

The background of the slide is a blue-tinted image of the Chicago skyline, featuring prominent skyscrapers like the Willis Tower and a body of water with boats in the foreground.

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2022

Peer-to-Peer Fundraising: Beyond the Finish Line

Kim Hall & Jenna Moore

WELCOME!



Kim Hall

Senior Peer-to-Peer Fundraising Consultant
OneCause



Jenna Moore

Peer-to-Peer Fundraising Consultant
OneCause



Beyond the Finish Line

Are you maximizing your Peer-to-Peer fundraising?

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Return on Investment

EMBRACING TECHNOLOGY

Technology doesn't have to be scary, but liberating! Utilizing your fundraising software outside of just hosting events like a run, walk, or ride broadens your organization's reach & impact.



“The key to investing wisely is to spend money on the things that make your organization more efficient & effective, thus more impactful.”

Jay Wilkinson, Firespring



Agenda

- Knowledge is Power: 2022 Research Findings
- Making Your Investment Count
- Campaigns We Can Start Today
- Growing Forward

POLL TIME!

Chicago Deep Dish Pizza.. LOVE IT OR HATE IT?

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Knowledge is Power!

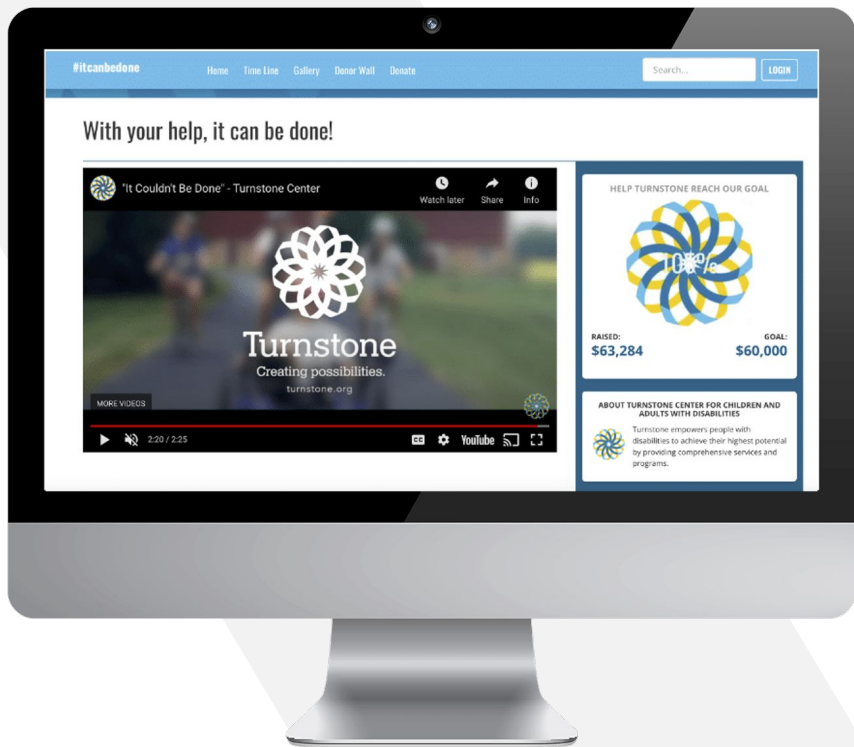
2022 Giving Experience Research Study

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Building Donor Trust

I trust the organization to do the right things/use the money wisely.	59%
I care about the person who asked me to donate, versus the organization/cause.	58%
It was easy to do.	58%
I was able to make the donation immediately, in the moment.	58%
I care about the mission of the organization.	57%





TIPS FOR

Building Donor Trust



Communicate the impact your donors have created by giving to your mission.

Use your resources to showcase professional branding.



Streamline your donation process.



Making Your Investment Count

Create campaigns that work for you all year long.

