



P2P Best Practices

Learn some great tips to make the most of your peer to peer fundraiser experience!



What is Peer-to-Peer Fundraising?

- With GiveGab, your organization can use Peer-to-Peer (P2P) Fundraising as a way to broaden your organization's reach and expand your donor base by utilizing the passionate supporters that you already have.
- Through peer-to-peer fundraising, your supporters can fundraise on behalf of your organization by creating a "mini-campaign" that champions for your cause.
- Peer-to-Peer fundraisers will have their own personal fundraising page tied to your giving day profile where they can set their own fundraising goal, share their personal story, and easily manage their fundraising page!



Finding your P2P Fundraising Champions

- Before you start inviting your donors and supporters to become fundraising champions, you will want to review your past and current supporters to identify those with a strong potential to become excellent fundraisers on your organization's behalf.
- Typically, organizations that have the best success with Peer-to-Peer fundraising actively recruit their **board members**. Board members make great Fundraising Champions because they already have an active and engaged role in your organization.
- **Social Media** such as Facebook, Twitter, Instagram, and Snapchat are also invaluable tools in getting the word out about your Peer-to-Peer Fundraising campaigns!



Finding Fundraising Champions, Cont.

- **When** you start recruiting and contacting Fundraising Champions depends entirely on your organization and the **type** of campaign you are running.
- If you are participating in a Giving Day, you might want to start recruiting fundraising champions several months in advance. However, if this is a smaller campaign or Fundraising Event such as a 5K or walk-a-thon, you may only need a few weeks to send out those invites to your potential fundraisers.



Clear Communication

- Make clear and approachable expectations for your Peer-to-Peer Fundraising Champions. You will be prompted to enter a Fundraising Goal for each of your Fundraising Champions on your Campaign, Event, or Giving Day profile editor. These should be measurable and achievable.
- Before you start inviting your supporters to fundraise on your organization's behalf, make sure your fundraisers **know** you are sending them an invite.
- You can let your supporters know that they will receive an invitation to become a Peer-to-Peer Fundraising Champion through a personal email message, in the mail, or through some other communication channel so that they are expecting and ready to accept the invitation!



Sending Out Invitations

- Once you have notified your donors that you will be sending out Fundraising Champion invitations, you can send out your invitations through your Admin Dashboard.
- Even though you will have already communicated with your donors about inviting them beforehand, you will want to compose an inviting and engaging invitation email that lets them know how much you appreciate their support and how essential the role they play in your fundraising efforts is to your organization.
- As soon as you invite your fundraisers, a fundraising page will be created for them, as well as login information. For this reason, it is important that your fundraisers agree to become fundraisers before you officially invite them.



Motivating Your Fundraisers

- Motivating your fundraisers can be as simple as holding a contest to incite some friendly competition or sending regular updates on your campaign progress. You can also host kick off parties or closing events to thank your fundraisers for their support.
- A fundraising champion party is a great way to kick-off a Peer-to-Peer Fundraising campaign. Kick off parties create wonderful opportunities to introduce your Peer-to-Peer Fundraisers and create a sense of community, collaboration, and celebration. They can also be a fun way to teach your supporters everything they need to know to become fabulous fundraisers.
- On GiveGab, you can create P2P teams! This is a collection of peer to peer fundraisers who can work together to reach a goal. This a nice, fun way to motivate your fundraisers. You can learn more about teams [here!](#)



Motivating Your Fundraisers cont.

- If your peer-to-peer fundraising opportunity is for an event that you are hosting in your community, having a closing party is also a great way to celebrate your fundraisers' hard work, and to reward the fundraisers who really stood out in their fundraising efforts!
- Consider offering food, drinks, games, and other networking opportunities to bring your fundraisers together and show them that they truly are a part of your organization!
- Want more information about how to host an awesome fundraising party? Check out this awesome blog post on [How to Host a Fundraising Champion Party!](#)



Managing your Peer to Peer Fundraiser

- To manage your own peer to peer fundraising page, you can head over to your peer to peer fundraising toolkit!
- **Story:** You can edit your story, change your goal, add a story image, or upload a video.
- **Make a Donation:** Be the first to support your fundraiser by making a donation right from your toolkit!
- **Reach Out:** Send emails to your supporters and access your contacts to get the message out to friends and family.
- **Share Socially:** From your toolkit, you can directly share your fundraiser to Twitter and Facebook to expand your reach!



