



How to Encourage Board Fundraising with Peer-to-Peer Events

Tuesday, May 18, 2021 | 2:00-2:45 p.m. EDT



Learn to raise more online

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

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



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



Share your highlights and takeaways with the **#qgivwebinar** hashtag, and make sure you follow **@Qgiv!**

Wait, Who Are You?

Abby Jarvis

Nonprofit Education Manager

- + Eight years at Qgiv
- + Board member and nonprofit volunteer
- + Passionate about turning research and nonprofit best practices into easy-to-understand resources



How many of you wish your board members would get more involved in fundraising?



What are the biggest obstacles you face when trying to get your board involved in fundraising?



The #1 Reason Boards Don't Fundraise:

“Ask most board members if they were told they’d be responsible for fundraising when they joined the board and you’ll hear a lot of no’s. Somewhere in the recruitment process, **the fundraising part of their job got downplayed.**”

- Rachel Muir



How Do We Fix It?

- + Be up front about fundraising responsibilities with potential board members
- + Teach board members how fundraising works in your organization
- + Train them to be good at fundraising and give them the tools they need



Peer-to-peer fundraising may be a good option for your organization!



Beacon of Life Board Appeal 2020
July 1, 2020 - August 31, 2020

Event Leaderboard

	\$5,245.20 raised
	\$2,046.00 raised
	\$1,493.00 raised
	\$1,216.80 raised
	\$1,214.40 raised

[View Full Leaderboard](#)

About Us

For almost 40 years, Beacon of Life has been a guiding light for women in our community experiencing homelessness due to trauma, substance abuse, domestic violence and incarceration. Our program isn't just about finding a job or having a place to live — it's about repairing broken relationships, building new ones, creating boundaries and strengthening the mind, body and spirit.

Beacon of Life, a 501(c)3 nonprofit, is the only shelter in Central Iowa that provides transitional housing with supportive services in a structured environment exclusive to single women. Thanks to the generosity of our donors, our safe and secure facility is fully equipped with a pantry, kitchen, laundry room, activity room and around-the-clock staff for 34 women.

Every year, our amazing Board of Directors participates in a fundraising effort called the Board Appeal. You can help us reach our \$11,000 funding goal by donating on behalf of one of our Directors. Any amount helps but here's a few suggestions:

