

Peer-to-Peer Fundraising And Strategies for Virtual Engagement



Zoom Etiquette

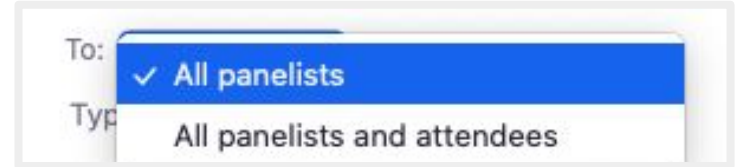
This is being recorded. The recording will be available on the /trainings page by **April 18**.

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Introduce yourself! Name, location, organization.



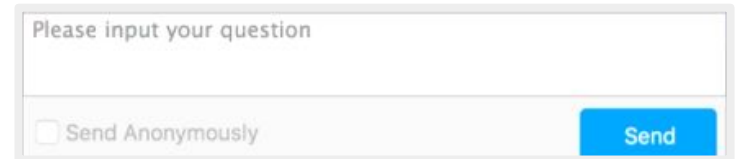
Chat Box



To: All panelists
Type: All panelists and attendees



Q&A



Please input your question

Send Anonymously

Agenda



Peer-to-Peer Fundraising (P2P)

- P2P Overview
- Implementation Strategies
- GiveGab's P2P Tool
- Resources to get started

Virtual Engagement

- Importance of Virtual Engagement
- Preparing Your Digital Communications
- Creative Virtual Engagement
- Advanced Strategies: Virtual Events

P2P Fundraising Overview

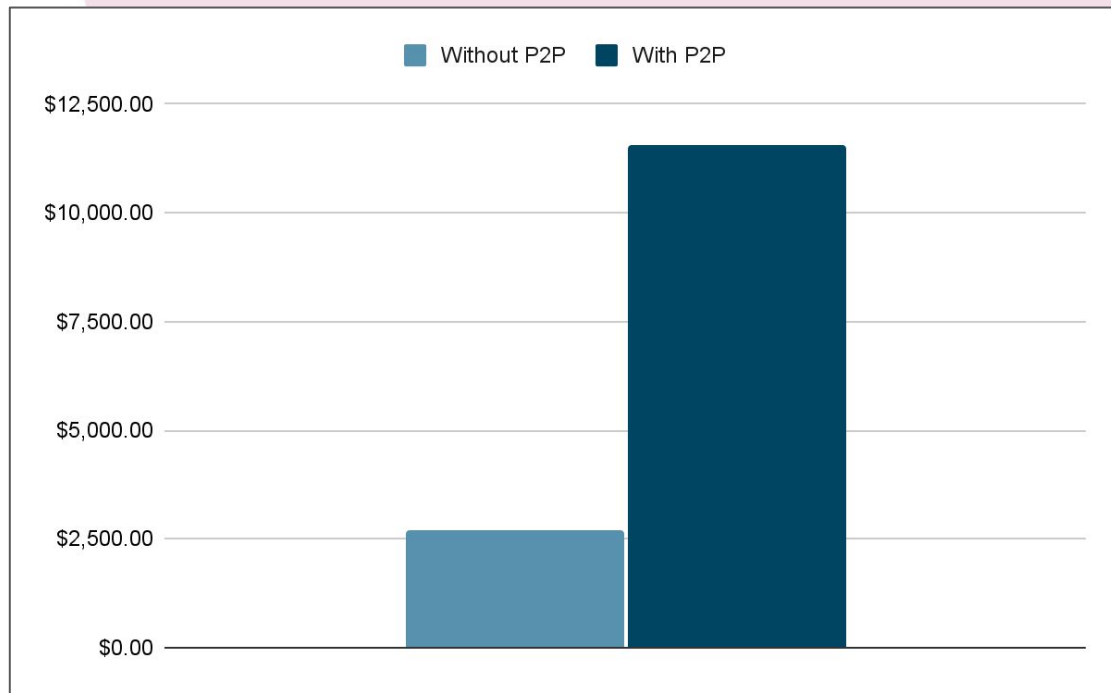


What is P2P Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your Giving Day 2022 profile. Their totals roll up into your totals!

