



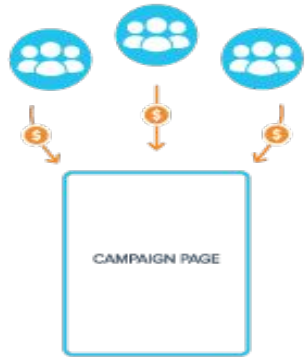
The Power of P2P Fundraising

*How to engage your most passionate supporters
to rally around you on your Giving Day*

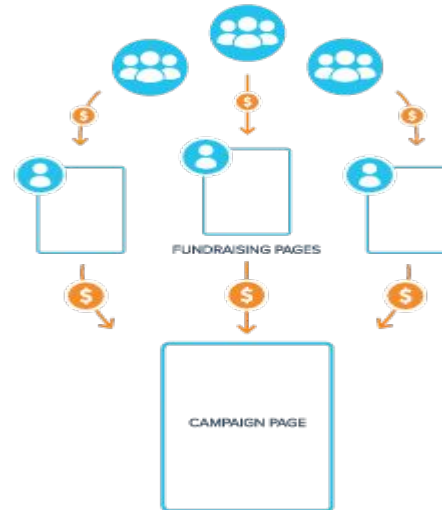
What is Peer-to-Peer Fundraising?

Supporters can create a personal fundraising page as a spin-off to your giving day campaign. They can share their own unique profile link, and their donations get added to your totals!

CROWDFUNDING



PEER-TO-PEER



What is Peer-to-Peer Fundraising?

Peer-to-Peer Fundraising is an opportunity to..

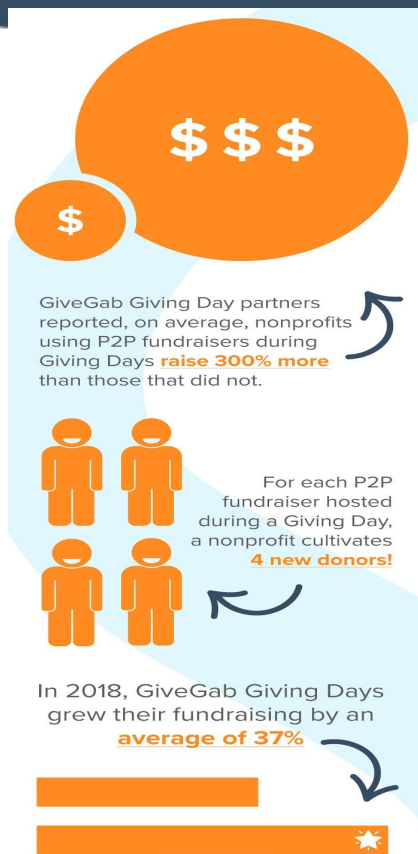
- Engage existing supporters in a way that will strengthen your relationships
- Share personal stories and connections with new networks of potential supporters to multiply your reach!

How is it impactful?

- Reach
- Stewardship
- Engagement
- Donor Trust
- Fun

Organizations that used P2P fundraising for their giving day raised 2.4x more on average!

GiveGab®



Peer-to-Peer Impact

Fundraisers can help you make an exponential difference!

- New Donors
- More Donors
- Dollars Raised
- Social Engagement
- Contact Information

Engaging Potential Fundraisers

Find your existing passionate supporters with strong personal connections to your cause!

- Board Members
- Volunteers
- Lower Capacity Donors
- Major Donors (Who have recently made a gift)
- Staff Members
- Friends & Family

Getting Your Fundraisers On Board

Start Early

- Educate your fundraisers about the Giving Day as early as you can

Be Clear

- Share your goals for the day and how they can help you reach them

Make it Easy

- Provide a guide or sample content for your fundraisers to use, and meet in person if possible!

Capturing Fundraiser Stories

Motivate your Peer-to-Peer Fundraisers to share their stories by asking them these questions:

- What made you decide to make your first gift?
- What do you wish everyone knew about this cause?
- Why do you enjoy giving to our organization?
- What is your favorite program or service to donate to?
- How do you feel after making a gift to our organization?
- Since you've been supporting this cause, is there a moment that stands out to you where you truly felt your impact?

Motivating Your Fundraisers

Set your fundraisers up for success!

- Set a default goal and story for their pages
- Set them up with social media and email templates
- Share Giving Day graphics with them
- Check in with them before and on the day
- Spark friendly competition between your fundraisers

Treat Your Fundraisers Like Major Donors

- Consider fundraising a higher level of participation
- Recognize those that raise a lot for your cause
- Invest in your long-term relationship
- Ensure your fundraisers have a great experience regardless of how much they raise

We're Here For You!

- Visit Our Help Center
<https://support.givegab.com/>
- Send us an email at
CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team whenever you have questions or need a hand