100%
80%
60%
40%
20%
0%



\$16,238.88
achieved

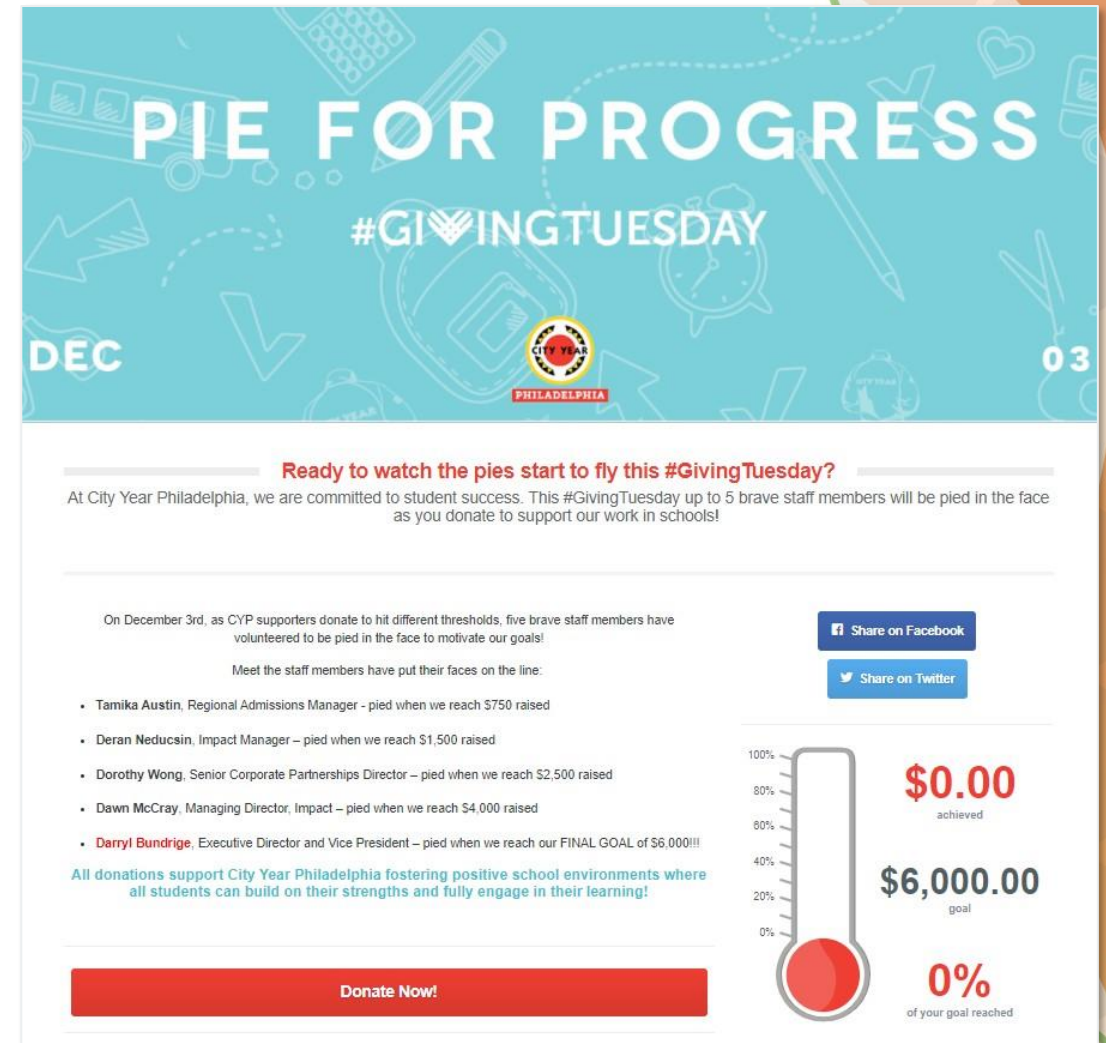
\$11,000.00
goal

147%
of your goal reached

[Donate Now](#)

