

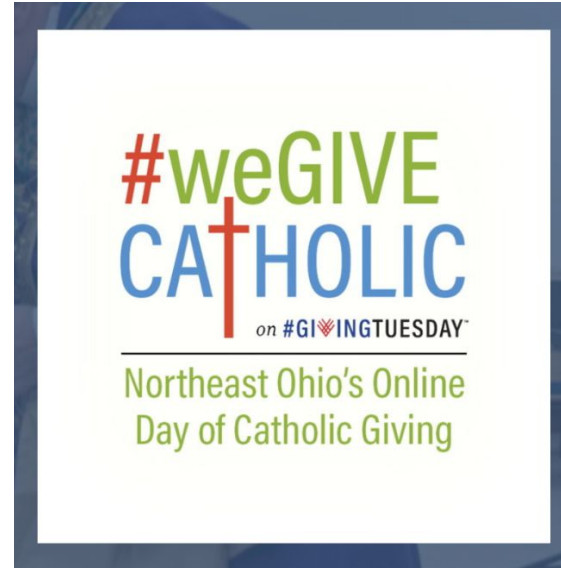
#weGIVE
CATHOLIC
on #GIVINGTUESDAY™

Northeast Ohio's Online
Day of Catholic Giving

Peer-to-Peer Fundraising

Agenda

- Peer-to-Peer Fundraising Overview & Benefits
- P2P Fundraising in 4 Steps
- Fundraising Page Types
- Campaign Dashboard
- How to Set up a Fundraising Template
- Resources & Support

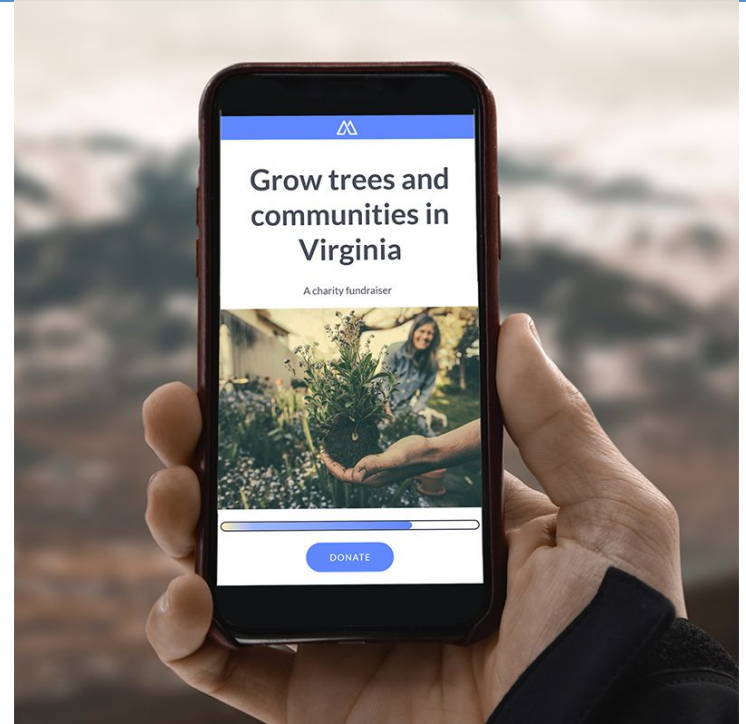


Peer-to-Peer Fundraising

Peer-to-Peer (P2P) is a fundraising technique that **leverages your existing supporters to bring in new donors and donations.**

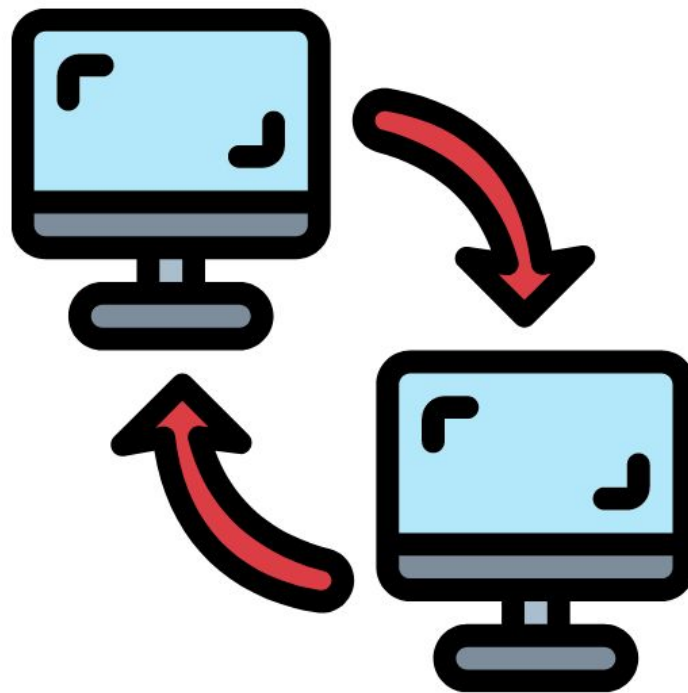
In a P2P fundraiser:

