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2021

# The Roadmap to a Successful Peer-to-Peer Campaign

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# Welcome



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# Agenda

1. Peer-to-Peer (P2P) Basics
2. Campaign Essentials
3. Setting Fundraisers up for Success
4. Keeping your Fundraisers Motivated





# Peer-to-Peer (P2P) Basics

# What is P2P?

Peer-to-peer fundraising empowers individuals to raise money on behalf of an organization they personally connect with or benefit from.

This method leverages the existing social networks of your participants (your fundraisers) to maximize the impact of a fundraising campaign and gain access to new supporters.

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# CROWDFUNDING VS. PEER-TO-PEER

## CROWDFUNDING

- One main campaign landing page
- All donors sent to the main page
- Good for organizations with a large individual donor list (relies on donors in your network)
- Best for shorter campaigns (such as one-day campaigns)

## PEER-TO-PEER

- One campaign landing page plus a personal page for each fundraiser
- Fundraisers solicit donations from their personal networks
- Good for organizations with small or large individual donor lists
- Requires more time to execute the campaign

# Why Nonprofits like P2P?

## **P2P fundraising allows organizations to:**

- Receive introductions to new donors
- Raise funds without relying heavily on your organization's past donors
- Develop & manage the P2P strategy while the fundraisers execute
- Provide resources for fundraisers & help them stay motivated
- Help fundraisers set goals & monitor progress



# Why Fundraisers like P2P?

## **P2P fundraising allows fundraisers to:**

- Set goals for themselves
- Customize their fundraising pages
- Customize the messages they send out
- Share and engage on social media
- Be ambassadors for your organization
- Have fun & compete with other fundraisers





# POLL TIME

Question One: Have you done a P2P campaign before? (Answers: Yes, No)

Question Two: If yes, did you consider your P2P campaign a success? (Answers: Yes, No)

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# Campaign Essentials

# Diversifying Your Campaign

**When putting together a P2P campaign it is imperative your organization diversifies communication to maximize reach & ensure as many touchpoints with supporters as possible.**

- Event activation
- Email activation
- Social media activation
- Direct mail activation



An advertisement for Bresee Youth Center. The top section features a group of diverse young people and the text "#Goals4Life" and "Donate Now". Below this is the text: "This Giving Tuesday, we want you to be part of the future of our community." followed by a paragraph about the Goals for Life program. A video player shows a woman and a child working together. At the bottom, it says "By supporting Bresee and the Goals for Life program, you are joining in the mission to:".

# Essential P2P Content

**Your fundraisers do the asking, but content is what convinces donors to donate.**

**Your campaign needs:**

- Great campaign theme
- Compelling images and videos
- Stories, testimonials, and quotes



# Examples



## SUCCESS STORY

### Chelsy M.

Chelsy is a former gang-prevention program participant and recent high school intern for the GRYD team. She came to Bresee as the result of her mother's intensive effort to keep her from joining a local crew.

Co-enrolled in the gang prevention and middle school programs, Chelsy quickly blossomed, discovering a passion for dance and community service.

During her recent internship, Chelsy worked with the GRYD team, bringing personal insight and experience to her work. She also launched and facilitated Self Me/Self Love, a girl's group focused on building self-esteem and confidence and used her love for dance to lead a Zumba class for GRYD youth and Bresee staff.

Chelsy is now attending California State University Channel Islands, and her GRYD family couldn't be prouder of her journey and growth.



### Fact

**25% percent of Bresee's staff members are Bresee alumni who returned to continue Bresee's mission of empowering the most at-risk and low-income youth in Los Angeles to achieve their full potential.**

# Campaign Theme

## TIE IT ALL TOGETHER

- Related to your organization and mission
- Focused on a specific program or initiative with a specific goal
- Levels of giving
- Catchy title/hashtag



# Campaign Goals

- Create a benchmark that you feel confident that you can exceed.
- Have you done a P2P campaign before? If so, how much did it raise?
- Have you done an end-of-year campaign that used crowdfunding? If so, how much did it raise?
- Have you done an event that utilized P2P or crowdfunding before?
- What is the impact that you'd like to make from this campaign?
- How many fundraisers will you need to accomplish the campaign goal?
- Do you see general donations coming in through this campaign that are not P2P related?
- Do you feel confident that you will exceed this goal?

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# Setting Fundraisers Up For Success

# What to Look For

## IDEAL FUNDRAISERS

- People involved with your mission and programs
- Recurring donors that have shown consistency
- Committee members with a track record of accountability
- Dependable volunteers that have an active network
- Board members who accomplish fundraising goals
- Any additional individuals that are personally invested in your organization or staff and expressed interest in getting more involved



# Setting Expectations

Have an initial conversation to help fundraisers set goals & show them how tools work.

Questions to ask:

1. Are you open to soliciting funds from your network through email, social media, etc.?
2. Are you comfortable with fundraising xx dollars over a xx period of time? If not, what amount are you comfortable with?
3. We will provide you with sample email and social media templates. Do you think your network would be willing to contribute?
4. We've seen that fundraisers that perform the best are individuals that provide a personal touch, whether it is sharing their story, images, or personal videos. Are you willing to do this?
5. Do you have any individuals in your network that work for companies that match donations?



# POLL TIME

Have you had difficulty recruiting fundraisers in the past? (Y/N)

Have you ever made email and social media templates for your supporters before? (Y/N)

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# Keeping Your Fundraisers Motivated

# Provide Email Templates

Hello \_\_\_\_\_,

Happy Holidays! I wanted to let you know that the deadline for donations to the [Literacy Organization](#) year end campaign is coming up. December 31st is the last day to donate.

