



# The season for peer-to-peer

Why social fundraising works best for holiday giving

# Welcome



## Hannah

**Title:** Senior Success Specialist

**Bio:** She works directly with the largest charities, events, corporate and entertainment accounts to help them raise more money than they ever thought possible for their causes. When she's not helping to change the world, Hannah can usually be found traveling and daydreaming about the perfect french fry.



## David

**Title:** Senior Success Specialist

**Bio:** He has a nonprofit and events background and is here to help organizations like yours master the art of social fundraising. You may know him from his roles on previous webinars for the NYC or Boston Marathons. In his free time, you can find David playing sports or enjoying a local craft brew.

# What we'll cover in this online sesh

- All the details about the 2018 CrowdRise by GoFundMe Holiday Challenge
- Defining peer-to-peer fundraising and its benefits
- Why you should use peer-to-peer this #GivingTuesday & holiday season
- Incorporating peer-to-peer fundraising into your holiday events
- We're hoping this webinar encourages you to add or expand your peer-to-peer efforts this holiday season

# CrowdRise by GoFundMe Holiday Challenge

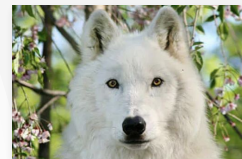
**\$300,000 to go to nonprofits**

**NOVEMBER 26, 2018 - JANUARY 2, 2019**

A friendly fundraising competition supporting the nonprofit community with **\$300,000 in prizes**. Rally nonprofit supporters to donate, fundraise, and amplify giving for your cause. See how your organization can participate.

\$100,000 First place grand prize  
\$50,000 in prize on #GivingTuesday  
Additional \$150,000 in prizes

Learn more at: [crowdrise.com/holidaychallenge](https://crowdrise.com/holidaychallenge)



## QUICK

# What is peer-to-peer fundraising

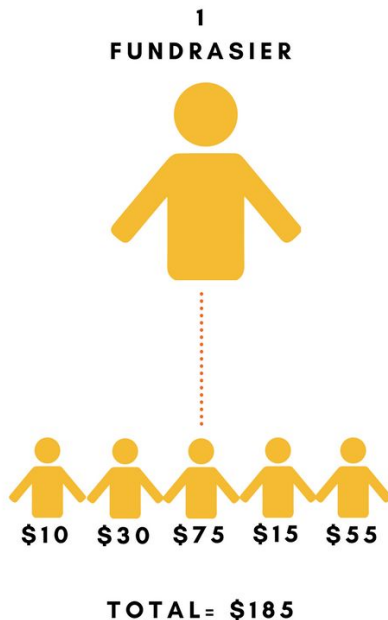
- Leveraging supporters to raise money on the nonprofits behalf
- One way to go #BeyondTheDonation
- A powerful action of social fundraising
- Supporters can fundraise on their own, or as part of a nonprofit campaign or event



# Turning a \$25 donor into a \$250 fundraiser can change the game

Why stop with one single donation? What would happen if you got your supporters to do more?

Now, instead of reaching out to someone for one potential donation, you're gaining access to the power of social fundraising and their entire network of potential donors.



# Why you should use social fundraising over the holiday season

- #GivingTuesday is the social giving day
  - It's fueled by the power of social media and collaboration and is inherently social in nature
  - Make sure supporters aren't just aware of the day but how it started and what it means
- #GivingTuesday is proof social fundraising works
  - CrowdRise is at the forefront of social fundraising
  - Helping nonprofits access the networks of their supporters



# Peer-to-peer this holiday season

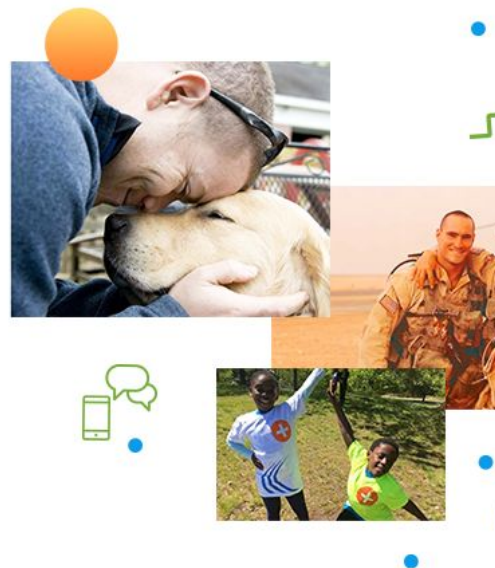
- The holidays bring out the giving spirit
  - People are in the giving mood - they are looking to do more
- It's a great way for first-time fundraisers to jump right in
  - The holidays make the ask easier
  - Ask for donations to their fundraiser in lieu of gifts
  - Remind their network of end-of-year-giving for tax deductions
- Supporters attach to an existing nonprofit campaigns
  - Share their personal connection to the cause





# Adding peer-to-peer to a holiday campaign

- Functionality
  - Look for a platform that allows them to be part of your nonprofit's campaign
  - Add a fundraise button, in addition to a donate button, to emails, website, messaging etc.
- Make sure supporters are aware of their options
  - Give, fundraise, share, purchase tickets, etc.
  - Inspire them with #GivingTuesday and the holiday season
  - Provide them with templates & support