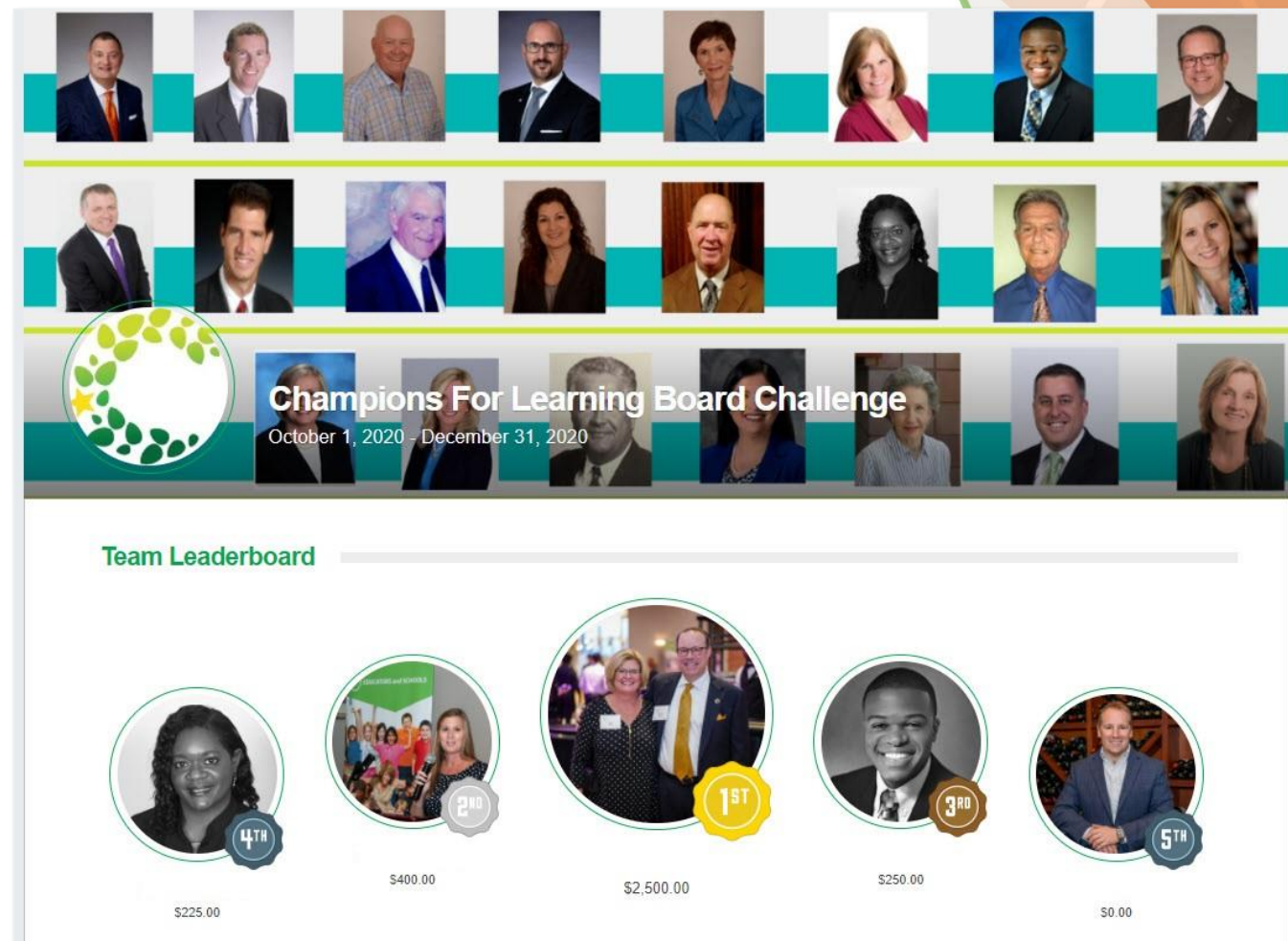
Why Is Peer-to-Peer Good for Boards?

- + Peer-to-peer fundraising is something your board members are probably already familiar with!
- + Asking for donations on social media and through email is less intimidating.
- + Many Gen X and Millennial board members are open to raising money on your behalf.



Why Is Peer-to-Peer Good for Boards?

- + Most peer-to-peer platforms make it easy for you to teach your board members how to raise money.
- + Giving board members templates, resources, and instructions will help immensely, too.





Let's Look at How It Works

Step One: Explain

First, start a conversation with your board around why you're starting this campaign:

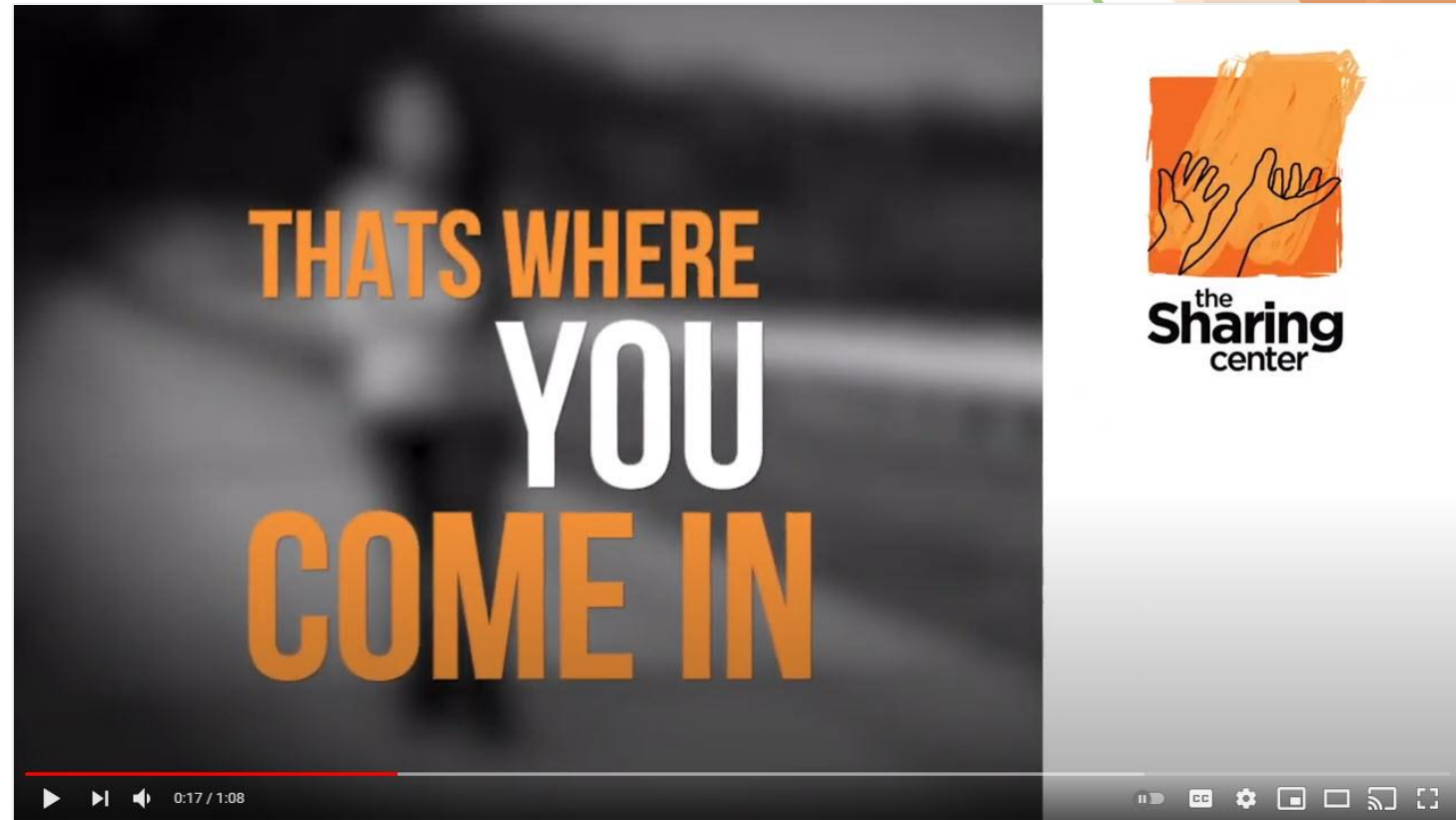
- + Why is it important for them to raise money for you?
- + What will that money support?



Step One: Explain

Then, work with your board to build a campaign they'll be excited about.


- + What stories can they tell their friends and family that will inspire support?
- + What pictures or individual stories can they share?
- + What fun ideas do they have?




Step Two: Build


Once you've identified a campaign theme and story, build your campaign.

- + Set up the basics: branding, basic storytelling, etc.
- + Build basic fundraising pages for your board members
- + Teach board members to use the tools you've given them



 **Sweet Bites & Bikes**
June 8, 2020 - September 13, 2020


Thank you to our wonderful sponsors!



Join us!
A Community Day of Togetherness!

You, your family, co-workers, and friends are invited to attend Sweet Bites & Bikes on Saturday, September 5, 2020, taking strides for our neighbors in need. The Sharing Center encourages you to get creative in ways to practice virtual togetherness.