As a Board member, I know the success of this campaign is critical for the organization to grow its [Reading Program](#) and continue to provide literacy intervention for struggling students in New York City.

If you are interested in donating, now is the time. You can do so on the campaign page [here](#).

Thanks again for your consideration and support,

Board Member

# Provide Social Media Templates



## Sample social post:

*Help me hit my fundraising goal of \$1,000 for an organization that is close to my heart, Dance Foundation. Donate now to the #DecadeofDance campaign to support the next generation of dance enthusiasts!*

# How to Keep Fundraisers Motivated

- Fundraisers appreciate recognition.
- Positive reinforcement from your staff goes a long way.
- Be mindful of their time.
- Set realistic goals that they can exceed.
- Help them see the importance of your campaign
- Share the impact their support will make
- Provide coaching & guidance when requested.
- Make sure your fundraisers feel special for their effort



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# Case Studies

# CENTER FOR FOOD ACTION (CFA): 10K SNACK PACK CHALLENGE

## OPPORTUNITY:

Help CFA pivot from an annual in-person volunteer event to a virtual event with P2P fundraising

## STRATEGY:

Recruit event chairs, attendees, and volunteers to be fundraisers and create templates for the organization to market the campaign

## RESULTS:

🎯 Fundraising Goal: **\$40,000**

💰 Total Amount Raised: **\$44,220**



“CGC created a very engaging peer-to-peer fundraising campaign. We have raised more this year than last year’s in-person events. The fact that we are this far into the pandemic and still managed to raise money with a virtual event is a home run!”

– Kelly Sirimoglu, Director of Marketing

# U.S.-JAPAN COUNCIL (USJC): PEOPLE-TO-PEOPLE CAMPAIGN



## OPPORTUNITY:

Execute USJC's first-ever P2P campaign and build a brand new network of individual donors

## STRATEGY:

Utilize USJC's young professional group as fundraisers and create customized email templates for them to solicit donations from their networks

## RESULTS:

40+ fundraisers 

240+ new individual donors 

Fundraising Goal: \$25,000 

Total Amount Raised: \$27,400 

**“CGC was instrumental in piloting our first P2P fundraising campaign. We exceeded our goal and raised over \$27,000! We couldn't have accomplished this feat without the help of CGC and look forward to how we can partner further in the future.”**

*– Josh Morey, Board Member*

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# Quick Review



## Common P2P Mistakes

1. Lack of adequate planning
2. No unified message/branding across platforms
3. Not providing sufficient tools for fundraisers
4. Lack of communication with fundraisers

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**Q U E S T I O N S ?**

Now's our time to  
hear from you!



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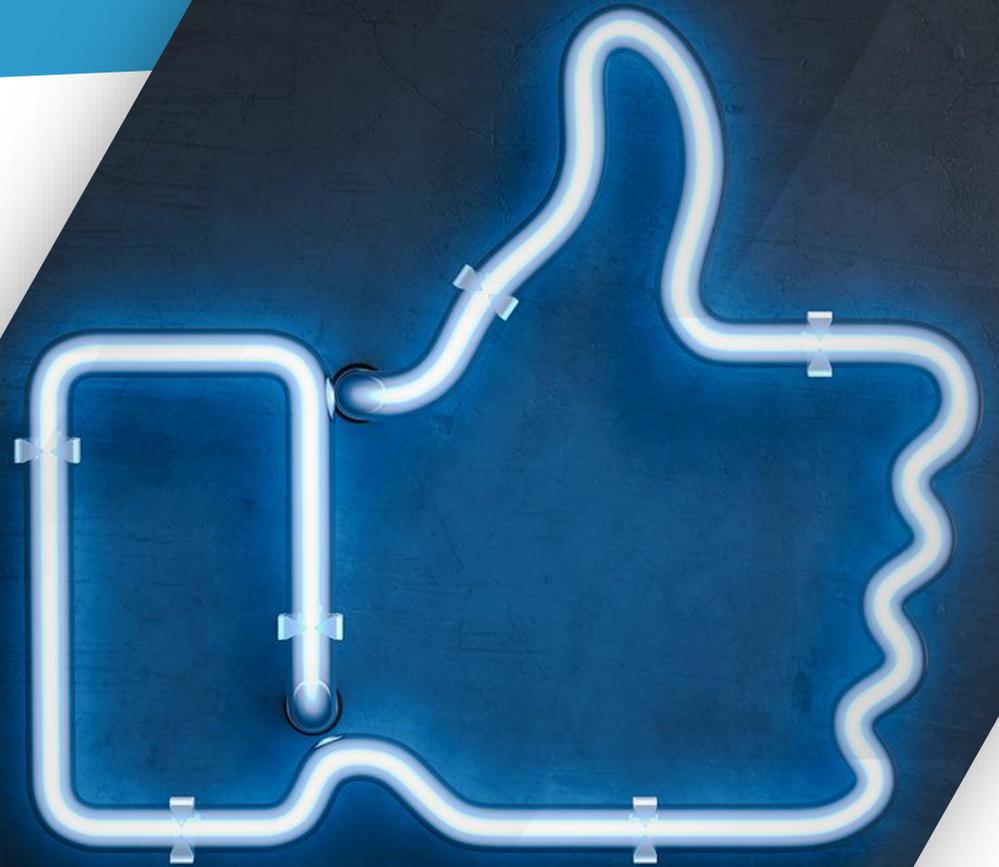
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