



# 4 Practical Ways to Inspire Your Peer-to-Peer Participants

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Tuesday, February 23, 2021 | 2:00-2:45 p.m. EST



## Learn to raise more online!

Qgiv is an online fundraising platform that makes it easy for nonprofits of all sizes to raise more money online.

We put special emphasis on building tools that make it easy for you to make your donors feel like superheroes. We've got solutions for every nonprofit, including year-round fundraising tools, text giving, peer-to-peer fundraising, and more.

Want to learn how to raise more money online? We'd love to show you!

Visit us at [www.qgiv.com](http://www.qgiv.com)

We're recording this webinar! **We'll send you a copy** after the webinar is complete.

Feel free to ask questions! **Use the questions box** to the left to ask your questions: we'll answer them in a Q&A section at the end of the presentation!

# Why is inspiring participant engagement so important?

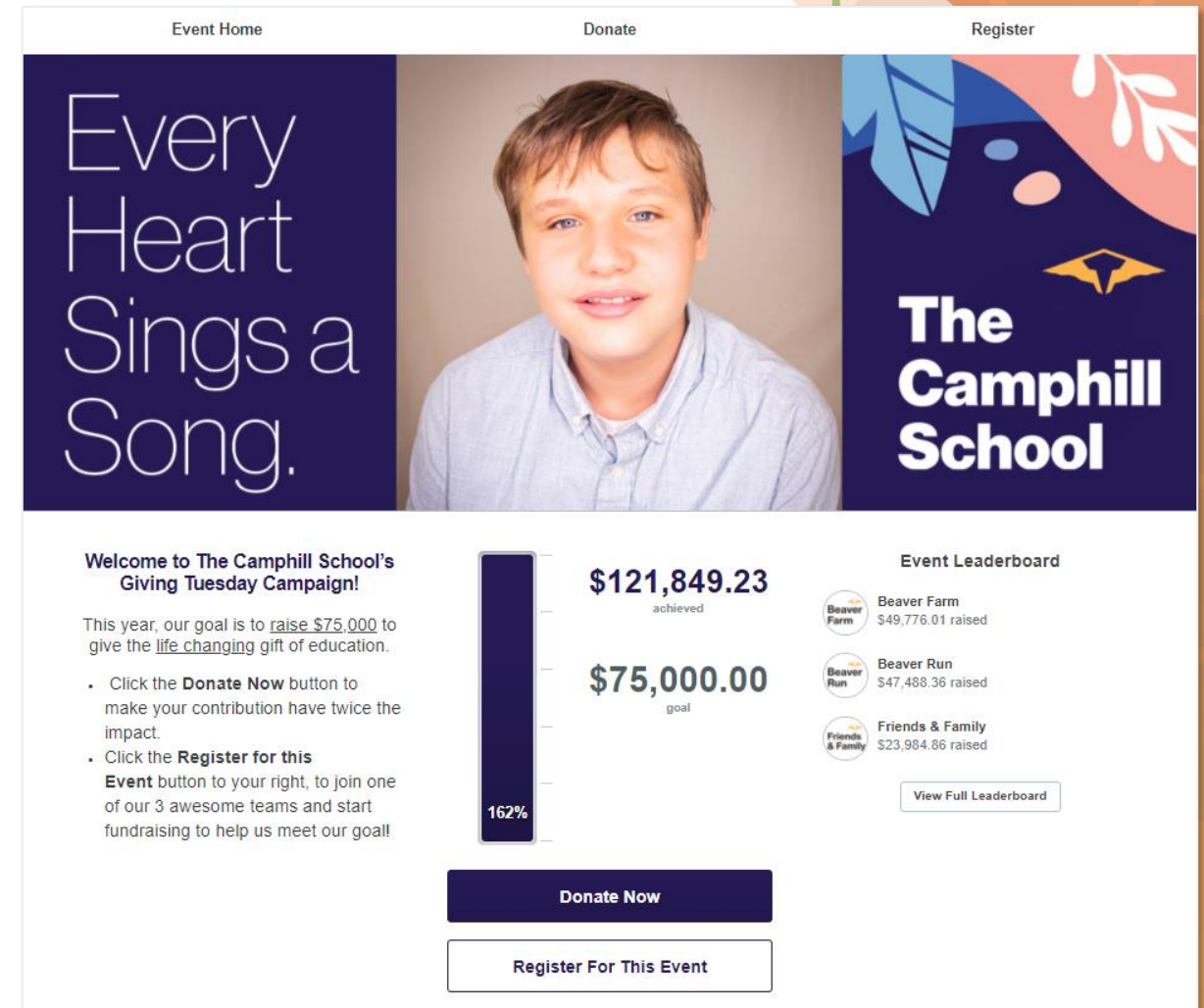
Based on your type of event, between 29% and 80% of your participants will be \$0 fundraisers\*

That's a lot of potential revenue!



# How do you inspire participants engaged?

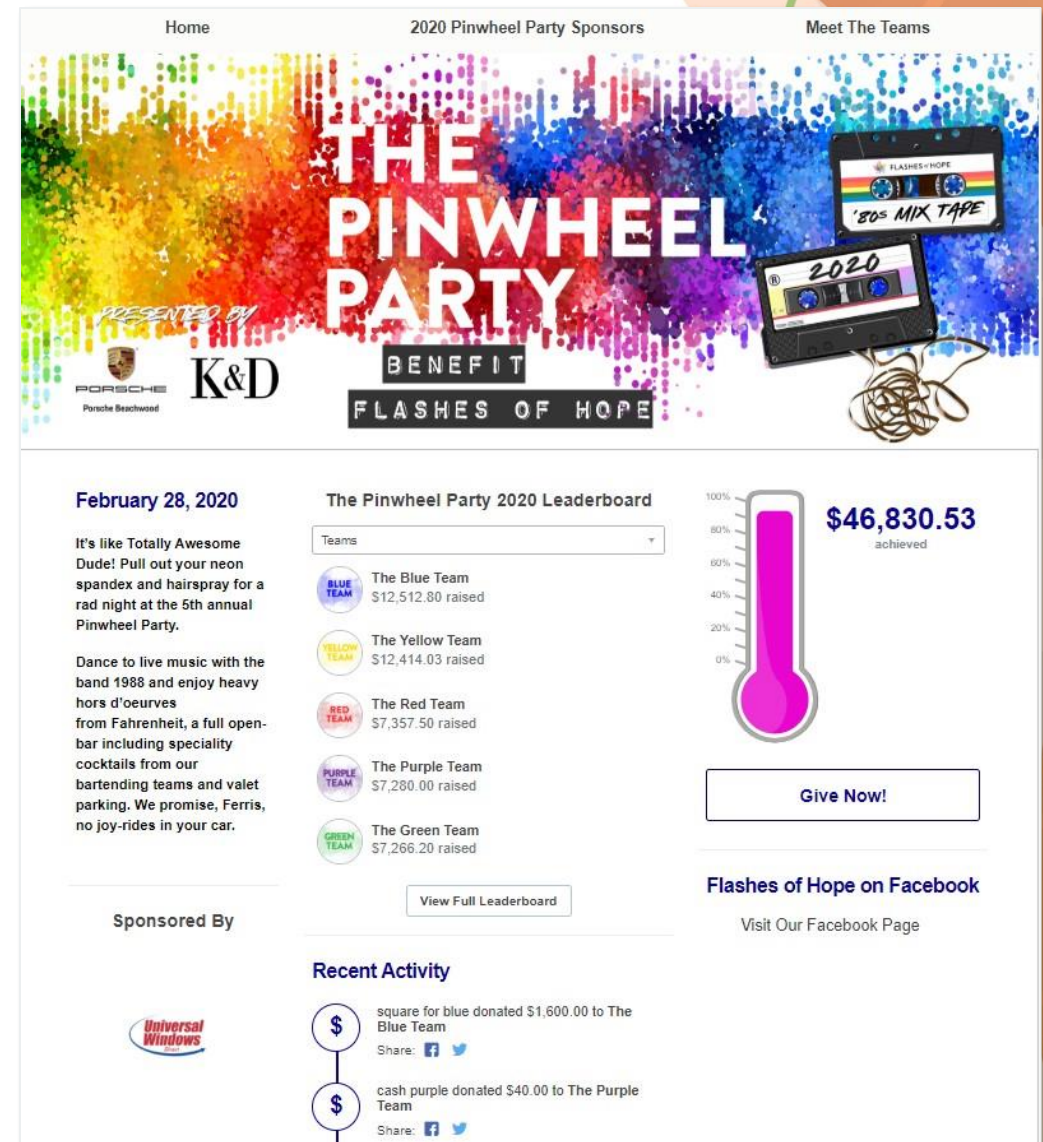
Successful fundraisers exhibit 4 key behaviors. Encouraging those behaviors will lower your number of \$0 fundraisers.