Sweet Bites & Bikes is a virtually converted event from our annual fundraiser, Sweet Charity to help raise the necessary funds to continue preventing hunger and homelessness. Participants are invited to pledge to bike 34 miles or run/walk 3.4 miles in recognition of the 34 years The Sharing Center has supported our neighbors in need. Funds raised during this event will help provide urgently

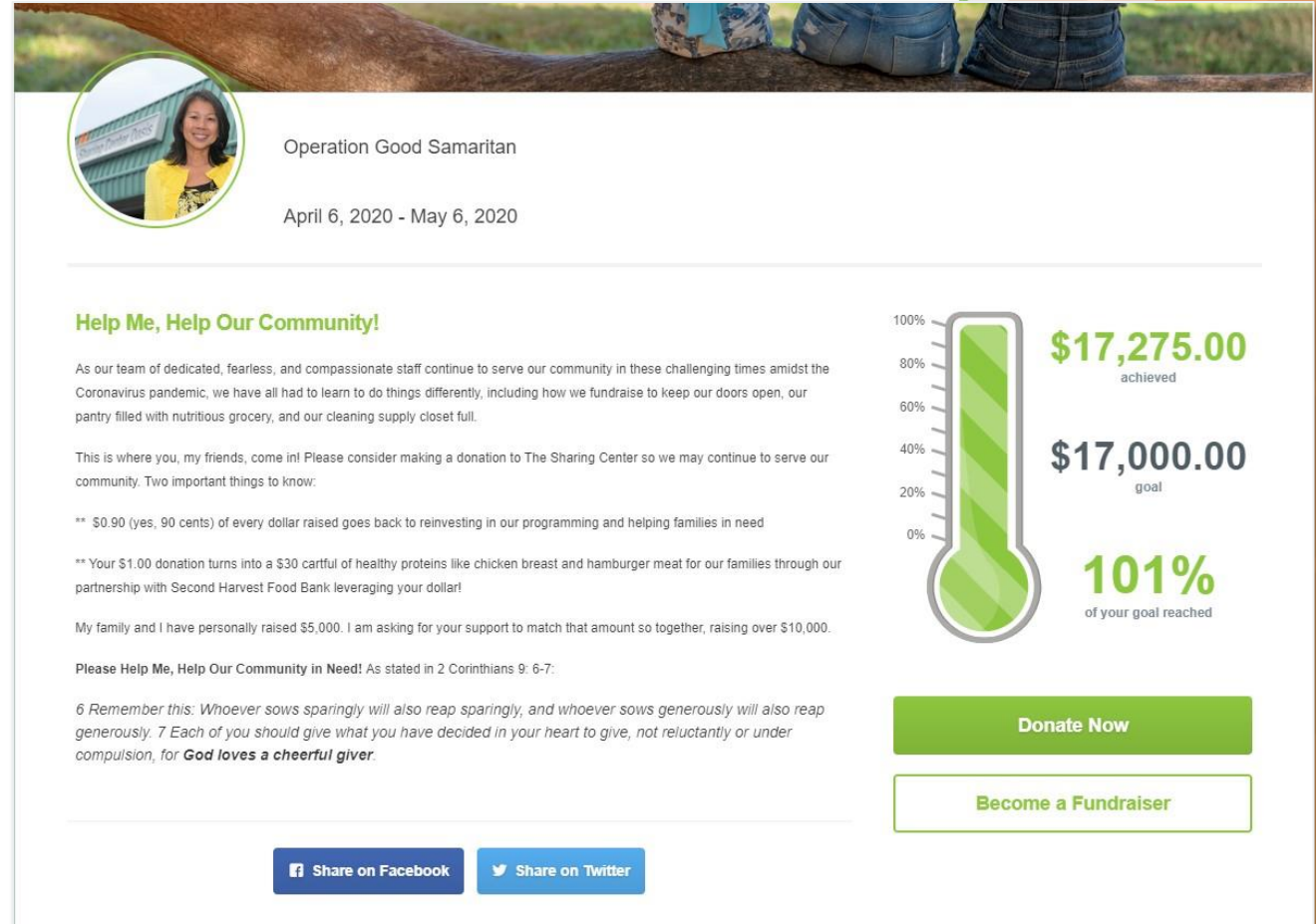


Donate Now!

