Set Yourself up for Success with Peer-to-Peer Fundraising!

Wednesday, May 15, 2019
Tony Beall

Trainer, Sanford Institute of Philanthropy
YOU’VE GOT A CAUSE.
LEARN HOW TO **FUND IT**.
Give us a tag! 

#SIPwebinar 

@sanfordinstituteofphilanthropy
@sanfordinstitut
sanford institute of philanthropy

© 2019 Sanford Institute of Philanthropy
YOUR PRESENTER

Elizabeth Hilbert
Product Marketing Manager
Classy.org
Objectives

What is peer-to-peer fundraising?

Why peer-to-peer fundraising?

Types of peer-to-peer campaigns

How to launch, run, and wrap up a successful campaign
POLL

Does your organization currently have a peer-to-peer fundraising program?

Yes, we have a well-established program.

We’ve tried it before!

No, but we want to try it out!

I’m not familiar with “peer-to-peer”

Other
Tell us in the Chat box!
What is peer-to-peer fundraising?
WHAT IS **PEER-TO-PEER FUNDRAISING?**

Crowdfunding

Peer-to-Peer

Fundraising Pages

Your Campaign Page
Instead of asking your supporters to make a gift, you ask your supporters to set up *fundraising pages* and *solicit gifts on your behalf*. 
An average peer-to-peer fundraiser raises **$559** from **7 donors**

- Average gift size on Classy peer-to-peer campaigns is **$104**
- Peer-to-peer campaigns attract the **youngest donors** on the Classy platform
- Peer-to-peer campaigns have among the **highest donation page conversation rates** on Classy (41-56%)
- Peer-to-peer fundraisers typically raise **4-6X** what the typical donor would give, so this is a great way to advance your online fundraising by leaps and bounds.
WHY peer-to-peer fundraising?
WHY PEER-TO-PEER FUNDRAISING?

- Great **channel** for **new donor acquisition**
  - Average peer-to-peer fundraiser raises $559 from 7 donors
WHY PEER-TO-PEER FUNDRAISING?

• Great **channel** for **new donor acquisition**
  • Average peer-to-peer fundraiser raises $559 from 7 donors

• A new way for supporters to **engage** with your organization
  • 87% of Millennials and Gen X-ers say they would create a Peer-to-Peer fundraiser for organizations they support
WHY PEER-TO-PEER FUNDRAISING?

• Great **channel** for **new donor acquisition**
  • Average peer-to-peer fundraiser raises $559 from 7 donors

• A new way for supporters to **engage** with your organization
  • 87% of Millennials and Gen X-ers say they would create a Peer-to-Peer fundraiser for organizations they support

• Creates **new streams of revenue** that you can depend on **year-round**
Types of Campaigns
Time-bound campaigns

JOIN US FOR H:20

WILL YOU ACCEPT OUR 20-DAY WATER CHALLENGE?

319 MILLION. That is the number of men, women, and children who do not have access to clean water in sub-Saharan Africa. Water, provided alongside sanitation and hygiene training, plays a significant role in building healthy communities, facilitating equality, and advancing the education of the next generation.

By pledging to drink only water for the 20 days leading up to World Water Day on March 22, you can help Blood:Water empower our local partners in their work to end the water crisis in Africa. When you give up your daily coffee run, forego your favorite soda at lunch, or pass on that adult beverage at dinner, and drink water instead, you can make a huge difference in not only your own health, but the health of someone in Africa, too.

Just create a fundraising page, donate the money you save by drinking only water, and ask your friends and family to support you. They can even take part in the challenge by joining your team!

WATER YOU WAITING FOR?
Birthdays & Weddings

CELEBRATE people with special needs
by giving up your celebration...

$61,153 Raised
$150,000 Goal

HOW IT WORKS:

Give up your birthday, wedding, anniversary or other celebration gifts to raise funds for Night to Shine and be a part of this worldwide movement!

By giving up YOUR celebration, you are helping to celebrate others!

Don't have a celebration any time soon - no worries! Run, hike, sell lemonade, shave your head... you can do almost anything to raise funds for the kings and queens of the prom!
Board & Staff Campaigns

Top Individuals

Emile Frison
$6,716 raised (335%)

Sara Scherr
$4,133 raised (83%)

Kay Quam
$3,193 raised (106%)

Seth Shames
$2,520 raised (50%)

Barbara Rose
$2,000 raised (100%)

Louis Wertz

$1,545 Raised

Join in to support EcoAgriculture Partners!