Impact on Giving Day 2021

- 36% of organizations used P2P
- 98 P2P raised funds
- Accounted for 29% of total raised online (\$68,370)



Average Raised by Nonprofits With and Without P2P Fundraisers

Raise **4.2x more** with P2P fundraising!

Why is it so effective?

- Multiplies your reach to potential donors
- Results in more authentic outreach and messaging
- Uses the power of social influence
- Increases your social media presence
- Establishes another avenue for engagement with your organization



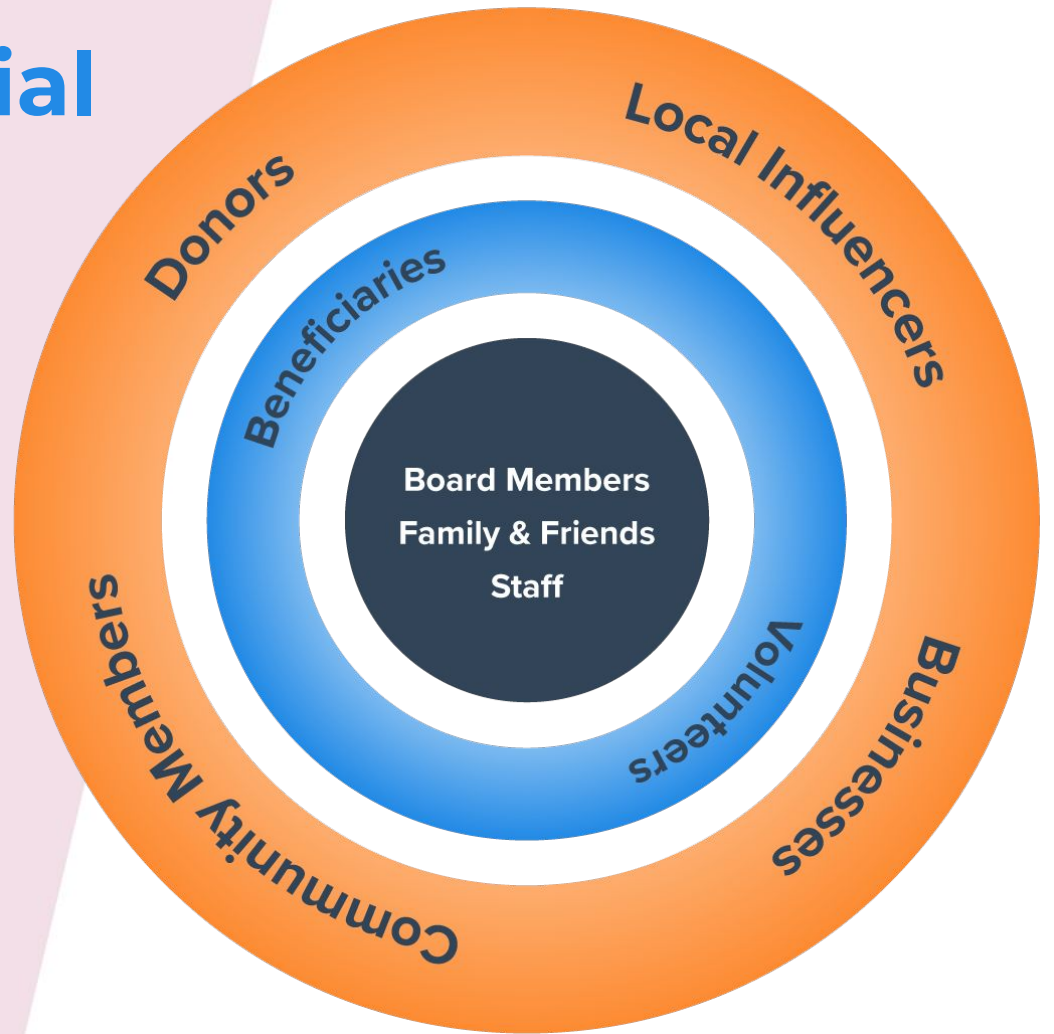
Planning Your P2P Strategy

4 Steps to Fundraising Success

- 1 Select individuals who will be your loudest voices
- 2 Communicate that storytelling is vital, and can replace a direct “ask”
- 3 Steward your fundraisers
- 4 Make it fun



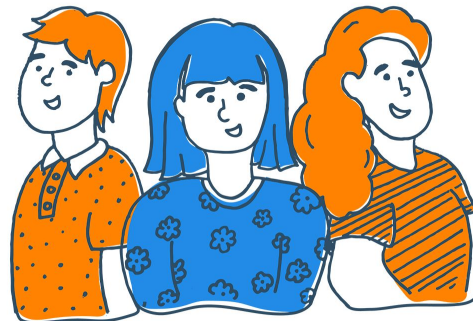
Identify Potential Fundraisers



Capture Fundraiser Stories

Motivate fundraisers to share their personal connection to your mission by asking these questions:

- What made you decide to get involved?
- What do you wish everyone knew about this organization?
- Why do you enjoy giving to our organization?
- What is your favorite program or service and why?
- How do you feel after [working at, volunteering at] our organization?



Steward Your Fundraisers



- Treat fundraisers like major donors
- Acknowledge fundraising for your organization as a higher level of participation
- Recognize those who 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

Make It Fun!

- Create friendly competition
- Pair it with an event
- Provide templated graphics, communications and sample content ideas for sharing on social media
- Ask yourself, what experience would you want to have as a fundraiser?



P2P Dashboard

The screenshot shows the GiveGab P2P Dashboard for Laurel's fundraising dashboard for Parkersburg Area Community Foundation & Regional Affiliates. The dashboard includes a progress bar showing 0% raised of a \$500 goal, 58 days left, 0 donors, and 0 emails sent. It also features a list of actions: Tell Your Story, Make a Donation, Reach Out, Share Socially, and Give Thanks. A share link is provided: <https://www.givelocalmov.org/p2p/1867>. The dashboard is branded with GiveGab and Give Local MOV.

GiveGab
Nonprofit Giving Platform

Home Support

Laurel's fundraising dashboard for Parkersburg Area Community Foundation & Regional Affiliates
Complete the steps below to be sure that your fundraiser is successful.

- Tell Your Story
- Make a Donation
- Reach Out
- Share Socially
- Give Thanks

Progress

0%

\$0
Raised of \$500 Goal

58
Days Left

0
Donors

0
Emails Sent

Share your fundraiser!

