# 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

This chart shows how the programs in the Fundraising Thirty have trended over time. The horizontal axis is trending over last year only, while the vertical axis is absolute revenue change since

## The Stars (A)

TONG-TERM PAST YEAR

Programs in this quadrant have increased their overall revenue since 2008 and have continued to grow over the past year. These programs have shown an ability to preserve gains and broaden their constituencies. Stars need to be wary of complacency, avoid cost cutting, and ensure they continue to invest in growth. This is an active area of predominately younger and niche-focused

### The Long Viewers (B)

C LONG-TERM ( PAST YEAR

Programs in this quadrant have dropped since last year but have increased in the metric that matters most: long-term revenue growth. However, their one-year topline trend is concerning. Programs in this quadrant need to invest in re-tooling efforts

#### The Changing Times (C) 🕀 LONG-TERM 🕀 PAST YEAR

programs sit in this category. Notably, ACS Relay for Life, Komen 3-Day, Komen Race for the Cure, and LLS Team in Training all

## The Tenacious Climbers (D) OLONG-TERM OPAST YEAR

there are no programs in this category for 2016– perhaps a sign that some organizations are reacting too slowly to downward trending, or haven't found the right set of changes to improve. In our view, growth won't come from one intervention; rather, a set of



ALS

Hospital

## The Peer-to-Peer Fundraising Thirty 2016 Results

Blood Cancer

MS



To learn more about how you can measure and improve the ROI of your P2P fundraising program(s), download Plenty's free e-book "More From Many: Creating Powerful Peer-to-Peer Movements" at: plentyconsulting.com/p2p-movements

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AS PRESENTED AT THE PEER-TO-PEER PROFESSIONAL FORUM peertopeerforum.com





# **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.



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.

