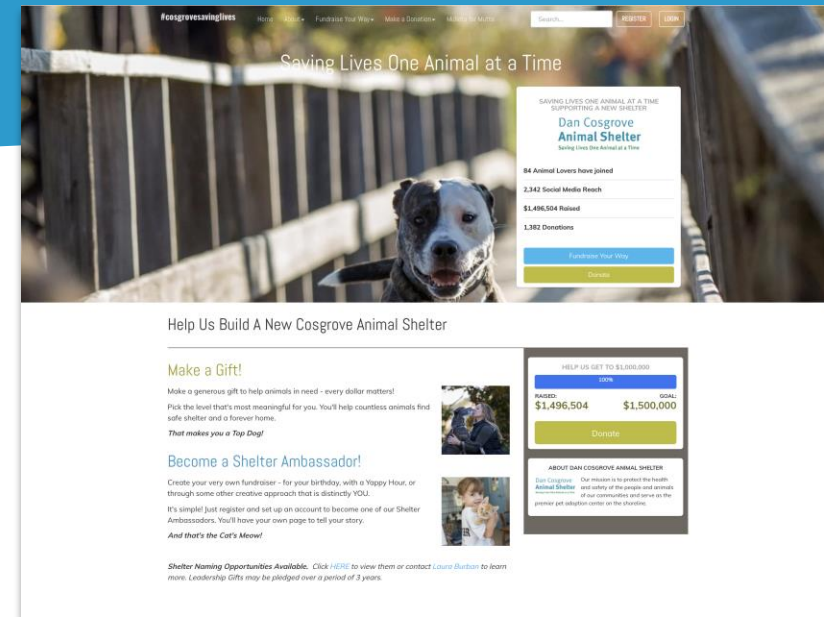
Complete any 10 spaces
for a chance to win \$500!

REGISTER	SELF-DONATE	FORM/JOIN A TEAM	RECRUIT A TEAMMATE
RECEIVE A DONATION	COMPLETE MONDAY'S ACTIVITY	USE #TOURDEVAIL ON SOCIAL MEDIA	COMPLETE FRIDAY'S ACTIVITY
LIKE VAIL PLACE ON FACEBOOK	HOST YOUR OWN MINI-EVENT	UPLOAD A PROFILE PHOTO	TAKE THE MENTAL HEALTH/VAIL PLACE QUIZ
COMPLETE TUESDAY'S ACTIVITY	UPLOAD A SELFIE WEARING VINTAGE VAIL TIE-DIE	UPLOAD A "WHY I WALK" VIDEO	COMPLETE THURSDAY'S ACTIVITY
FOLLOW @VAILPLACE ON TWITTER	RAISE OVER \$250	COMPLETE WEDNESDAY'S ACTIVITY	UPLOAD A SELFIE WALKING WITH YOUR PET

Visit
p2p.onecause.com/tourdevail/page/winprizes
for details

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>



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

Real Estate on the Campaign Site

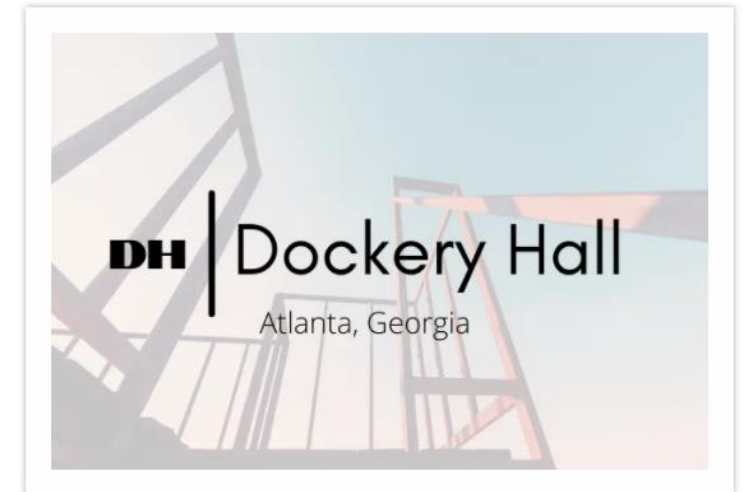
- Add Sponsor logos to campaign banner
- Create Custom Page for top sponsors
- Use home page to showcase a new sponsor each week

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!



