



# Beyond Events: Benefits of Peer-to-Peer Fundraising Year-Round

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Presented By: Mark Becker, Cathexis Partners  
Thursday, February 18, 2021 | 2:00 – 3:00 p.m.





We know the value of relationships and are proud to connect you with Cathexis Partners, a member of our partner network.



**We help nonprofits  
use technology to raise funds  
and engage supporters  
effectively and affordably.**

# Today's Speaker



## Mark Becker | Founding Partner of Cathexis Partners

Mark founded Cathexis Partners in 2008 to help nonprofit organizations get the most from their existing technology tools, implement new technology to address gaps, and find the best overall approach to using technology to support their missions. He previously served as director of IT consulting at a fundraising event production company focused on nonprofits.

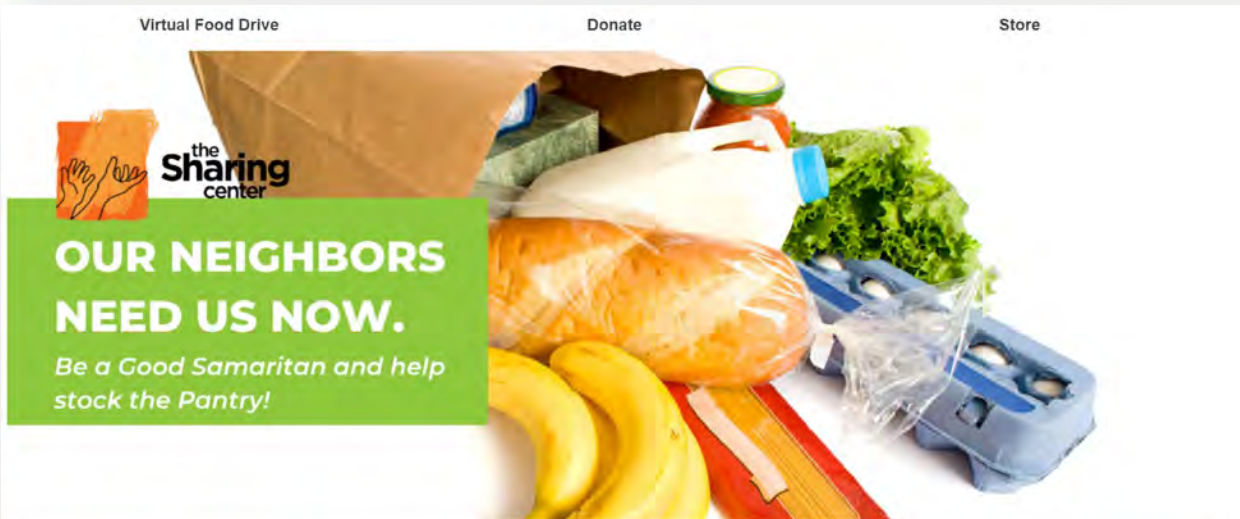
# OVERVIEW





# Virtual Food Drives

Virtual Food Drive      Donate      Store



**the Sharing center**

**OUR NEIGHBORS NEED US NOW.**



*Be a Good Samaritan and help stock the Pantry!*

**Virtual Pantry Drive** 🛒 Empty



Help us stock the pantry with urgently needed food, cleaning supplies, and other essentials to help our neighbors in need get through the Coronavirus crisis. Add as many essential pantry items below to your cart as you wish. Click on the image and select the desired quantity. When you're all done with your selections, head over to your shopping cart to checkout.

**Donate Now!**

**Buy In Bulk**

<p>Full Cart of Groceries - Helping a Family of Four (4) for One Week</p> <p><b>\$250 ea.</b></p> 	<p>Full Cart of Groceries - Helping a Family of Two (2) for One Week</p> <p><b>\$100 ea.</b></p> 
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**Healthy Snacks**

<p>Case of Canned Vegetables</p> <p><b>\$20 ea.</b></p> 	<p>Case of Canned Fruit</p> <p><b>\$20 ea.</b></p> 
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**North Texas Food Bank**      VIRTUAL FOOD DRIVE HOME      VIRTUAL FOOD DRIVE INSTRUCTIONS      VIRTUAL FOOD DRIVE FAQS      LOGIN

**Welcome to Netsync's Virtual Food Drive**

**Netsync Food Drive**  
**Netsync**





Netsync is hosting a virtual food drive to support the North Texas Food Bank (NTFB) and their mission to close the hunger gap in North Texas by providing access to nutritious food. Through this virtual food drive and NTFB's ability to stretch every dollar donated into three meals, your donation makes an incredible impact for food insecure children, seniors and families in our community.

To donate to our virtual food drive simply fill your cart with NTFB's most needed items and follow the steps to checkout. Thank you for helping North Texans facing hunger!

**Personal Progress:**

**16%** of Goal      **\$420** Raised

**Shopping Cart**

 <p><b>Canned Vegetables</b> 15 cans \$10 <b>Add to Cart</b></p>	 <p><b>Canned Beans</b> 24 cans \$15 <b>Add to Cart</b></p>	 <p><b>Rice</b> 10 bags \$20 <b>Add to Cart</b></p>	 <p><b>Canned Meat</b> 28 cans \$25 <b>Add to Cart</b></p>
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**YOUR CART**  
0 Items      \$0.00  
**View Cart**      **CHECKOUT**  
Monthly Recurring Purchase

**DONATE WITHOUT SHOPPING**

**JOIN ARPINE'S TEAM!**

**NETSYNC FOOD DRIVE**

**Top Donors**  
Nick Dorrance      \$50

🛒 0 Items      \$0.00      **CART**





# DIY Fundraising

Search Log In or Sign Up

CityTeam Home About Find a Fundraiser Donate Start a Fundraiser

## Share Help and Hope with CityTeam!

Pledge your fundraiser to save lives!

Create a personal fundraising page that you can share with your friends and family to support life-saving programs at CityTeam! The money you raise will go directly to helping our neighbors experiencing hunger and homelessness in your city! It's so easy to start your own fundraiser and make a huge impact!

[Get Started Today](#)

COVID-19 SUPPORT BIRTHDAY WEDDING ANNIVERSARY

SOBRIETY MILESTONE MEMORIAL GRADUATION GIVINGTUESDAY

Why Fundraise with CityTeam?