# Let's get to it!

We'll look at how you can motivate 4 foundational behaviors of successful peer-to-peer participants:

- + Personalizing a fundraising page
- + Sending fundraising emails
- + Posting to social media
- + Reaching fundraising milestones

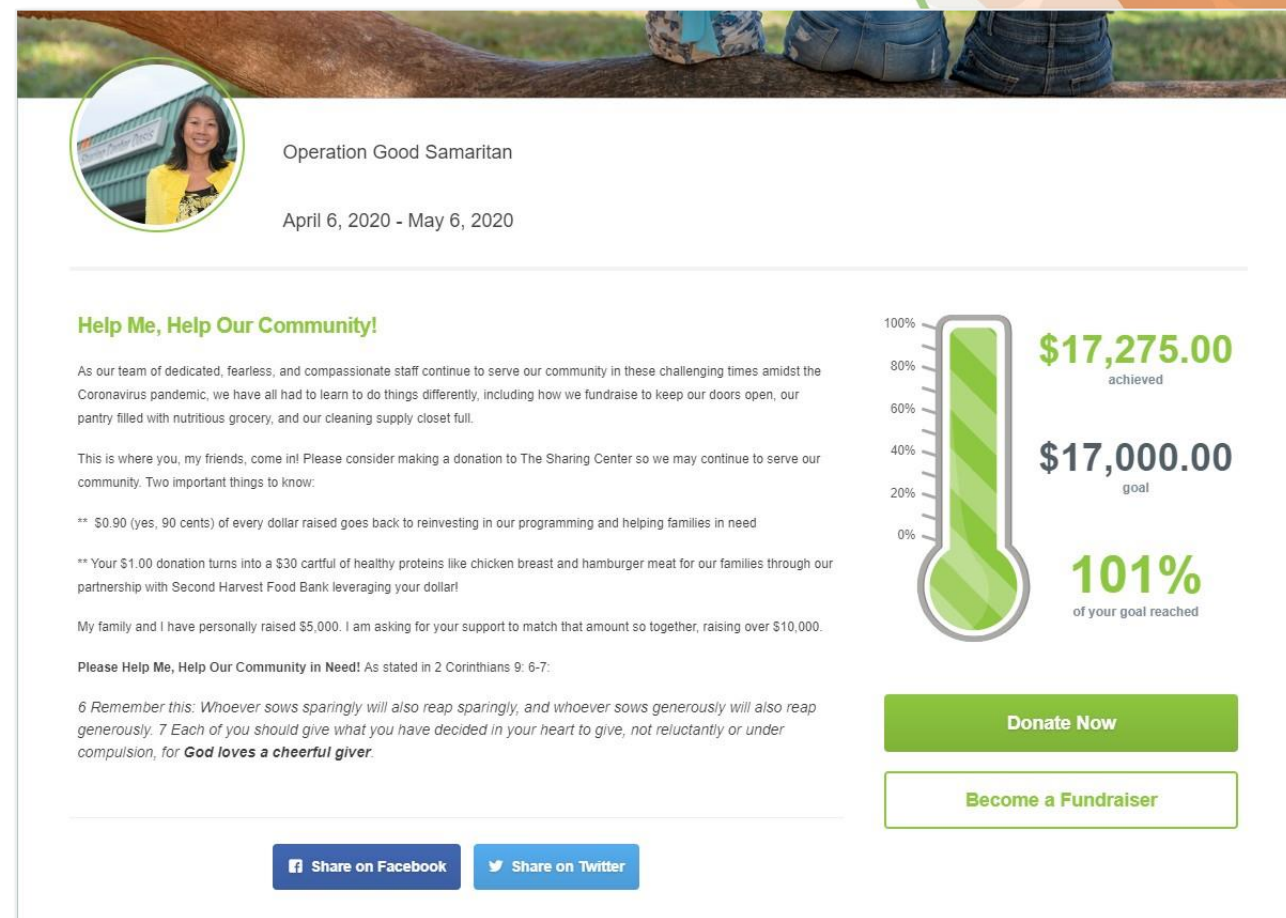




# Cornerstone #1: Personalizing a Fundraising Page

Participants who update their pages raise between **7 and 18 times more** than those who don't.

- + Takes about 5 days for participants to start working on their pages
- + Many finish in 24 hours

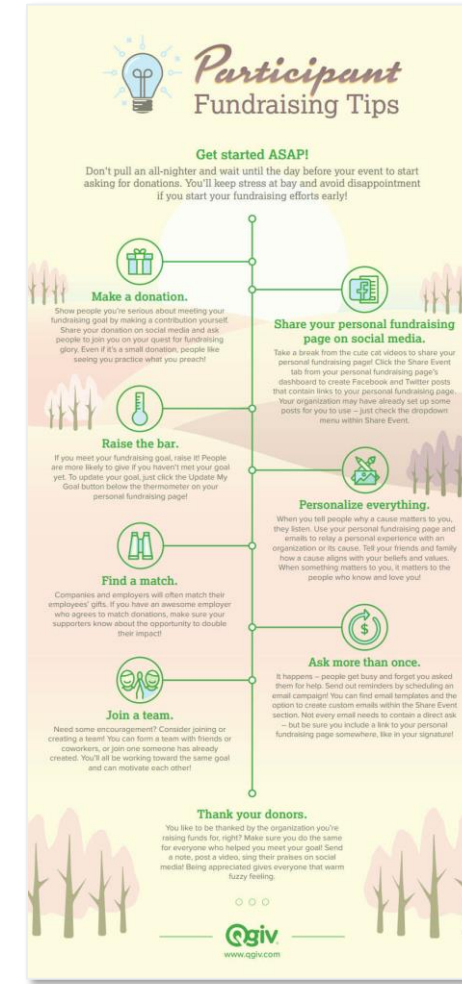


# Cornerstone #1: Personalizing a Fundraising Page

Give your participants the tools they need to do a good job! They'll be more likely to update their pages if they know what they're doing.

Try:

- + Providing participant toolkits
- + Uploading resources and images
- + Offering resources and help
- + Rewarding completion

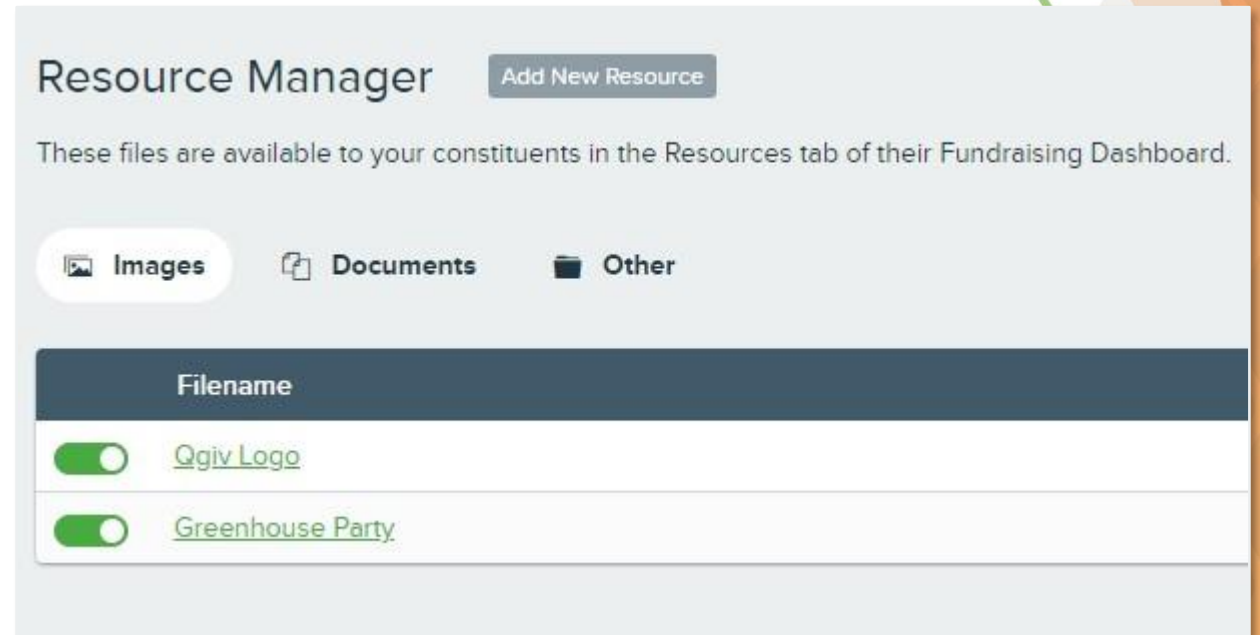




# Cornerstone #1: Personalizing a Fundraising Page

How Qgiv can help:

Add resources to the “Resource Manager” in your dashboard.

