

A Nonprofit's Guide to Peer-to-Peer Fundraising.

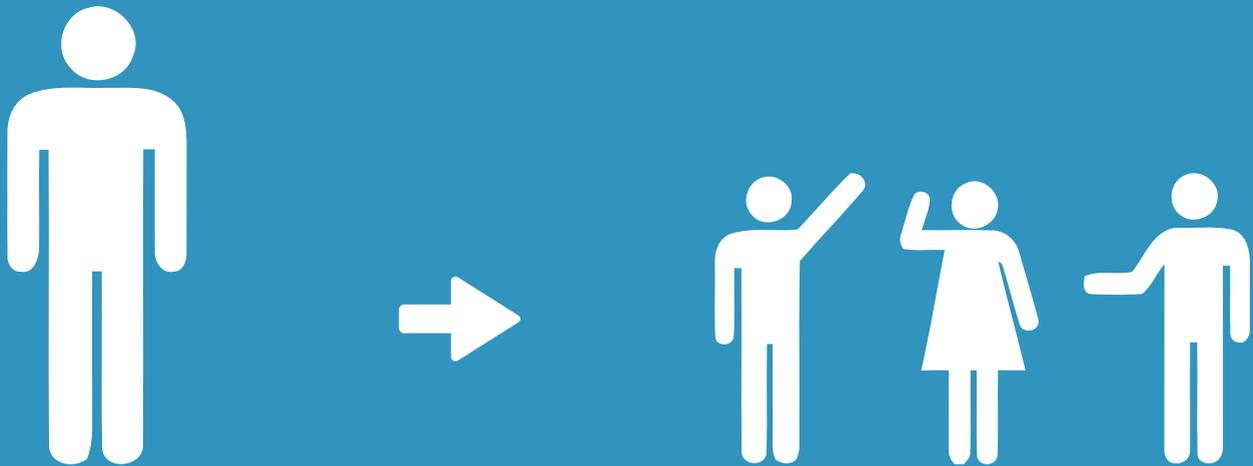


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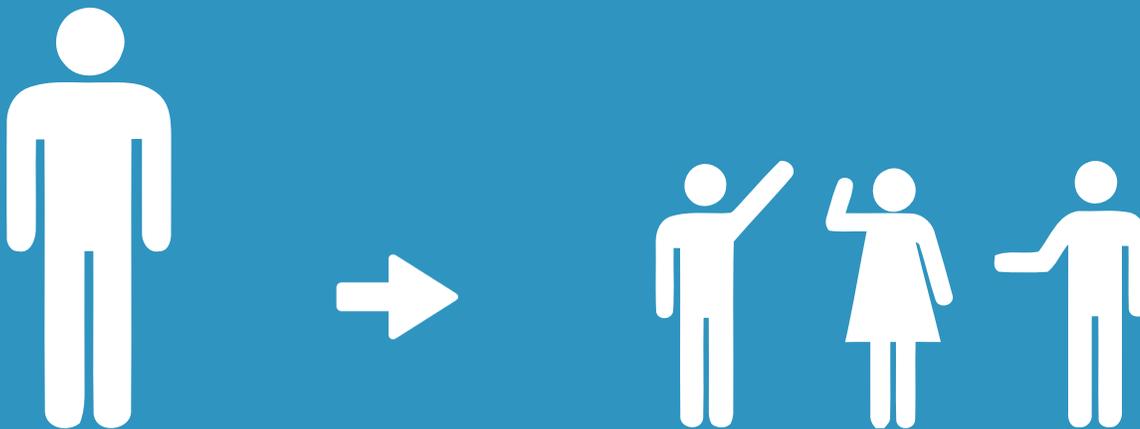
Introduction

Until recently, a nonprofit's fundraising was limited to the scope of its network. The problem? A nonprofit's network was, well, a network - a singular web that grew as fast as the organization could nurture it. Nonprofits relied on themselves to grow their base instead of working with their supporters to do so.

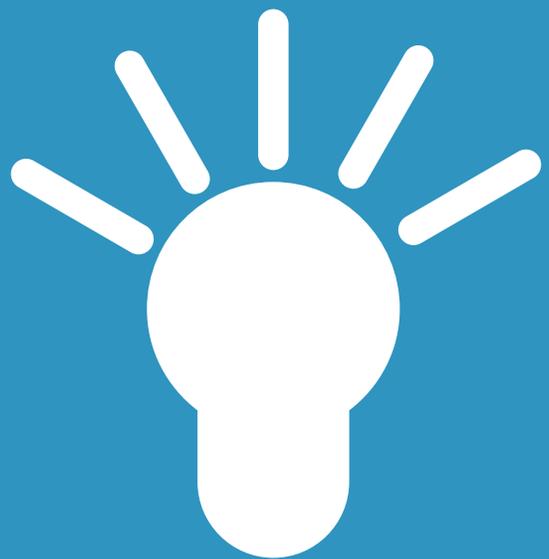
This eBook is a guide to the exciting world of peer-to-peer fundraising.