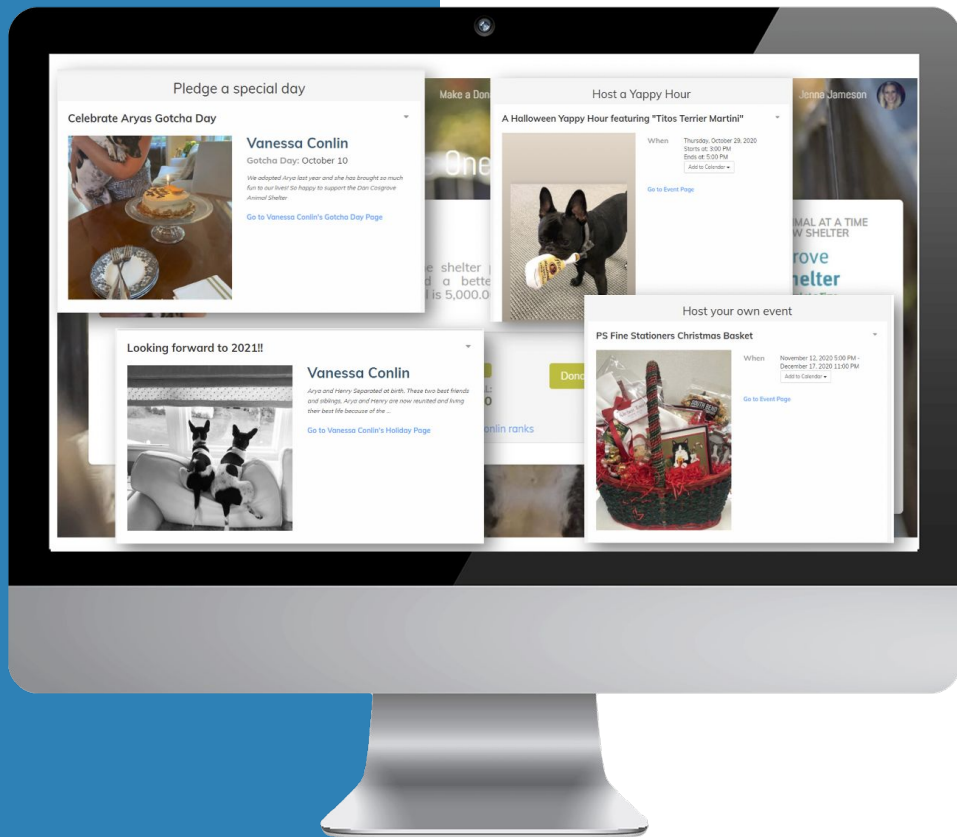
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DIY Fundraising

Social giving utilizing personalized fundraising pages to create a more intimate campaign.

- Use for a specific ask or an evergreen campaign.
- Create a sense of community among supporters.
- Expand your donor reach.
People love helping their bestie!





Empower Fundraisers

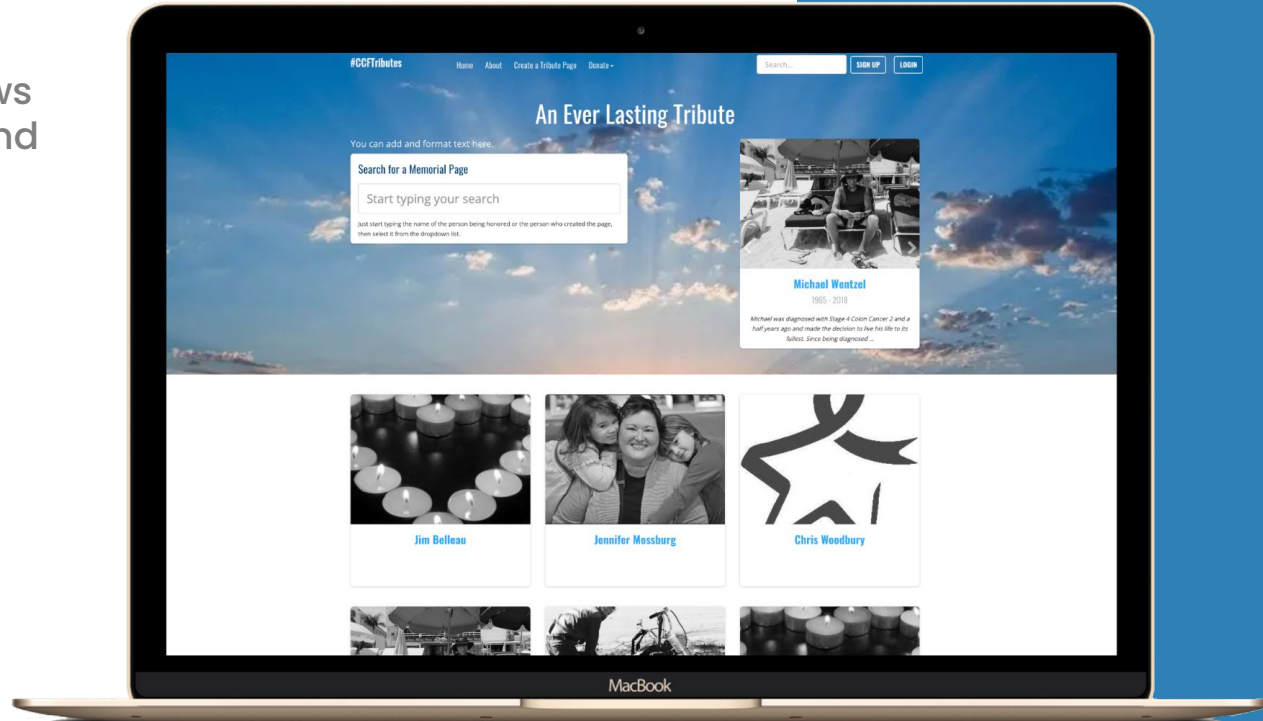
LET THEM WORK FOR YOU!