- an organization is not directly asking for donations
- supporters create a page to collect donations for the organization
- Supporters ask their community, social network to support their fundraiser for your org!



Benefits of Peer-to-Peer

- ★ **Donor acquisition:** P2P helps your organization expand your donor base & gives you access to people who are might be new to making a gift.
- ★ **Expand your reach:** More people spread the word about your work & connect with other individuals in their circle to ask for their support.
- ★ **Deepens relationships with existing donors:** P2P gives them a fun and exciting new way to show their support for your cause.
- ★ **Giving events:** With a limited amount of time to fundraise, many organizations recruit their supporters to help them reach more people & raise more funds.



Using P2P on #weGIVECATHOLIC

- ★ Ask your supporters to fundraise for you and help spread the word within their circle
- ★ P2P fundraisers start the process by clicking the “Fundraise” button on your organization’s profile page
- ★ Our fundraiser creation wizard will take them through setting up and publishing their fundraiser page
- ★ They can customize their fundraising page to talk about their connection to your organization




P2P continued..

- ★ Supporters set a goal and start asking for donations from the start of early giving through the live event
- ★ They reach out to friends or family members to ask for their support
- ★ Donations show up in your donation report & are disbursed directly to your organization
- ★ Any dollars or donors from their campaign roll up into your organization totals

Once an Eagle, Always an Eagle

A nonprofit fundraiser supporting
Central High School Foundation



Please join me in honoring Omaha Central High School's history, with a gift to support its future.

\$250

raised by 1 people \$250 goal

[Donate](#)

[Share this page](#)

We are proud of the accomplishments that our students, staff and 35,000 alumni achieve every day. Contributions of time, energy, and resources are essential to preserving and enhancing the timeless values of a Central High School education. With your support, the Foundation can continue to honor the past, live successfully in the present, and plan for the future.

Giving Activity

- James Turner
3 years ago
- Michele Roberts
3 years ago

This fundraiser supports

Peer-to-Peer Fundraising FAQs

- ★ Will peer-to-peer fundraisers be able to see who donated to their page? **YES**
- ★ Will you receive donor data for donations made through peer-to-peer campaigns? **YES**
- ★ Can peer-to-peer fundraiser pages have a matching grant? **YES**
- ★ Can peer-to-peer fundraising pages take advantage of a match my organization sets up? **YES, if you enable this option during your match build setup**
- ★ Can peer-to-peer fundraiser pages add offline donations? **YES**

Things to Remember

- ◆ Ask! - Most supporters don't realize they can fundraise on your behalf.
- ◆ Set your P2P fundraising goals and your campaign goals - How does P2P fundraising fit into the goals you're setting? (*Increase the number of new donors, engage more supporters, increase total number of donations.*)
- ◆ Track your progress. (Keep your supporters updated. Create a communication flow to bring awareness to your P2P goal progress.)
- ◆ Note what works well, where you can improve, and future ideas.
- ◆ Follow up is key -
 - Follow up with new donors!
 - Follow up with your p2p supporters!



P2P Fundraising in 4 Steps

1. **Planning:** Build your resources so you are ready to share with your supporters so they can be successful and supported
2. **Recruiting:** Board members, volunteers, staff, teachers, student groups, alumni, engaged supporters or donors
** Send out an email/newsletter/social post letting prospects know this is available and how they can get involved*
3. **Supporting:** Make it fun and engaging, think about how to host an in-person event or a virtual get together so you can rally your P2P team and get them off to a great start. Share emails, resources and create an email journey to onboard fundraisers

4. **Stewarding:**

Supporters- Close the loop with your P2P supporters once the campaign is over. Say thank you, send a handwritten note, host a small party. Create a community for these highly engaged supporters so they come back and want to do it again!

New Donors- Your fundraisers did their job. Now it's your responsibility to get donors engaged in your organization. Consider how you want to follow up with the new donors you've acquired. Emails and more personal gestures like a mailable card are great ways to add a personal touch.