Story

I believe in this organization, and we need your help!

The work that EcoAgriculture Partners does is unique in the world: while many organizations talk about working to help people and nature, we're one of very few that is working to build the systems that allow people to help themselves and nature at the same time.

Please help me support Landscape Leaders who are reversing the trajectory of environmental and ecosystem degradation by making a donation to EcoAgriculture Partners through my page. The process is fast, easy and secure.

Thanks so much for your support... and please don't forget to send this page to any friends you think might be interested in donating!
Corporate & Community Partners

Oregon Lawyers Against Hunger
Fighting hunger since 1997

$120,115 Raised $170,000 Goal

Top Teams

Lane Powell
$22,868 raised (152%) 0 members

Tonkon Torp LLP
$13,882 raised (63%) 0 members

Stoel Rives LLP
$5,601 raised (56%) 0 members

Ball Janik LLP
$5,559 raised (371%) 0 members

Klarquist Sparkman
$5,218 raised (261%) 0 members

BECOME A FUNDRAISER
DONATE NOW
Third Party Events

Host an event
To support people affected by traumatic brain injury

Where do you come in? Host a film screening of The Crash Reel, a dinner party with friends, trivia night at your local pub, jam session -- to build awareness for TBI and raise funds for our growing Yoga program. However you choose to take action, do it so more people with TBI can experience the healing power of yoga and meditation.
How do I get started?

Awesome! I’m in!
How to **start** a peer-to-peer program
HOW TO START A PEER-TO-PEER PROGRAM

1. Start **small**

2. Determine your **goals**
   - Internal goals
   - External goals

3. Plan your campaign
   - Timeline
   - Messaging/communications
   - Build campaign page
How to **Recruit** Fundraisers

Start with your *closest*, most ardent supporters

Take a **personal approach** to the ask

Tie the ask to the **mission** of your organization

Emphasize the **support** they’ll get from you as they fundraise
Kickstarting Your Campaign

Get all your fundraisers together to set up their fundraising pages!
• Build excitement & create buy-in

Provide tips & tricks, fundraising resources, best practices
During Your Campaign

Ensure your fundraisers feel supported

Stay in close communication with your fundraisers!

- Offer yourself up as a resource
- Facebook groups for fundraisers
- Coaching/motivation emails
- Provide "dummy emails/posts", assets for social media, profile photo frames, etc.

Pro Tip: Even if you don’t have a designer on staff, you can use free online tools like Canva to create professional-looking graphics for email and social
Campaign **Metrics** that Matter

% of transacting fundraisers

Average $ raised / average # of gifts per fundraiser

Pay special attention to 2 groups:

- Rockstars
- Inactive fundraisers
Fundraising incentives are a great way to **engage** and **motivate supporters** throughout a Peer-to-Peer campaign.

Make it **creative** and tied to your mission:
- Something your **supporters** will care about.

You do **not** have to spend much, or ANY, money on this.
At the End of Your Campaign

Say thank you, thank you, thank you!

Sincerely thank your fundraisers

Follow up with your NEW DONORS!

Survey your fundraisers

Host a campaign retrospective
Peer-to-peer fundraising can be a great addition to your year-round fundraising strategy.

While peer-to-peer fundraising requires planning and hard work, it offers unique benefits to your organization and supporters.
Don’t forget to download the handout!
RESOURCES

eBook: The Anatomy of A Successful Peer to Peer Fundraising Campaign

Customizable Fundraising Tip Sheet

The Classy Blog: Peer to Peer Fundraising Knowledge Base

HANDOUT
Questions?

Please send them in the chat!
CONTACT

ELIZABETH

Elizabeth Hilbert
Product Marketing Manager
Classy.org

/ in/ ElizabethHilbert
DON’T MISS OUR NEXT WEBINAR!

Diversity, Equity & Inclusion Series: Prospecting for Diverse Major Donors

June 19, 2019
11:00am – 12:00pm PST
2:00pm – 3:00pm EST

Register Today!
THANK YOU!

We’d love to hear your feedback.

Please take our survey!!