



# How to Recruit More P2P Fundraisers with Marketing & Design

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Presented By: Mark Becker, Cathexis Partners & Abby Jarvis, Qgiv  
Wednesday, February 9, 2022 | 2:00 – 3:00 p.m.



# A little housekeeping...



*We're recording this webinar!*

All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!



*Feel free to ask questions!*

Use the Questions chat box to ask your questions.  
We will have a Q&A session at the end of the presentation.



*We will be live-tweeting!*

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



## FUNDRAISING TECH

# Made for you



### Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



### Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



### Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software



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

Powerful Fundraising Technology + Nonprofit Service Provider



Raise More, Manage Less

Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions  
Integrations & Data



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

# Today's Speakers



**Mark Becker**

**Founding Partner | 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.



**Abby Jarvis**

**Nonprofit Education Manager | Qgiv**

In her 9 years at Qgiv, Abby has become passionate about understanding industry best practices, learning how to help nonprofits be more effective, and sharing that information with fundraisers. When she's not working at Qgiv, Abby can usually be found digging around in her garden, hiking around nature preserves and parks, or visiting local breweries with her husband.

# Why Is This Important?



Peer-to-peer events are time consuming and require lots of resources regardless of the type of campaign you run....





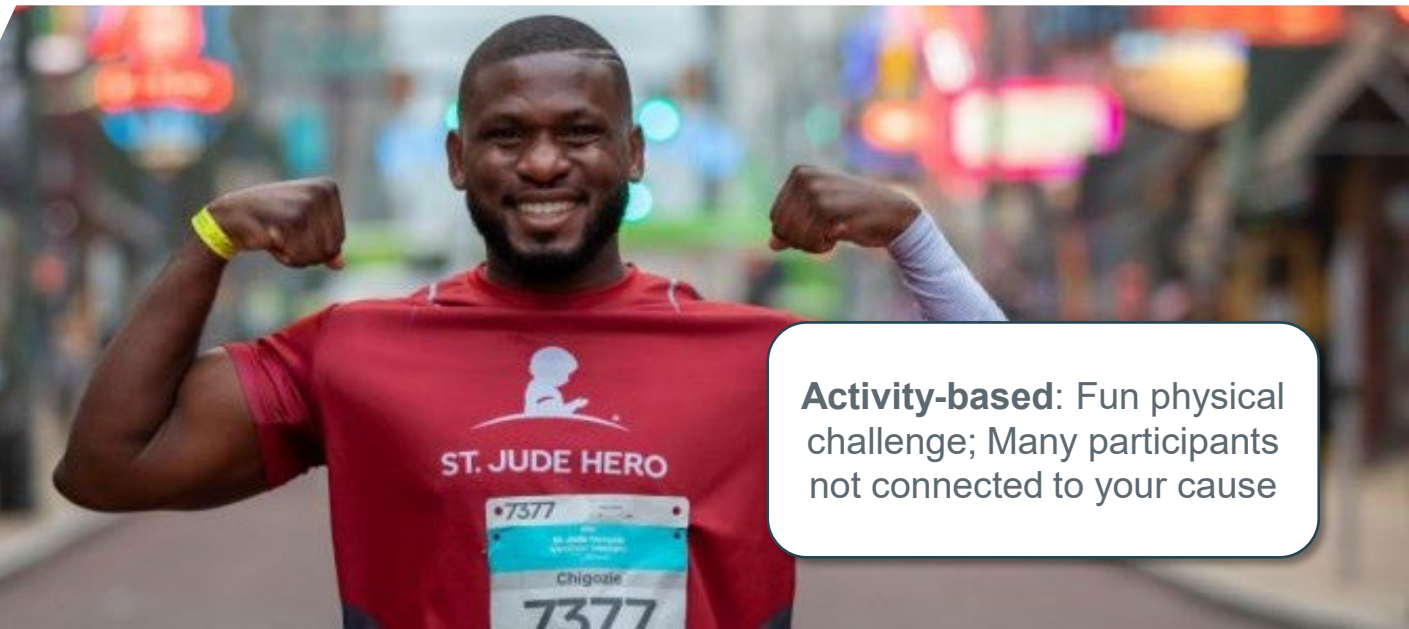
**Fundraising-focused:** your current supporters are your audience



**High Commitment:** Physical endurance or high fundraising minimum. Participants are die-hard supporters.




**Awareness:** Primary goal is large # of participants and bringing new people to the cause



**Activity-based:** Fun physical challenge; Many participants not connected to your cause



# Why Is This Important?



## Give the gift of warmth & compassion

TO VETERANS THIS HOLIDAY SEASON

### Cold Nights Warm Hearts 2020

Every holiday season for three decades, Swords to Plowshares ensures that our veterans are not forgotten. This year is no exception.

We are kicking off a campaign to raise \$50,000 during the month of December for San Francisco and Oakland's most vulnerable veterans.

**Donations up to \$20,000 will be matched!**


In lieu of an indoor holiday feast this year, we will provide over 200 prepackaged holiday meals, give away 360 holiday backpacks, and secure emergency housing for those in need. The annual holiday backpacks include items necessary for homeless veterans to make it through the winter months, including socks, hats, blankets, sanitizer, masks, and toiletries.

Please join us to give the gift of warmth and compassion to veterans this holiday season.

#### Our Supporters


Most Recent Top Donors

\$20.00



### Swords to Plowshares

VETS HELPING VETS SINCE 1974



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

**\$52,500.00**  
achieved

The more participants you can **recruit and engage**, the better the return on your investments of time and resources will be.



# Marketing Your Peer-to-Peer Event & Inspiring Registration

Before you start marketing your event, think about who your ideal participants are and where they spend their time

- + What kind of event will they enjoy?
- + Where do they live?
- + How old are they?
- + Why do they want to participate in your peer-to-peer event?
- + What channels will they look to for information about your event?