Zoom In: Qgiv Tools for Board Members

Qgiv's peer-to-peer platform includes some useful tools for building events and setting up page templates.

- + Event page
- + Individual pages
- + Sponsor pages
- + Donation forms



The screenshot shows a fundraising page for "Operation Good Samaritan" running from April 6, 2020, to May 6, 2020. It features a circular profile picture of a woman, a progress thermometer showing \$17,275.00 achieved (101% of the \$17,000.00 goal), and several paragraphs of text explaining the mission and asking for donations. At the bottom, there are buttons for "Share on Facebook", "Share on Twitter", "Donate Now", and "Become a Fundraiser".

Operation Good Samaritan
April 6, 2020 - May 6, 2020

Help Me, Help Our Community!

As our team of dedicated, fearless, and compassionate staff continue to serve our community in these challenging times amidst the Coronavirus pandemic, we have all had to learn to do things differently, including how we fundraise to keep our doors open, our pantry filled with nutritious grocery, and our cleaning supply closet full.

This is where you, my friends, come in! Please consider making a donation to The Sharing Center so we may continue to serve our community. Two important things to know:

** \$0.90 (yes, 90 cents) of every dollar raised goes back to reinvesting in our programming and helping families in need

** Your \$1.00 donation turns into a \$30 cartful of healthy proteins like chicken breast and hamburger meat for our families through our partnership with Second Harvest Food Bank leveraging your dollar!

My family and I have personally raised \$5,000. I am asking for your support to match that amount so together, raising over \$10,000.

Please Help Me, Help Our Community in Need! As stated in 2 Corinthians 9: 6-7:

*6 Remember this: Whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously. 7 Each of you should give what you have decided in your heart to give, not reluctantly or under compulsion, for **God loves a cheerful giver.***

\$17,275.00 achieved
\$17,000.00 goal
101% of your goal reached

[Donate Now](#)
[Become a Fundraiser](#)

[Share on Facebook](#) [Share on Twitter](#)

Zoom In: Qgiv Tools for Board Members

Turn on the “Walkthrough” feature to guide board members through the setup process, including:

- + Sharing stories
- + Uploading images
- + Sending emails and posts

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 Social Sharing section to users and leads them to connect and create their first post.

or

Complete Your Profile Hide Next Step: Upload Your Avatar

<input type="checkbox"/> Upload Your Avatar	incomplete
<input type="checkbox"/> Update Your Personal Page	incomplete
<input type="checkbox"/> Send a Fundraising Email	incomplete
<input checked="" type="checkbox"/> Raise Your First Online Donation	complete
<input type="checkbox"/> Share on Facebook / Twitter	incomplete

 **Get Rewarded!**
Completing your profile can lead to more donations. Plus, we'll give you a badge.

Zoom In: Qgiv Tools for Board Members

Walkthroughs

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or


Zoom In: Qgiv Tools for Board Members


 **Complete Your Profile**


✓ Upload Your Avatar

✓ Update Your Personal Page 

✓ Send a Fundraising Email 


✓ ~~Raise Your First Online Donation~~ 


✓ Share on Facebook / Twitter 



Profile Completed


Awarded when **Anyone** completes their profile

 Share this on Facebook

 Share this on Twitter

Hide

Next Step: Upload Your Avatar



Get Rewarded!

Completing your profile can lead to more donations. Plus, we'll give you a badge.

Step Three: Support

Remember, your board members are busy and may be intimidated. Support them and encourage them!

- + Give them access to resources they can use to support appeals
- + Give them templates and guides
- + Encourage board members both individually and at meetings

Kim's Fundraising Page

Please Help Me Support The Beacon of Life

UPDATE: I met my original goal (and then another goal!!!), because my support tribe is amazing. But **NOW MORE THAN EVER**, I am committed to changing lives and impacting the Beacon women in a real, positive way. So please consider donating to help me and this amazing organization get to a-whole-nother-level!

