

Tactics Are Not Enough:

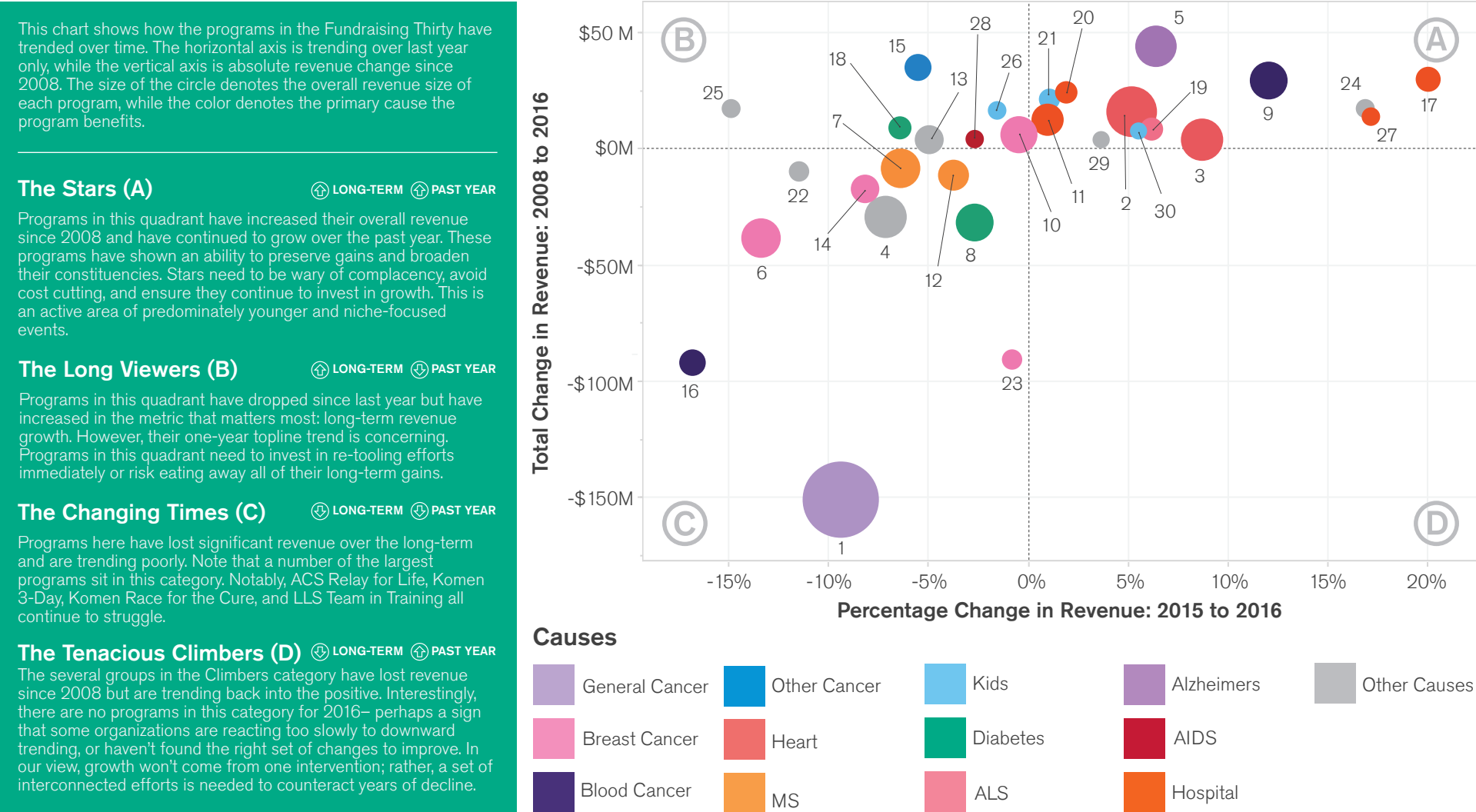
What the Latest P2P Fundraising Trends Reveal About How to Create Transformative Growth

For over a decade, the Peer-to-Peer Fundraising Thirty has been an important resource for peer-to-peer fundraising performance. Plenty is proud to be the analyst and key thought leadership partner of the study and the conference since its inception.