# Marketing Your Peer-to-Peer Event & Inspiring Registration



## Participant Profile: Mid-40s athlete

- + Probably active on Facebook
- + Motivated primarily by running a local race and secondarily by supporting your mission
- + Emphasize fun + making a difference



## Participant Profile: College Student

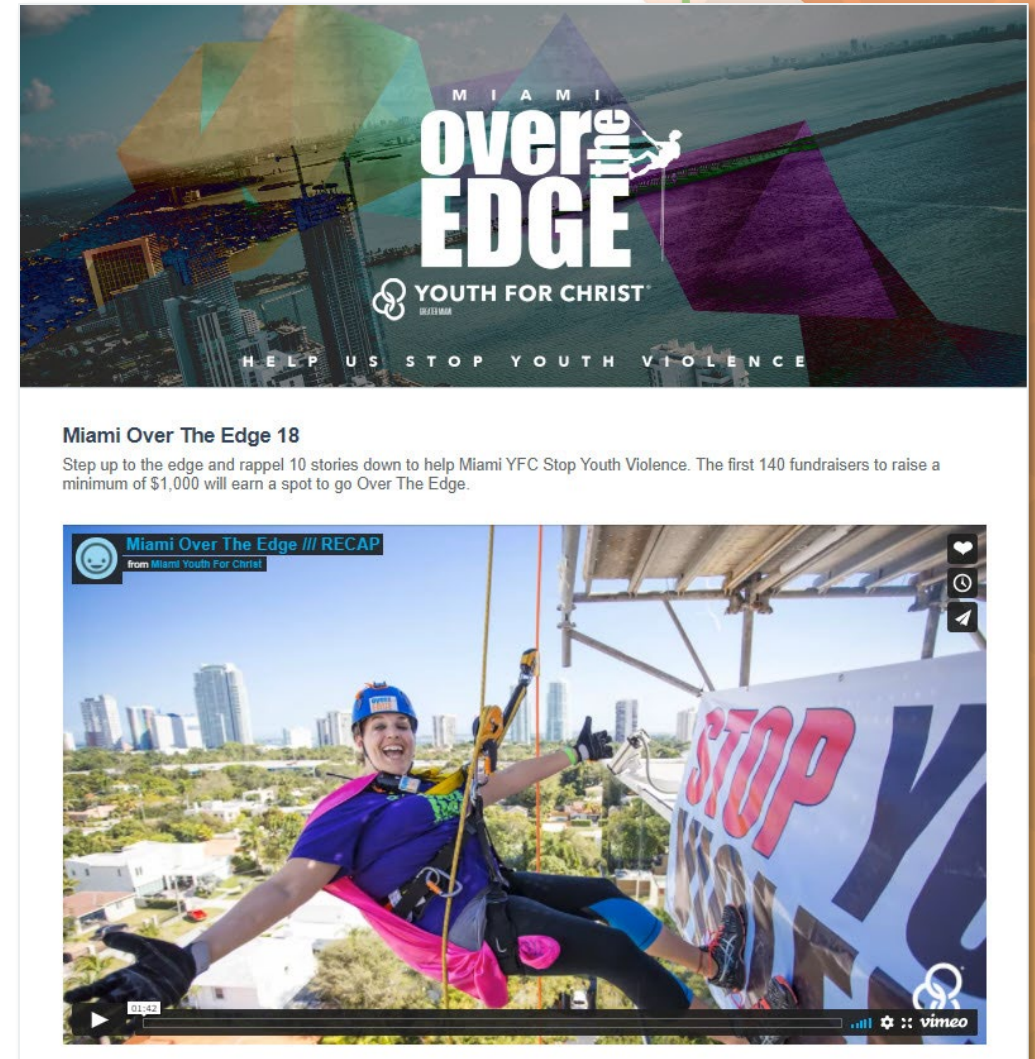
- + Probably active on Instagram or other channels
- + Motivated primarily by supporting a good cause and secondarily by having a fun day with her friends
- + Emphasize impact + opportunity to bond with friends



# Marketing Your Peer-to-Peer Event & Inspiring Registration

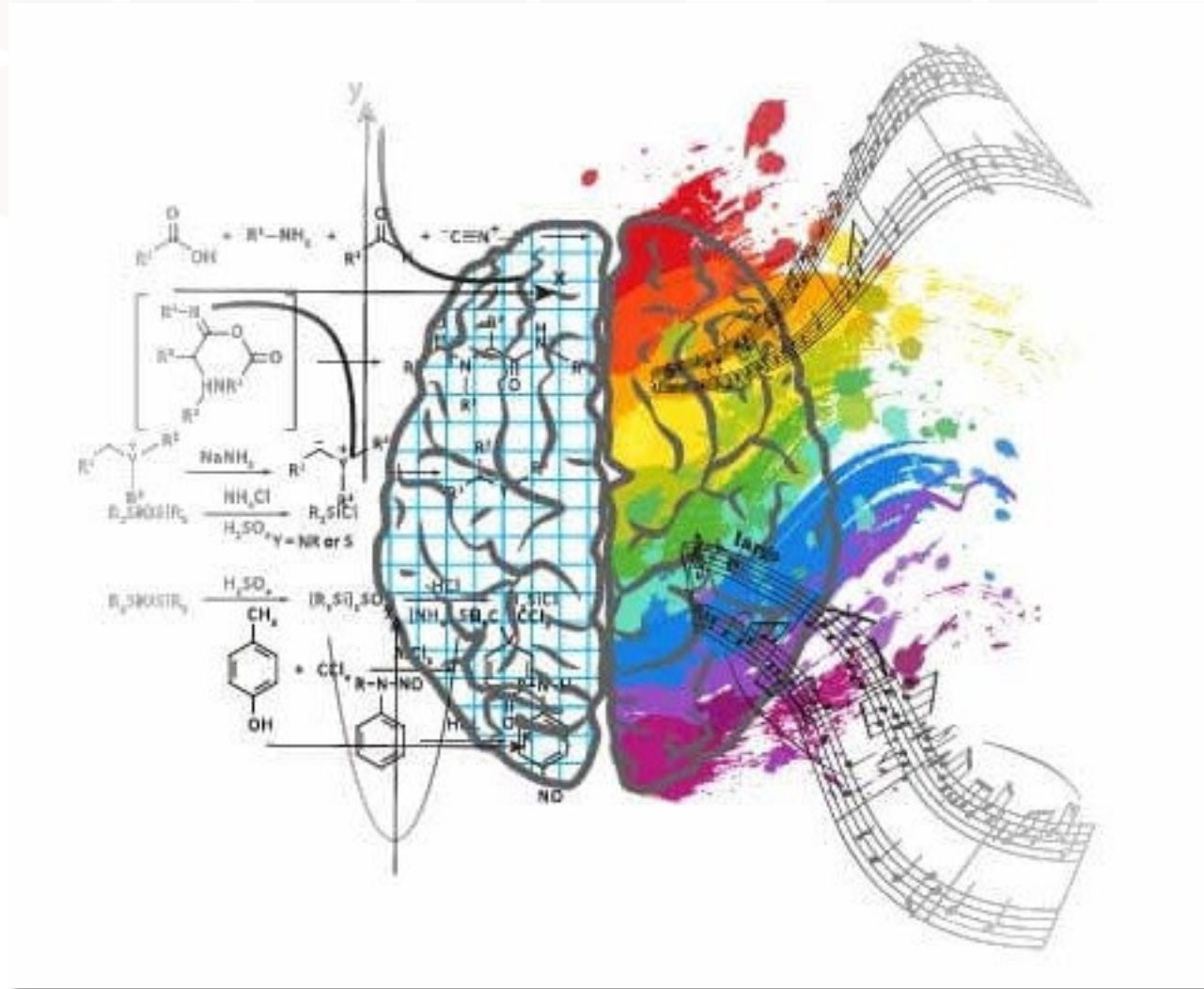
Whether they're most motivated by supporting your cause or by winning a race, it's important to communicate the importance of fundraising.