★ **Start the Process NOW!**

Recruiting for P2P Fundraising

- ★ Identify your P2P fundraisers and ask them to start a campaign
 - Board Members
 - Volunteers and Staff
 - Program supporters
 - Social Media followers

- ★ Provide support by sending direct links:
 - to your organization page
 - send an email with directions,
 - share fundraising resources,
 - create a template they can use

- ★ Follow up with your supporters and new donors after the event!

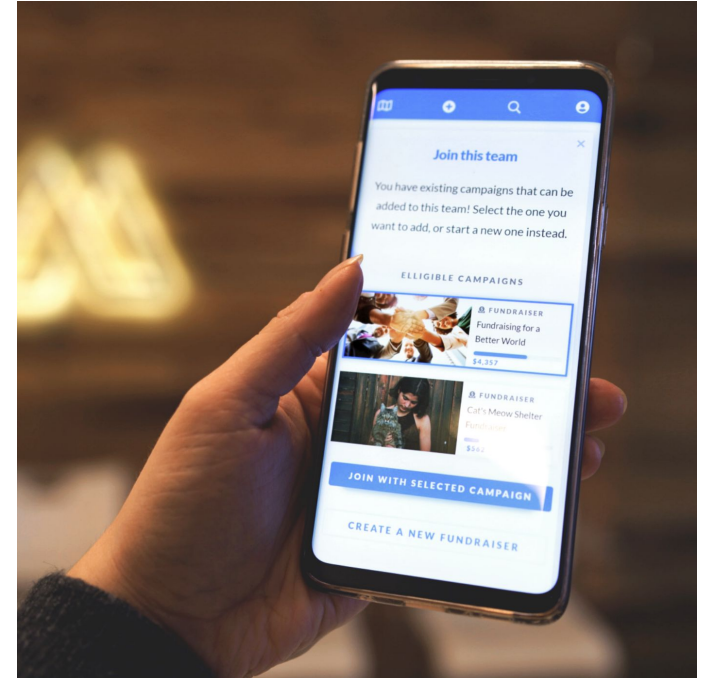


Photo by [Dylan Gillis](#)

Fundraising Page Types

Types of P2P Fundraising Pages

- **Individual Fundraising Page:** A supporter creates a page that is connected to your organization & uses it to fundraise toward their own funding goal.
- **Team Fundraising Page:** A group of supporters work together to hit a funding goal as a team. The team as a whole has a central page & each team member has their own P2P page.




Individual Fundraisers

Created by a supporter(s) to solicit donations from their family and inner circle of supporters

Class of 1974

A nonprofit fundraiser supporting Lake Catholic High School



The Annual Class Challenge raises money to support the current students of Lake Catholic High School

\$600
raised by 5 people \$7,400 goal

1 month left

Donate

[Share this page](#)

Event participant

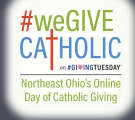
2024 Class Challenge

\$92,813

Giving Activity

- Arlene Strauss gave \$250.00
11 days ago
- Karen Mrazik gave \$100.00
11 days ago
- Christopher Hurley gave \$100.00


The Annual Class Challenge is our opportunity as a class to compete against other classes while raising funds to support the current students of Lake Catholic High School. This year, you can indicate



Team Page

Made up of **multiple** individual fundraiser pages.
Encourages competition with a leaderboard

Use examples: football team, school grade, your Board



\$1,540 RAISED 25 MEMBERS

12th Grade Serv-a-thon

A FUNDRAISING TEAM ORGANIZED FOR COVENANT LIFE SCHOOL

LEADERBOARD

| FUNDRAISER | RAISED |
|--|--------|
| Sean Tildon fundraising for Serv-a-thon | \$275 |
| Will Stefany fundraising for Serv-a-thon | \$215 |
| Mady Herringa fundraising for Serv-a-thon | \$200 |
| Nicole Luengo fundraising for Serv-a-thon | \$150 |
| Andrew Jacques fundraising for Serv-a-thon | \$150 |

\$1,540 RAISED
62% COMPLETE \$2,500 GOAL

JOIN THIS TEAM SHARE

Servathon is a community outreach event of enormous scale, when CLS students provide over 1,000 Acts of Service, including meals, volunteer hours, and handmade gifts to 15 non-profits—in one day! Please give generously to this important cause!

