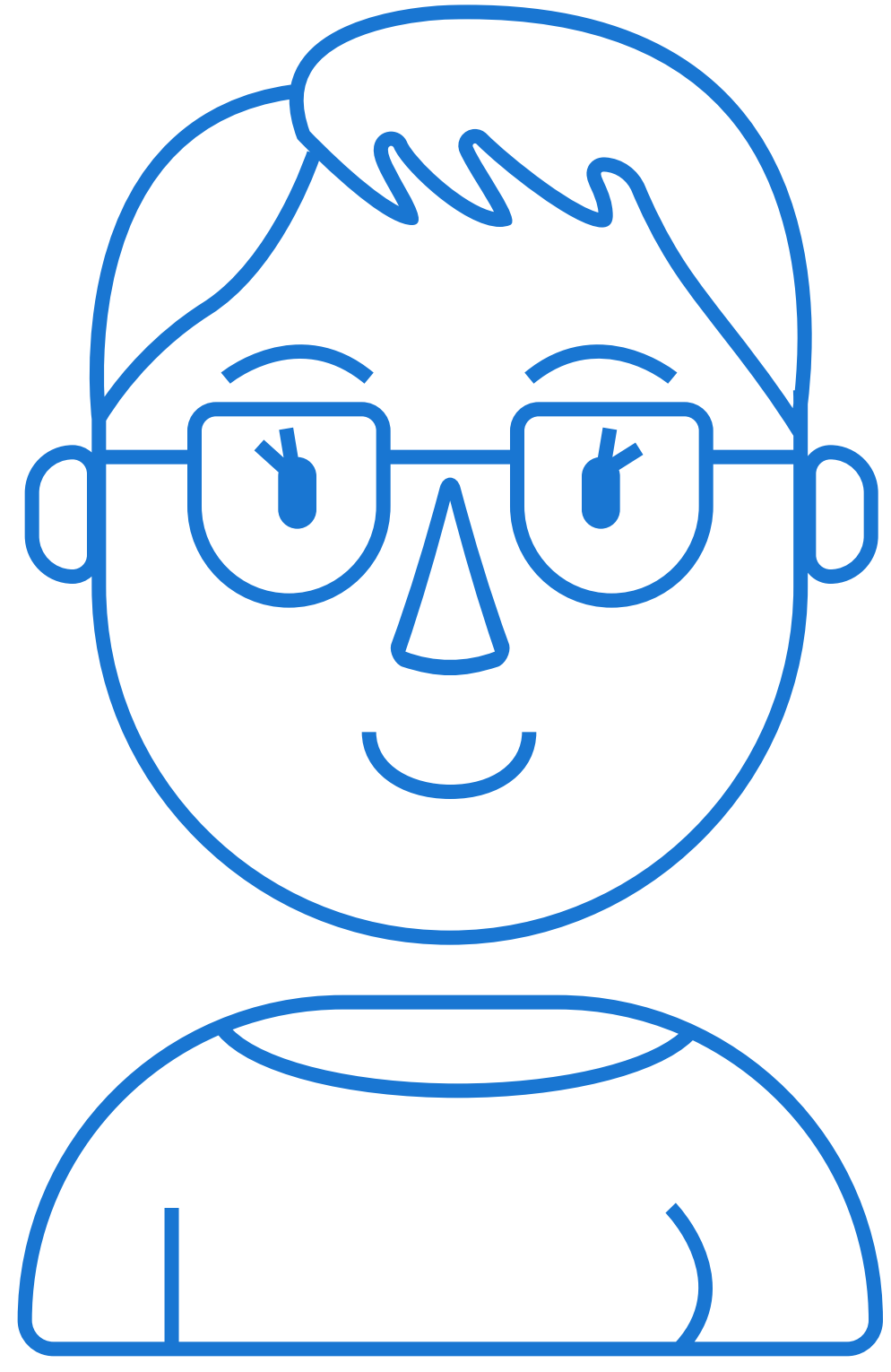


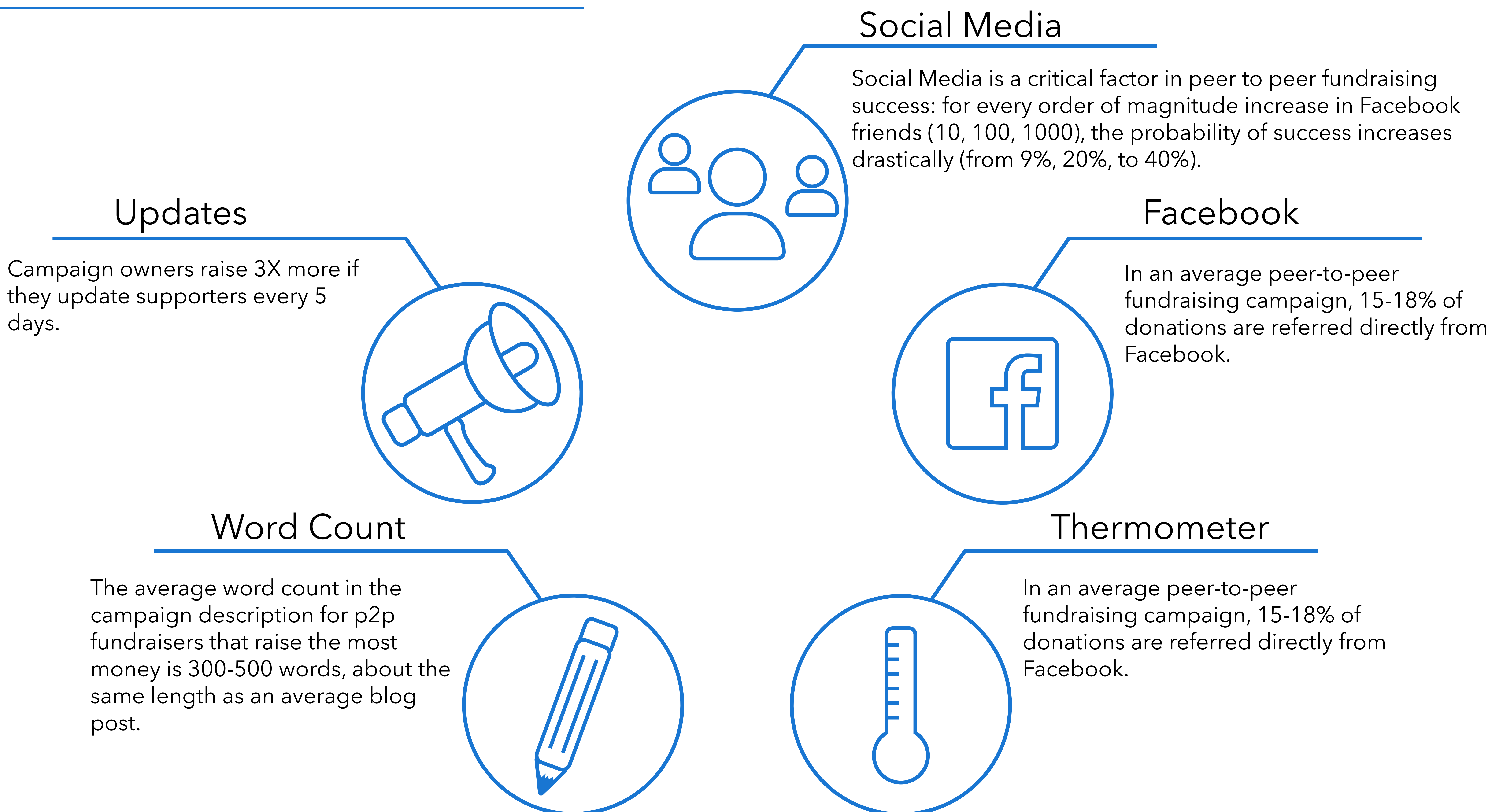
Peer-to-Peer FUNDRAISING

FAST FACTS



