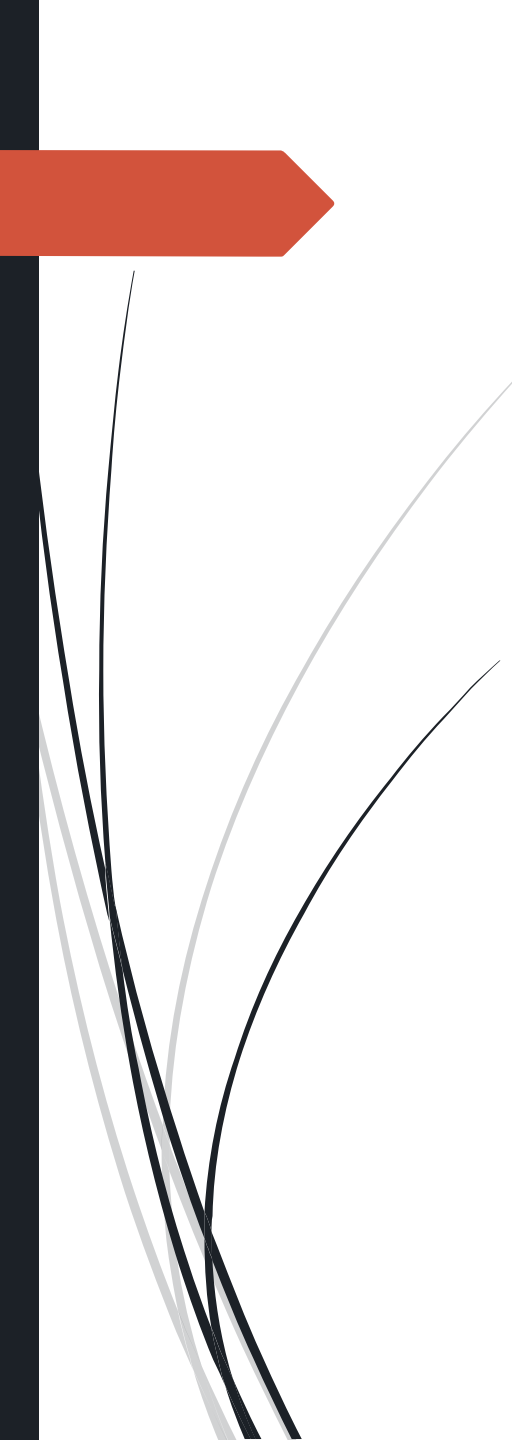




# Peer to Peer Fundraising



Peer to Peer fundraising is a great way to engage donors and volunteers and through them, find new donors.

As we enter spring, there will be a number of online, “Give Local” type of peer-to-peer opportunities. So I want you to be ready to take advantage of them. In addition, it is a good virtual activity with the “a-thons” or crowdfunding opportunities that may come up.

So learn how to do it.

And create and support a network that will raise funds well for you.

As the Development Director, you need to teach your volunteers and donors how to fundraise using this tool. Then you need to support them with specific examples they can lift and use. That is why I created the deck.

Slides 3 – 9 you may feel free to insert your own logo and use it to explain how peer-to-peer fundraising works and how they can participate.

Slides 10 – 14 explains what you need to do to support them. The platforms I highlight on slide 11 all have great tool kits you can use, with sample landing pages and sample e-mails and texts.

So, embrace peer to peer. Great way to engage your supporters and to find new supporters.

And once you have those wonderful new donors – make sure to thank and steward, so next year you will have even more fundraisers on your team!

# What is Peer-to-Peer Fundraising?

It is a multi-tiered approach to crowdfunding

Crowdfunding



Peer-to-Peer



- Individual fundraisers who are donors, board members, and volunteers create their own fundraising pages
- These fundraisers share these pages with friends, family and community members (their peers)
- Fundraisers ask their peers for money to support their charities

# It starts with champions or fundraisers

YOU.



- ▶ You become the fundraiser
- ▶ You reach out to your network

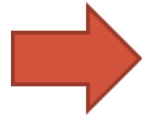


- ▶ The average fundraiser raises \$568 from 7 donors  
– 4 of whom will be new to your organization



Your Organization appeals to a core group of supporters who can start fundraising and create momentum

YOU.