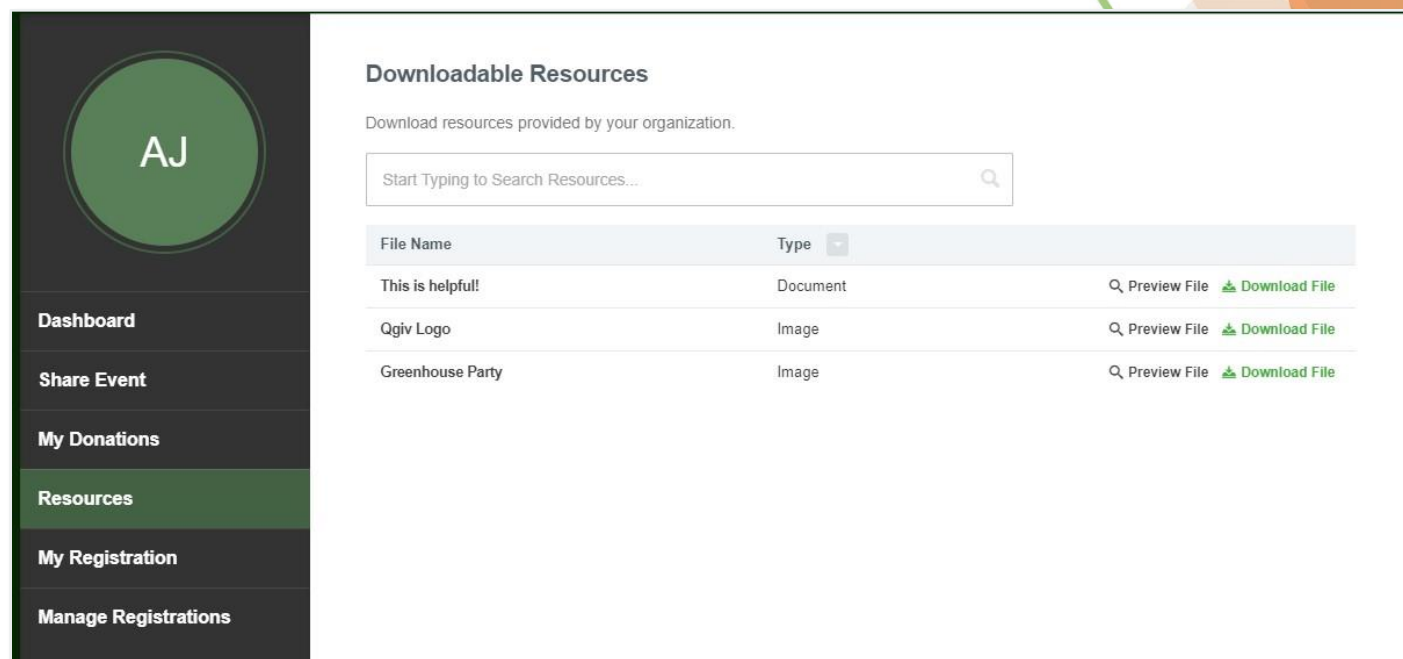


# Cornerstone #1: Personalizing a Fundraising Page

How Qgiv can help:

Add resources to the “Resource Manager” in your dashboard.

These appear in your participants’ fundraising dashboards, and they can access and reference them any time they need help.



The screenshot displays a user dashboard for 'AJ'. The left sidebar contains navigation links: Dashboard, Share Event, My Donations, Resources (highlighted), My Registration, and Manage Registrations. The main content area is titled 'Downloadable Resources' and includes a search bar with the placeholder text 'Start Typing to Search Resources...'. Below the search bar is a table listing resources:

File Name	Type	
This is helpful!	Document	<a href="#">Preview File</a> <a href="#">Download File</a>
Qgiv Logo	Image	<a href="#">Preview File</a> <a href="#">Download File</a>
Greenhouse Party	Image	<a href="#">Preview File</a> <a href="#">Download File</a>

# Cornerstone #1: Personalizing a Fundraising Page

How Qgiv can help:

Enable and customize the Welcome Quest feature! We'll guide your participants through updating their page and using their fundraising tools.

### Walkthroughs

☒ **Welcome Quest**  
*Guide users through completing their profile to get the most out of their fundraising efforts.*

#### Steps

☒ Upload Your Avatar - Shows users where to manage avatar images under their account.

☒ Update Your Personal Page - Introduces the Personal Page's editing capabilities.

☒ Send a Fundraising Email - Walks users through managing email lists and creating campaigns.

☒ Raise Your First Donation - Completed automatically when a user receives their first online donation (includes donations made during registration).

☒ Recruit a Team Member - Completed automatically when a team captain has a participant join their team (includes sub-registrants).

☒ Share on Facebook / Twitter - Introduces the the Social Sharing section to users and leads them to connect and create their first post.

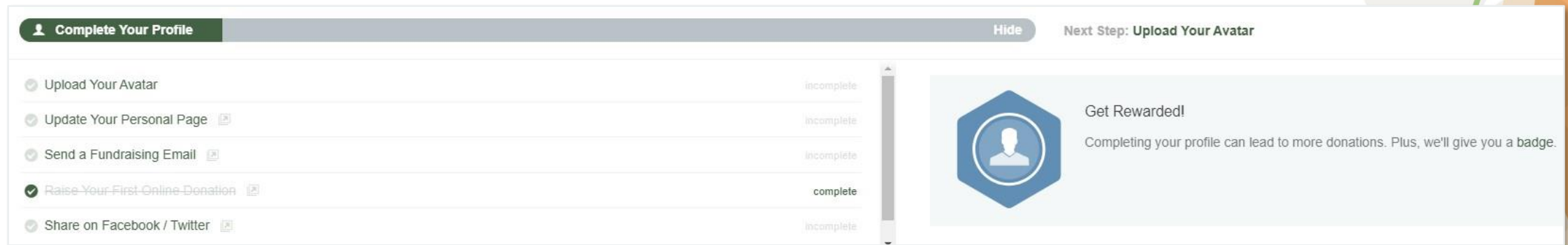
or

# Cornerstone #1: Personalizing a Fundraising Page

How Qgiv can help:

Enable and customize the Welcome Quest feature! We'll guide your participants through updating their page and using their fundraising tools.

Participants will learn to use the tools you provide while completing their profile and raising money.



The screenshot shows a progress bar titled "Complete Your Profile" with a "Hide" button and a "Next Step: Upload Your Avatar" indicator. The progress bar contains five items:

Task	Status
Upload Your Avatar	incomplete
Update Your Personal Page	incomplete
Send a Fundraising Email	incomplete
Raise Your First Online Donation	complete
Share on Facebook / Twitter	incomplete

To the right of the progress bar is a "Get Rewarded!" section with a blue hexagonal icon containing a person silhouette. The text reads: "Get Rewarded! Completing your profile can lead to more donations. Plus, we'll give you a badge."

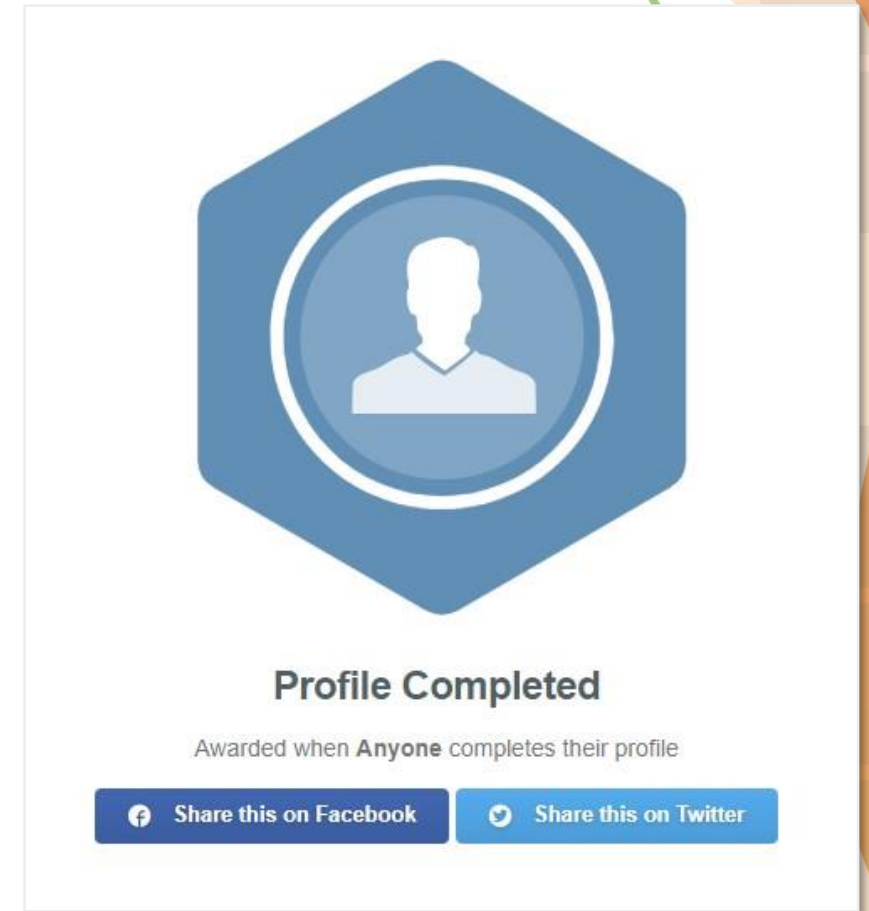
# Takeaway #1: Help Participants Build Their Pages

Participants will raise more money for you if they complete their fundraising pages! Encourage them to build a great page.

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Add resources your participants may need to your **Resource Manager**. They'll appear in the **Participant Dashboards**!

Enable the **Welcome Quest**. Participants will start working on their profiles right after they complete the registration process.





# Cornerstone #2: Sending Fundraising Emails

Participants who send emails raise **between 2 and 11 times more** than participants who don't send emails.