The Beacon of Life is a transitional housing facility in Des Moines that serves women who are homeless, but not just with a place to sleep. It's a fresh start. It's a support network. Women come to the Beacon of Life for many reasons and goals to reach. We meet our women where they are and hold them accountable, but without judgement...on their path to success.

I am new to the board, but I can't wait to get involved! The Beacon of Life is not just about providing housing but giving resources for employment and budgeting; and being a place where women can learn how to stand on their own and giving them the tools for their future success. And every dollar matters!

July 2020 marks my first year as a member of the Board of Directors, but I cannot wait to get more involved with this organization and the well-being of our women, staff and volunteers. Would you please help me reach my goal of \$5,000 this year to improve the lives of women in our community? **YOU!!**



[Donate Now](#)

[Register For This Event](#)

Zoom In: Qgiv Tools for Board Members

Give your board members resources and templates they can use as they ask for support.

- + Email templates
 - + Send right from the dashboard!
- + Images, videos, talking points
- + Social media appeal templates

The screenshot displays the Qgiv dashboard on the left and the 'Edit Email Template' interface on the right. The dashboard sidebar includes links for Dashboard, Share Event, My Donations, Resources (highlighted), My Registration, and Manage Registrations. The 'Downloadable Resources' section lists files like 'This is helpful!', 'Qgiv Logo', and 'Greenhouse Party' with options to preview or download. The 'Edit Email Template' window shows fields for Email Name, From Participant, and Subject, along with a rich text editor containing a fundraising appeal template with placeholder text like '%EventName%' and '%OrganizationName%'.

Downloadable Resources

Download resources provided by your organization.

Start Typing to Search Resources...

File Name	Type	
This is helpful!	Document	Preview File Download File
Qgiv Logo	Image	Preview File Download File
Greenhouse Party	Image	Preview File Download File

Edit Email Template

Email Name: Required

From Participant – Ask Others to Donate

Subject: Required

Support My Fundraising Efforts!

Email Content:

Source Insert Media Insert Tags

Format Font Size

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.