<https://www.givelocalmov.org/p2p/1867>

Twitter Facebook

Twitter Facebook YouTube Instagram LinkedIn

Your Fundraiser Fundraising Dashboard

Give Local MOV

Prepare Your Fundraisers



Start Early

- Educate your fundraisers
- Understand their capacity for this ask



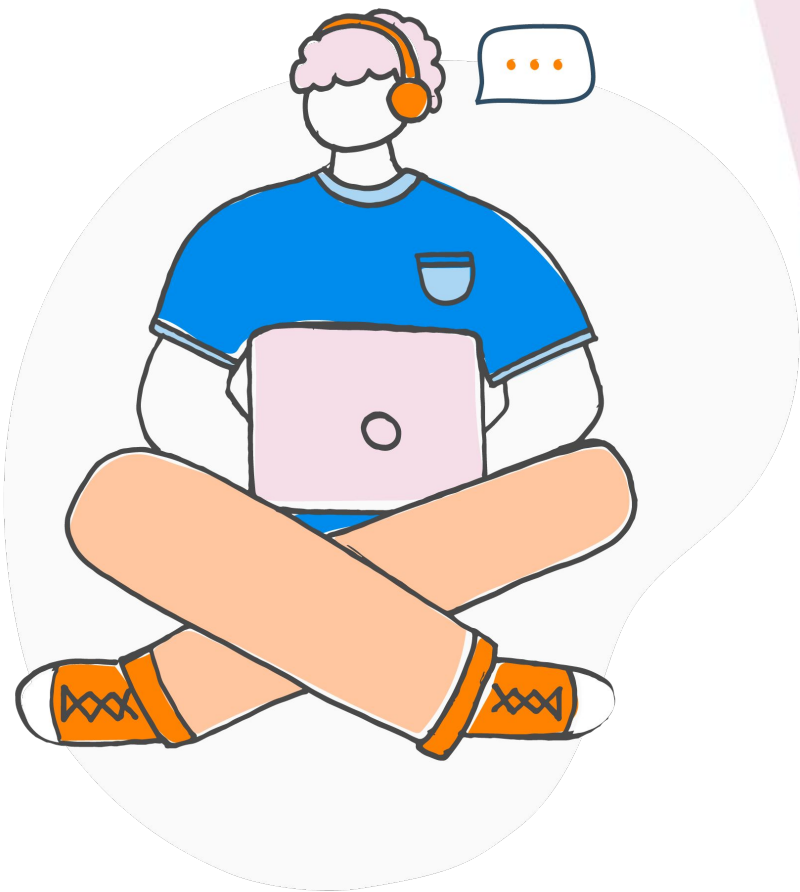
Be Clear

- Be transparent with your goals
- Set expectations for your fundraisers



Make It Easy

- Provide the content they need
- Take time to check-in



Resources for P2P Fundraising

Resources for Success

Tools for Nonprofits

- How to identify and add fundraisers
- Support articles & videos for engaging P2P fundraisers
- Email templates for recruiting fundraisers

Tools for Fundraisers

- How to sign up
- Resources & support articles for completing your page
- Communication guides & templates
- Link to downloads page

P2P Prizes



Peer to Peer (Unique Donors):

- \$1,000 to the St Augustine organization with the P2P who engages the most unique number of donors on Giving Day 2022.
- \$1,000 to the TFG client with the P2P who engages the most unique number of donors on Giving Day 2022.

Peer to Peer (Dollars Raised):

- The P2P who raises the most dollars for a St. Augustine nonprofit on Giving Day 2022 will receive an additional \$1,000.
- The P2P who raises the most dollars for a TFG client on Giving Day 2022 will receive an additional \$1,000.

Timeline for P2P Recruitment



Virtual Engagement



GiveGab

Why is this important?

- Online engagement is at an all-time high
- Create sense of community & belonging
- Reach more supporters where they are
- Allows for instant engagement and sharing
- Grow your team's social media and marketing skills

Preparing Your Digital Communications

Visual Content: The Facts



- Visual content is **40x more likely** to get shared on social media than other types of content
- People will remember **80%** of what they've seen versus **30%** of what they've read
- In a persuasive speech to an audience, **67%** of the audience were persuaded with visuals versus **50%** without
- **29%** of people consider social media to be the communication tool that most inspires giving
- **87%** of donors who first donate from a social referral source make their second donation from a social referral source

Setting a communications plan

- Plan your online communications ahead of the day
 - How many posts and when?
 - What will your content look like? Examples below:
 - Announcement/Save the Date
 - Giving Day Countdown (in advance)
 - Mid-day countdown/progress check in (1 or more)
 - Updates on prizes/matches
 - Success update & thank you
- Customize the [templates available](#) in your Nonprofit Toolkit!



Downloadable Graphics

- [Download](#) and add your own images using Canva
- Use graphics in all online communications
- Don't forget to share your customized graphics with fundraisers!

