

GiveGab[®]

Nonprofit Giving Platform

The Power of Peer-to-Peer Fundraising

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

www.GiveGab.com



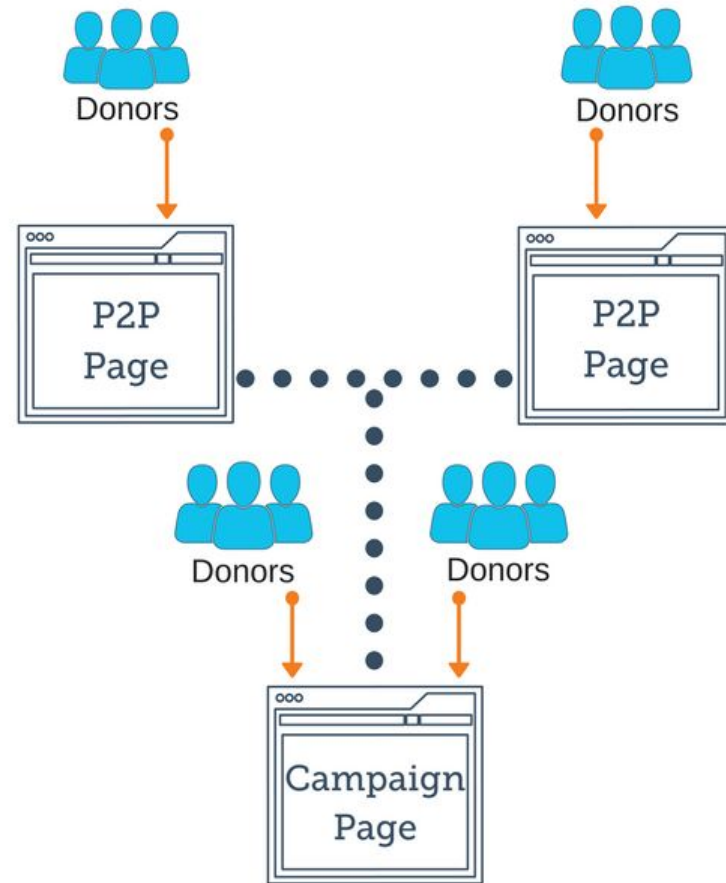
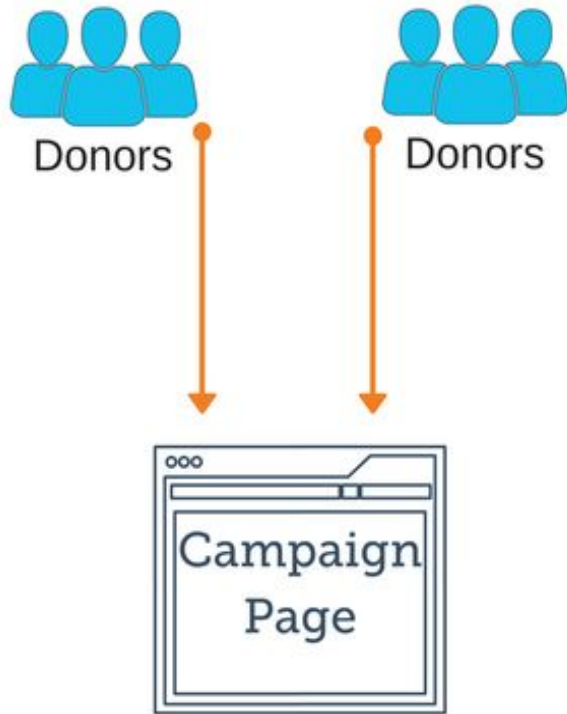
What is Peer-to-Peer Fundraising?

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

- Leverage your passionate supporters to rally behind your cause to fundraise on your organization's behalf
- Share personal stories and connections to your cause with a new network of potential supporters to expand your reach
- Create personal fundraising pages for your supporters as a spin-off to your main campaign



Crowdfunding vs. P2P Fundraising





What Are The Benefits Of Peer-to-Peer?

- **Reach** - Expands your reach to a new network of potential donors by tapping into your fundraiser's network
- **Stewardship** - Provides a new opportunity to engage with existing supporters by sharing their personal connections
- **Engagement** - Establishes more vested interest in your organization through active supporter participation
- **Trust** - Highlights your existing connections with passionate supporters, making donors confident in your cause
- **Fun** - Creates an opportunity for friendly competition and social sharing during the big event



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 big voices and 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
- Gauge involvement to better understand how your fundraisers like to engage

Be Clear

- Share your goals for the day and how they can help you reach them
- Set expectations for you fundraisers so they know what to do

Make it Easy

- Provide a guide or sample content for your fundraisers to use
- Set up a time to meet with them before the day to boost their confidence



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!

- Create a quick guide with everything they need to know
- Set them up with social media and email templates
- Share your Giving Day graphics with them
- Check in with them before and on the day
- Encourage them to share their personal story
- Spark friendly competition between your fundraisers



Turning Your Supporters into Fundraisers

Asking for money doesn't have to be scary!