Welcome to 21st century fundraising.

Peer-to-peer fundraising grows your mission by engaging your network's network, empowering one time donors to become life long fundraisers.



What exactly
is peer-to-peer
fundraising anyway?



What exactly is peer-to-peer fundraising anyway?

Peer-to-peer fundraising happens when a nonprofit asks their supporters to fundraise on their behalf. Independent supporters, called grassroots fundraisers, may also fundraise even though they may not be directly affiliated with the organization.

How peer-to-peer fundraising works



1. A nonprofit asks their most passionate supporters to fundraising on their behalf.

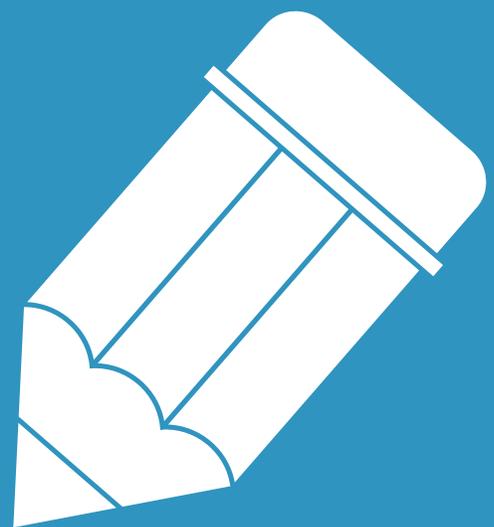


2. Fundraisers reach out to their network of friends and family.



3. Friends and family give to a nonprofit through a peer's personalized fundraising page.

Why should your
nonprofit care
about peer-to-peer
fundraising?



Peer-to-peer fundraising bypasses the credibility gap

Fundraisers gain the support of their network by simply being who they are, a credible, passionate, loved one. A person is more likely to donate to Aunt Shelly who's fundraising for the local soup kitchen than an American Cancer Society street corner solicitor. In fact, **55% of those who contribute to a peer-to-peer fundraising campaign are new donors.**

A fundraiser is more credible in the eyes of their network than you'll ever be.

Who would you give to first? A passionate loved one fundraising for a cause they believe in or an unknown brand like your nonprofit?

Peer-to-peer fundraising expands your donor list

The larger your network, the larger your reach and potential for donations. By utilizing the networks of your fundraisers, your nonprofit has access to a group that was once separated by a single relationship degree. Previously unreachable individuals have been introduced to your organization by a credible, loved one.

A social recommendation by a fundraiser will trump any fancy marketing.

Fundraisers are your cause ambassadors and nonprofit advocates

Those who are interested in your nonprofit start as supporters, turn donors, event attendees, and eventually into fundraisers. Simply put, fundraisers are more engaged than your typical donor. If you're thinking about donor retention (and you should), converting donors into fundraisers is an incredibly sticky way to keep a supporter engaged.

Fundraisers are passionate, walking billboards for your cause.

Fundraisers have more long term value than donors

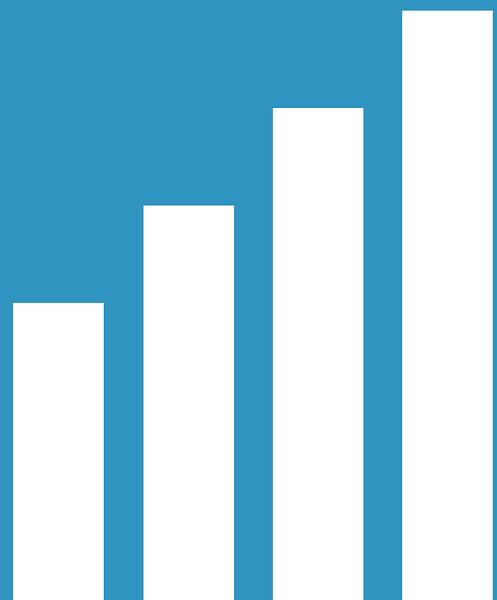
Did you know? The average donor gives \$50 while the average fundraiser raises about \$500.

Fundraisers can do more to generate donations from their network than your nonprofit could do on its own. And more often than not, fundraisers will continue to raise money for your cause. One in four fundraisers return next year.