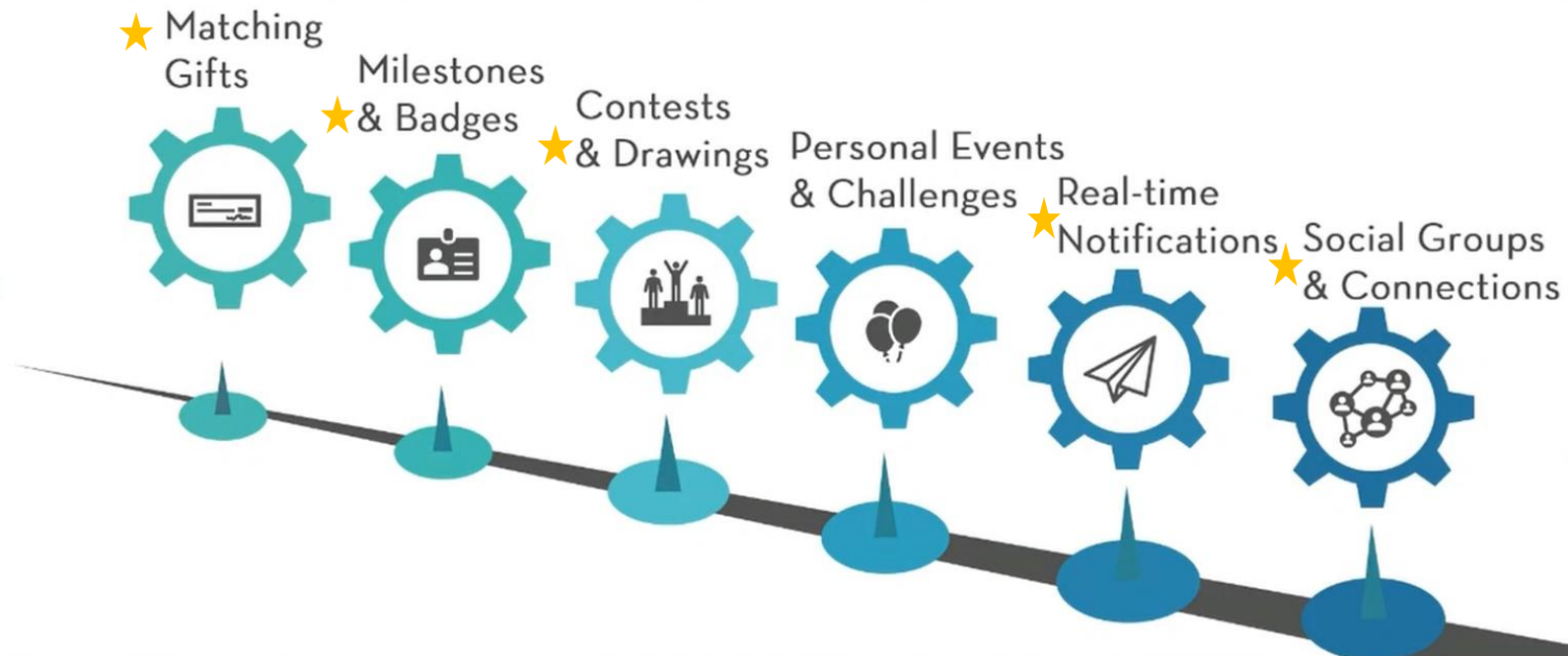


Tie your **sponsors** in with your current **participant engagement** avenues!

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Sponsorship with Participant Engagement

Top Participant Motivators



★ 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>

56%

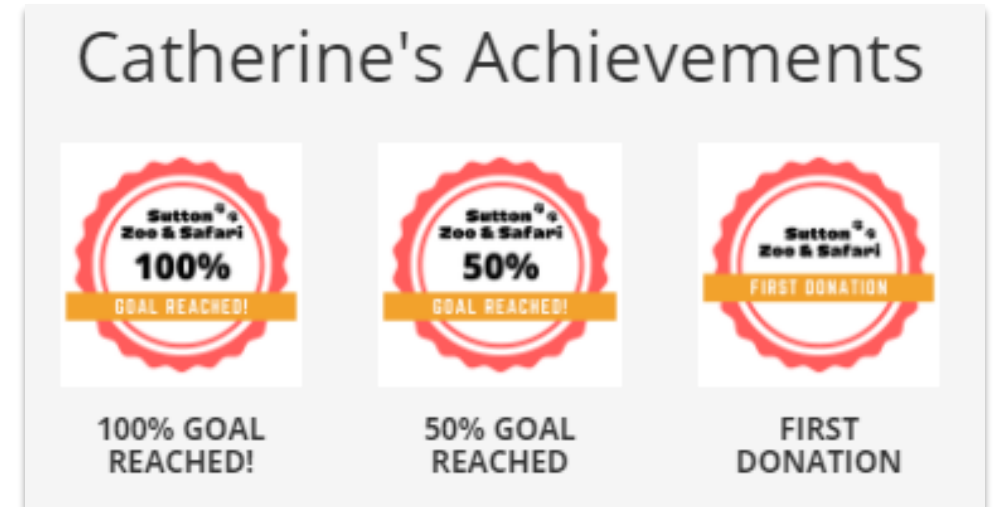
of peer-to-peer social donors are excited by matching gifts

Catherine's Timeline

-  **Sutton Zoo & Safari** provided a matching gift of \$250.
Aug 18, 2021 12:33 PM
-  **Catherine Baron** registered.
Always down to support an awesome cause:)
Aug 18, 2021 12:33 PM
-  **Catherine Baron** donated \$250.
Aug 18, 2021 12:33 PM

★ 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!"*



★ 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>

#IndyTechGives Benefiting Nonprofits Companies What's Happening Join Donate Search... LOGIN

INDY TECH GIVES 2021 SUPPORTING
BOSMA Visionary
Opportunities Foundation*
\$91,083
RAISED

325 People have registered
43 Teams have registered
59,948 Social Media Reach
1,314 Donations

Make a Donation

About Indy Tech Gives 2021

Indy Tech Gives unites members of the growing Indy Tech Community in partnership with nonprofit organizations here in Central Indiana.