- Share their personal connection to your cause
- Speak to the work you do and why it matters
- Be an ambassador for your mission
- Encourage fundraisers to thank their donors



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

Demo



Head to GiveGab!

[HOME](#) [FAQ](#) [TRAINING](#) [GET INVOLVED](#) [LEADERBOARDS](#) [PRIZES](#) [SEARCH ORGANIZATIONS](#)

[LOG IN](#)

DAY OF GIVING

May 4 6PM - May 5 6PM

24 Hours Dedicated to Philanthropy in Our Community

Register your organization to participate.







[REGISTER NOW!](#)



Your Giving Day Dashboard

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

-  **Add Your Organization's Info** >
Let people know who you are.
-  **Add Your Story** >
Tell potential donors why they should contribute.
-  **Add Bank Account Info** >
Set up your banking information to receive secure online donations.
-  **Add Donation Levels** >
Show your donors the impact their donation makes.
-  **Add a 'Thank You' Message** >
Personalize your auto-response for donors ahead of time.
-  **Add Fundraisers** >
Recruit peer-to-peer fundraisers to expand your network of donors.

Share Your Page

 
[View Your Page](#)

More Actions

- [Add An Administrator](#)
- [Add Offline Donation](#)
- [Manage Sponsor Matching](#)
- [Manage Donations](#)



Setting Up Your Fundraisers



Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network of donors.

Add Fundraisers

Message All

Search Fundraisers

 Download CSV

Fundraiser ▾

Donors ▾

Amount Raised ▾

Goal ▾

No fundraisers found.

Allow New Fundraisers to Sign Up



Setting Up Your Fundraisers

Add Fundraisers

| First Name | Last Name | Email |
|-------------------------------------|--|--|
| <input type="text" value="Alyssa"/> | <input type="text" value="Ravenelle"/> | <input type="text" value="alyssa@givegab.com"/> ✕ |

[+ New Fundraiser](#)

[Cancel](#) [Next: Compose Your Message](#)



Setting Up Your Fundraisers

Write a Message to Your Recruits

To: Alyssa Ravenelle

Subject

Will you help senior dogs find homes this year?

Message

Hi there!



We're participating in a giving day and we'd love your support for Logan's Pups! This is our biggest fundraiser of the year, and having you help fundraising alongside us would be amazing. Just follow the steps below to get started!

Back


Send









Setting Up Your Fundraisers

 Add Fundraisers 

[Add Fundraisers](#) [Message All](#)

 Download CSV

| Fundraiser  | Donors  | Amount Raised  | Goal  | |
|--|--|---|--|---|
| Alyssa Ravenelle | 0 | \$0.00 | \$500.00 |   |

Allow New Fundraisers to Sign Up



Setting Up Your Fundraisers



A fundraiser for:

Logan's Pups

Helping find senior dogs loving homes in their last years

Causes: **Animals, Education**

DONATE



20%

\$100 Raised \$500 Goal 1 Donors



Bridget Cafaro






Hi, I'm Bridget Cafaro and I'm fundraising for [Logan's Pups](#).



Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!



Setting Up Your Fundraisers

-  **Tell Your Story**
Let people know why you're fundraising. >
-  **Make a Donation**
Show people that you're committed. >
-  **Reach Out**
Ask for the support of your inner circle. >
-  **Share Socially**
Tell the whole world about your fundraiser. >
-  **Give Thanks**
Thank your supporters. >

Progress

0%

\$0
Raised
of \$500
Goal

85
Days Left

0
Donors

Share your Fundraiser!

<https://www.theamazinggive.org/p2p/al:>




Need some inspiration?

Check out [these great fundraising ideas](#) over on the GiveGab blog.



Setting Up Your Fundraisers



Tell Your Story

Let people know why you're fundraising.


Tell Your Story

Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about providing senior dogs with the love and

Set A Goal

\$ 500 .00

Your Story Image



Select Image Remove

Video Link (YouTube or Vimeo)

Save Changes



Setting Up Your Fundraisers



Make a Donation

Show people that you're committed.



Start your campaign off right. Make the first donation to show your commitment to the cause. This will give your campaign the momentum it needs as you share it out to others.

Donate



Make a Donation

Show people that you're committed.



You donated \$107.67 on 12/13/2016.



Setting Up Your Fundraisers

Laryssa

laryssa@givegab.com

Support My Fundraiser on Our Giving Day!

Here's a template to get you started, though the more you can personalize it, the better!

Hi Laryssa,

I am thrilled to be supporting Logan's Pups by helping them fundraise on our community Giving Day on November 28!

This cause means a lot to me because: Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!

I hope you can consider supporting me in this endeavor by donating \$25, \$50 or even \$100. Every little bit counts.

Thank you,
Bridget

Cancel

Send



Reach Out

Ask for the support of your inner circle.