PHOENIX CHILDREN'S

START A FUNDRAISER FIND A FUNDRAISER JOIN A TEAM FAQ LOGIN

Help the patients at Phoenix Children's while celebrating your birthday, running a 5k or even while you work. In just minutes, you can create a fundraising page and help make a difference in the life of a sick or injured child.

What type of fundraiser would you like to start?

Special Occasion Event Workplace Giving Athletics Honor/Memorial Create Your Own

## DONATE TO A FUNDRAISER

To support a friend's fundraising efforts, please search for them below. Enter the name (or the first few letters), and then click 'Search.' If you're having trouble, try leaving the field blank and clicking 'Search' to display all.

DONATE TO AN INDIVIDUAL'S FUNDRAISER

First Name

Last Name

DONATE TO A TEAM

Team Name



# Tributes / Memorials



[CONTACT US](#) [ESPAÑOL](#)

[Patient Referrals](#)

[Donate Now](#)

[About Us](#)

[Care & Treatment](#)

[Research](#)

[Training](#)

[Get Involved](#)

[Ways to Give](#)



[Memorials and dedications](#) > [Honors donations](#)



## Make a donation in honor of someone

From birthdays to Mother's Day, there are many occasions to celebrate someone special in your life while supporting the kids of St. Jude.

[Make a Donation](#)

[Create a fund in honor of someone >](#)



[Donate in honor of a loved one or an occasion, and send a card](#)



# Livestream Fundraising

FEBRUARY 19-21, 2021		
<b>GIVERS &amp; GAMERS</b>		
A VIRTUAL GAMING EVENT TO SUPPORT KEEPING FAMILIES CLOSE		
WHAT	WHEN	WHERE
<b>LIVE</b> <ul style="list-style-type: none"> <li>KICKOFF: Adult-Friendly Jackbox*</li> <li><b>Dungeons &amp; Dragons: Arena of Generosity*</b> ✓</li> </ul>	7 pm <b>9 pm</b>	Jackbox, TV <b>Roll 20</b>
<b>VIDEO</b> <ul style="list-style-type: none"> <li>Learn to Play: Kingdomino ✓</li> <li><b>Tournament 1: Kingdomino</b> ✓</li> <li>Learn to Play: Carcassonne</li> <li><b>Tournament 2: Carcassonne</b> ✓</li> <li>Dungeons &amp; Dragons: Arena of Generosity CELEBRITY EDITION* ✓</li> <li><b>Learn to Play: Welcome To</b></li> <li>Tournament #3: Welcome To* ✓</li> <li><b>Free Play</b></li> <li>Among Us* ✓</li> </ul>	10 am <b>10:30 am</b> 11 am <b>11:30 am</b> 1 pm-3 pm <b>4 pm</b> 4:30 pm <b>5 pm</b> 7 pm	Board Game Arena <b>Board Game Arena</b> Board Game Arena <b>Board Game Arena</b> Roll20  <b>Board Game Arena</b> Board Game Arena <b>Board Game Arena</b> Board Game Arena
<b>VIDEO</b> <ul style="list-style-type: none"> <li><b>Learn to Play: Martian Dice</b></li> <li>Learn to Play: Sushi Go</li> <li><b>Tournament 1: Sushi Go</b> ✓</li> <li>Learn to Play: Solo</li> <li><b>Kid-Friendly Jackbox*</b></li> <li>Learn to Play: Butterfly</li> <li><b>Tournament 2: Butterfly</b> ✓</li> <li>Closing Session + Awards Ceremony*</li> </ul>	<b>10 am</b> 10:30 am <b>11 am</b> 12 pm <b>1 pm</b> 3 pm <b>3:30 pm</b> 5 pm	<b>Board Game Arena</b> Board Game Arena <b>Board Game Arena</b> Board Game Arena  <b>Twitch</b> Board Game Arena <b>Board Game Arena</b> Twitch

✓ REQUIRES ADVANCE SIGN-UP

\*STREAMING ON TWITCH



# Livestream Fundraising

The screenshot shows the Twitch Developers website with a purple navigation bar. The main content area is titled 'Embedding Twitch in Your Website' and includes an 'Introduction' section with a list of three links: 'Embedding Everything', 'Embedding Chat', and 'Embedding Video and Clips'. Below this is an 'Embedded Experiences Requirements' section with four numbered points (1.1 to 1.4) detailing compliance rules for domains, verification parameters, player elements, and dimensions. A left sidebar contains a search bar and a navigation menu with categories like 'Authentication', 'Chatbots & IRC', and 'Embedding Twitch'.

**twitch developers** Products Showcase Support Blog Docs Tutorials

Q Search Docs

Overview

> Authentication

> Chatbots & IRC

> Organizations

> Drops

▼ Embedding Twitch

Introduction

| Introduction

Embedded Experiences Requirements

Providing Feedback

Everything

Chat

Video & Clips

> EventSub

> Extensions

> Insights & Analytics

> Mobile Deep Links

> PubSub

> Twitch API

> Video Broadcast

## Embedding Twitch in Your Website

### Introduction

You can embed Twitch functionality in your website in three ways:

- [Embedding Everything](#) explains how to embed both Chat and Player for live content in one iframe. This includes the functionality for *follows*, *subscribe*, and *login*. Also supports playing Video on Demand content.
- [Embedding Chat](#) explains additional options for embedding only Chat.
- [Embedding Video and Clips](#) explains additional options for embedding only Player, including Clips content.

### Embedded Experiences Requirements

Your use of any Twitch embeddable experience must comply with the requirements below and the Twitch Developer Services Agreement. Twitch may revoke embed usage for domains that are not in compliance. Twitch reserves the right to revoke your ability to use our embeddable experiences, for any reason, at any time.

1.1 Domains that use Twitch embeds must use SSL certificates.

1.2 Twitch requires our embed users to verify where they use our products on the web using a special parameter: `parent`. Depending on your integration method, you may provide this as a query parameter in an iframe `src` attribute, or as a property on the JavaScript object you use to construct a new Twitch embed. For more information, see the embed API documentation above and our initial announcement of the requirement. Embed domains that don't specify this parameter will trigger a playback error message that will direct end users to click through to Twitch if they wish to watch that content.


1.3 Embeds must utilize only Twitch-approved player elements and should not be obscured in any way by other page elements in whatever domain context they may appear.