For six weeks (June 7 - July 16), participating companies work to raise funds for a nonprofit organization of their choice. Watch as the Indy Tech scene takes a new spin on competition, this time to further social good and create real, meaningful impact!

As you support Indy Tech Gives, you join many who have a shared vision of hope and are ready to take action, spark positive change, and build towards an even stronger, more vibrant community.

HELP INDY TECH GIVES 2021 REACH OUR GOAL OF RAISING \$75,000.

RAISED: \$91,083 GOAL: \$75,000

Donate Now

MARKETING Maestros

124%

RAISED: \$2,485 GOAL: \$2,000

Marketing Maestros has raised \$2,485

Donate



#keepgoing

The "EFT"

205%

RAISED: \$4,095 GOAL: \$2,000

The "EFT" has raised \$4,095

Donate

OneCause Leaders

Top Teams

Team Name	Donation Amount
1 Customer Success Cares	\$5,970
2 The Inside Scoop	\$5,326
3 The "EFT"	\$4,095
4 Marketing Maestros	\$2,485
5 House Walkers	\$2,450
6 Dazed & Fundraised	\$2,240
7 A Team Has No Name	\$2,220
8 Donation Nation	\$1,905
9 FRIENDS	\$1,833
10 The Dream Builders	\$1,585
11 OneCause Product & Engineering	\$1,318
12 Number Crunchers!	\$1,175
13 P2P Peeps	\$1,140
14 At Your Service	\$880
15 SALES TEAM 6	\$810

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QUESTIONS?

Now's our time to
hear from you!



FOLLOW US ON SOCIAL
#RAISE2021



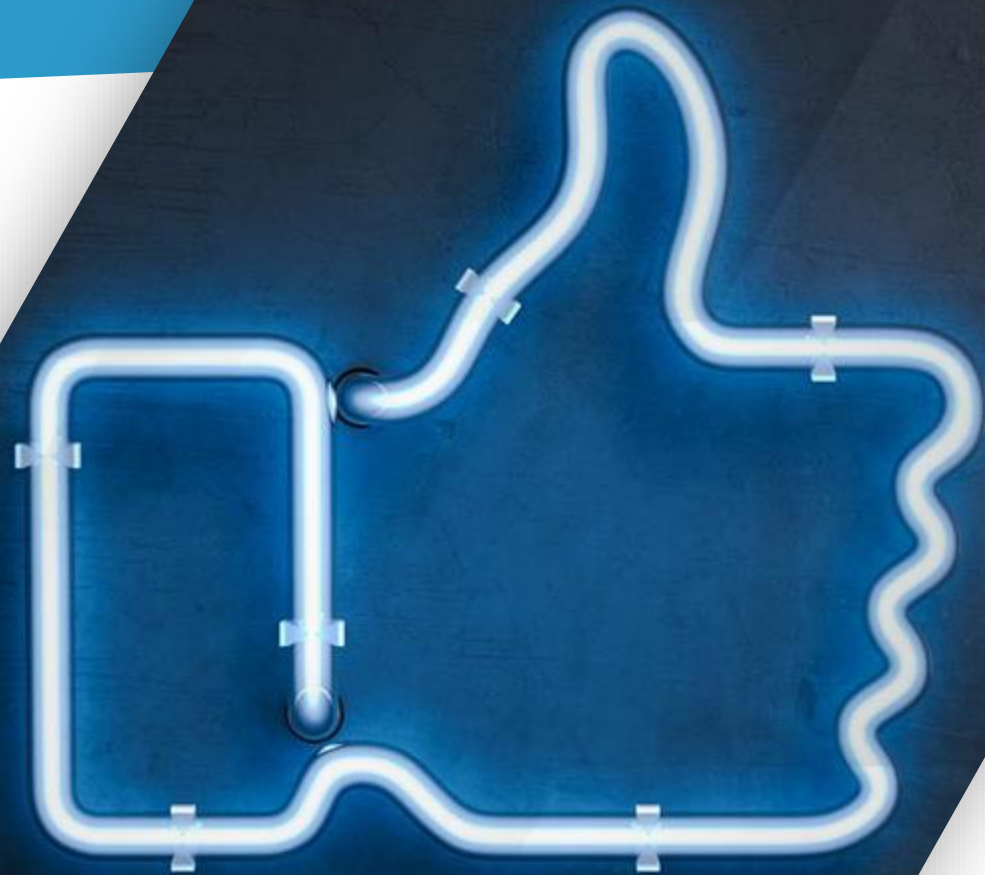
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