- + How will participants' work **make an impact** in their community?
- + How will the money they raise be used?
- + How will **you support them** as they work to raise money for you?
- + What **benefits** will they get if they support you by fundraising?





Powerful stats  
to demonstrate  
your mission  
impact



Inspirational  
**stories** to bring  
your **mission**  
to life

# Marketing Your Peer-to-Peer Event & Inspiring Registration



This is especially important if you're running an event that isn't entirely centered on fundraising



# Marketing Your Peer-to-Peer Event & Inspiring Registration

What does this look like in real life?

If you're running a charity 5k, you'll probably attract participants that are more interested in the race than they are in fundraising. Increase the likelihood of them fundraising for you by:

- + **Emphasizing the fundraising aspect** of your event in your marketing
- + **Asking them to donate** if they don't want to fundraise

The screenshot displays the 'Strides for CJD 2021' website. At the top, the URL 'cjd.foundation.org' is visible. The main header features a large star graphic with the text 'STRIDES for CJD' and a circular inset image of people running. Below the header, a section titled 'About 2021 Strides for CJD' lists event locations for Saturday, October 2nd, 2021, including Arlington, TX, Auburn, CA, Boston, MA, Brownston, MN, Charleston, WV, Chicago Area, IL, Morris Plains, NJ, and St. Louis, MO. A prominent fundraising thermometer shows a goal of \$350,000.00, with \$329,391.34 achieved, representing 94% of the goal. A 'Sponsor/Donate' button is located next to the thermometer. Below the thermometer, a 'Register' button is visible. A 'Watch a Video on How to Register' button is also present. A pop-up window titled 'the Pride Cup' is overlaid on the page, featuring a trophy icon and text encouraging participation in a virtual sport-a-thon and fundraiser on the first Saturday of June. The pop-up also mentions a 'RED Shirt Challenge' and provides information about raising funds for organizations.

cjd.foundation.org

STRIDES for CJD

Strides for CJD 2021

#CureCJD  
#Strides4CJD

About 2021 Strides for CJD

Strides for CJD Events are Planned in These Locations:

Saturday, October 2nd, 2021: Arlington, TX, Auburn, CA, Boston, MA, Brownston, MN, Charleston, WV, Chicago Area, IL, Morris Plains, NJ, St. Louis, MO

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

\$329,391.34  
achieved

\$350,000.00  
goal

94%  
of your goal reached

Sponsor/Donate

Register

Watch a Video on How to Register

the Pride Cup

Take the RED Shirt Challenge!

Perfect for self-lockdown and social distancing during this chaos!

Join The Pride Cup - A Virtual Sport-A-Thon and FunRaiser!

It is easy...

Just participate in your favorite (non-contact) sport or fun activity on the first Saturday of June in RED to help raise awareness about RED Shirt Pride Day Around the World!

(plus raise funds for your organization from now through the end of Pride Month)



# Marketing Your Peer-to-Peer Event & Inspiring Registration

Participants and donors are a lot alike. Get them excited about fundraising by speaking to their motivations in your marketing materials.

They want to know:

- + That their time and effort will **make an impact** in their community
- + That **you value their efforts** and will give them the support they need
- + How the money they raise will be used to **make a difference**

**But what should you communicate to them?**



The screenshot shows a fundraising page for the "vincentian CARE FOR THE CAREGIVER" campaign. It features a photo of an elderly woman being embraced by a caregiver. The page includes a progress bar showing that \$14,490.00 has been achieved out of a \$12,500.00 goal, resulting in 115% of the goal being reached. The page also contains text about the impact of COVID-19 on elderly residents and a call to action to donate or fundraise.

**vincentian CARE FOR THE CAREGIVER**

Care for the Caregiver - Board Campaign

**Care for the Caregiver - Board Campaign**

Vincentian Collaborative System has been caring for Pittsburghers since 1924 and is now asking Pittsburghers to help us show support to our healthcare heroes.

The outbreak of COVID-19 has impacted everyone's daily life, but nowhere is that more apparent than in our long-term care facilities where elderly residents, with the highest risk of infection, are receiving round-the-clock care from dedicated caregivers. Taking on extra shifts and additional time away from their own families, the 650 healthcare heroes across the Vincentian system are there to hold a hand and spend time with someone whose family cannot visit for fear of spreading the contagion.