1.4 Embeds must adhere to the recommended minimum height and width requirements outlined in their respective attribute


# User generated content

Search This Event Log In or Sign Up

Event Home   Event Details   Register   Donate   Sponsors   Tools + FAQ




## BIKE



**a chance  
to Shine**  
*Saving Children, Healing Families*

JOIN US *Virtually* ON  
**JUNE 6, 2020**



## WALK

### What is A Virtual Walk or Ride?

Are you familiar with the concept of a charity walk or ride?

It's where a person wants to help a worthy nonprofit cause, they sign up to complete a walk or ride, they get an online fundraising page and set their personal fundraising goal and distance. They send it to family and friends who donate, they walk or bike their goal distance and the money is donated to the charity.

[Register Today!](#)

[Sponsor the Event!](#)

### Why are Virtual events like this easier?

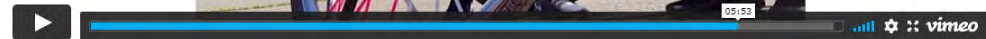
- **It can be done anywhere:** You can complete the ride or walk anywhere: at home, in your neighborhood, while walking the dog...jump on your Peloton, wherever!
- **It can be completed at any time during the event dates of 6/6-6/21:** You can split it up, for example, walking or biking 1 mile a day. You set the goal and your pace!

Once you've completed **A Chance to Shine**, all you need to do is update your fundraising page so your supporters know you're finished! You're also welcome to take a photo of yourself and post it on your page or **send it** directly to us for our Virtual Finish Line!

[Take this Chance to Make a Real Impact](#)

[Virtual Kick-Off and Virtual Finish Line](#)

Cross the Virtual Finish line with us!



**This year, A Chance to Shine is virtual. But our impact is real.**



# User Generated Content (UGC) | Content Aggregators

<https://gathervoices.co/>



## Traditional video production is expensive and slow

From camera crews to professional editors, is it any wonder that so many organizations struggle to produce video? Agency-produced video doesn't scale, and if you have in-house video resources they are always overloaded.

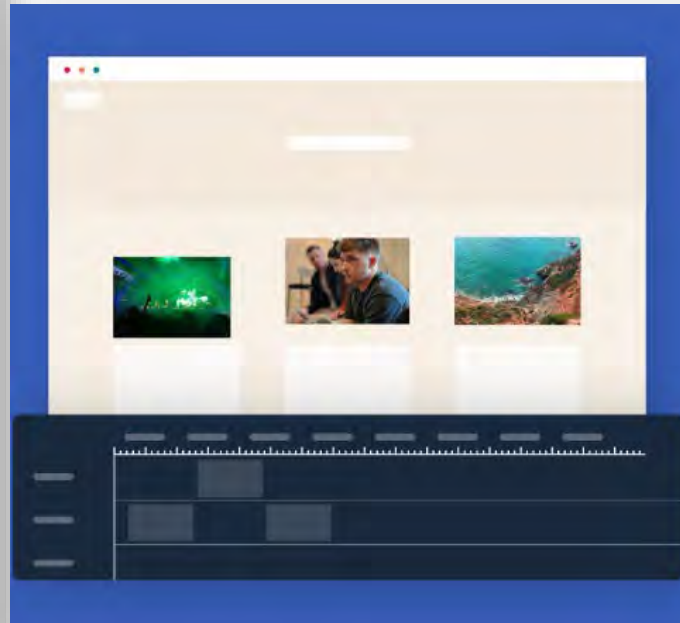


## Gather Voices video solution makes it easy

Increase your video production by empowering your members, constituents, and staff to make compelling videos, directed by you and owned by your organization, using the powerful cameras everyone already has in their pockets.

## Manage, edit, and publish video with incredible speed and scale

No more waiting for footage or spending weeks in post-production. Each video is uploaded instantly to your Gather Voices library, where you can edit, caption, and publish with a few simple clicks.

A screenshot of a video editing software interface. It shows a central preview window with three video thumbnails. Below the preview is a dark interface with a timeline and various editing tools.

**Edit all content you collect directly in the studio.**

Quickly cut together content with built-in editing software. Use a template or add your company branding to get a slick final edit to share back to everyone that contributed.



<https://seenit.io/>



# User Generated Content (UGC) | Content Aggregators

## Social media aggregation

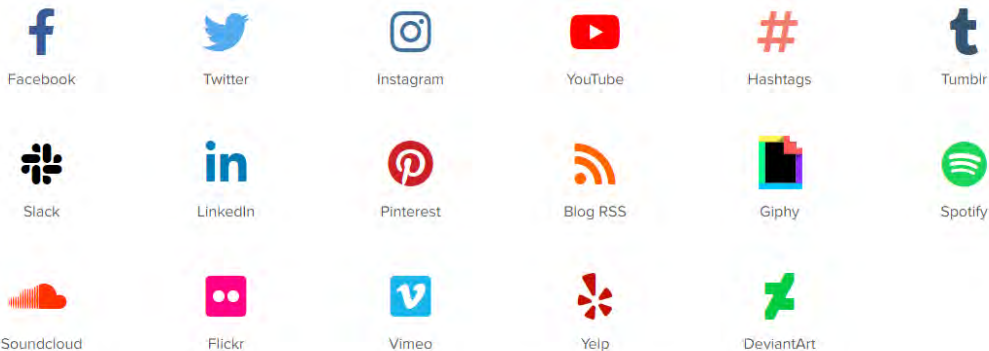


Juicer.io

Tintup.com



Our social media aggregator integrates with all your favorite social media sources





# Challenges

Event Home   Donate   Register   Prizes   Sponsors   Fundraising Tips



## COLORADO MOUNTAIN FEST VIRTUAL RACE

Adventure With Purpose  
Early Bird Registration Open Now!

Share on Facebook

Share on Twitter

### All-Star Leaderboard!

Individuals

- Samuel: \$675.06 raised
- Maryjane: \$659.50 raised
- Claire: \$507.04 raised
- Andy: \$502.40 raised
- Logan: \$315.62 raised

View Full Leaderboard

### Colorado Mountain Fest Virtual Race

Adventure With Purpose.

Register today!

Shake off the quarantine blues and work towards an outdoor challenge that inspires you, all while raising funds for the Colorado Mountain Club!