Personal Events allow fundraisers to use their strengths, talents, and resources to fund your mission.

Tribute Pages

BUILD CAMPAIGNS BASED ON YOUR MISSION

A separate campaign for memorial/tribute pages allows for appropriate messaging and tone. Loved ones can utilize these pages for fundraising throughout the year.





Engage Sponsors

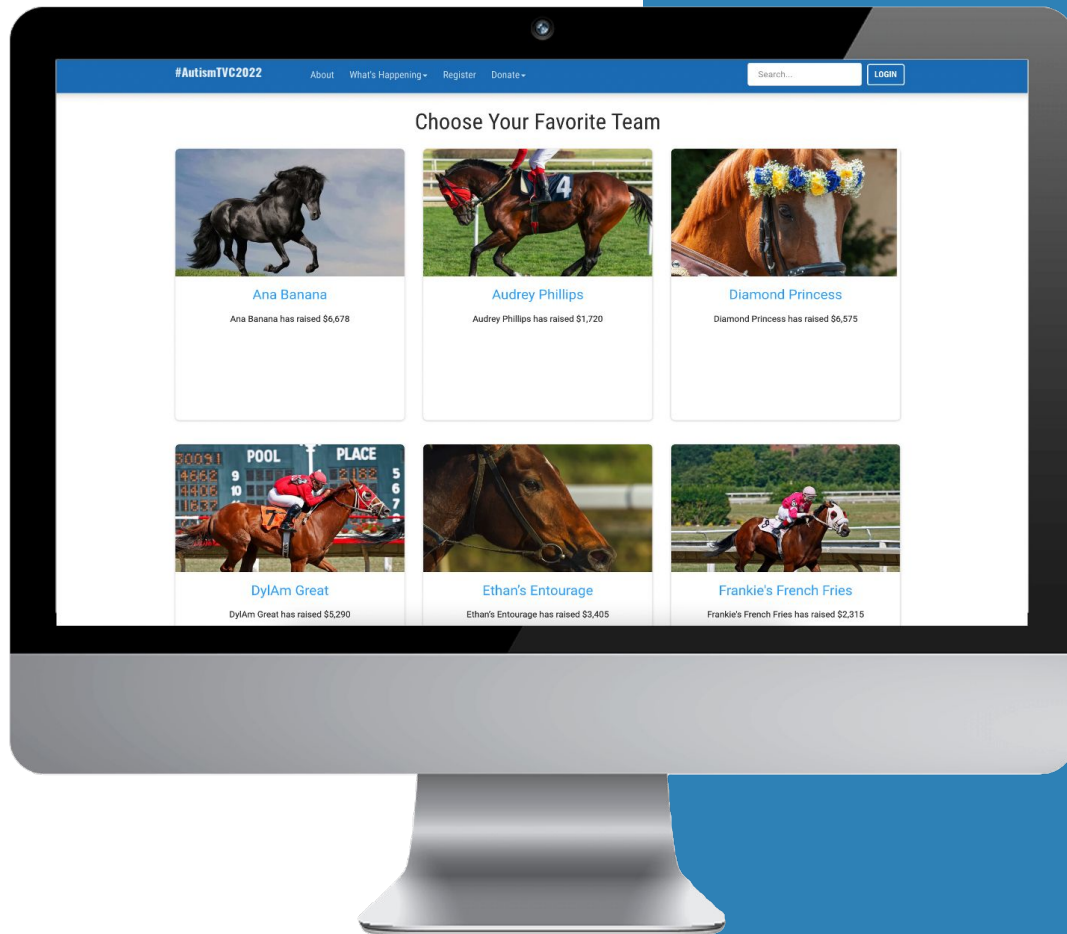
THEY'RE INVESTED!