GiveGab

Cover Photo 1

[Facebook](#) | [Twitter](#) | [Email](#)



Zoom Background 1

[Download](#)

Cover Photo 2

[Facebook](#) | [Twitter](#) | [Email](#)



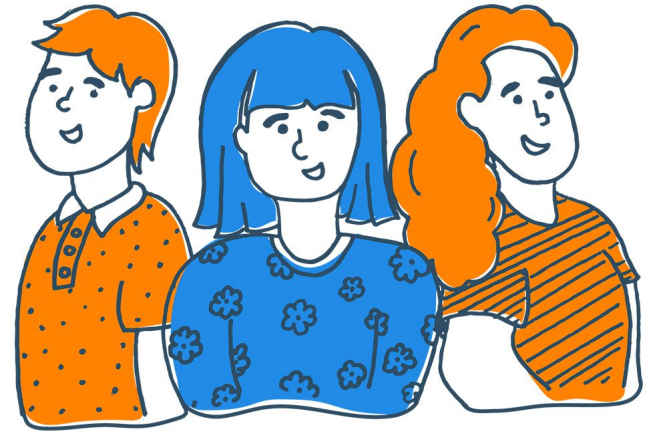
Zoom Background 2

[Download](#)

Social Shares



Creative Virtual Engagement



Create a Video Series



- Weekly videos encourage consistent engagement
- Keep the videos short to keep the viewer's attention
- Consider some points on what to model the videos around
 - Your organization's story and/or mission
 - Your volunteers and/or staff members' stories
 - Your actions and impact on the community

Rally Your Ambassadors

Reach out to existing supporters to see who is willing to

- Share your social media posts
- Write a testimonial or review
- Volunteer their skills
- Share their own images
- Become a Peer-to-Peer Fundraiser

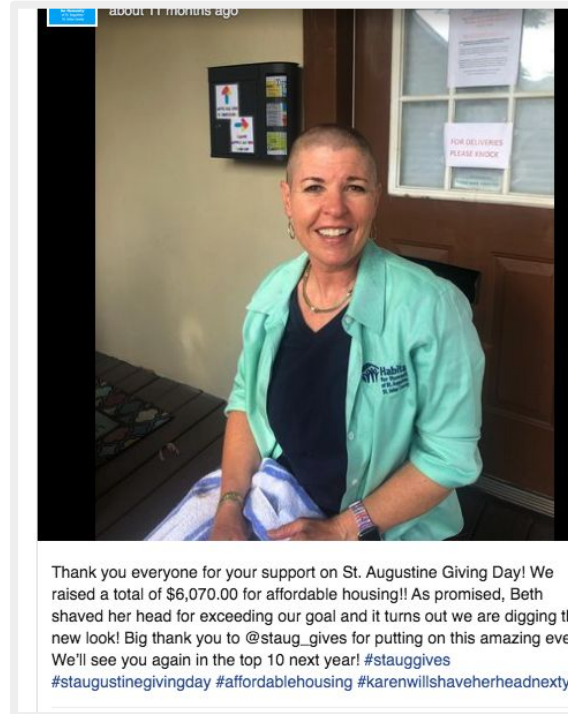
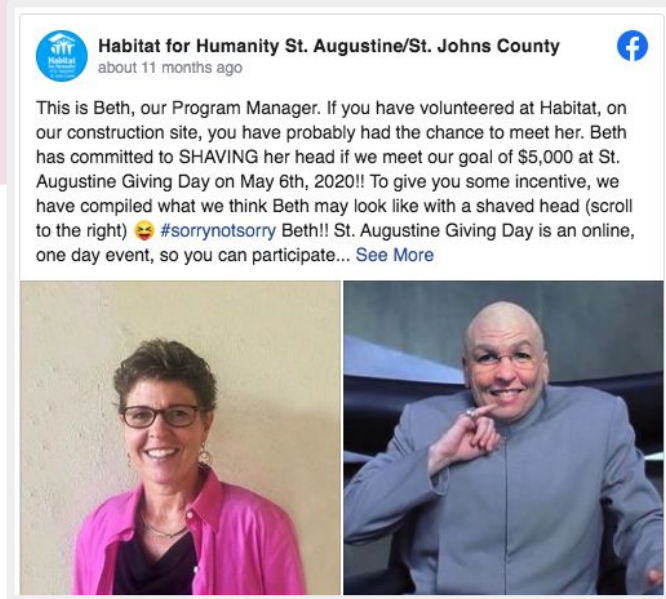