#### What is a Virtual Race?

Choose between **Running**, **Hiking**, or **Biking**, and the distance of your choosing from 5K to 100K.

Register as an individual, or rally your friends and family to start a team. You'll be automatically set up with a fundraising page where you can collect donations from friends and family and earn rewards when you reach specific fundraising levels. The top individual fundraiser and team will win a grand prize!

Follow our weekly training emails for tips on everything from nutrition to cross training, and share progress in the Facebook event page leading up to the event.

When you're ready, complete your activity any weekend leading up to, but by, the end of October. You choose the route and race at your pace! Record your activity on the GPS tracker of your choosing and upload a screenshot or GPX file to qualify for prizes within your race category.

Most importantly, have fun, get in shape, and challenge yourself, all for a great cause!

View All

### NEW! Fundraising Prize Announcements!

#### Fundraise & Earn Gear!

- \$75 → One-Year Gaia GPS Premium Subscription
- \$100 → CMC T-Shirt & Sticker
- \$150 → Limited Edition CMC 10 oz Yeti Rambler Lowball
- \$250 → \$50 Gift Card to Zevell Optics in Boulder
- \$350 → \$200 Gear Gift Card to MountainSmith
- \$500 → Vasque Breeze WT GTX Waterproof Hiking Boot
- \$750 → Rab Recycled Microlight Alpine Jacket
- \$1000 → Suunto 9 Baro GPS Sports Watch

### Meet Our Newest Participants!



View All

## VIRTUAL RACE OPTIONS

<u>RUN</u>	<u>HIKE</u>	<u>BIKE</u>
<ul style="list-style-type: none"><li>• 5K</li><li>• 10K</li><li>• HALF MARATHON</li><li>• FULL MARATHON</li></ul>	<ul style="list-style-type: none"><li>• 10K</li><li>• HALF MARATHON</li><li>• FULL MARATHON</li><li>• EVEREST BASE CAMP TO SUMMIT (11,466' ELEVATION)</li></ul>	<ul style="list-style-type: none"><li>• 25K</li><li>• 50K</li><li>• 100K</li></ul>

SELECT YOUR CHALLENGE WHEN REGISTERING

# Challenges

**DAV**  
1920 2020

LOGIN Fundraiser Search

EVENT HOME YOUR IMPACT OUR VETERANS FUNDRAISING FAQS PARTNERS

REGISTER NOW! DONATE

**FIND A FUNDRAISER**

### The Challenge

In the midst of this global pandemic, veterans need our help more than ever. On top of the additional health risks ill and injured veterans face with this virus, thousands of veterans with service-connected disabilities are being laid off or have had to close their small businesses. Like you, we don't know when this crisis will end. But we do know that together we can make a life-saving difference for veterans who have made great sacrifices for our freedoms.

Join DAV to turn your at-home workouts into Victories for Veterans! While practicing social distancing, challenge yourself by signing up to stay healthy by running, walking or riding all the miles you can to help veterans of all eras conquer their challenges. Every step you take and every dollar you raise helps DAV make a difference in a veteran's life!

We're on a mission to empower America's veterans to lead high-quality lives with dignity and respect, but we need your help. Veterans face a number of challenges every single day - big and small. Just last year, in the land they served to protect...

**DAV**  
1920 2020

LOGIN Fundraiser Search

EVENT HOME YOUR IMPACT OUR VETERANS FUNDRAISING FAQS PARTNERS

**Dan Clasgens**  
Victories for Veterans Challenge  
I've Completed 88.37 / 150.00 Miles  
DONATE

\$0 Raised Goal \$250

**My Badges**  
See All Available



# Fitness Tracking

- Show participants how to share their workouts

- **STRAVA**

<https://support.strava.com/hc/en-us/articles/221089587-Sharing-your-Strava-Activities>

-  **fitbit**

<https://blog.fitbit.com/try-the-new-exercise-sharing-tool-from-fitbit/>

- **mapmyfitness**

<https://support.mapmyfitness.com/hc/en-us/articles/115000118646-Sharing-a-Workout>

# Fitness Tracking

Which Profile Widget do you want to embed?

## Activity Widget

Displays club's latest runs.

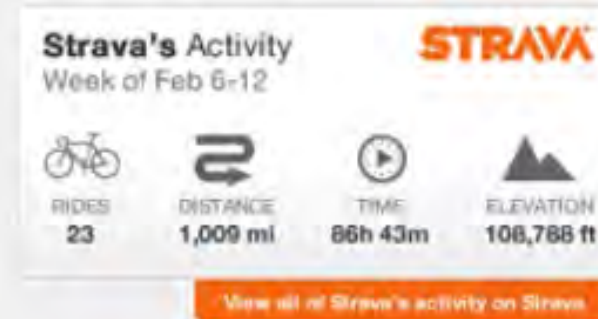


Embed the following code in your blog:

```
<iframe allowtransparency  
frameborder='0' height='454'  
src='http://www.strava.com/clubs/team-strava/widget-activity'>
```

## Summary Widget

Displays club's stats for the current week.



Embed the following code in your blog:

```
<iframe allowtransparency  
frameborder='0' height='160'  
src='http://www.strava.com/clubs/team-strava/widget-summary'>
```