Donor Timeline Donate



Individual Fundraisers

- Created by an individual supporter or a group of supporters who will be sourcing donations to the same page
- Uses their page to solicit donations from their family and inner circle of supporters
- Helps your organization by extending your reach - new donors and supporters!
- You can create a fundraising template for supporters to use for easy onboarding

Barb's weGiveCatholic Fundraiser for Lake Catholic

A nonprofit fundraiser supporting
Lake Catholic High School



I am using my birthday month to raise funds for Lake Catholic's weGiveCatholic Giving Day on 11.30!

\$300

raised by 2 people \$250 goal

Donate

Share this page

I am raising funds for Lake Catholic High School and the many wonderful young men and women that receive an outstanding Catholic education as members of our Cougar family. Our students are defined by the school's values that they choose to live each and every day; to have a commitment to excellence, a spirit of respect and compassion for others, personal integrity and a willingness to serve. In the classroom, on the field, on the stage, in the chapel, and in the community, Lake Catholic students make a difference. This year has proven that our teachers and students are resilient and determined to succeed in all they do. I am proud of each and every person at L.C. and the wonderful alumni that have been and continue

Giving Activity

Tina Mackey gave \$50.00 on behalf of Tyler Sotack Class of 2012

2 years ago

Barb DiTurno gave \$250.00

2 years ago

Example 2 Multiple people using the same page

Gilmour Parent Fundraising Challenge!

A nonprofit fundraiser supporting
Gilmour Academy



Here's your chance to make the lives of Gilmour students a bit sweeter!

53 donors

raised \$8,935 100 donor goal

Donate

Share this page

Want to deliver a sweet treat for GA students? If 100 current parents make a donation of any amount to Gilmour's Giving Tuesday event #weGiveGILMOUR, students will be treated to an ice cream treat the week of December 4, 2023! I give, you give, they all get an ice cream!

Giving Activity

Mary Conley Crockett gave \$50.00

2 months ago

Anonymous gave \$50.00

2 months ago

Anonymous gave \$200.00

?

This fundraiser supports



Team Page

- Made up of **multiple** individual fundraiser pages
- Friendly competition and community with a leaderboard
- Invite individual supporters to join the team, makes it easier for supporters new to fundraising by making it a group effort
- Set a team goal
- Send emails to keep them engaged during the campaign
- Use examples: football team, school grade, Board of your organization

The screenshot shows a fundraising team page for "St. Brendan Students". At the top left is a red anchor logo. To its right, two red boxes display "\$13,957 RAISED" and "31 MEMBERS". The team name "St. Brendan Students" is prominently displayed, with the subtitle "A FUNDRAISING TEAM ORGANIZED FOR ST. BRENDAN PARISH & SCHOOL" below it.

The main content area is divided into two columns. The left column features a "LEADERBOARD" with a search icon. It lists the top five organizers and their raised amounts:

| | ORGANIZER | RAISED |
|---|---------------|---------|
| 1 | Jennifer Lay | \$1,225 |
| 2 | Autumn Harris | \$925 |
| 3 | Erin Koble | \$832 |
| 4 | David Pry | \$710 |
| 5 | Joshua Kelly | \$675 |

The right column shows a progress bar for the team's goal. It indicates "\$13,957 RAISED" and "47 % COMPLETE" towards a "\$30,000 GOAL". Below the progress bar are two buttons: "JOIN THIS TEAM" (red) and "SHARE" (white with red border). Below these buttons is a paragraph of text: "OUR 2021 #weGiveCatholic CAMPAIGN: HELP US TO 'MAKE OUR SPACE'" followed by a description of the campaign's goal to reinvent and repurpose the St. Brendan School MakerSpace. Below this text is another paragraph: "Our goal is to provide the school MakerSpace with a fresh coat of paint, new shelving to house all of the innovative materials available for our students to work with, new flooring, creative seating with tables and chairs that can be easily configured to work together or separately. Our hope is that this new look in this classroom will encourage and inspire every student that walks through the door, from Pre-kindergarten through 8th grade, to dream to STREAM!". At the bottom of the page is a "Donor Timeline" section with a search bar and a recent donation entry: "Ann and Ron Martin gave \$100 Help Maverick, Ellie and St. Brendan's School". A "Donate" button is located at the bottom right of the page.



Page types tips...

When thinking of how to go about using P2P fundraising:

Consider how you will use the pages.