Be Active on Social Media

- Identify the social platforms that work best for you
- Post regularly leading up to and on the Giving Day, and encourage engagement with your posts
- Post a variety of content - not just Giving Day announcements or donation solicitations
- Use visual content whenever possible



Engaging Post Example



Streaming Tools



- ❑ Youtube Live
- ❑ Facebook Live
- ❑ Facebook Event
- ❑ Google Hangouts
- ❑ Zoom
- ❑ Skype

Are there others that you have used?

Tell us about them in the chat!

Live Watch Party

- Similar to a live stream on Facebook, but the participants will be invited separately by the host or co-host to view pre-recorded videos
- Users can sync their feeds together and even respond to it within a common comment section.
- Learn more [here](#).

Join us in St. Augustine for an in-person “Final Push and Lunch” celebration at the close of the Giving Day!





Advanced Strategies: Virtual Events

Virtual Volunteer Coffee Hour



This is a great way to get supporters together virtually but working toward a common goal.

- Volunteers can hang out virtually while they work on individual tasks
 - Ex: knitting hats for newborns, sewing masks for nurses, creating care packages for the elderly, setting up P2P page
- Have volunteers share their progress on social media and ask them to promote your participation in Giving Day 2022

Awareness Webinar

This event gives your organization an opportunity to tell your supporters what you are currently working on and how this ties in to your overall mission:

Tips for Success:

- Start with an Ice Breaker
- Set an agenda so attendees know what to expect
- Include lots of visuals!
- Allow time for questions and discussion



Plan a 5k



Encourage individual activity instead of an in person fitness challenge:

Tips for Success:

- Create a course that can be completed by anyone in the area
- Set up trail markers so participants know they are on the correct course
- Advertise the course so that participants can start running in advance
- Encourage runners to share photos of their run as well as their race times
- Bonus points if runners are in costume!

Host a Trivia Contest

Invite supporters to log in and participate in a game of Trivia!

Tips for Success:

- Encourage teams
- Have fun! Include sound effects and visuals
- Consider a variety of topics so everyone has a few questions they can excel in
- Share teams on social media. Include pictures of the winning team and samples of some of the event's toughest questions!



Host a Virtual Scavenger Hunt



Create teams and have a Top Secret List of random items that can be found around the house; at the beginning of the event email this list to all participants:

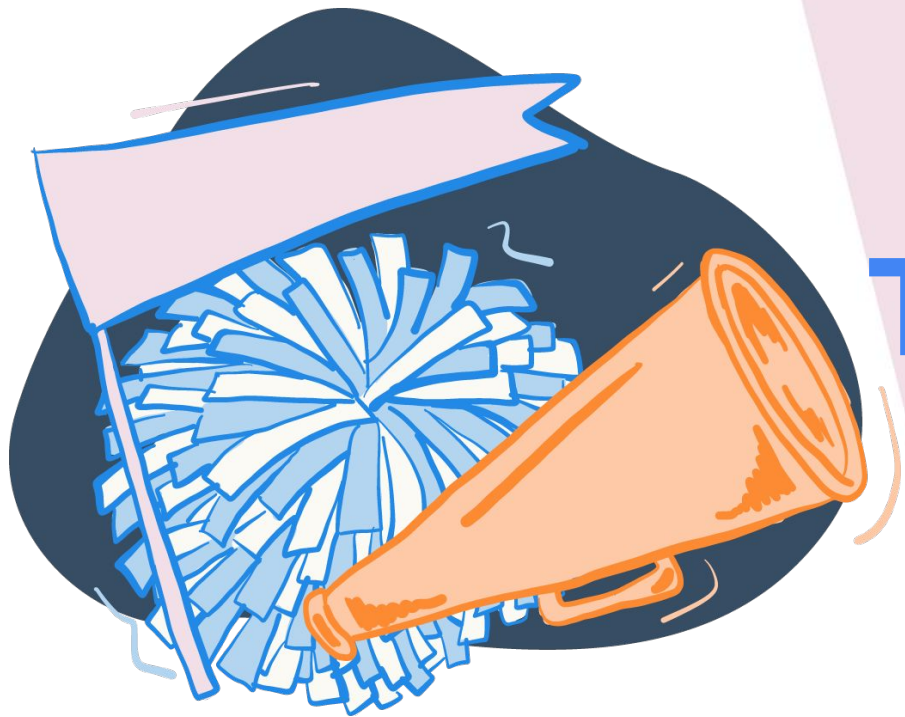
Tips for Success:

- Each item has a specific amount of points
- Define a time limit to search for everything on the list
- Teams must present all of their findings after the time runs out
- The team with the most points wins!
- Take photos of the wackiest finds and share online!

Considerations/Planning

- Schedule practice sessions with all speakers and do some testing
- Make sure you are well aware of the functionality the chosen platform offers
- Use an expert within your team
- Give yourself ample time to promote your virtual event
- Create content and share it in email blasts and across multiple social media platforms
- Make sure you have a point of contact so participants can ask questions





Key Takeaways & Next Steps

Key Takeaways

- P2P Fundraisers can have a big impact on fundraising success
- Online engagement is a key part of your participation in Giving Day 2022
- Digital communications should include visuals for more engagement
- Virtual events create unique opportunities to connect with supporters



Next Steps

- Meet internally to discuss your P2P strategy
- Begin planning your digital communications
- Follow Giving Day 2022 on Social Media and use #GivingDay2022
- Customize the [provided graphics](#) and use in your online content
- Watch your inbox for important emails
- Explore the nonprofit toolkit



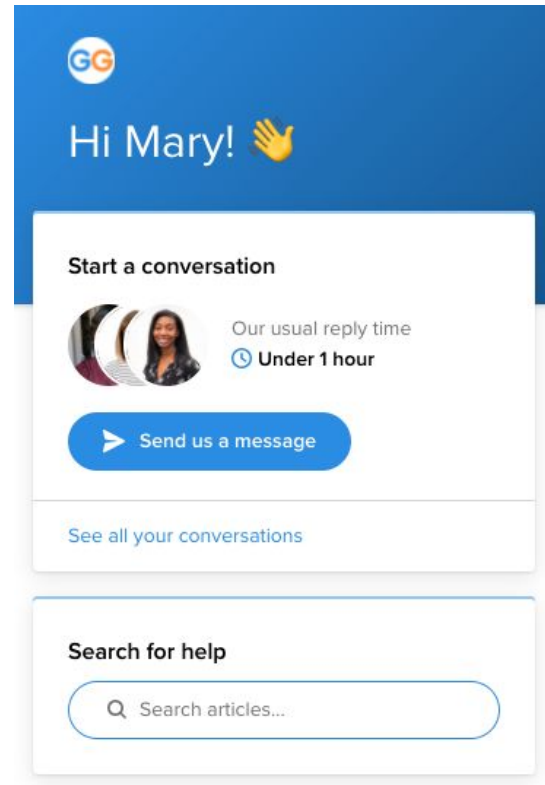
Giving Day Support & Resources


Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
CustomerSuccess@GiveGab.com

GiveGab



Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble. 

Questions?