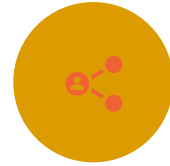




# Audience - Recruitment



BOARD MEMBERS



STAFF MEMBERS



SPONSORS



VOLUNTEERS



EXISTING DONORS



PAST PARTICIPANTS



COMMUNITY MEMBERS

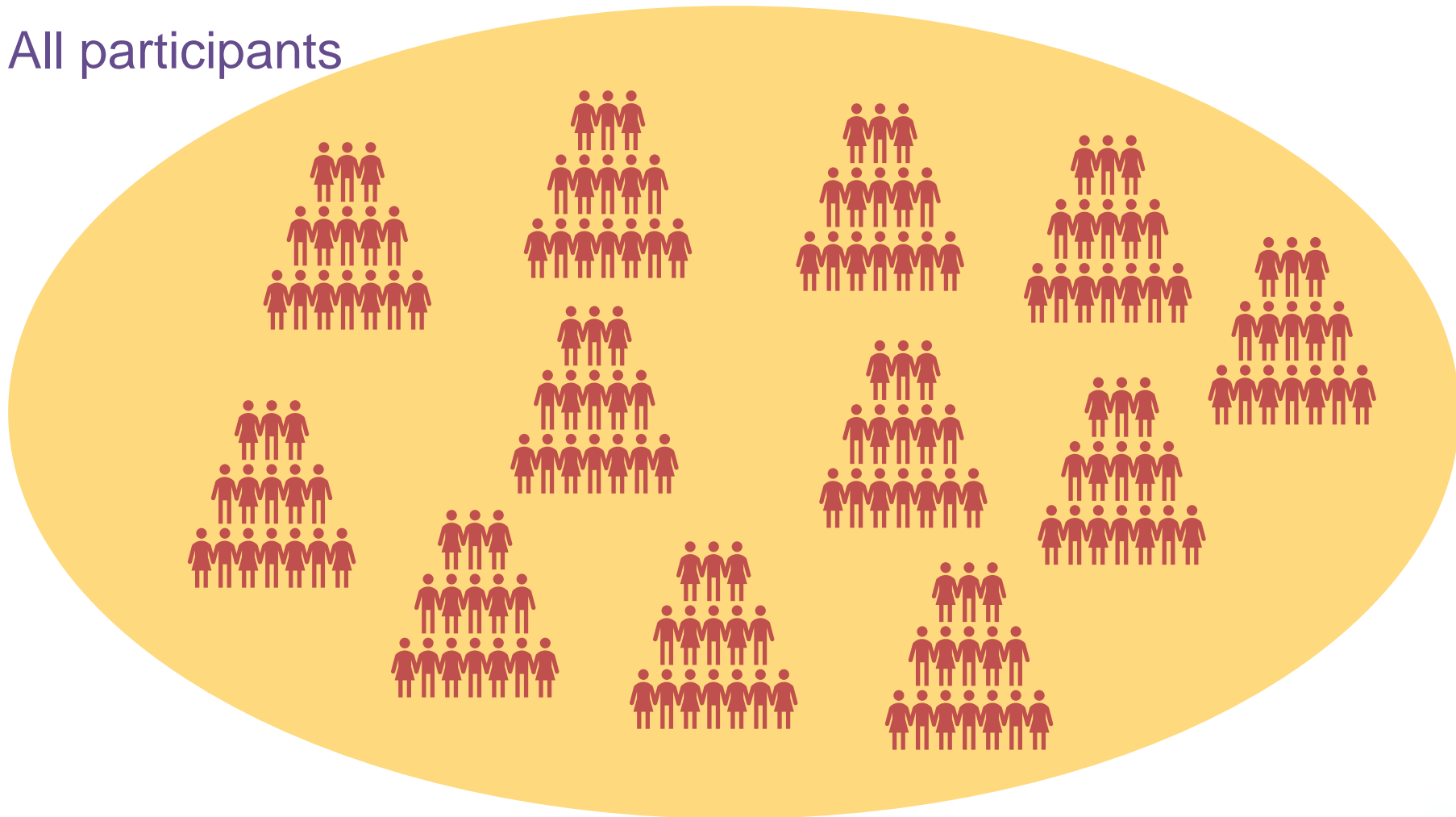


THE GENERAL PUBLIC

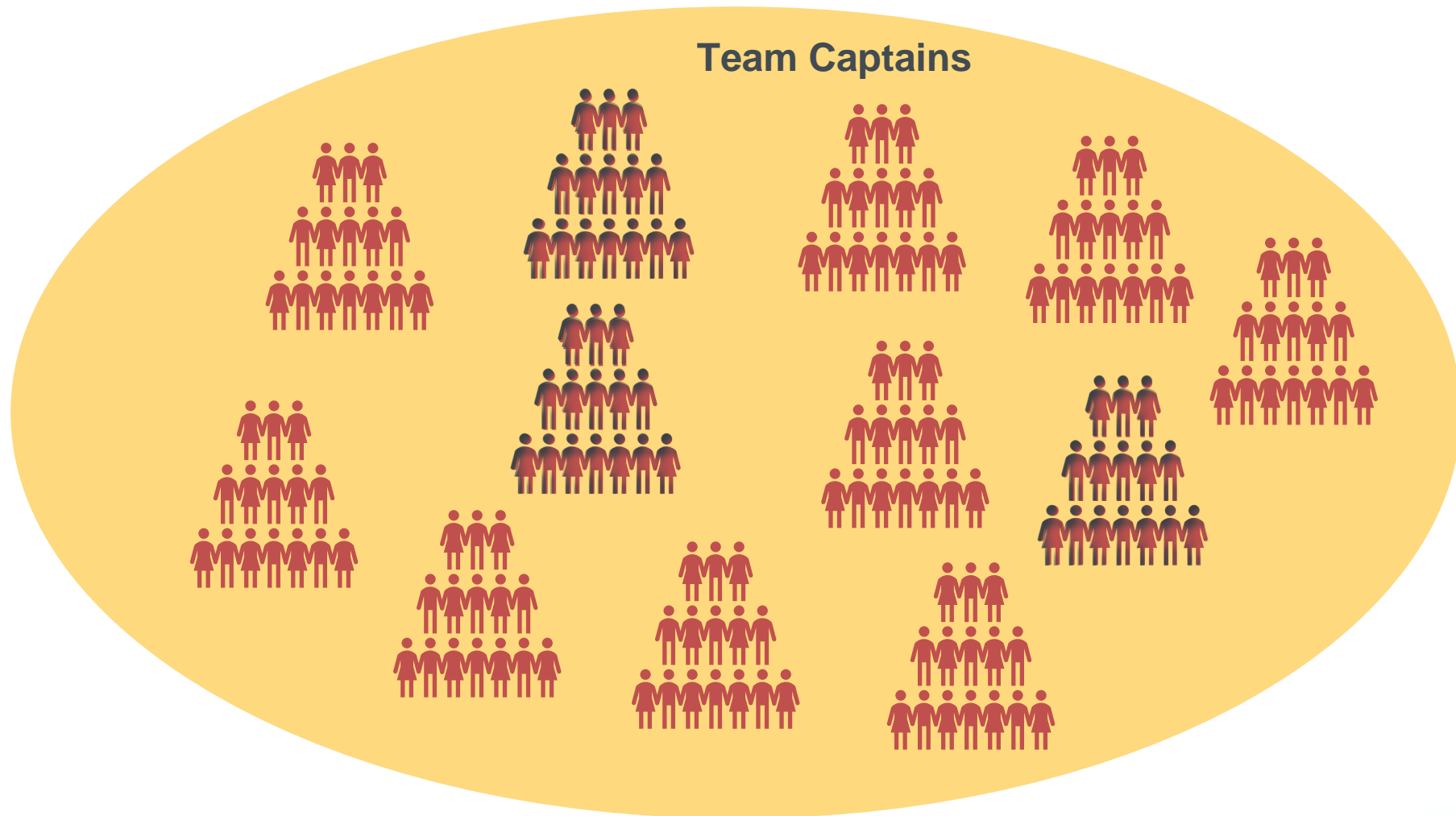


# Audience - Coaching

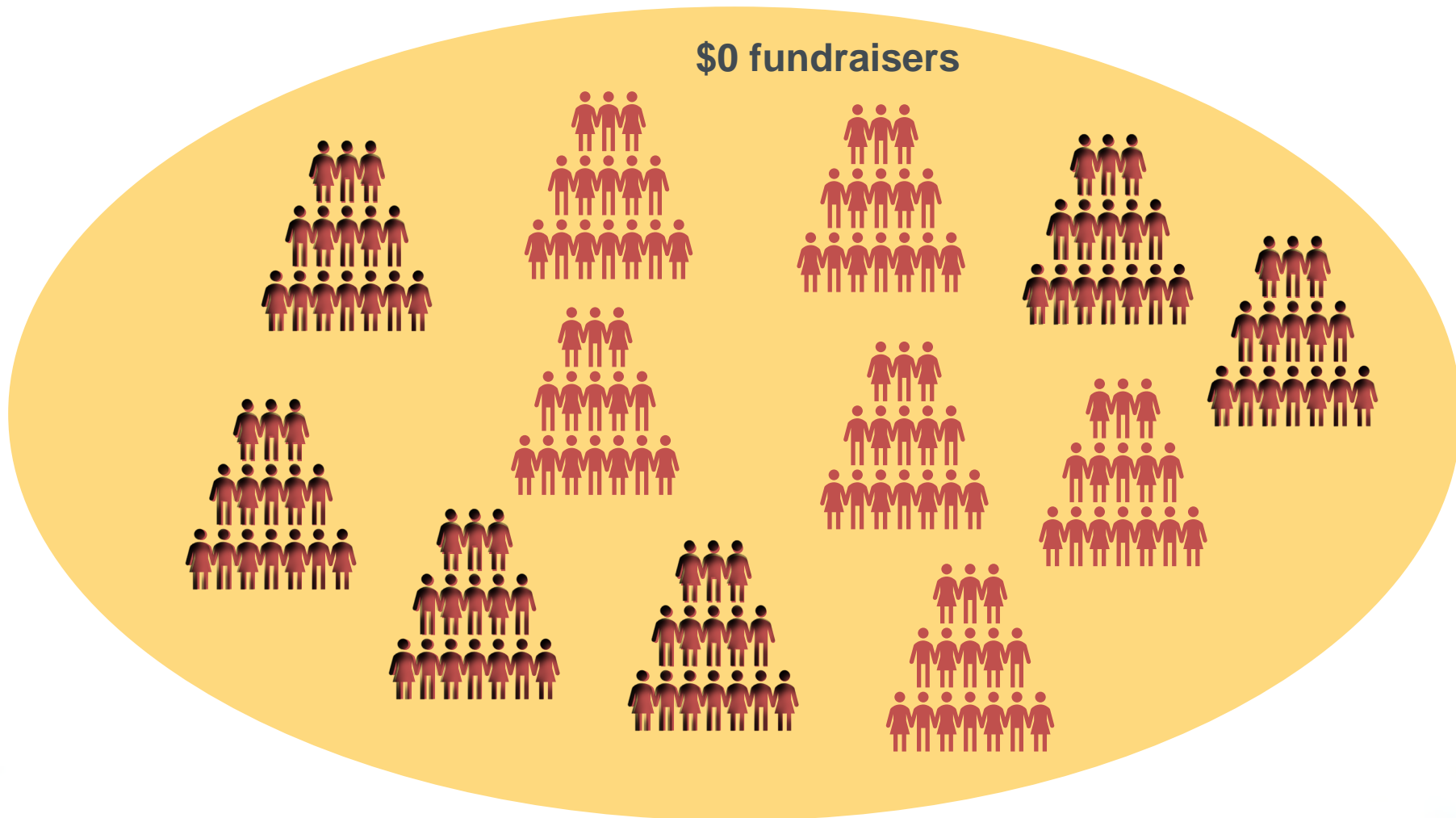
All participants



# Audience - Coaching

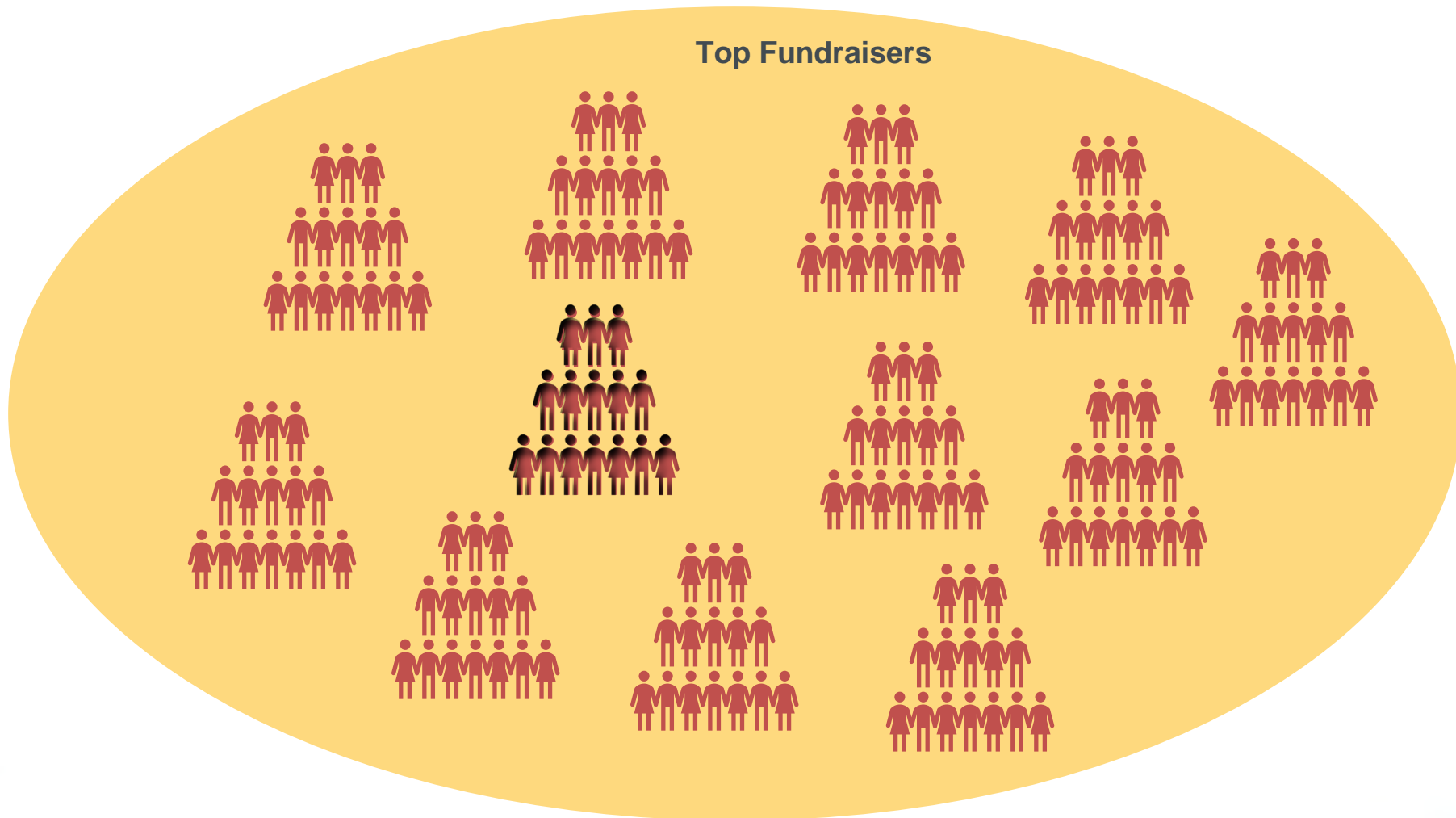


# Audience - Coaching





# Audience - Coaching



# Communications Channels





# Communications Calendar

The following is a sample communications calendar starting 4 months prior to the event

Channel	Timing	Audience	Description	Call to Action	Content
Direct Mail	19 weeks out	all constituents (or all within state, zip codes)	event announcement	Register	link, early bird discount code, QR Code and Hash tag
recruitment email	18 weeks out	past team captains	event announcement	Register	link, early bird discount code and hash tag
Social media	18 weeks out	facebook, twitter, etc	event announcement	Register	link, early bird discount code and hash tag
recruitment email	18 weeks out	past participants & donors net yet registered	event announcement	Register	link, early bird discount code and hash tag. Msg from ED
recruitment email	17 weeks out	all constituents net yet registered	event announcement	Register	link, early bird discount code and hash tag.
Participant email	16 weeks out	Team Captains	team captain email #1	Recruitment & Fundraising	Incentive program