- **Examples:** schools breaking into a couple groups (ie k-3, & 4 - 6th, etc. each grade could be a group or a couple grades depending on size)

Consider how many people might use the fundraising page. *Smaller groups have more accountability!*

Consider attainable goals for pages. *Find the right goal size based on the group size, an achievable/attainable goal is key to motivating the group!*

- If a goal is too big it slows down the momentum especially if you're not close to that goal



Campaign Dashboard Tools & Setup

Campaigns Dashboard & Fundraising Template

Fundraising Tools

Features and addons that expand your fundraising potential.

- Campaigns**
Manage all fundraisers, teams, and events associated with your organization.
- Embedded Donation Form**
Embed a full-size, customizable donation form on any website.
- Widgets**
Embed donate buttons, mini donation forms, and more on your own website.
- Matching Grants**
Match donations to your fundraising campaigns to boost interest and urgency.
- Text-to-give**
Create SMS campaigns which allow donors to initiate donations via text.
- Opportunities**
Create listings for calendar events and volunteering opportunities.
- Fundraiser Templates**
Use fundraiser templates to give your supporters a head start when creating a new fundraiser page for your organization.

DASHBOARD

Animal Humane Society

- Overview
- Organization Page
- Supporters
- Fundraising Tools**
- Reports
- Checkout
- Integrations
- Settings

Campaigns

All active pages, embeds, and other fundraising components that benefit your organization.

13 Total Campaigns | 10 Peer-to-peer Campaigns

Search: [] Campaign type: All Discoverability: All Owner: Anyone

| Campaign name | Type | Raised | Last change | Owner | Created | Published | Tracking ID | Status |
|----------------------------------|------------|--------|-------------------|-----------------------|---------------|---------------|-------------|-----------|
| [NAME] for Animal Humane Society | Fundraiser | \$25 | 02/04/23 11:32 AM | Admin | Jun. 14, 2022 | Jun. 14, 2022 | | Published |
| Animal Humane Society | Fundraiser | \$0 | 01/19/23 9:52 AM | Admin | Mar. 18, 2022 | Mar. 18, 2022 | | |
| [NAME] for Animal Humane Society | Fundraiser | \$0 | 07/21/22 9:26 AM | Admin | Feb. 10, 2022 | Feb. 10, 2022 | | |
| Victor Hugo | Fundraiser | \$600 | 04/23/20 1:07 PM | PPP Mary Jane Bethune | Nov. 18, 2019 | Nov. 18, 2019 | | |

Fundraiser Templates

Use fundraiser templates to give your supporters a head start when creating a new fundraiser page for your organization. Apply a ★ to the template that creators will see when they "start a fundraiser" from your profile. You can also send a direct link for a specific template to fundraiser creators.

| Fundraiser Title | Note | |
|----------------------------------|--------------------------|--|
| [NAME] for Animal Humane Society | Your Giving Day Template | |

The form below allows you to create a template which supporters can use to quickly fill out their fundraisers page when they create a page to support your organization. The information you provide will be pre-populated on new fundraisers supporting your organization.

Admin Note
Describe the template to members of your team, so you can easily identify its purpose. (Internal, not a part of the fundraiser.)

Fundraiser Title
Suggest a title suitable for fundraisers supporting your organization. No need to put your organization's name here - that will be displayed on the fundraiser page.

Funding Goal
How much do you hope to raise? Set a funding amount for fundraisers to aim for.

Fundraiser Image
Provide an image or video that will be the face of your member's fundraiser pages. We recommend using an image that is 1280x720 pixels or larger.

One fundraiser template comes with your organization page as part of your participation in the event!



Fundraiser Templates Continued...

- ★ Take the fear out fundraising- creating a template makes it easier for your supporters.
- ★ Make sure you say what you want to say- add any information that you want donors to see.
- ★ Supporters can still customize their fundraising page - your creative supporters can still personalize their page by uploading photos, linking videos, customizing text, etc.

Event Settings

GENERAL SETTINGS FUNDRAISER TEMPLATE GENERAL FUND


Fundraiser Template

The forms below allow you to create a template which new event members can use to quickly fill out their fundraisers page when they join your event. The information you provide will be pre-populated on new member fundraisers.

Enable Template

Fundraiser Title 25 / 50
Suggest a title suitable for an event members' fundraisers. No need to put your event name here—that will be displayed on their fundraiser page.

Funding Goal
How much do you hope to raise? Set a goal funding amount for members to work toward.

Fundraiser Image 
Provide an image or video that will be the face of your member's fundraiser pages. We recommend using an image that is 1280x720 pixels or larger.