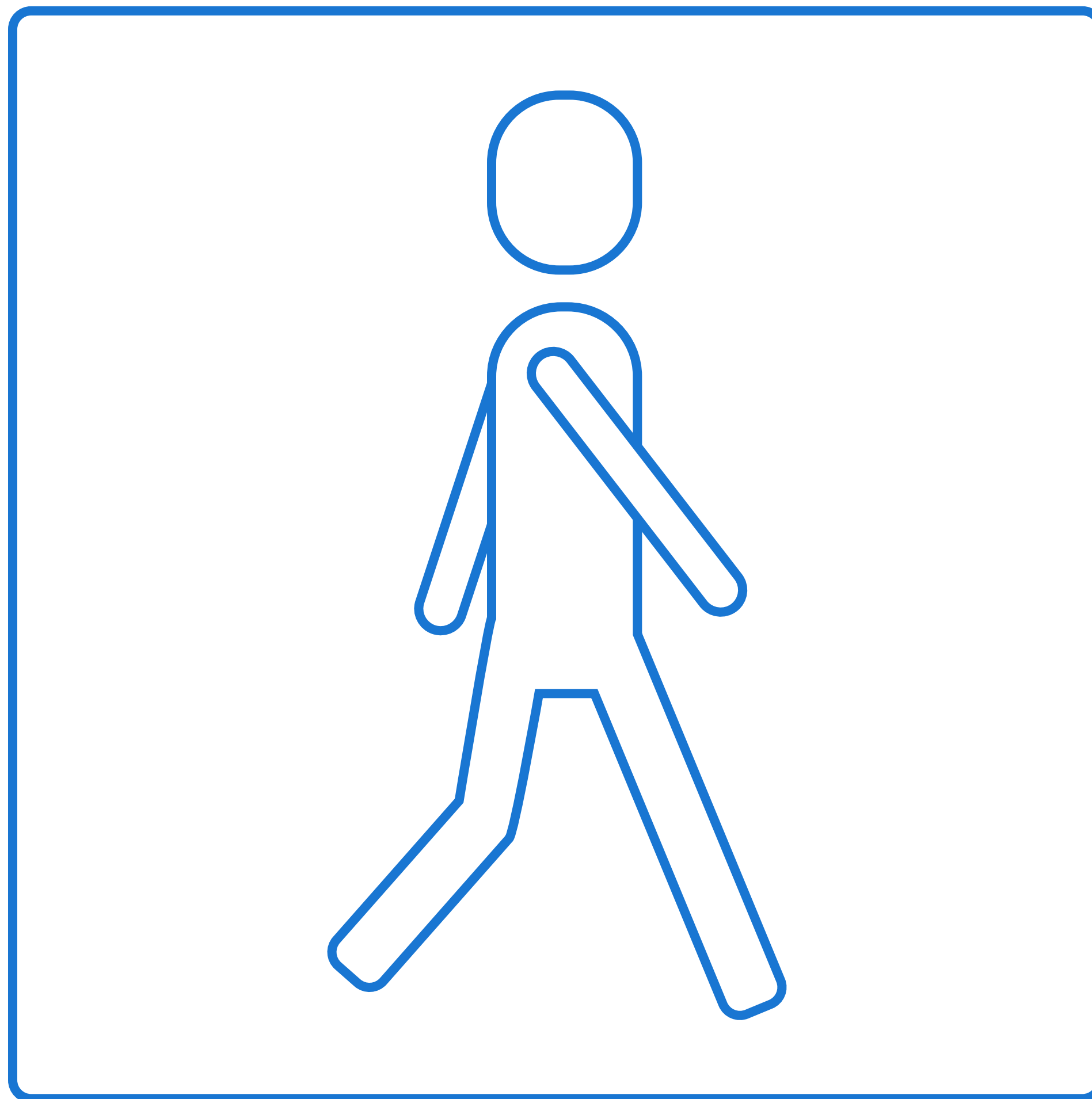
1. Nearly 1/3 of all online donations were made through peer to peer fundraising.¹
2. Social fundraising dollars grew by 70% between 2013-2014.¹
3. 14% of donors worldwide have created an online peer-to-peer fundraising campaign.²