The screenshot shows the event page for "BCI's Hometown Hero Virtual 5K" running from May 23, 2020, to May 25, 2020. The page is designed to encourage participation and fundraising. At the top, it says "JOIN THE #INCLUSIONREVOLUTION AND BECOME A HOMETOWN HERO!". Below this, there are four steps for participants: 1. Register for the Virtual 5K & Movement Challenge (with a "Register Now" button), 2. Join the Hometown Hero Group on Facebook (with a "Join on Facebook" button), 3. Download the Strava App to Track Activity (with a "Sign Up on Strava" button), and 4. Get Moving! Check Out the Activity Chart (with an "Activity Chart" button). The page also features a "Presented By" section with the BCI logo (People+Partnerships+Community). A "What is a Virtual 5K & Movement Challenge?" section explains the challenge. A fundraising progress bar shows \$4,175.00 achieved out of a \$10,000.00 goal, which is 41% of the goal reached. A "Hometown Hero Leaderboard" lists the top five fundraisers: Susie Cutler (\$1,375.00), Mary Harvey (\$445.00), Cindy Mebruer (\$250.00), Libby Waddell (\$250.00), and Annalise Ruzicka (\$55.00). There is also a "Donate Now" button and a "Register For This Event" button. A "Thank You to Our Donors!" section shows a list of donors, including "Anonymous" who donated \$25.00 last month.

Log In or Sign Up

## JOIN THE #INCLUSIONREVOLUTION AND BECOME A HOMETOWN HERO!

BCI's Hometown Hero Virtual 5K  
May 23, 2020 - May 25, 2020

Step 1: Register for the Virtual 5K & Movement Challenge  
[Register Now](#)

Step 2: Join the Hometown Hero Group on Facebook  
[Join on Facebook](#)

Step 3 (Optional): Download the Strava App to Track Activity  
[Sign Up on Strava](#)

Step 4: Get Moving! Check Out the Activity Chart  
[Activity Chart](#)

Presented By  
BCI  
People+Partnerships+Community

### What is a Virtual 5K & Movement Challenge?

A Virtual 5K and Movement Challenge is a fitness challenge that you can participate in on your terms and your abilities! Choose from a variety of activities (see chart below) designed to get you moving and you can complete your goal at any location at your own pace. You can run a traditional 5K at your favorite park or trail or ride a bike, climb the stairs in your home, complete rigorous house or yard work- it's all up to you!

**\$4,175.00** achieved  
**\$10,000.00** goal  
**41%** of your goal reached

[Donate Now](#)

[Register For This Event](#)

### Hometown Hero Leaderboard

1	Susie Cutler	\$1,375.00 raised
2	Mary Harvey	\$445.00 raised
3	Cindy Mebruer	\$250.00 raised
4	Libby Waddell	\$250.00 raised
5	Annalise Ruzicka	\$55.00 raised

[View Full Leaderboard](#)

### Alternative 5K Activities

How Many "Steps" Are in Other Activities?

Note: To receive the most accurate "step equivalent" it is recommended that you measure your pace/stride when walking or running after your walking, then do your other activities, then walk or run again to get your "step equivalent" for the other activities. This will give you a more accurate "step equivalent" for the other activities.

Number of steps per minute for selected activities

Walking	100
Jogging	150
Running	200
Climbing stairs	100
Swimming	100
Bicycling	100
Housework	100
Yardwork	100
Other	100

Clear [here](#) to view a larger version.

Thank You to Our Donors!

Most Recent Top Donors

Anonymous \$25.00 Last month

# Cornerstone #2: Sending Fundraising Emails

Your participants are busy! Make them more likely to send fundraising emails and updates by:

- + Giving them templates, ideas, and talking points
- + Letting them schedule emails
- + Offering advice and help

## Fundraising Center Templates

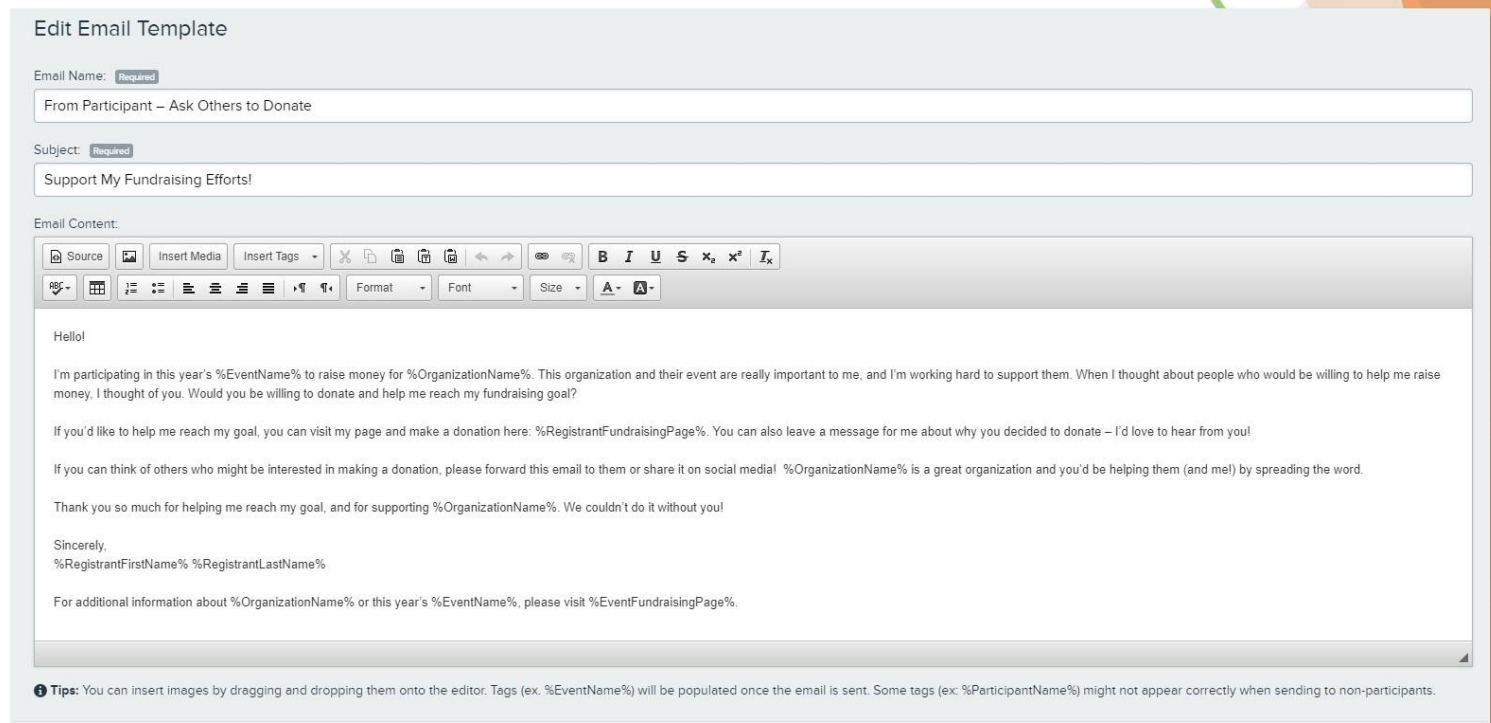
### ▼ Personal Emails Sent from the Fundraising Center

Name	
<input checked="" type="checkbox"/>	From Participant – Ask Others to Donate
<input checked="" type="checkbox"/>	From Participant – Custom Thank You to Personal Donors
<input checked="" type="checkbox"/>	From Participant – Ask Others to Join Team
<input checked="" type="checkbox"/>	From Team Member – Send Email to All Team Members
<input checked="" type="checkbox"/>	From Team Captain – Custom Thank You to Team Donors

# Cornerstone #2: Sending Fundraising Emails

How Qgiv can help:

- + Build templates for fundraising emails your participants can use.



The screenshot displays the 'Edit Email Template' interface in Qgiv. It includes fields for 'Email Name' (labeled 'Required') with the value 'From Participant – Ask Others to Donate', and 'Subject' (labeled 'Required') with the value 'Support My Fundraising Efforts!'. Below these is the 'Email Content' editor, which features a rich text toolbar with options for source, media, tags, undo, redo, link, unlink, text color, background color, bold, italic, underline, strikethrough, and font size. The email body text is as follows:

Hello!

I'm participating in this year's %EventName% to raise money for %OrganizationName%. This organization and their event are really important to me, and I'm working hard to support them. When I thought about people who would be willing to help me raise money, I thought of you. Would you be willing to donate and help me reach my fundraising goal?

If you'd like to help me reach my goal, you can visit my page and make a donation here: %RegistrantFundraisingPage%. You can also leave a message for me about why you decided to donate – I'd love to hear from you!

If you can think of others who might be interested in making a donation, please forward this email to them or share it on social media! %OrganizationName% is a great organization and you'd be helping them (and me!) by spreading the word.

Thank you so much for helping me reach my goal, and for supporting %OrganizationName%. We couldn't do it without you!

Sincerely,  
%RegistrantFirstName% %RegistrantLastName%

For additional information about %OrganizationName% or this year's %EventName%, please visit %EventFundraisingPage%.

ⓘ **Tips:** You can insert images by dragging and dropping them onto the editor. Tags (ex. %EventName%) will be populated once the email is sent. Some tags (ex. %ParticipantName%) might not appear correctly when sending to non-participants.