While we can never fully express our gratitude to those who are on the front lines of this pandemic, the Care for the Caregiver campaign has been created to show appreciation and steward our gifts where they will have the most significant impact for all our healthcare heroes.

**How can you help?**

Your donation will help show your appreciation for all active workers in our senior care communities.

Increase donations by creating a **fundraising page** to ask your friends, family, coworkers, etc. to support you in raising funds for our caregivers.

Can we count on you, your friends, your family, your business, or your church to Care for the Caregivers who make every day better than the last for the 2,000 elderly residents in Vincentian's care every year?

**\$14,490.00**  
achieved

**\$12,500.00**  
goal

**115%**  
of your goal reached

**Donate Now**

**Fundraise**

## Emphasize The Event Itself:





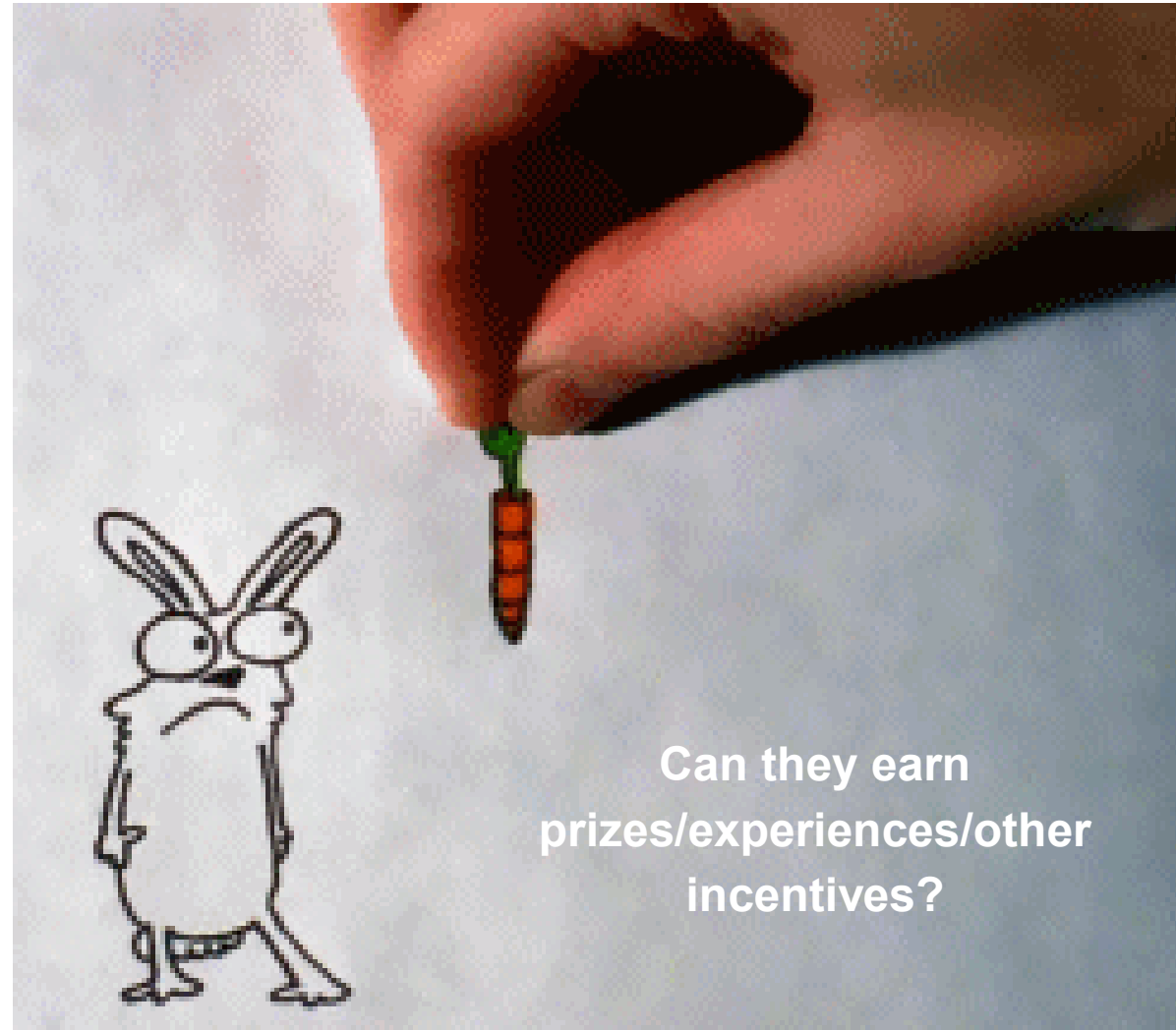
## Emphasize The Event Itself:

Can they participate with friends?





## Emphasize The Event Itself:



Can they earn  
prizes/experiences/other  
incentives?