PROMOTION²

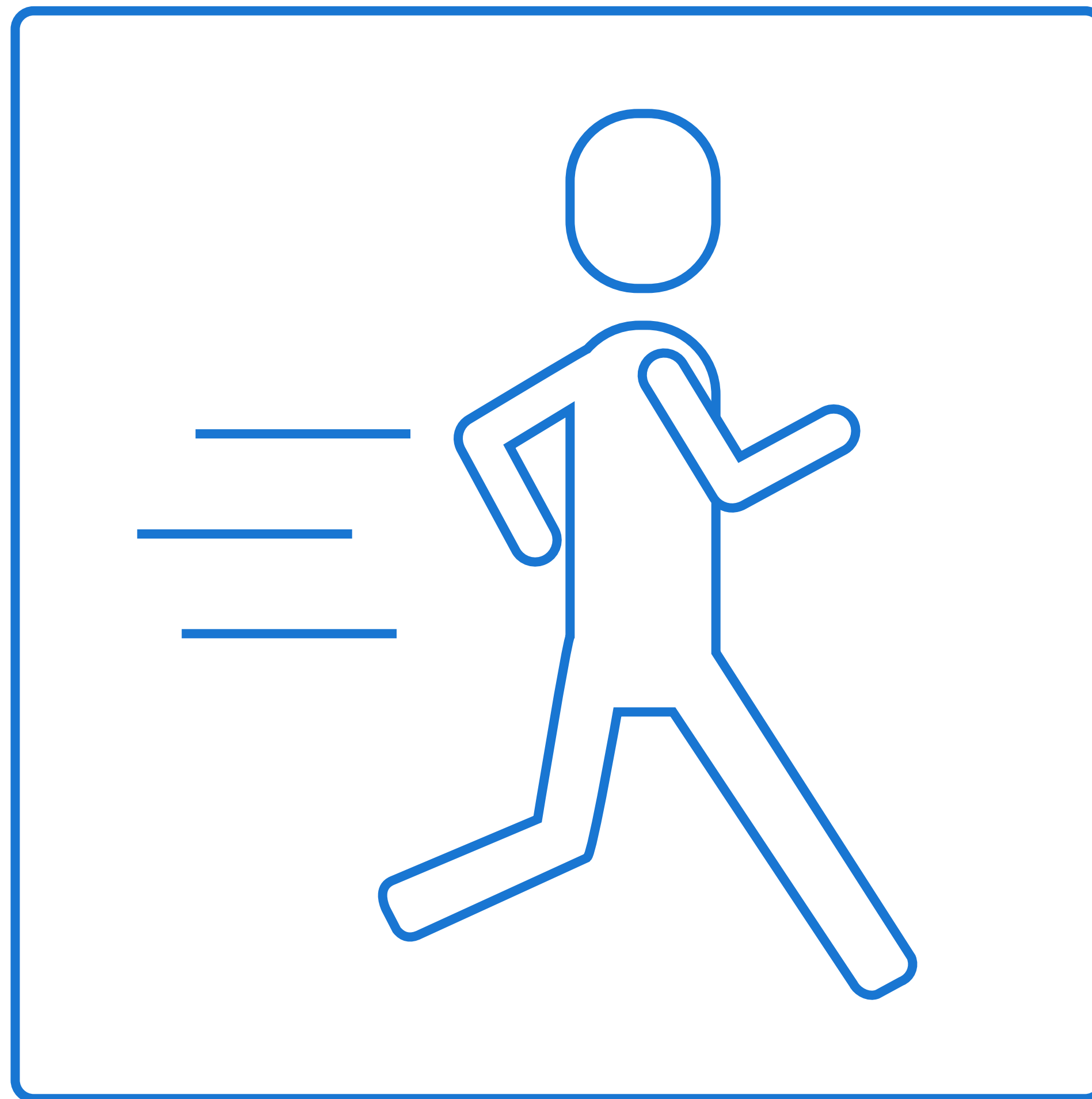


EVENTS³

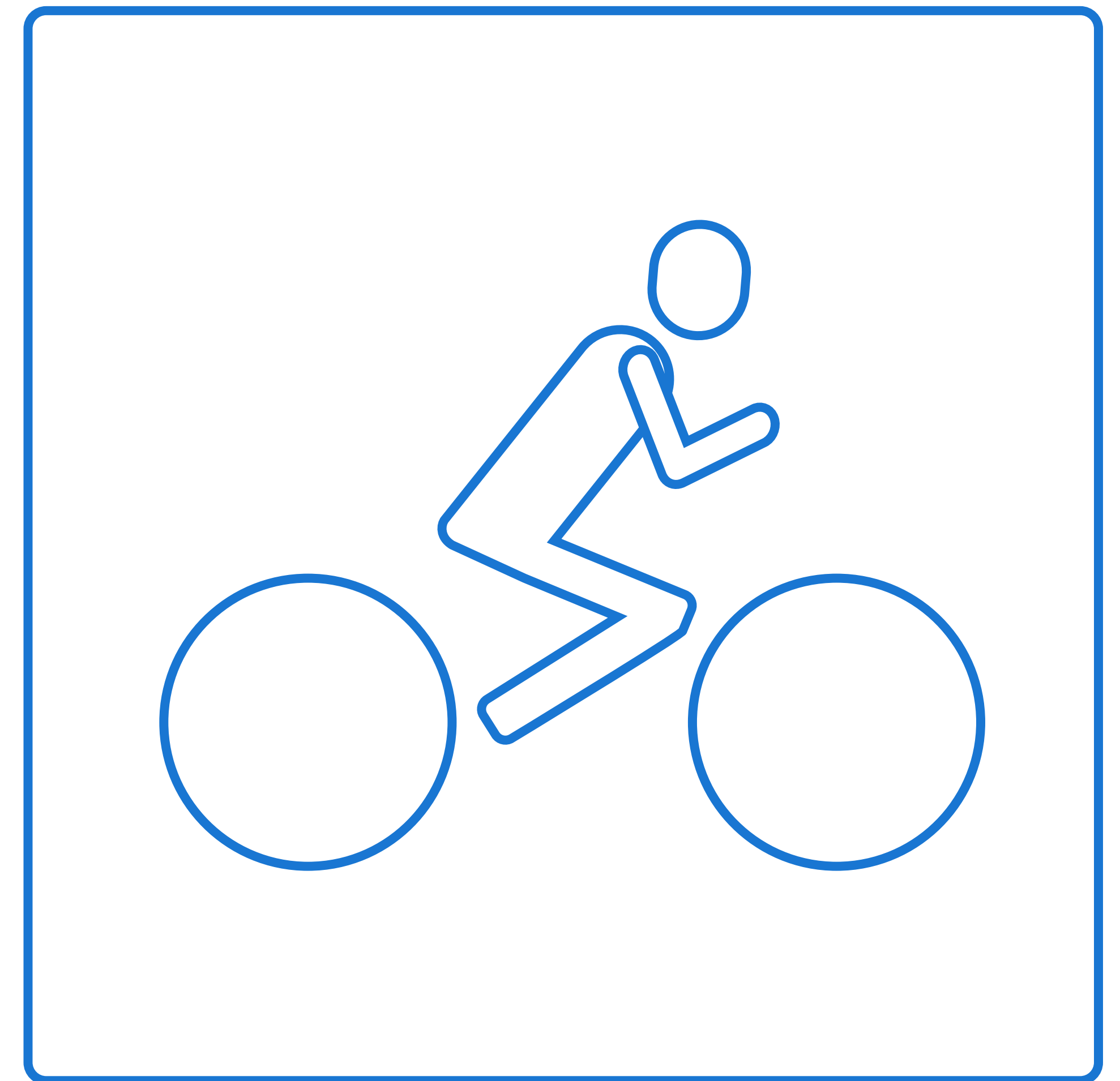
Walking



Running



Cycling



- Returning participants raise significantly more than new participants. In Walk events, **a returning participant secures three times the contributions** a new participant raises!
- Just **3% of 5K participants are responsible for 65% of the donation revenue**. And **13% of walkers bring in 84% of event donation revenue**.
- **Participants who send emails can raise between 2 and 11 times more** than those who do not use email tools. When participants use the online tools given to them, they raise more money.
- Participants who **update their personal page raise between 7 and 18 times more** than participants who do not update their pages.
- Women sign up in greater numbers, lead more teams, and raise more money than men in every peer-to-peer category except Cycling. Expect to see **five women for every two men** in your Walks and 5Ks.
- Team captains and team members do the heavy lifting in most event categories. In Cycle events and 5Ks, **teams raise 85% and 76% of donation revenue**, respectively. In the Walk category, **91 cents of every dollar raised comes from teams**.

Sources:
¹Donor Engagement Study: Aligning Nonprofit Strategy with Donor Preferences
²<https://nonprofitssource.com/online-giving-statistics/>
³2016 Peer-to-Peer Fundraising Study