# Cornerstone #2: Sending Fundraising Emails

How Qgiv can help:

- + Build templates for fundraising emails your participants can use.

Templates appear in participants' fundraising dashboards. It only takes seconds for someone to send an email!

The image shows two overlapping screenshots from the Qgiv platform. The background screenshot is the 'Get the Word Out' dashboard, which has a heading 'Get the Word Out' and a subtext 'Providing easy access to your fundraising page is a great way to increase donations.' Below this are three large buttons: 'Send a Fundraising Email' (with an envelope icon), 'Share on Facebook' (with the Facebook 'f' logo), and 'Add a Link' (partially visible). At the bottom, there's a 'Links' section with a 'My Page' link and an 'Edit URL' button, followed by a text box containing the URL 'https://staging.dev.qgiv.com/event/account/82159' and two small icons. The foreground screenshot is a 'Share Event' modal. It has a heading 'Share Event' and a subtext 'Share your event by email, Facebook, or Twitter. People can't donate to you if they don't know how – start getting the word out!'. Below this are three tabs: 'Share Using Email', 'Share On Facebook', and 'Share On Twitter'. The 'Share Using Email' tab is active. Inside this tab, there's a section 'Send an Email' with an 'Email Management' button. Below this is a numbered list: 1. 'Send a Custom Fundraising Email' (with a close icon) and 2. 'Email Information'. Under 'Email Information', there's a form with fields for 'Email Title' (with a 'required' label and a copy icon), a subtext 'This will help you organize your fundraising emails; recipients will not see this title', a dropdown for 'Start with an existing template?' (currently set to 'From Participant – Ask Others to Donate'), a 'Subject' field (with a 'required' label) containing 'Support My Fundraising Efforts!', and a 'Your Message' field (with a 'required' label) containing a pre-written fundraising email template. The template starts with 'Hello!' and includes placeholders for event and organization names, a link to the participant's page, and a request for donations or sharing the email.

# Takeaway #2: Give Participants Email Resources

If you want to raise money, encourage and facilitate email appeals and updates!

Before your event, customize the emails in the **Fundraising Center Templates** area of your dashboard.

Then, let participants know they have sample emails available in their **Participant Fundraising Dashboards** they can use to raise money during the event.

Hi, friends!

The Lakeland Volunteers in Medicine Lakeland Derby is just around the corner.

The competition is fierce this year, and I'm joining in the fun!

I've teamed up with Shane Mahoney to captain a Leaders of Lakeland swan. Together, we are Team GigaSwan!



The Leaders of Lakeland goal this year is HUGE - \$65,000!

We have until April 28th to reach it and we're counting on our circles of friends to help! Will you consider contributing to my team in support of Lakeland Volunteers in Medicine?

Every dollar that LVIM raises helps provide life-saving healthcare to our working friends and neighbors who are uninsured. At LVIM, the treatment is free and the care is priceless. Every dollar raised turns into \$5.00 of delivered healthcare.

Here's what you can do:

- Make a donation - <https://secure.ggiv.com/event/team/783662/>
- Share this opportunity on your social media outlets
- Mark your calendar to join us at an upcoming GigaSwan event -
  - April 25th @ Red Door - Wine Market Monday
  - April 28th @ Lakeland Brewing Company - GigaSwan Wrap Party
- Cheer us on on April 29th at the Lakeland Derby on Lake Mirror.

Thank you, and happy Friday, friends!

*Alice & Shane*

*Team GigaSwan*



# Cornerstone #3: Posting to Social Accounts

Participants are increasingly moving from email appeals to social media appeals.

Email still works, but it's hard to stand out in crowded inboxes!



# Cornerstone #3: Posting to Social Accounts

Encouraging social posting pays off!

- + In an average peer-to-peer campaign, 15-18% of all donations are referred from Facebook.\*
- + Participants who update every 5 days or so raise 3x more.\*
- + 21% of all P2P dollars are raised from a direct click-through from social media. \*\*



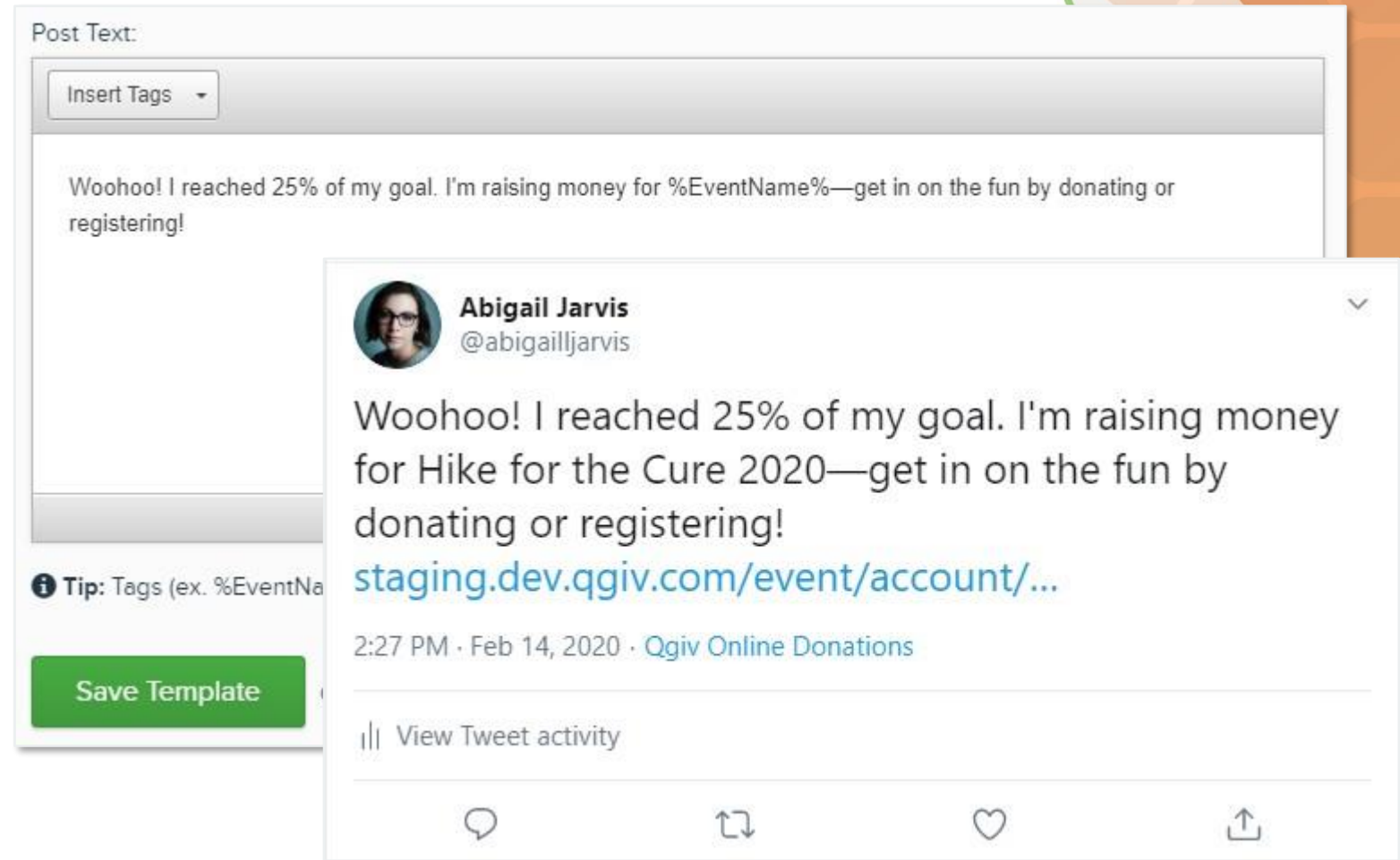
\* Arreva

\*\* Network for Good

# Cornerstone #3: Posting to Social Accounts

How Qgiv can help:

- + Add ideas for social posts to Resources
- + Include social sharing in your Welcome Quest
- + Build templates for Twitter posts





# Cornerstone #3: Posting to Social Accounts


How Qgiv can help:

- + Control your branding by updating your social settings

## Sharing Content on Facebook

These settings will be automatically shared when a supporter interacts with Facebook on your page. Facebook may choose to share a different image or take up to 48 hours to show your upload.



 Change Thumbnail

[Reset Facebook Thumbnail](#)

 Max file size for image upload is 10MB. Accepted Image formats .jpg, .jpeg, .png, .jpeg. Images will be cropped and resized to 600(w) x 315(h).