Given the fact that **62% of donors don't make a second donation**, wouldn't you want to maximize the number of repeat fundraisers? Financially speaking, without taking into consideration network engagement, what would you rather have? A single sum of \$50 or a series of \$500 contributions?

Why have donors when you could have fundraisers?

Planning for peer-to-peer fundraising success



Not every nonprofit is destined for peer-to-peer fundraising glory. For some, it's simply not a fit.

There are a few foundational requirements an organization must have in order to take full advantage of your network's network.

A qualified nonprofit will have the following:

1. A strong supporter base
2. A peer-to-peer fundraising worthy event
3. Information to arm the fundraiser with

Once the proper foundation is set, it's time to do a little research and find the right peer-to-peer fundraising platform for your nonprofit. More on that later though.

1. 2. 3.

Nurture your strongest supporters

Great fundraisers are cultivated from a strong supporter base. You should already be engaging regularly with your donors, updating them on your mission's work, where their donations go, the next volunteer opportunity, etc. This way when they're approached to become fundraisers the request won't fall on deaf ears. You need to have established a positive relationship with your supporters before the big ask.

Everyone responds to the right incentives: Your supporters love you but what can you do to incentivize your base to raise money on your behalf? Apart from the warm fuzzy feeling, what's in it for them? Are we talking about waived event registration fees? Might VIP finish line spots for their loved ones persuade them? Freebies? Spotlights?

V.I.P.

What's your peer-to-peer fundraising worthy event?

Having a strong supporter base is one thing, having a peer-to-peer fundraising worthy event is the other. Galas are great for raising donations but they don't typically lend themselves to peer-to-peer fundraising. Walks, fun runs, marathons, triathlons, polar plunges, and other endurance events are great peer-to-peer fundraising opportunities. Any team related event or "thons" will typically do the trick as well.

Don't be afraid to think outside the box though. Here at FirstGiving, we're strong believers in the idea that everyday moments can be converted into fundraising opportunities.

Here are a few ideas:

- Into meditation? Host a mediation marathon.
- Like facial hair? Have fundraisers grow their moustaches till you reach your fundraising goal.
- Know a DJ? Throw a dance-a-thon.



Arm your fundraisers with the right information

Help your fundraisers help you

It's your job to help your fundraisers be as effective as possible. This means arming them with all the necessary tools and information they will need.

Be sure to share:

- high resolution logo images
- donation request email templates
- fundraising best practices
- event day detail
- cause and mission updates
- any other important information they will need

A designated contact person from your nonprofit to act as a fundraiser liaison will make sure your fundraisers are being heard. Remember, they are your cause ambassadors and nonprofit advocates. They are marketing your mission, make sure they sound and look their best.

Picking the right peer-to-peer fundraising platform



The basics

A standard peer-to-peer fundraising platform should offer the following:

Grassroots fundraising pages: This is peer-to-peer fundraising at its core. A proper platform allows passionate individuals who want to fundraise do just that, even if they're not affiliated with a specific nonprofit.

Custom branding options: You've put significant effort into building your nonprofit's brand, don't let a fundraising platform put their brand before yours. Smart platforms know that the best way to grow their brand is to help you grow yours.

Email tools: Email communication capability is critical for both you and your fundraisers. Audience segmentation is a must. You need to be able to engage with your fundraisers within the tool while providing a way for them to reach out to their own networks as well.

Donor and fundraiser analytics: Data on your fundraising campaigns helps you understand what's working and what isn't, plain and simple. Your data should be accessible and easy to understand, it's yours after all.

Customer support: Peer-to-peer fundraising is still a relatively new concept. Many donors and supporters looking to fundraise may need a little help here and there. Don't take it solely upon yourself to spread the good word of peer-to-peer or help your supporters, that's what customer support is for.

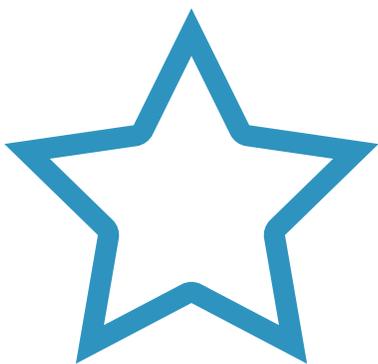
The all-stars

The best peer-to-peer fundraising platforms go above and beyond the basics. Here are some key aspects of an all-star peer-to-peer fundraising platform.

Event registration: Quick, simple, and secure online registration for all your events. Peer-to-peer fundraising lends itself to events, right? Your platform should be ready to help you make the most of them.