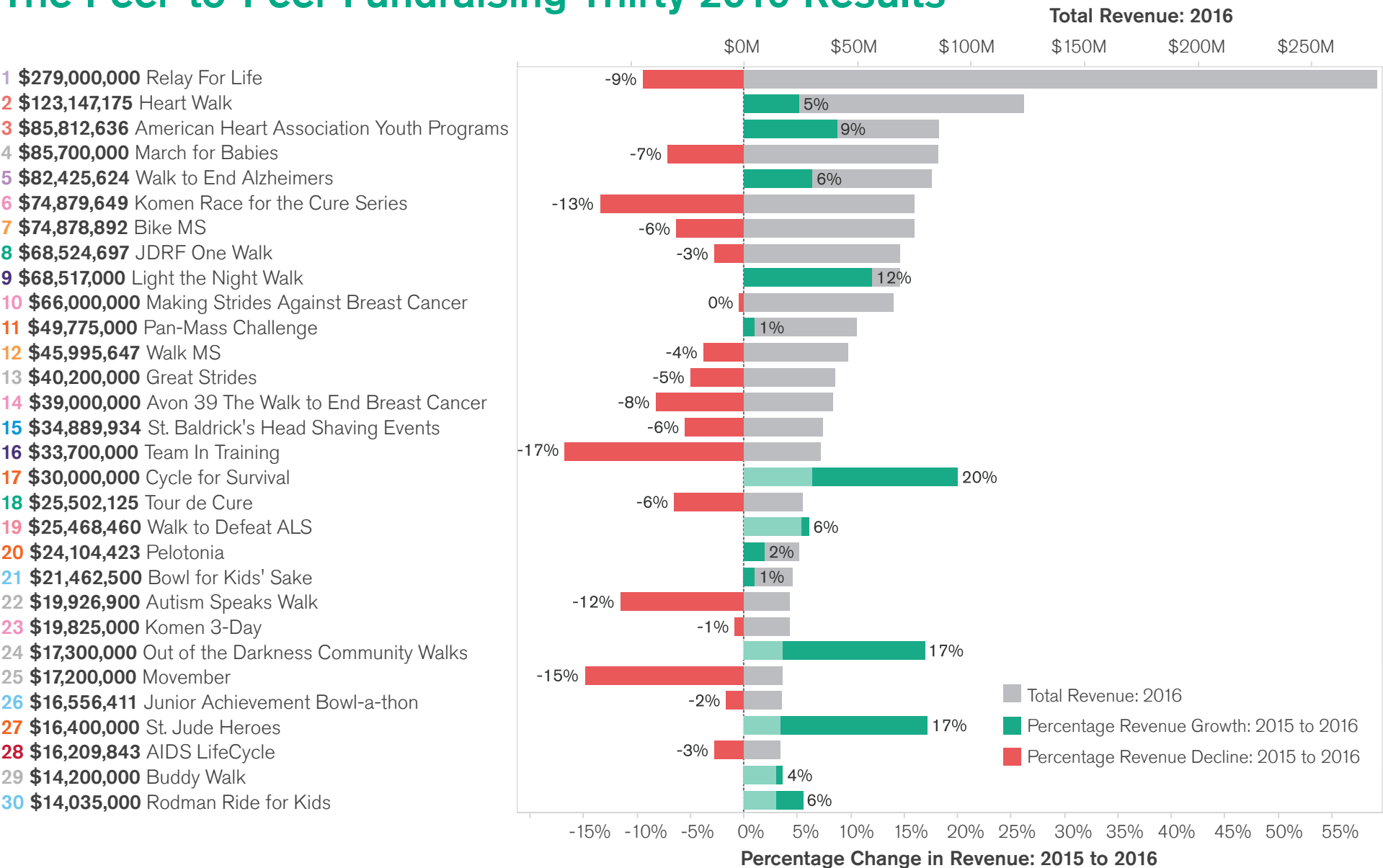
The Fundraising Thirty is an index, similar to the Dow Jones Industrial Average — it does not catalog the entire expanse of the peer-to-peer universe, but rather follows a sample of some of the largest and most compelling campaigns in the space. Once again this year, the Fundraising Thirty has shown itself to be a useful and fascinating microcosm of the intricacies and complexities of the entire philanthropic space. Some traditionally stalwart brands have experienced another year of erosion, while many younger and more modern programs have enjoyed double-digit growth. It reminds us that in our wired, interconnected world, change is the only constant — and today's charities must be willing to evolve, reinvent, and invest to grow.

And, it illustrates once again that there is no silver bullet for growth — rather, sustained growth comes from a holistic worldview, authentic branding, cohesive strategy, and well-supported teams. Growth is about helping people find their authentic passions — and unlocking your own in the process.

The Peer-to-Peer Fundraising Thirty Over Time



The Peer-to-Peer Fundraising Thirty 2016 Results





Tactics are Not Enough

At Plenty, we've raised well over one billion dollars for incredible causes like yours. And that's why we know that great results don't simply come from great tactics. They come from passion, alignment, courage, and authenticity. Our clients are idealists. Their revenue goals are critical. But their goals serve a larger purpose: Massive positive change.

Massive change takes resources. Attracting those resources requires the courage to focus and the willingness to be different. Being different takes aligned leadership. And that kind of courageous leadership calls people to be their whole, authentic selves and to enlist others to do the same.



We offer services in five key areas that are the cornerstones of transformational growth: **fundraising, strategy, leadership, community, and wellbeing**. In each area, we offer a set of experiential services designed to help you discover your opportunities, develop your campaigns, fuel your people, and succeed in your plans for growth. Our holistic approach typically creates growth of 15% or more in the first year alone.

Tactics are not enough — but you are. You're an idealist. You don't need another gimmick. You need your full self, and some other idealists to help you uncover it. We're ready to help.

To learn more about our work, visit www.plentyconsulting.com/services, or contact us at hello@plentyconsulting.com to talk to us about our immersive, experiential, and groundbreaking service packages.