# The CrowdRise by GoFundMe Holiday Challenge

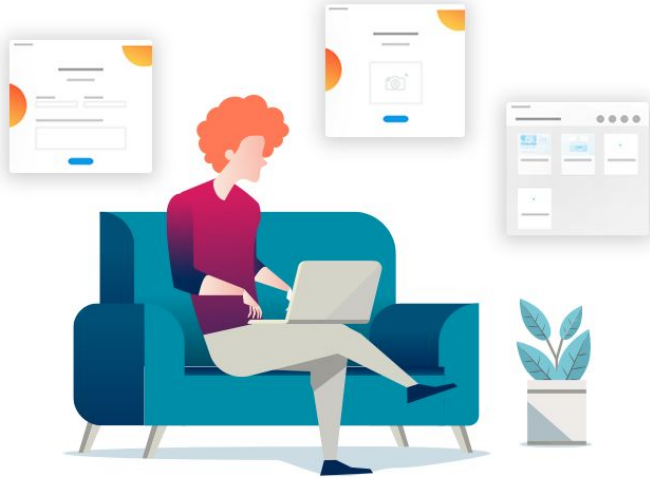
- Launching **Monday, November 26th at 12pm ET** (the day before #GivingTuesday) and lasting through January 2nd at 1:59:59pm ET, the Challenge is designed to help nonprofits leverage their peer-to-peer communities in order to raise money for your cause and compete for cash prizes along the way.
- #GivingTuesday prizes - 1st \$35,000, 2nd \$15,000, and 3rd \$5,000
- Grand prizes for the entire Challenge - 1st \$100,000, 2nd \$50,000, 3rd \$30,000, 4th \$15,000, and 5th \$5,000
- Additionally, a \$20,000 prize on December 31st and Bonus Challenges along the way totalling another \$25,000 in prize money
- To check it out - type "SIGN UP" in the chat box and we'll send you the link

# Is the Challenge right for you?

- The Challenge is designed to help nonprofits win big prizes to further their work
  - Leveraging the power of their peer-to-peer community.
- It's an incredible fit for nonprofits with...
  - past peer-to-peer fundraising success
  - an active community who are asking to do more
  - a desire to maximize their holiday season
- Plan your messaging and rally your supporters accordingly
- Use the Challenge prizes as a way to rally your supporters



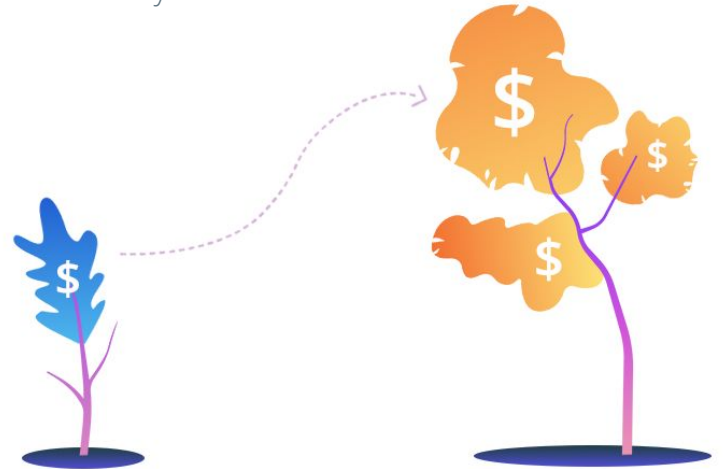
# Using peer-to-peer with your holiday event



- Many holiday events include a registration fee or a purchased ticket
- Why not have them fundraise for their registration or ticket instead?
  - Most people trying to fundraise the \$100 don't end exactly at \$100
  - If they really don't want to fundraise - they can just make a donation to themselves to hit the goal and "pay" for the ticket
  - On CrowdRise you can set a Fundraising Minimum to ensure they raise a minimum commitment amount in order to participate in the event
- Supporters can fundraise as individuals, teams, or individuals on teams
  - Goals & minimums can be set at both the team and individual level

# Using peer-to-peer incentives to raise even more

- An incentive is a give away as a prize in exchange for a donation or money raised for your campaign
- Types of incentives
  - Sweepstakes = “a chance to win”
  - Contests = raise the most
- Why use incentives?
  - Injects energy & competition into fundraising
  - Nudges low or \$0 raisers to get involved
  - Keeps momentum going throughout campaigns
- Beware - incentives do require a legal set of rules, make sure you're compliant





# Recruiting peer-to-peer fundraisers

- Start with your all-stars
  - Leverage your most passionate supporters first to get things started
    - Board members
    - Volunteers
    - Partners
- Use the all-star campaigns as examples to explain peer-to-peer to your community
  - Share their methods to show best practices
- Build a community of success stories to make it even less intimidating to newcomers

# Finding peer-to-peer fundraisers

- Donors - it's an easy next step to fundraise
- Volunteers - already dedicating to your cause
- Board Members or Junior Board Members - tech-savvy, well-connected, and loyal
- Employees - they care the most about your cause
- Recipients of your services - as people who have benefitted from your services
- Event participants - they've already taken an action of support





# Messaging peer-to-peer fundraisers

- Present a call to action
  - Ask them to fundraise alongside you
- The impact they can make as a fundraiser
  - Show them the tangible impact they can have
- Give clear expectations
  - Running a campaign & reaching out to their network
- How you will support them
  - Resources, email drafts, social media templates and how-to's



# Final Thoughts



Turn donors into fundraisers



Embrace the social nature of  
#GivingTuesday &  
the holiday season



Join the 2018  
CrowdRise by  
GoFundMe Holiday  
Challenge



Add peer-to-peer to  
your event fundraising

For help

**NPOsupport@gofundme.com**

- Ask more questions
- Campaign help
- Campaign strategies

Emailed to you tomorrow:

- Recording of this webinar
- Download of the slides

*If you want to see more of the premium CrowdRise by GoFundMe features...  
type **"DEMO"** into the question box - and someone will reach out*