Social media	16 weeks out	facebook, twitter, etc	previous year highlights	register	link & hash tag
Participant email	15 weeks out	all participants	coaching email #1	Recruitment & Fundraising	mission story, fundraising tips (update personal page)
Social media	15 weeks out	facebook, twitter, etc	daily updates	Register	link & hash tag
recruitment email	14 weeks out	all constituents net yet registered	Early bird discount expiration announcement	Register	link, early bird discount code and hash tag
Participant email	14 weeks out	Team Captains	team captain email	Recruitment & Fundraising	team captain success story, email 25 friends to join team
Social media	14 weeks out	facebook, twitter, etc	daily updates	Recruitment & Fundraising	link & hash tag
Participant email	13 weeks out	all participants	coaching email	Recruitment & Fundraising	Incentive program
Social media	13 weeks out	facebook, twitter, etc	daily updates	Recruitment & Fundraising	link & hash tag
Participant email	12 weeks out	Team Captains	team captain email	Recruitment & Fundraising	mission story, top teams spotlight
Social media	12 weeks out	facebook, twitter, etc	daily updates	Recruitment & Fundraising	link & hash tag
Participant email	11 weeks out	all participants	coaching email	Recruitment & Fundraising	mission story, fundraising tips (email 10 friends)
Social media	11 weeks out	facebook, twitter, etc	daily updates	Recruitment & Fundraising	link & hash tag