Zoom In: Qgiv Tools for Board Members

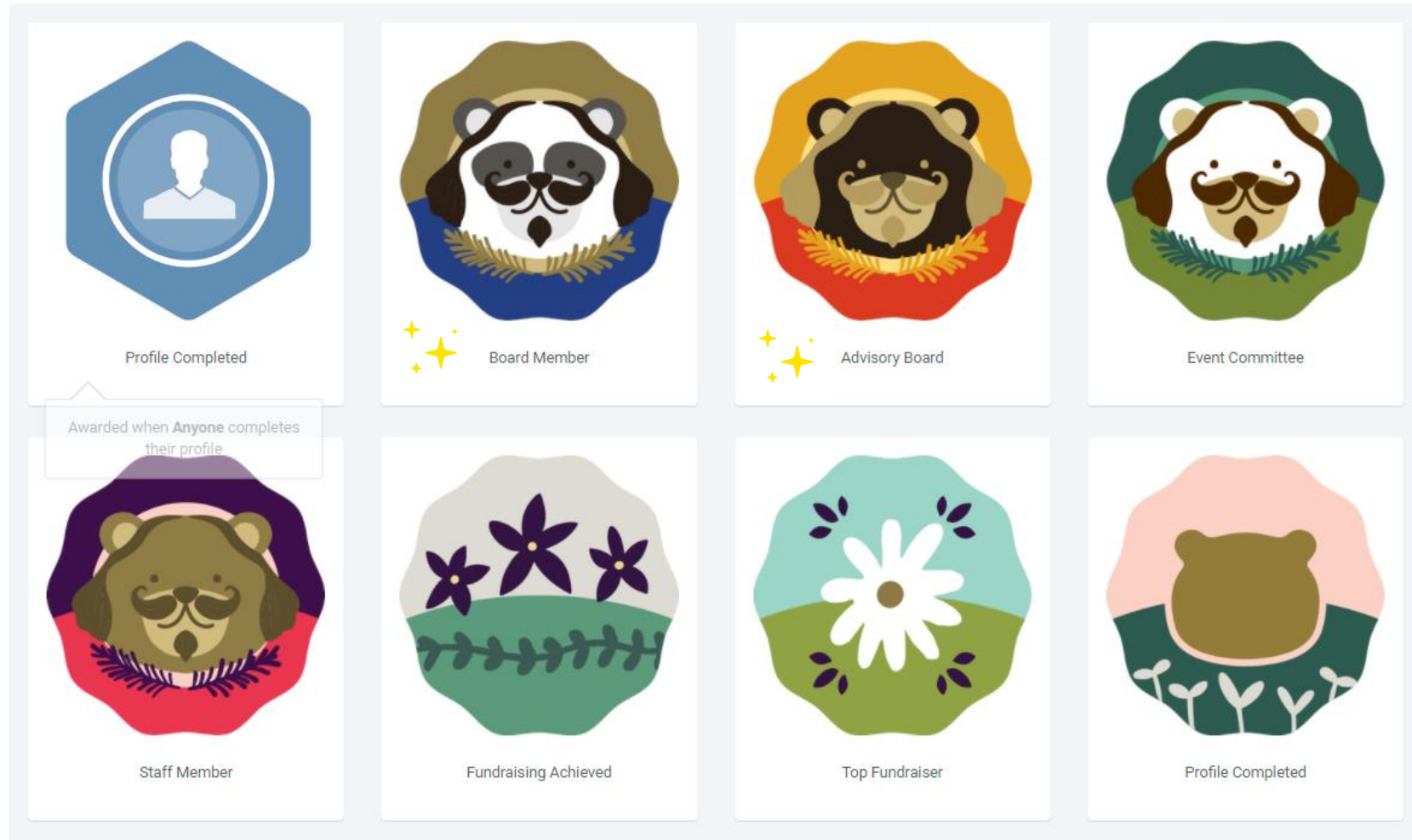
Offer ongoing support and encouragement to board members as they raise money for you.

- + Digital badges
- + Scheduled emails and nudges
- + Public and private recognition

PARTICIPANT BADGES

<input checked="" type="checkbox"/>		Fundraising Achieved <i>Award this badge when Anyone reaches 100 % of goal.</i>
<input checked="" type="checkbox"/>		Top Fundraiser <i>Award this badge when Anyone raises the most funds for their event.</i>
<input type="checkbox"/>		Profile Completed <i>Award this badge when Anyone completes their profile. This badge is for the Welcome Quest and cannot be disabled.</i>
<input checked="" type="checkbox"/>		Team Fundraising Leader <i>Award this badge when a Team Member raises the most funds for their team.</i>
<input checked="" type="checkbox"/>		Most Donors <i>Award this badge when Anyone gets the highest number of donations.</i>

Zoom In: Qgiv Tools for Board Members



Let's Wrap It Up

Peer-to-Peer fundraising is a great board engagement tool

- + Board members may not have known they were expected to raise money.
- + They're probably intimidated or feel too busy to help.
- + Different kinds of peer-to-peer fundraising are already common!
- + Peer-to-peer fundraising is more comfortable than other methods.

Let's Wrap It Up

There are three phases of a board-focused campaign

- + First, explain to your board why their involvement is crucial!
- + Then, work with your board to build a campaign they're excited about.
- + Support your board members during the fundraising campaign.

Let's Wrap It Up

Qgiv can help you every step of the way!

- + Use our event builder to put together a great campaign and personal fundraising pages.
- + Combine the Walkthrough feature with other resources to teach board members how to use the platform
- + Use the badges and email campaigns systems to encourage and reward board engagement.
- + Get creative! Text fundraising, social sharing, and other tools make fundraising enjoyable and effective.

We Can Help with Your P2P Fundraiser!



Want to talk to us about
using Qgiv? Email
contactus@qgiv.com

Are you a Qgiv
customer? Email
support@qgiv.com

Have questions about
best practices? Check
out qgiv.com/blog!



Questions?