Allow sponsors to fundraise, advertise, and compete for your mission. Let them be more than just a logo on a page.

Board Members

THERE IS POWER IN A TEAM!

Connect supporters to your mission by creating accountability and reaching a wider network.



Canine Companions


To make a Tribute Gift, choose your donation amount, fill in your donor information, then scroll down to the blue arrow. **"Is this in honor or in memory of someone?"** Click the blue arrow and fill out your honoree's information.

Donation Amount *

- \$25 **\$25 Donation**
- \$50 **\$50 Donation**
- \$100 **\$100 Donation**
- \$500 **\$500 Donation**
- Other Amount**

Add \$1.18 to cover the processing fees for my donation.

Make this a monthly recurring donation.



\$25 DONATIONS
piperkin is now used for a guiding service dog team

215 people donated \$25

DONOR INFORMATION

First Name *

Last Name *

Email Address *

I would like to receive communications from Canine Companions

Recognition name (if different from your name) (Optional)

[Is this in honor or in memory of someone? Click here >](#)

Phone Number *

DONOR BILLING ADDRESS

Billing Address *

Street Address 1

Street Address 2

YOU ALWAYS HAVE THE OPTION TO Keep It Simple!

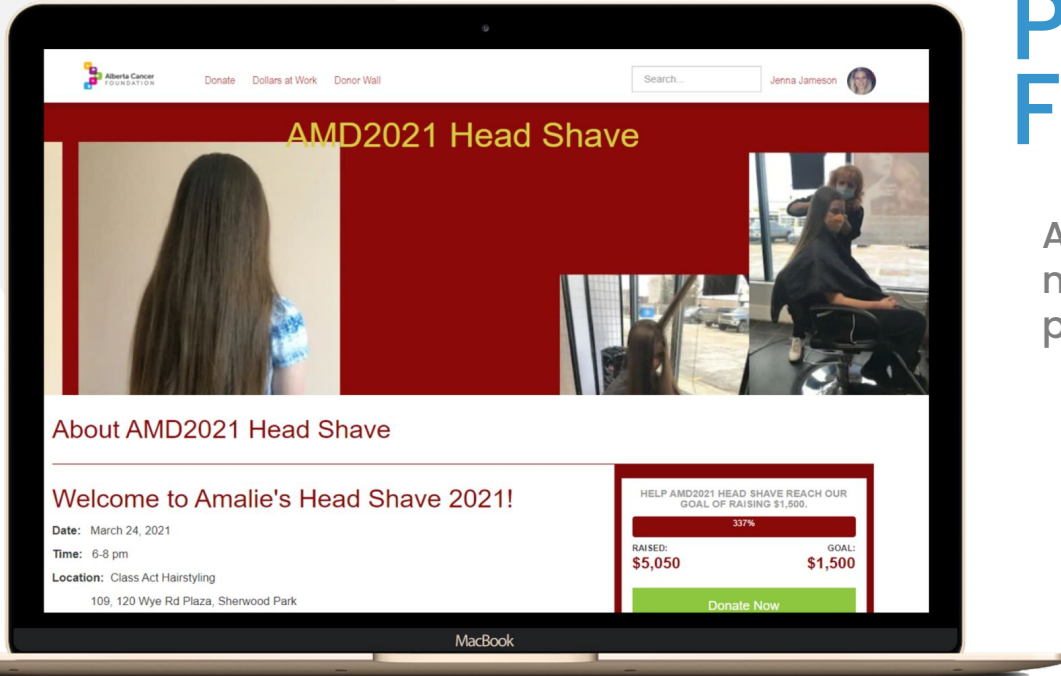
Utilize your simplest tools, like a Donation Form, while still making a huge impact.