# Create a Dynamite Registration Process

Want to improve conversion rates? **Keep form fields to a minimum!**

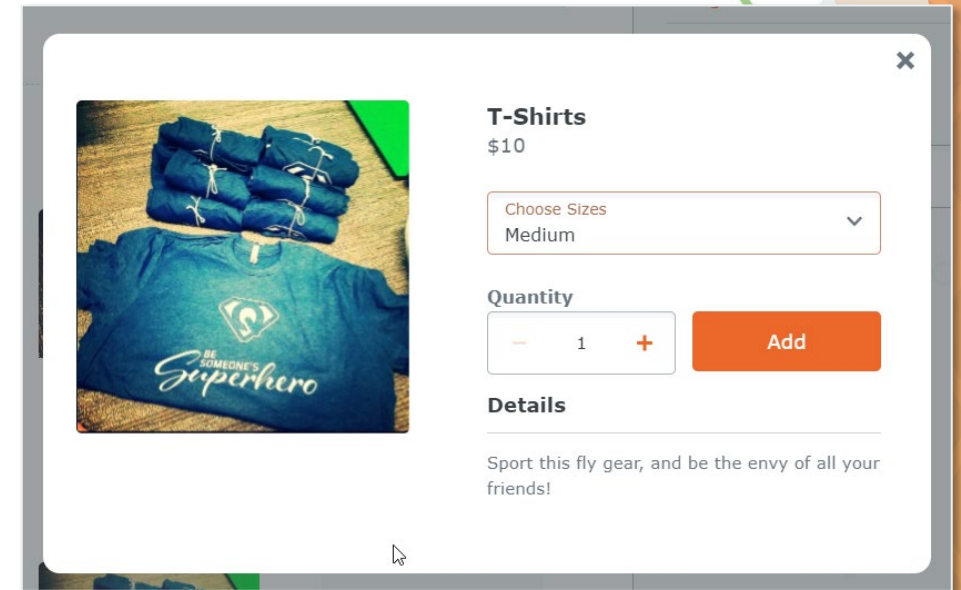
You're going to have to ask for some details, and that's okay! The key is to **avoid collecting unnecessary information.**

## Necessary

- + Emergency contact info
- + Liability waivers
- + T-shirt size (if applicable)

## Not-So-Necessary

- + How did you hear about us?
- + Nicknames
- + Secondary email address



# Create a Dynamite Registration Process

Want to improve conversion rates? **Explain how you'll use personal information!**

People are leery of sharing too much personal information online, especially if they don't know how you'll use it.

- + When and why will you email them?
- + Will you call them a lot?
- + What will you do with emergency contact info?

**Let's get your details.**

First Name Abigail	Last Name Jarvis
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Email abby.jarvis@qgiv.com
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We'll send you a confirmation, plus a link to set up your fundraising page!

Address 207 Bartow Rd
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Apartment, Suite, Etc.	Optional
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City Lakeland	State Florida	Zip Code 33803
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Country United States
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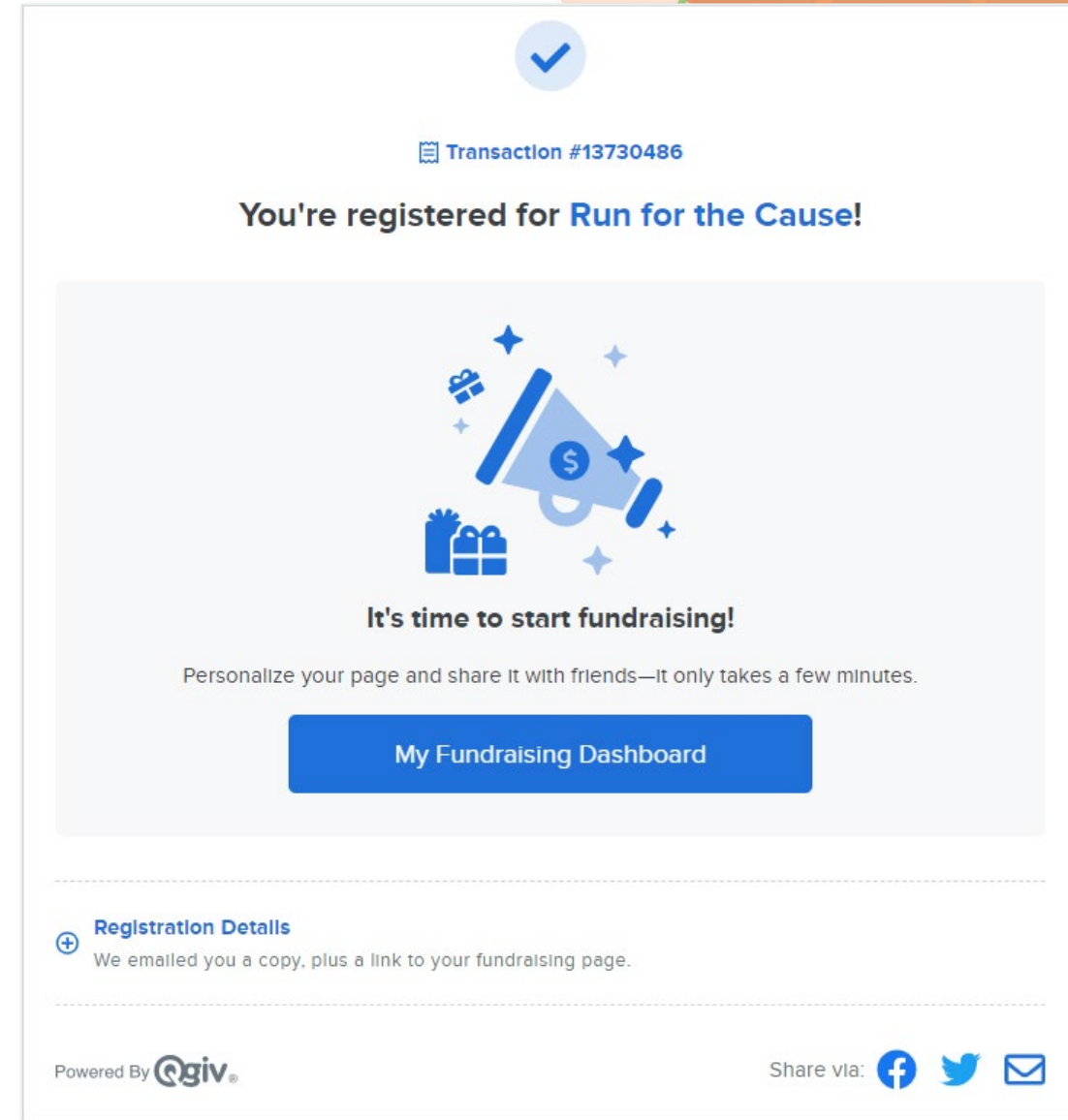