A donor “pay the fee” option: This feature allows donors the option to pay any credit card processing and transaction fees while donating. It saves you a ton and costs them next to nothing. Put more towards what matters most: your cause.

Embeddable widgets: Embeddable widgets mean a better user experience. You need to bring the peer-to-peer fundraising platform to your supporters, not the other way around. You’ve put a lot of time and energy in getting supporters to your website, why send them away to another when you don’t have to? Bring the best of your platform to your very own site through embeddable widgets.



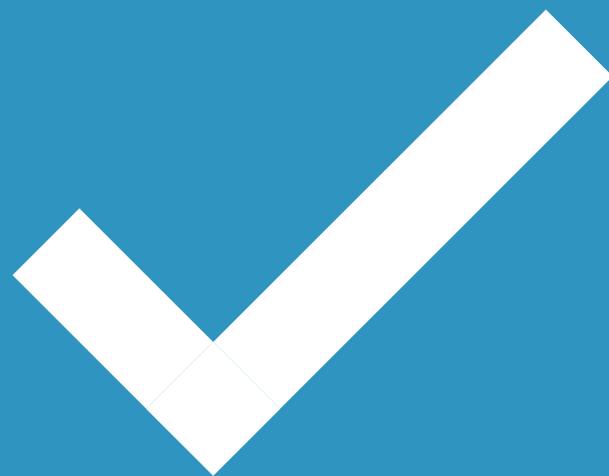
Team pages: Giving is more rewarding when done in the company of those you love. The best peer-to-peer fundraising platforms offer fundraisers the opportunity to give back as a group. This option is ideal for endurance events.

Donate to a team: No one likes to pick favorites. The ability to make a general team donation keeps friendly competition tensions low. This feature may not sound like a whole lot but imagine if you'd have to pick between cousin Bobby and Aunt Shelly? Pick someone or make two equal donations, we won't tell you what to do but the option is nice.

Integration with the tools you already use: Integration with the tools you use everyday makes for an even more efficient and enjoyable fundraising experience. Does your organization sell tickets through Eventbrite? Use Giftworks as a donor management CRM? Your platform should be compatible with the tools that are important to you.

Longevity of the platform: The amount of time a peer-to-peer fundraising platform has been around can tell you about the strength of its tools and the company as a whole. It shows that the people who work there are committed to helping nonprofits and are some of the most well versed in the business.

Conclusion



You're not limited to your network anymore. Your network's network is the key and your supporters are your ticket to growth. Empower one time donors to become life long fundraisers.

Peer-to-peer fundraising is democratized fundraising. It's about giving passionate people the tools to do more for a cause than they ever thought possible.

Why should your nonprofit care about peer-to-peer fundraising?

- Peer-to-peer fundraising bypasses the credibility gap
- Peer-to-peer fundraising expands your donor list
- Fundraisers have more long term value than donors
- Fundraisers are your cause ambassadors and nonprofit advocates

What do you need to take advantage of peer-to-peer fundraising?

- A strong supporter base
- A peer-to-peer fundraising worthy event
- Information to arm fundraisers with

The right peer-to-peer fundraising platform has the following:

The basics

- Grassroots fundraising pages
- Custom branding options
- Email tools
- Donor and fundraiser analytics
- Customer support

The all-stars

Here are some key aspects of an all-star peer-to-peer fundraising platform.

- Event registration
- A donor “pay the fee” option
- Embeddable widgets
- Team pages
- Donate to a team
- Integration with the tools you already use
- Longevity of the platform

About FirstGiving

FirstGiving is an online peer-to-peer fundraising platform for nonprofits and their supporters. We empower passionate individuals to raise more money than they ever thought possible for the causes they care about.

Find out if FirstGiving is right for your nonprofit organization

We're proud to be 100% nonprofit focused.



Branding Capabilities

Peer-to-peer fundraising should grow your brand, not take away from it. Bring the look and feel of your website right to FirstGiving.



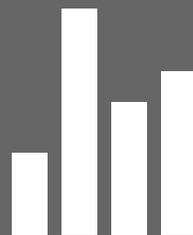
Communication Tools

Customize automated thank you emails from both the nonprofit and the individual fundraiser.



Event Registration

Quick, simple, and secure online registration for all your events.



Administration and Reporting

All of your data in one place. Export reports in .XLS or .CSV formats.



Personal Fundraising Pages

Empower your supporters to create their own custom fundraising pages. Let them tell their story.



Embeddable Widgets

The best of FirstGiving right on your website. Embed your "Donate now" button, leaderboard, total raised, and event registration widgets anywhere you like.

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