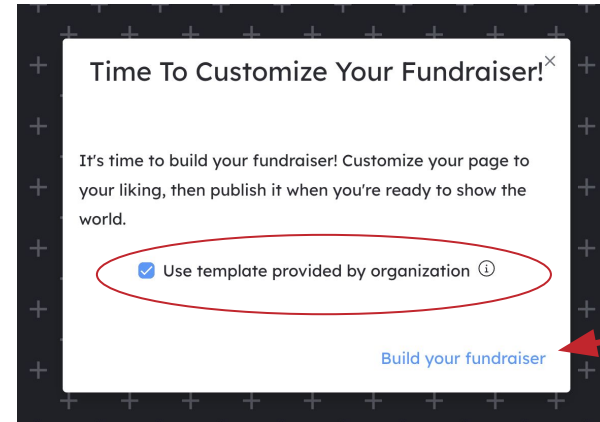
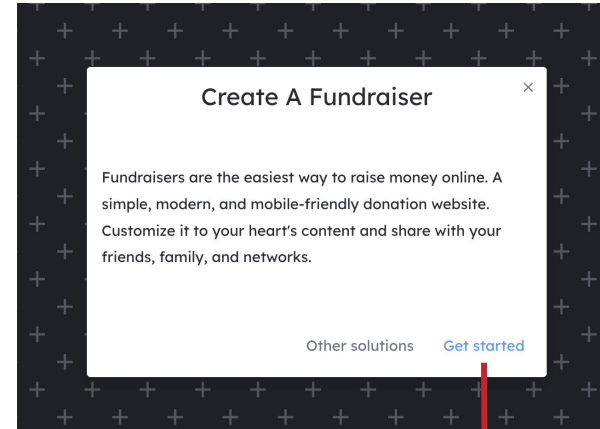
[REMOVE](#) [EDIT](#)



Donor View: How to start a P2P fundraiser



Pro tip - share your 'fundraise' button as a direct URL link in emails and social media posts! (Click 'fundraise' then copy paste that url into your emails)



P2P Mightycause Resources

Blog Posts

- [Peer-to-Peer Fundraising Secrets to Ignite Support!](#)
- [Board Member Fundraising Activation with Peer to Peer](#)

Webinars

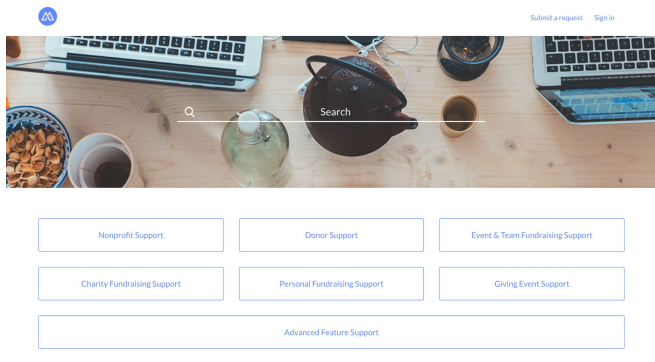
- Turning Supporters into Superstars: Equipping Your Peer-to-Peer Fundraisers for Fundraising Success
 - Access via the Mightycause pre-recorded webinar library [here](#) (<https://www.mightycause.com/guide/webinars>)

Ebooks

- [P2P Downloadable E-Book](#)



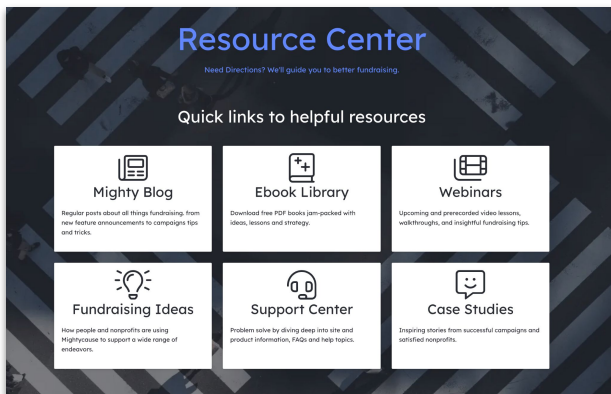
Support



- #weGIVECATHOLIC and Mightycause's support teams are here to help you!
- Technical questions email us support@mightycause.com

Mightycause Online Support Library

- [Support.mightycause.com](https://support.mightycause.com)
- mightycause.com/guide



TOOLKIT:

- Review on-demand trainings
- Access tips, FAQs and basic how-tos
- Borrow templates for email, social media and more
- Use logos and photos to make your comms exciting and on-brand



Happy Fundraising!