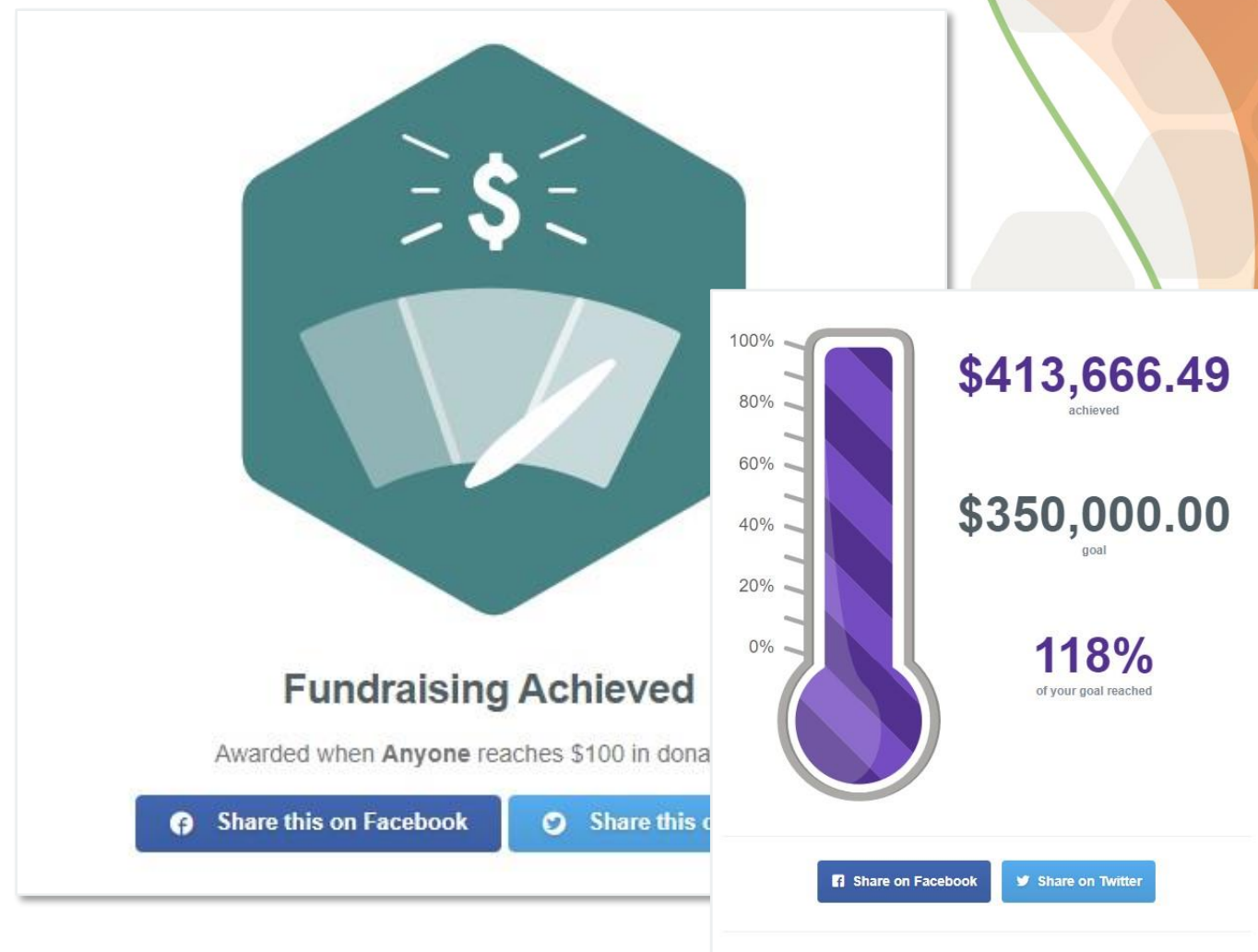
## Facebook Description

You can fund a cure! Join us for Hike for the Cure 2020 and support the search for a cure.

# Cornerstone #3: Posting to Social Accounts

How Qgiv can help:

- + Control your branding by updating your social settings
- + Make it easy for participants to share!

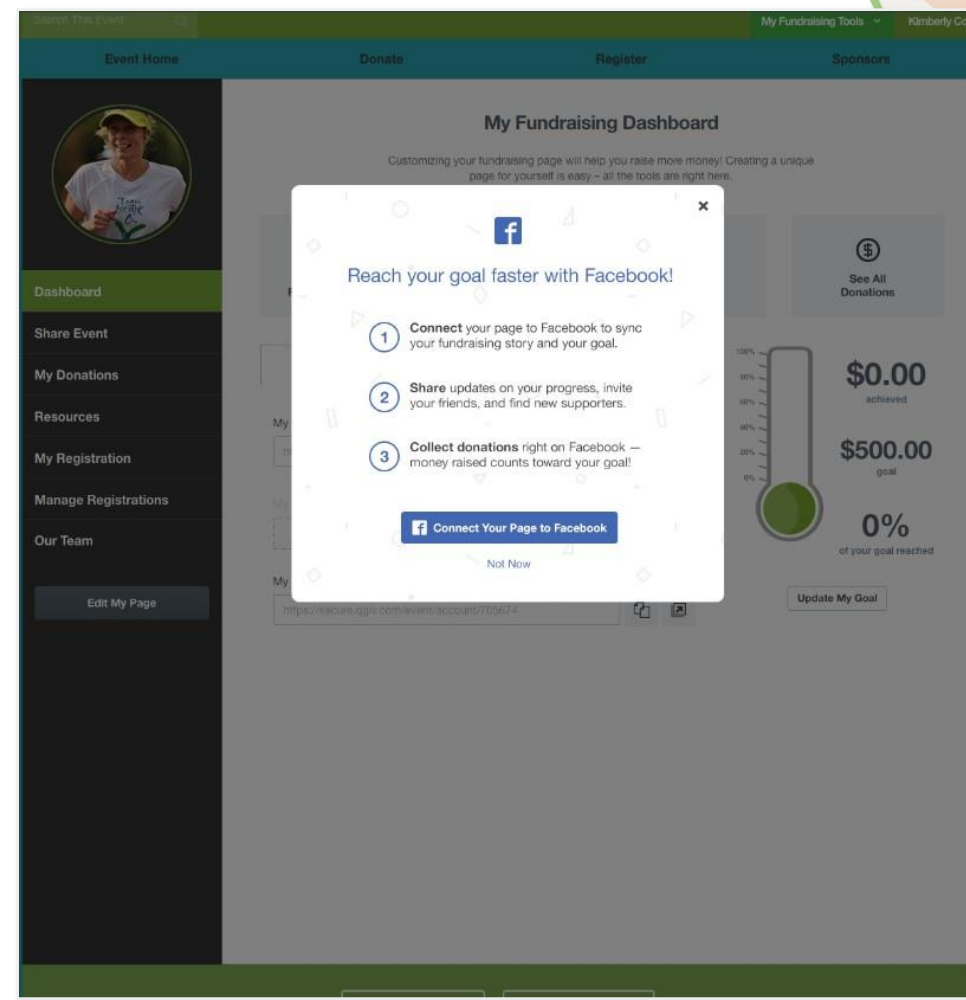




# Cornerstone #3: Posting to Social Accounts

How Qgiv can help:

- + Control your branding by updating your social settings
- + Make it easy for participants to share!
- + Enable the Facebook Integration to help your participants raise more



# Takeaway #3: Help Participants Stay Social

You'll raise more if your participants are active on social media! Encourage them to share their stories and their progress.

Make it easy for participants to post by creating **Twitter templates**, including social posting in **Welcome Quests**, and giving them **resources** that will help.

Control your brand with **social settings**, make it easy for participants to use **sharing buttons**, and explore **Facebook Fundraisers**.