We know asking people for donations can be scary, so consider reaching out to close family members or friends first. This will help build some momentum for your campaign and give you the confidence you'll need when reaching out to others.

Send Email

Access Contacts



Reach Out

Ask for the support of your inner circle.

Keep track of your potential supporters. Feel free to touch base with your contacts about recent campaign updates or to reach out again if they haven't contributed yet. See who has contributed in the Give Thanks section below.

Send Email

Access Contacts

| Name | Email | Actions |
|---------|---------------------|---------------------------------------|
| Bridget | Bridget@givegab.com | <p>Touch Base</p> <p>View Message</p> |



Setting Up Your Fundraiser



Share Socially

Tell the whole world about your fundraiser.



After you've reached out to your inner circle, it's time to tap into your social networks and cast a wider net. Did you know that your online influence is just as important to this cause as volunteering or donating?

<https://www.givingday.org/logans-pups/bridget>



Have you done this?

Mark that you've done this step!

Scout's Honor



Setting Up Your Fundraisers



Give Thanks

Thank your supporters.



No matter what amount you've raised, it's very important to thank the supporters that donated to your campaign.

Thank Selected Donors

| <input type="checkbox"/> | Name | Amount | Comment |
|--------------------------|----------------|----------|--|
| <input type="checkbox"/> | Bridget Cafaro | \$100.00 | <input checked="" type="checkbox"/> That's you! |
| <input type="checkbox"/> | Bridget Cafaro | \$10.00 | <input type="checkbox"/> Mark as Thanked |



Tools For Success

Head to your Nonprofit Toolkit for helpful resources!

- Email Templates
- Social Media Posts
- Downloadable Graphics
- Tips and Best Practices





We're Here For You!

- Visit Our Help Center

<https://support.givegab.com/>

- Send us an email at

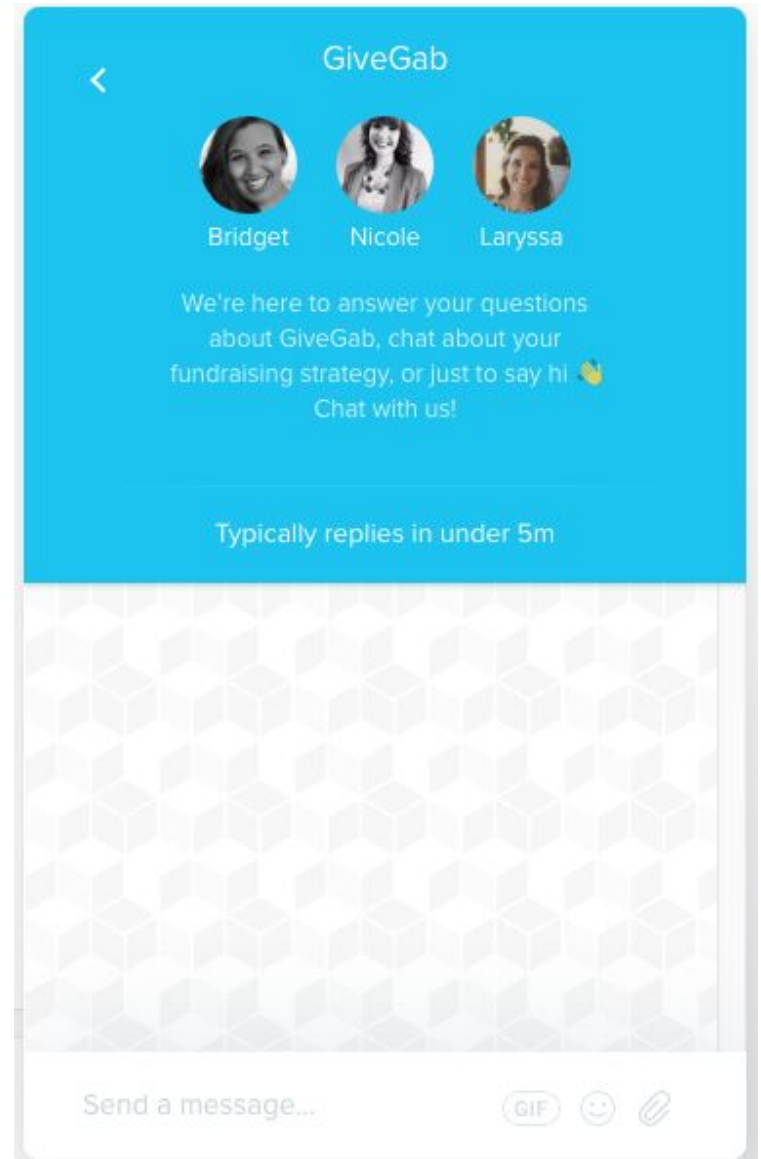
CustomerSuccess@givegab.com

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!



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Thank You!

Have questions? Email us at customersuccess@givegab.com

www.GiveGab.com