Making an Eye-Catching P2P

- **Title:** The title of your page should reflect your organization, illustrate the reason you are fundraising, and capture the excitement which will make supporters want to set up their personal page on your organization's behalf.
- **Tagline:** This should be a quick, one sentence overview of your campaign.
- **Fundraising Goal:** In addition to setting up a fundraising goal for your organization's main campaign or event page, you will set up a goal that will display on the P2P pages for your P2P fundraisers. The goals that you set should be **S.M.A.R.T.** (Specific, Measurable, Achievable, Relevant, Time Bound).



Examples

Here are some examples of some great peer to peer fundraisers!

Bridget Cafaro's Fundraiser
2017 Dog Walkathon & 5K!

66% funded | \$655 raised | \$1,000 goal | 1 donor | 0 days left

[MAKE A DONATION](#)



Bridget Cafaro

I adopted my sweet pup from Logan's Pups and he's added so much joy and love to my life! I support Logan's Pups and the love they are able to provide families like mine by saving wonderful dogs like my Henry and helping them find homes.

About this Event

2017 Dog Walkathon & 5K!

Share this Fundraiser!



Your Fundraiser

Fundraising Toolkit

2017 Dog Walkathon & 5K!



Examples



Bridget Cafaro

I adopted my sweet pup from Logan's Pups and he's added so much joy and love to my life! I support Logan's Pups and the love they are able to provide families like mine by saving wonderful dogs like my Henry and helping them find homes.

About this Event

2017 Dog Walkathon & 5K!

A 5K and Walkathon for the dogs.



Saturday, September 17, 2016

Register to walk or run in our Annual Dog Walkathon & 5K to support our pups!

Day: Saturday September 17th!

Time: 10am-2pm

Location: The Community Park

Fee: \$15 for walkers or \$25 for runners

Details: Parking behind the field house!

We hope to see you there!!

Share this Fundraiser!



Recent Donors

Bridget Cafaro	\$155.00
Bridget Cafaro	\$500.00

[View All Donors](#)

About the Organization



Logan's Pups

[View Website](#)

[View GiveGab Profile](#)