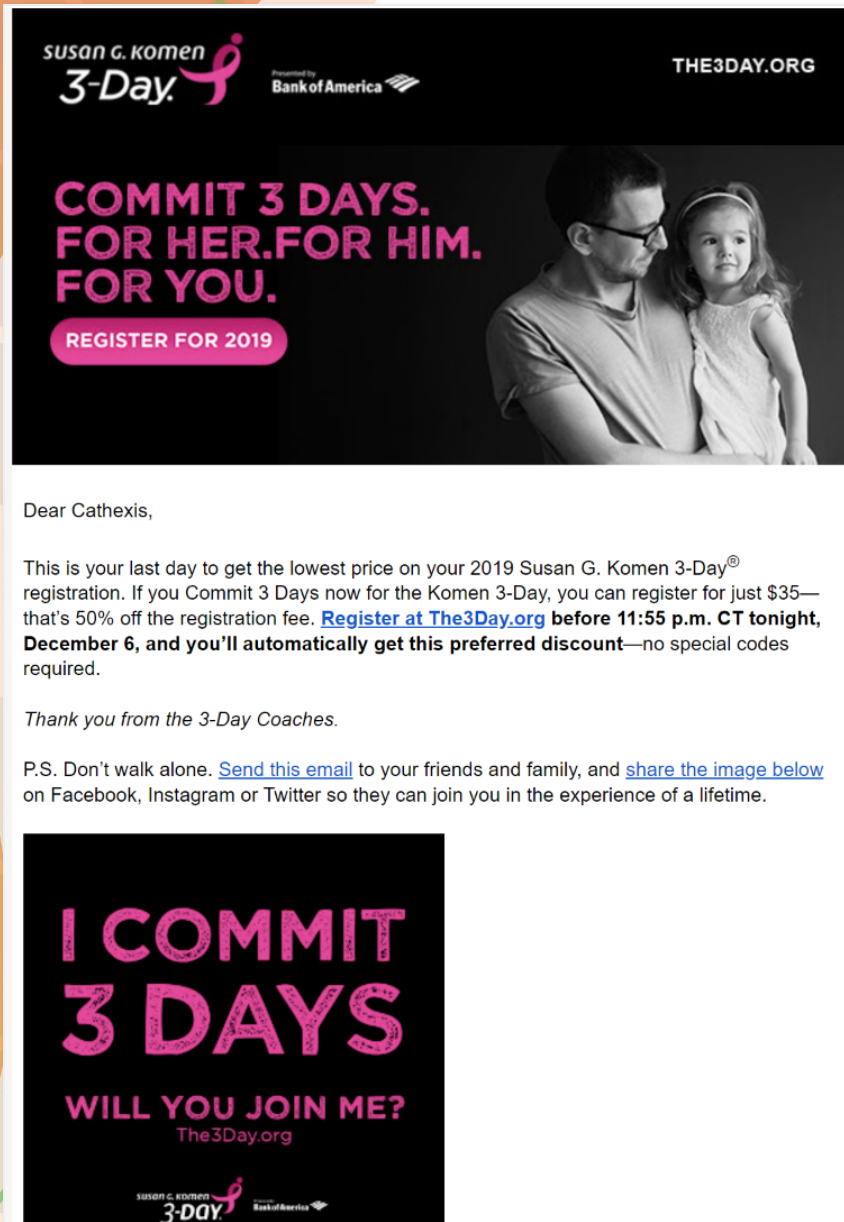
# Create a Dynamite Registration Process

Want to improve conversion rates? Use celebratory language during the registration process!

This is more than a transaction! Using celebratory language signals that participants are part of something special.

- + Makes entering registration payment details feel less like a transaction
- + Gets participants excited about your event
- + Can make raising money feel more like a fun activity and less like an obligation



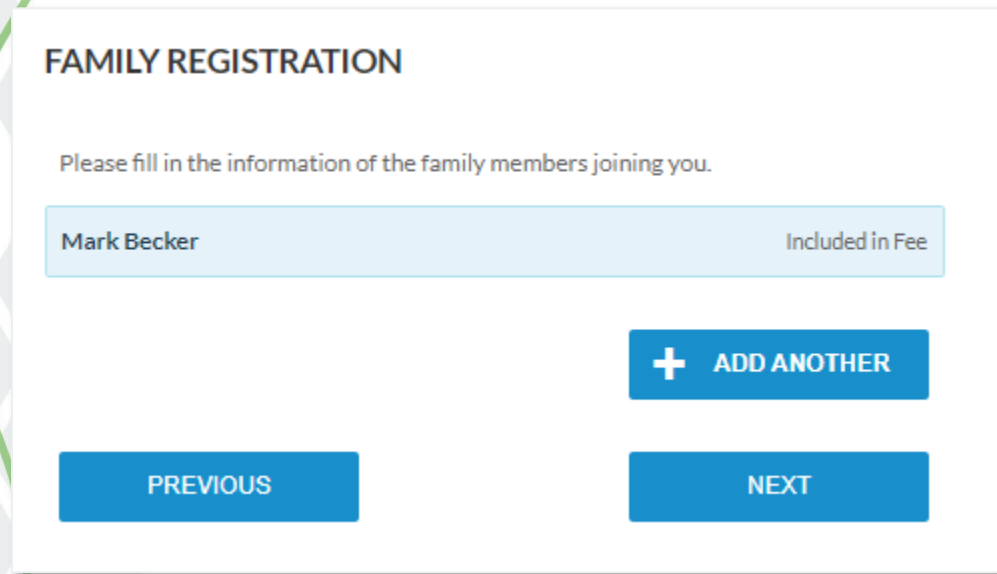


# Registration Elements to Consider

## Promo codes or early-bird discounts

- + Great way to build momentum:  
people love seeing that others are already signed up to participate
- + Try sending special promo codes to past event participants to encourage them to get involved again

# Registration Elements to Consider



The screenshot shows a web form titled "FAMILY REGISTRATION". Below the title is a instruction: "Please fill in the information of the family members joining you." There is a single registration entry shown in a light blue box: "Mark Becker" on the left and "Included in Fee" on the right. Below this entry is a blue button with a white plus icon and the text "ADD ANOTHER". At the bottom of the form are two blue buttons: "PREVIOUS" on the left and "NEXT" on the right.