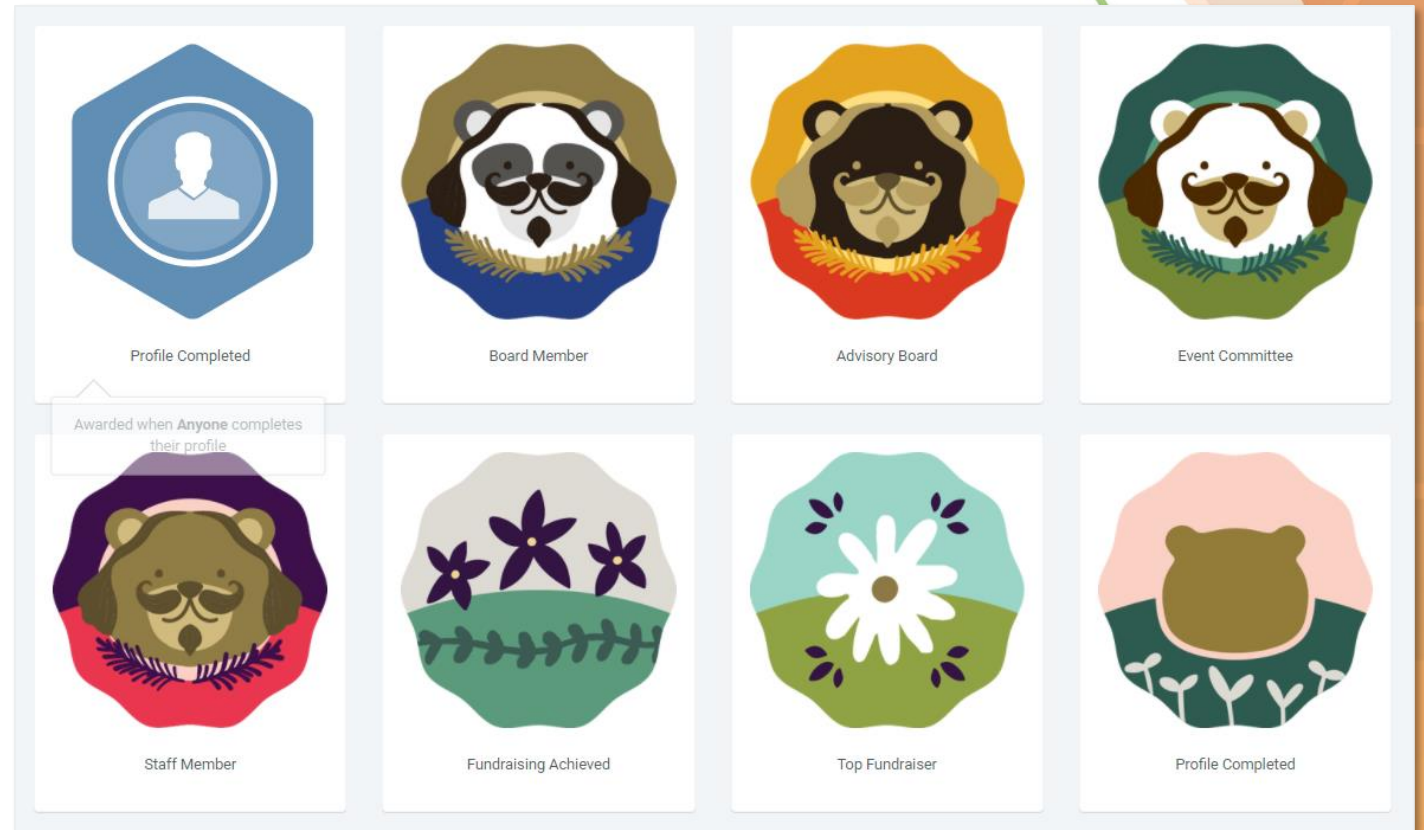


# Cornerstone #4: Reaching Fundraising Milestones

Inspiring your participants to reach fundraising milestones is an important tactic!

We're going to use badges as a success gauge, but this applies to all milestones.

- + More badges = more \$ raised
- + At least 1 badge = \$306.51
- + 0 badges = \$89.54



# Cornerstone #4: Reaching Fundraising Milestones

Humans are hardwired to meet goals. If you want your supporters to participate, set a goal and choose incremental milestones for participants to reach.

- + Make milestones significant but achievable
- + Recognize participants when they reach each milestone (digital badge, social media shout-out, rewards)



**Most Donors**

Awarded when **Anyone** gets the most donations by 05/27/20 03:00 PM



Share this on Facebook

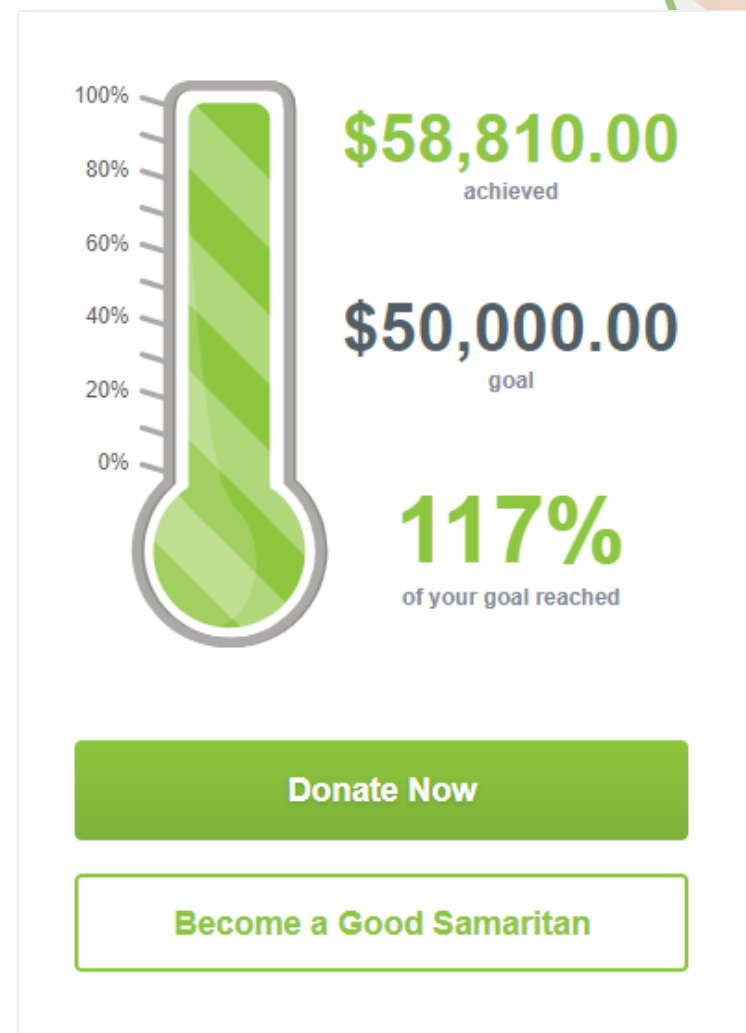


Share this on Twitter

# Cornerstone #4: Reaching Fundraising Milestones

How Qgiv can help:

- + Set a great fundraising goal for the event

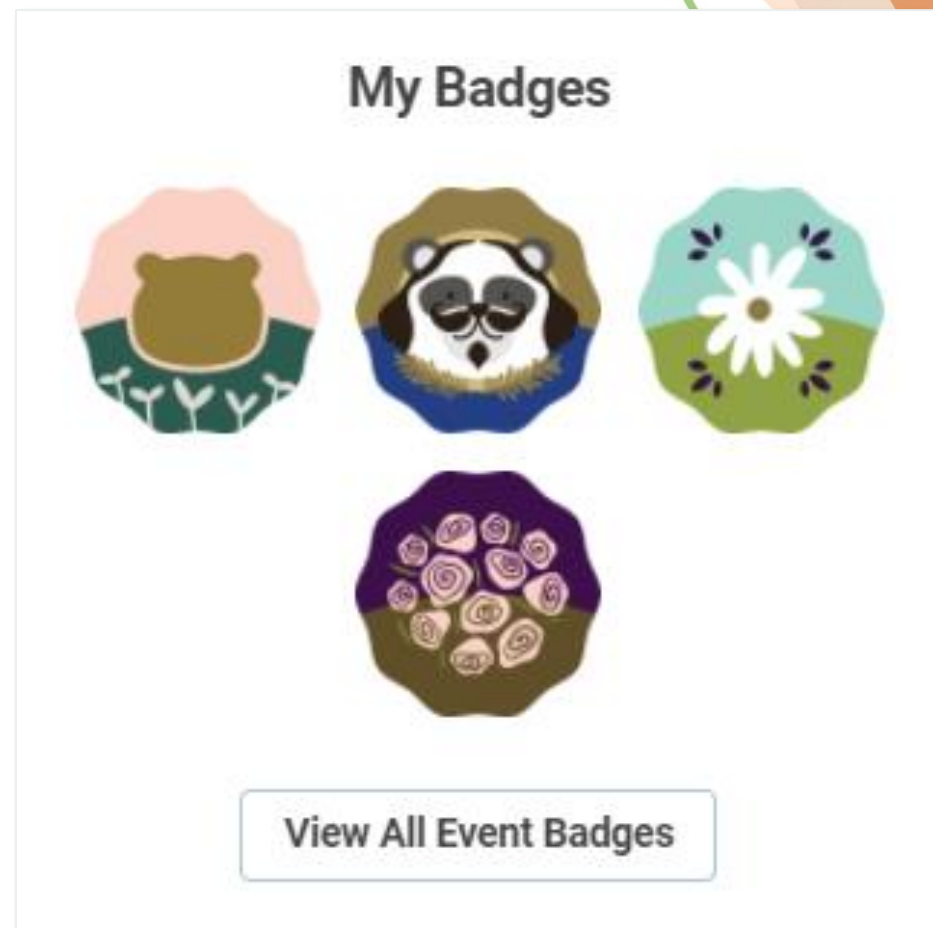
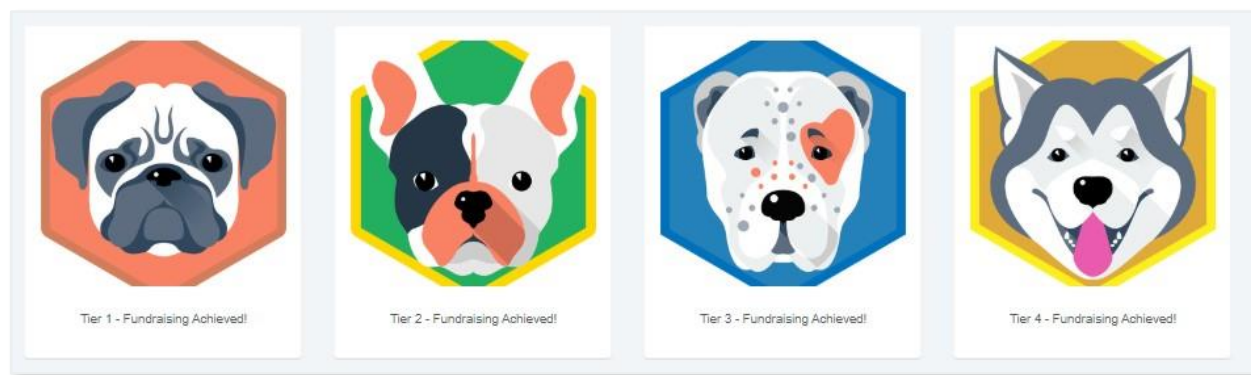