- Fundraisers have high personal buy-in
- Fundraisers can connect their own beliefs, values and identity to the mission of your organization
- Fundraisers create their personal fundraising pages as a vehicle to express your story in your own words

People give because they trust you and want to see you succeed

YOU.



# What (your organization) does

- Provide resources for you to use
  - Fundraising tip sheets
  - Sample fundraising pages
  - E-mail posts to send
  - Social media blasts to amplify
  - Video's you can use
  - Premade graphics

## FUNDRAISING TIP SHEET

### 1. GET THE BALL ROLLING



Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

### 2. ADD YOUR WHY TO THE EMAIL



We've put together an email template you can use right from your fundraising page. The most important thing you can add to this message is **why you are fundraising**. Let your family and friends know why this matters to you, that's what they care about most!

### 3. START WITH YOUR CLOSE CONTACTS



It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts.

### 4. NOW MOVE TO SOCIAL MEDIA



Once you've sent your first batch of emails out, it's time to turn to social media. One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.

### 5. REENGAGE WITH EMAIL



Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

### 6. CONTINUE THANKING AND UPDATING SOCIAL MEDIA



As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

Fundraising often takes a little creativity and persistence, but it's vitally important to our mission and you can do it. Know that your effort will make a big difference! **THANK YOU!**

# What you can do ....

Be a fundraiser



YOU.



*Coach other fundraisers*



Board members  
Event Committee  
Volunteers





WE HAVE THE STUFF TO GET YOU STARTED





# How to Find the Tools You Need And Support Your Fundraisers!



## Peer to Peer Platforms

A Few To Consider – and there are many more!  
Many come with tool kits you can use

- SalsaLabs - <https://www.salsalabs.com>
  - OneCause - <https://www.onecause.com>
  - Qgiv - <https://www.qgiv.com>
  - Classy - <https://www.classy.org>
  - Soapbox Engage - <https://www.soapboxengage.com>
  - CauseVox - <https://www.causevox.com>
- 



# Best Practices



- ▶ Create a fundraising landing page for fundraisers
- ▶ Tell a story with compelling visuals
- ▶ Develop email templates for your fundraisers to use
- ▶ Use social media platforms like Facebook, Twitter and Instagram. Create more templates for your fundraisers to use
- ▶ Encourage Word-of-mouth so fundraisers can raise more money

# Help your fundraisers Create a fundraising landing page

**Sightsavers** UNITED KINGDOM

**You're doing something amazing**

No one should go blind from avoidable causes. How many people's sight will you help us save today?

**GIVE MONTHLY** | **GIVE ONCE**

In a year, your monthly donation could pay for:

- \$7** A cataract operation to give a child back their sight
- \$14** Trachoma operation to stop 12 people going blind
- \$21** Treatment to prevent 2,184 people losing their sight to river blindness
- \$7** How much are you going to give today? Yesterday, the average donation was \$7.

**DONATE BY CARD**

Other ways to donate: [Post](#) [Phone](#)

**Where your money goes**

We'll use your donation where it's needed most to support our work. From every \$1 you give, 74.2c directly helps us prevent blindness, restore sight and promote equality for people who are irreversibly blind. 25.8c keeps us running and helps raise the next \$1.

**54% Eye health**

- Social inclusion 10%
- Education 7%
- Policy and research 3%
- Fundraising and governance 26%

Payment Methods:

© Sightsavers. Registered charity numbers 207544 and SC038110.



# Sample Email for Fundraisers to Use

► Dear (Friends and Family)

I decided to help raise funds for my favorite charity .... Kids Forever. This is an amazing group. They believe every kid is awesome and that every kid has potential to be awesome and unlocks their sense of adventure. Through after school programs, week-end excursions, mentoring and coaching. And the kids thrive! 86% upped their grades. And they talk about developing strong friendships. This group rocks it!

It costs about \$360 to support one child's activities for 3 months. So I am trying to raise \$720 – to support a kid for 6 months.

Will you help me reach this goal? (Insert your fundraising page link here and direct your friends to go there.

Thanks for helping more kids become awesome.

(Your Name)



Now go forth to your  
peers and raise money!