## Opportunities to register friends or family

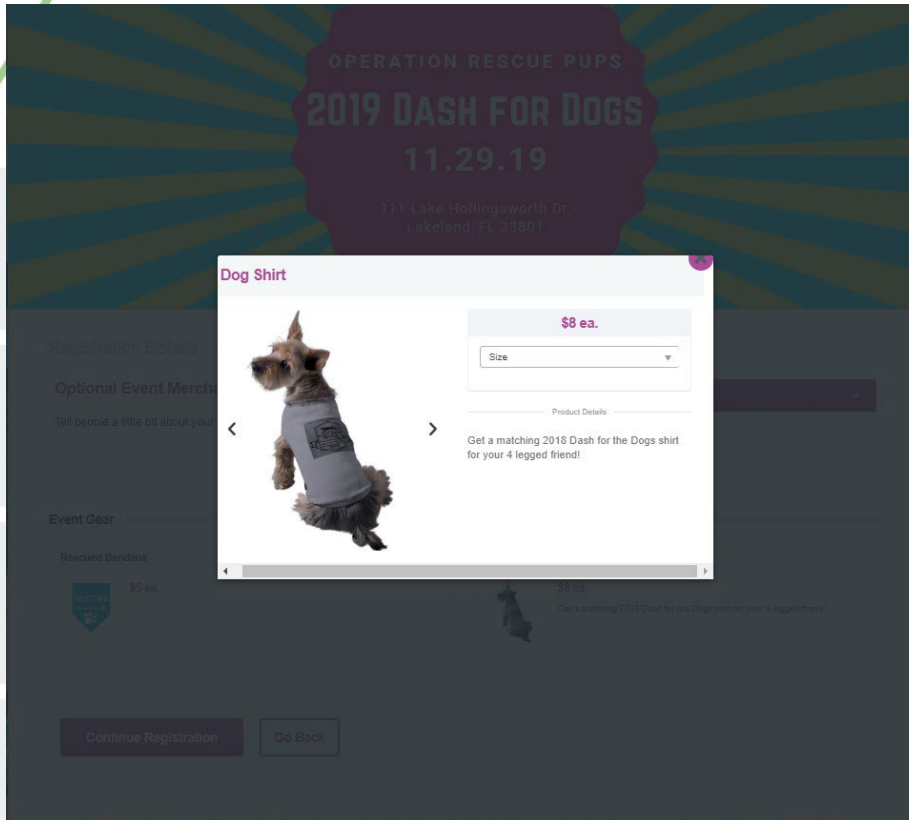
Lots of people are interested in recruiting others who want to participate with the primary registrant.



# Registration Elements to Consider

## Event swag or registration add-ons

Not the best fit for every event, but can be a helpful step if you're selling merchandise

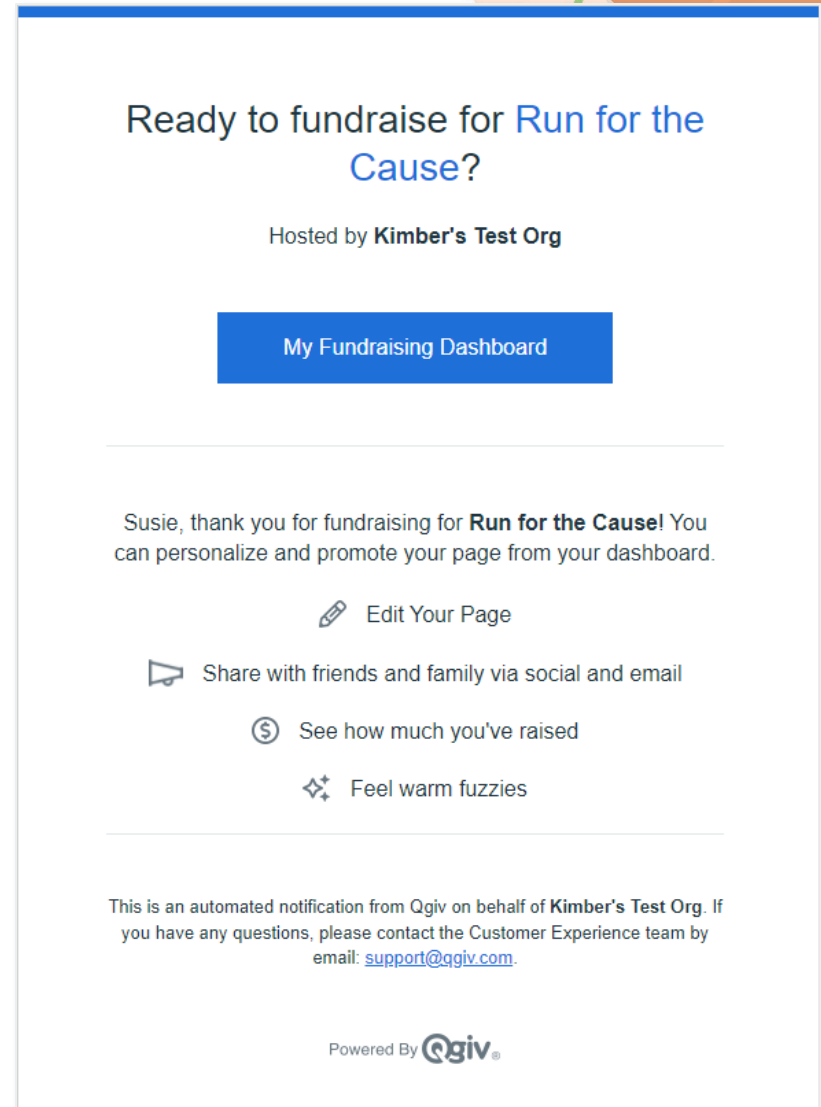


# Move Registrants Smoothly from Registration to Fundraising

Focus on creating a smooth transition from registration to fundraising.

This establishes something called “**cognitive momentum**” that makes participants more likely to set up and use their fundraising pages.