# Cornerstone #4: Reaching Fundraising Milestones

How Qgiv can help:

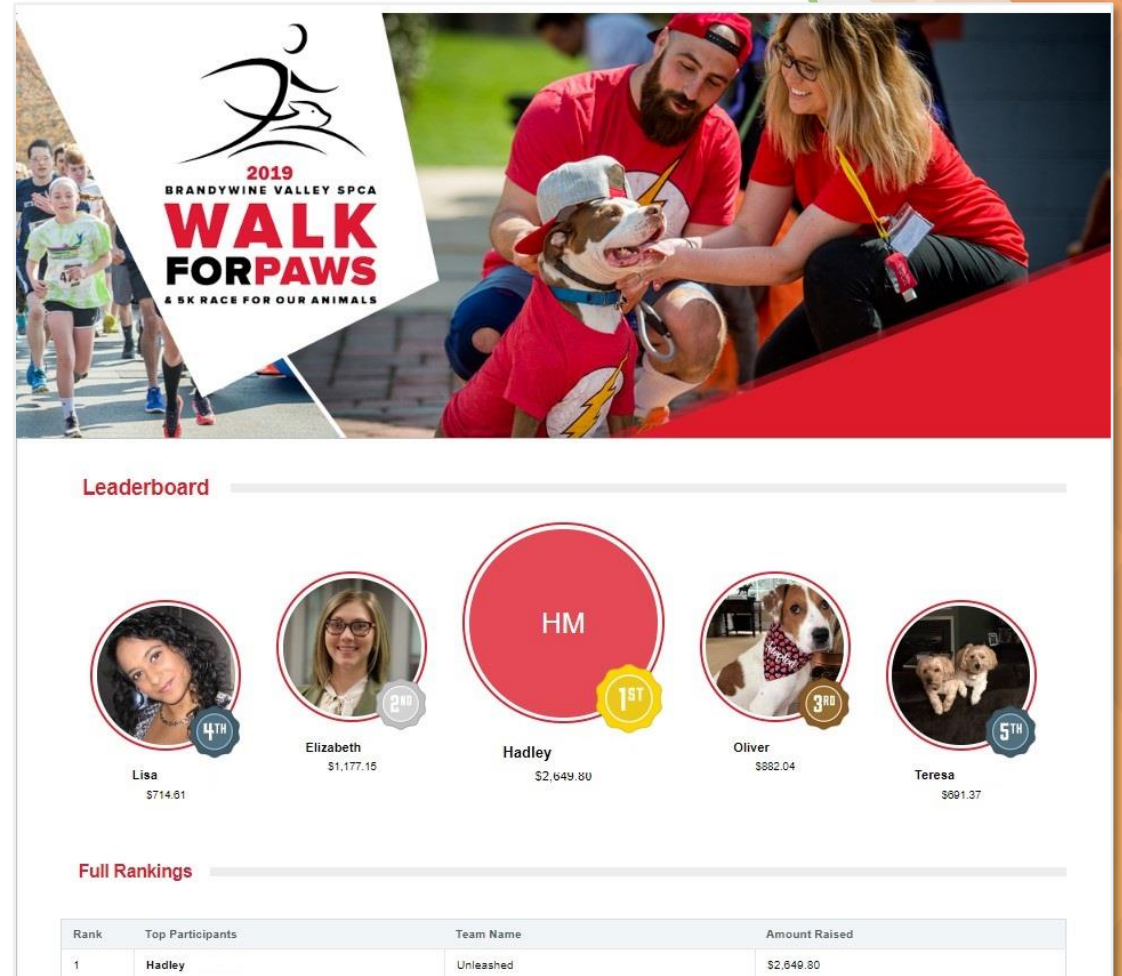
- + Set a great fundraising goal for the event
- + Build badges to award fundraising activity



# Cornerstone #4: Reaching Fundraising Milestones

How Qgiv can help:

- + Set a great fundraising goal for the event
- + Build badges to award fundraising activity
- + Display leaderboards to encourage friendly competition

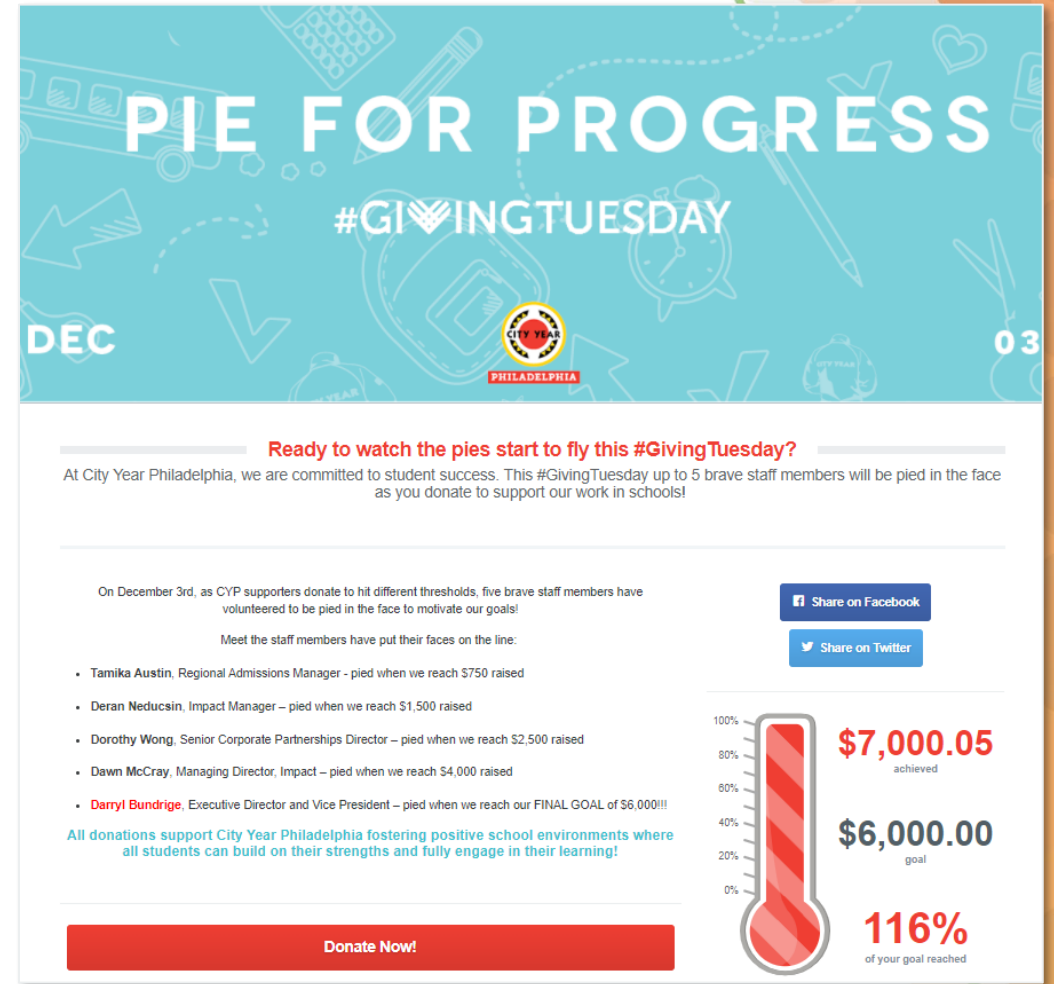


# Takeaway #4: Set milestones and hype them up!

Participants will stay engaged if you give them goals and reward them for reaching important milestones!

Set a solid **fundraising goal** for your event, teams, and individuals. Track progress with **thermometers**.

Award **badges** to participants who meet fundraising milestones. Use **leaderboards** to encourage friendly competition. Consider tying milestones to **real-life incentives**.



# Let's Wrap It Up

## Takeaway #1: Help Participants Build Their Pages

- + Upload resources like images and logos your participants may need
- + Create a fundraising toolkit that includes tips and ideas
- + Enable the Qgiv Welcome Quest so participants can learn to use their tools
- + Offer help!

# Let's Wrap It Up

## Takeaway #2: Support Participants by Providing Email Resources

- + Include some email ideas in your Resources area
- + Give participants email templates they can use to ask for support



# Let's Wrap It Up

## Takeaway #3: Encourage Participants to Stay Social

- + Include social sharing in your Welcome Quest so participants learn how to post
- + Update your social settings to control your event's brand
- + Give participants Twitter templates
- + Enable Facebook Fundraisers
- + Make sharing easy!

# Let's Wrap It Up

## Takeaway #4: Set Milestones and Reward Progress

- + Set fundraising goals for your overall event, teams, and individuals
- + Encourage friendly competition by enabling and displaying leaderboards
- + Build badges for fundraising milestones
- + Tie milestones/goals to real-life incentives

# We Can Help with Your P2P Fundraiser!



Want to talk to us about using Qgiv? Email [contactus@qgiv.com](mailto:contactus@qgiv.com)

Are you a Qgiv customer? Email [support@qgiv.com](mailto:support@qgiv.com)

Have questions about best practices? Check out [qgiv.com/blog](http://qgiv.com/blog)!



# Questions?

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