Participant email	10 weeks out	Team Captains	team captain email	Recruitment & Fundraising	hash tag, fundraising success spotlight (team captain)
Social media	10 weeks out	facebook, twitter, etc	daily updates	Recruitment & Fundraising	link & hash tag
Participant email	9 weeks out	all participants	coaching email	Recruitment & Fundraising	mission story, top participants and teams spotlight
Social media	9 weeks out	facebook, twitter, etc	daily updates	Recruitment & Fundraising	link & hash tag
recruitment email	8 weeks out	all constituents net yet registered	2 months until the event	Register	link & hash tag, mission story and event spotlight
Participant email	8 weeks out	Team Captains	team captain email	Recruitment & Fundraising	hash tag, story about why others participate
Social media	8 weeks out	facebook, twitter, etc	daily updates	Recruitment & Fundraising	link & hash tag
Participant email	7 weeks out	all participants	coaching email	Recruitment & Fundraising	hash tag, story about why others participate
Social media	7 weeks out	facebook, twitter, etc	daily updates	Recruitment & Fundraising	link & hash tag
Participant email	6 weeks out	Team Captains	team captain email	Recruitment & Fundraising	mission story, top teams spotlight
Social media	6 weeks out	facebook, twitter, etc	daily updates	Recruitment & Fundraising	link & hash tag
Participant email	5 weeks out	all participants	coaching email	Recruitment & Fundraising	hash tag. msg from the ED

Download sample communications calendar [here](#)