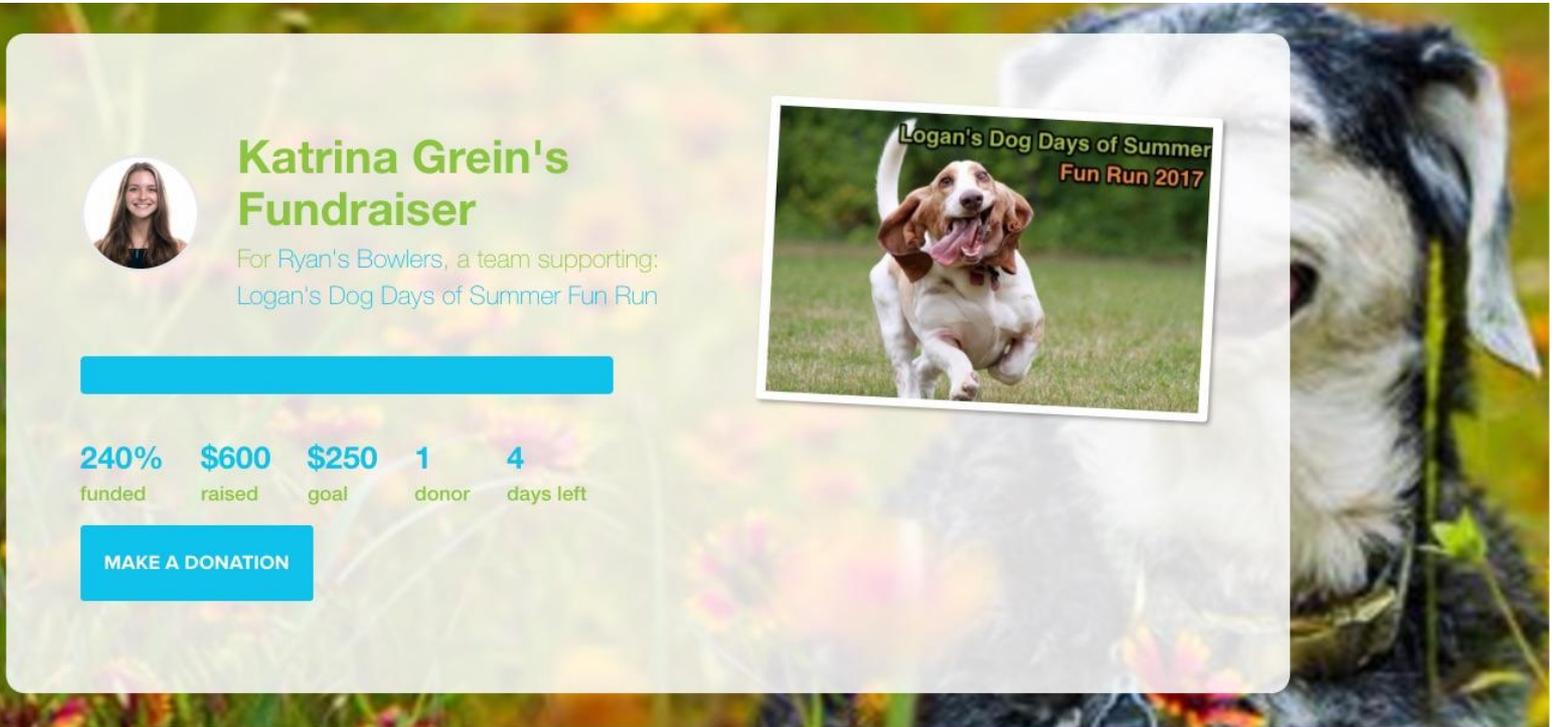
Support our cause of helping senior dogs find loving homes. Our dogs have come from all walks of life and have experienced different levels of care over the years. We just want to provide them with a loving home who will embrace these snuggly pups and their gray hair.

[Your Fundraiser](#)

[Fundraising Toolkit](#)

2017 Dog Walkathon & 5K!





 **Katrina Grein's Fundraiser**
For Ryan's Bowlers, a team supporting:
Logan's Dog Days of Summer Fun Run



240% funded \$600 raised \$250 goal 1 donor 4 days left

[MAKE A DONATION](#)



Katrina Grein

I support the Pups at Logan's Pups because I believe old pups deserve loving homes!

About this Campaign

Share this Fundraiser!





Katrina
Grein

I support the Pups at Logan's Pups because I believe old pups deserve loving homes!

About this Campaign

Logan's Dog Days of Summer Fun Run

A fun run for the pups!

 *Friday, August 04, 2017 through Friday, August 04, 2017*

The summer months can be a particularly hard time for all dogs, but particularly for older ones that find it harder to stay cool and hydrated. Because of this, our operating costs spike during the hottest months of the year as we try to keep our pups healthy and comfortable. In response to this, we are asking for help from you, our awesome supporters, in raising funds to cover the costs to make this summer a fun, happy, and safe season for all of our pups at Logan's Pups! On August 4 we will be hosting our first annual Logan's Dog Days of Summer Fun Run at the Community Park in Ithaca NY. There will be food and live music in addition to the run and a \$5 admission for non runners. Thank you all in advance for your participation and support of what we do here at Logan's Pups!

[MAKE A DONATION](#)

Share this Fundraiser!



Recent Donors

Katrina Grein

\$600.00

[View All Donors](#)

About the Organization



Logan's Pups

[View Website](#)

[View GiveGab Profile](#)

Support our cause of helping senior dogs find loving homes. Our dogs have come from all walks of life and have experienced different levels of care over the years. We just want to provide them with a loving home who will embrace these snuggly pups and their gray hair.





Nonprofit Giving Platform

For more information on peer to peer fundraising, feel free to check out our help center! We have great articles and tips, such as [this best practices article](#).

Have questions? Email us at customersuccess@givegab.com