REMEMBER

Peer-to-Peer Fundraising is:

A strategy that lets people raise money on your behalf using personalized fundraising pages.

- Run, Walks, & Rides
- DIY Campaigns
- Memorial & Tributes
- Awareness Campaigns
- So Much More!



A blue-tinted photograph of three women smiling and laughing together. The image is overlaid with a semi-transparent blue filter. A thin yellow horizontal line is positioned above the text.

NOW IT'S YOUR TURN!

Brainstorm ways you can
use Peer-to-Peer beyond
the finish line.

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Campaigns We Can Start Today

It's time for year-end fundraising!

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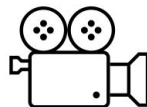
FOCUS ON

Year-End Donor Appreciation



Send a message of gratitude not just an appeal.

Highlight supporters and their passion for your mission.



Create a video from your nonprofit's constituents saying thank you.

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#itcanbedone

Home Time Line Gallery Donor Wall Donate

Search...

LOGIN

"Turnstone gave us happiness at the end of a long road."
—SUZANNA PLASSMAN

Not Pictured: Anne Plassman



It Couldn't Be Done Without
DONORS



Turnstone

The Plassman Family - Ron, Suzanna, son and wife - Mark & Kristin, not pictured - daughter, Anne

The Plassman Family

Ron and Suzanna Plassman have been involved with Turnstone since the late 1970s when their daughter, Anne, was born with a medical condition. Since then, the Plassman family, including their son, Mark, like many Turnstone client families, have witnessed the positive impacts that Turnstone brings to individuals with disabilities and their loved ones.

After Anne's birth, the Plassmans were in need of guidance on how to help Anne develop into the playful child they knew she could be. After hearing about Turnstone and the services they provided, Anne became part of the first Infant Stimulation program and also received speech and occupational therapy at the little house on Fairfield, one of Turnstone's earlier locations. At the time, Turnstone was truly one of the only places in the community that Anne could receive the services she needed and the Plassmans immediately knew how much this place was going to change all of their lives.

One of the Plassman's favorite memories was during their daughter's preschool years - Anne met the teacher who changed her life. Because of this teacher, Anne would light up with excitement and couldn't wait to go to school every day. The Plassmans soon discovered that Turnstone was full of welcoming staff just like Anne's preschool teacher, who were committed to helping clients reach their highest potential.

Fast forward over 40 years, and the Plassman family is still very passionate and engaged at Turnstone. Ron served as an active board member for many years and was the chair of Turnstone's original Golf Outing at the Fort Wayne Country Club. Suzanna also volunteered on multiple event committees and helped former CEO, Nancy Louraine, do her filing and other administrative tasks for many years.

TIPS FOR

Giving Tuesday



Leverage a large donation as a match.

Create a sense of urgency with timed incentives.



Promote Giving Tuesday early.

Stand out in a sea of Giving Tuesdays.





A Note of Thanks from our Director

You made an Impact.

2020 HIGHLIGHTS ONECAUSE HOSPITAL



CREATE A UNIQUE

Year-End Report



Share your impact, not just a spreadsheet.

*Celebrate your staff!
Highlight all their hard work
throughout the year.*



*Include an additional chance
to collect donations.*



Growing Forward

Go beyond the finish line with a growth mindset.

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“You miss 100% of the shots you don’t take. –Wayne Gretzky”

Michael Scott, Regional Manager Dunder Mifflin, Inc.



DON'T FORGET THE

Power of
Peer-to-Peer

GEORGIE'S PERSONAL IMPACT

\$1,650 Raised

IMPACT OF GEORGIE'S NETWORK

\$18,683.50 Raised



A blue-tinted photograph of three women smiling and laughing together. A thin yellow horizontal line is positioned above the text.

QUESTIONS?

Now's our time to
hear from you!

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FOLLOW US ON SOCIAL

#2022RAISE



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