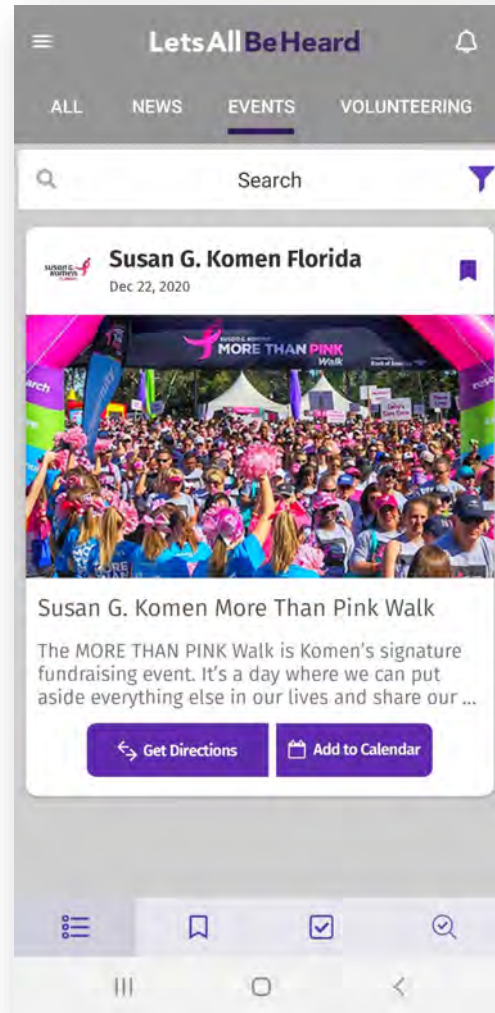
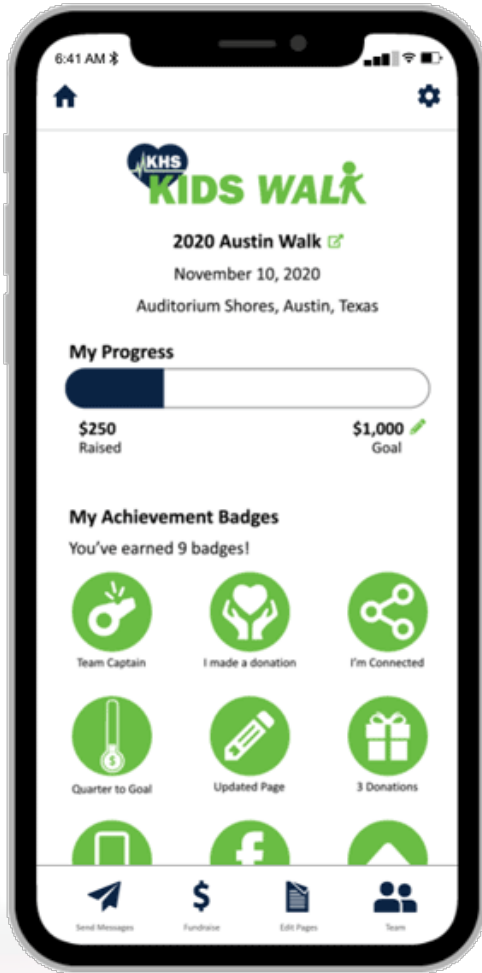
# Communications Calendar

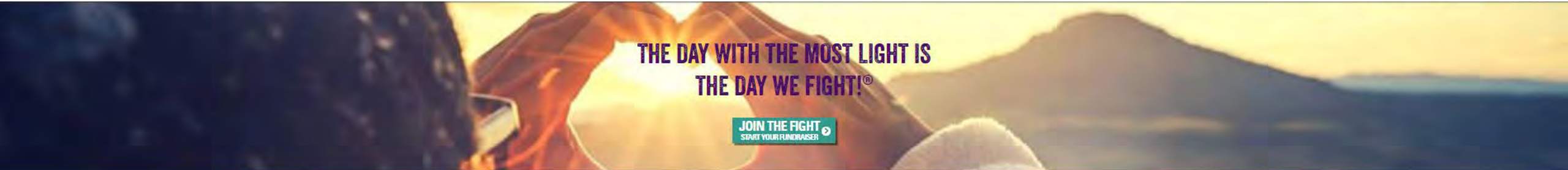
- Plan, write, and schedule in advance, but plan to adjust messaging based on:
  - Actual registration #s compared to projections
  - Actual fundraising #s compared to projections
    - # of \$0 fundraisers
    - Average gift size
    - # of 'large' fundraisers
  - Logistical updates\*  
(\*Unexpected pandemics for example)



# Apps | FaceBook Integration

charityDYNAMICS





**THE DAY WITH THE MOST LIGHT IS  
THE DAY WE FIGHT!®**

**JOIN THE FIGHT**  
START YOUR FUNDRAISER

Share why you're fighting to #ENDALZ on #TheLongestDay and be featured in our gallery. [See Gallery](#)

The Longest Day is the day with the most light — the summer solstice. On June 20, people from across the world will fight the darkness of Alzheimer's through a fundraising activity of their choice.

Whether you're participating at home, online or in-person, we have plenty of fun ideas to engage family and friends in The Longest Day.



[ABOUT THE DAY](#)



[FUNDRAISING IDEAS](#)



[VIRTUAL ACTIVITY IDEAS](#)

*Please follow CDC guidelines and recommendations from local health officials when participating with those outside of your household.*

## GET STARTED

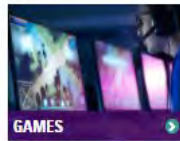
Select a category below to get ideas for creating a fundraiser based on your favorite activity.



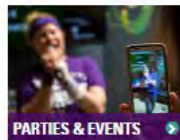
[EXERCISE](#)



[SPORTS](#)



[GAMES](#)



[PARTIES & EVENTS](#)



[HOBBIES](#)



[ARTS](#)

[PHYSICAL DISTANCING TIPS](#)

[REQUEST MORE INFO](#)

[VOLUNTEER](#)



# Questions?

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This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.





# Thank you for joining!

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For more information on Qgiv's fundraising platform, contact:

[contactus@qgiv.com](mailto:contactus@qgiv.com) | 888-855-9595

For more information on Cathexis Partners, contact:

[mark@cathexispartners.com](mailto:mark@cathexispartners.com)