**What does this look like in practice?**

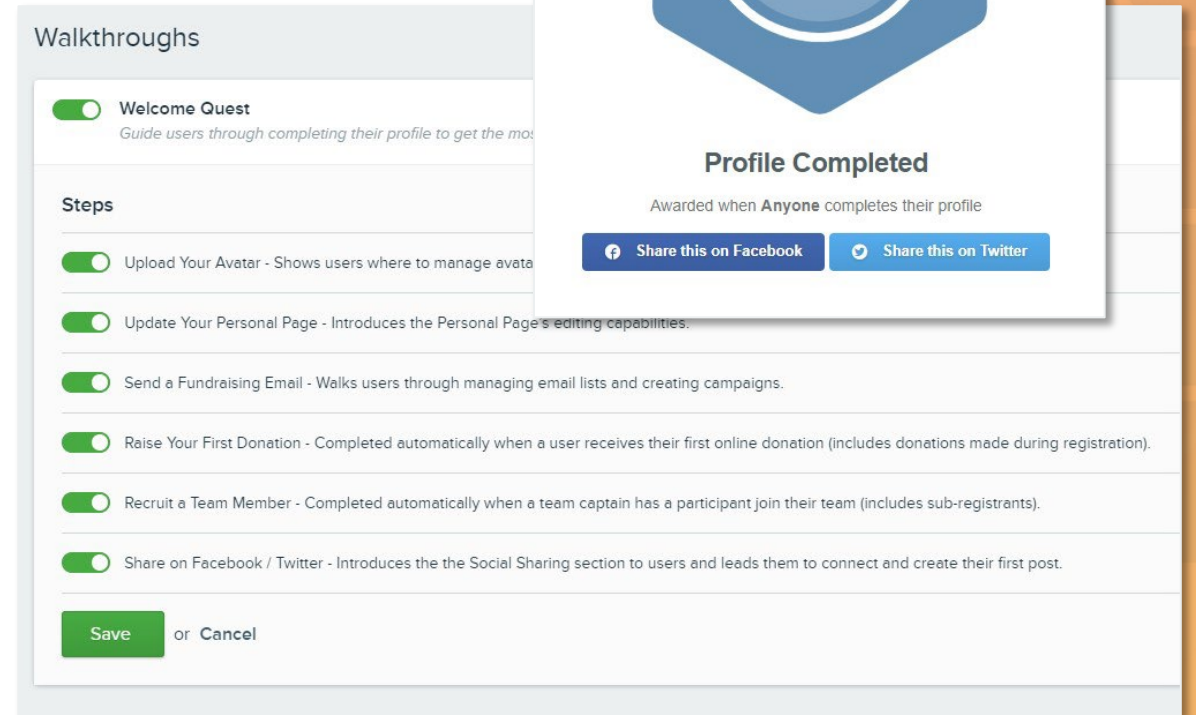


# Move Registrants Smoothly from Registration to Fundraising

Focus on creating a smooth transition from registration to fundraising.

This establishes something called “**cognitive momentum**” that makes participants more likely to set up and use their fundraising pages.

- + Include **prompts and fundraising tips** on your registration confirmation page
- + Use tools like **walk-throughs, welcome quests, or fundraising tip sheets**
- + Add next steps or fundraising tips to your **confirmation email**
- + Enroll new registrants in an **email welcome series**

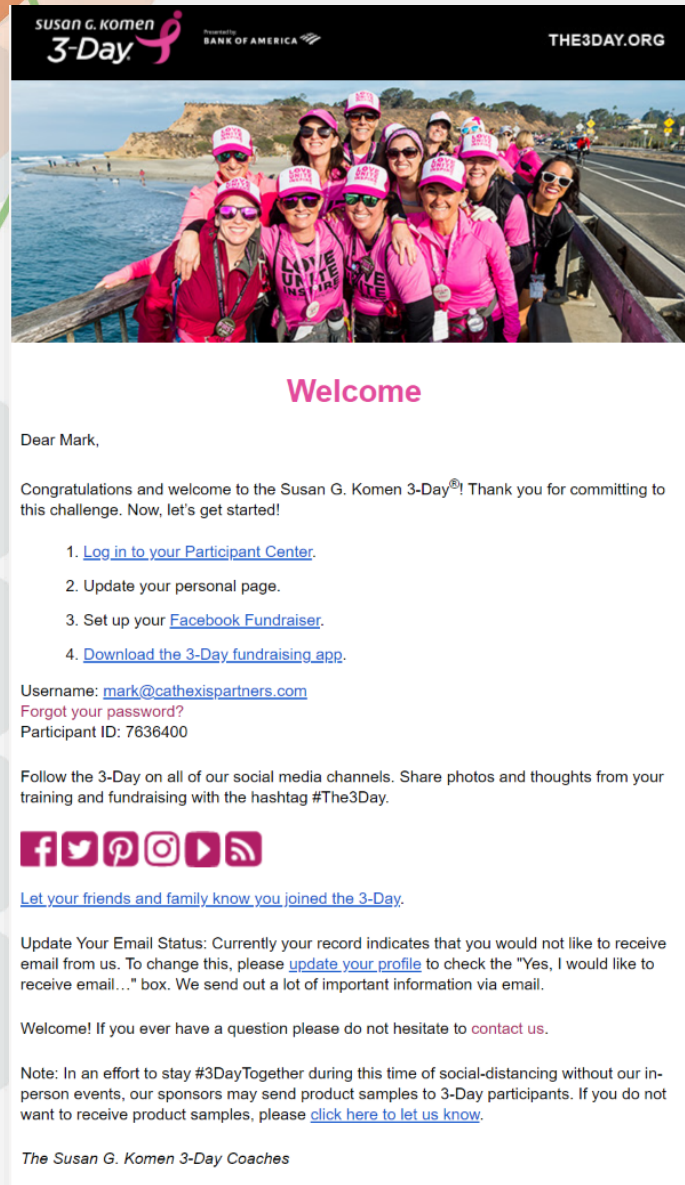




# Move Registrants Smoothly from Registration to Fundraising

## How?

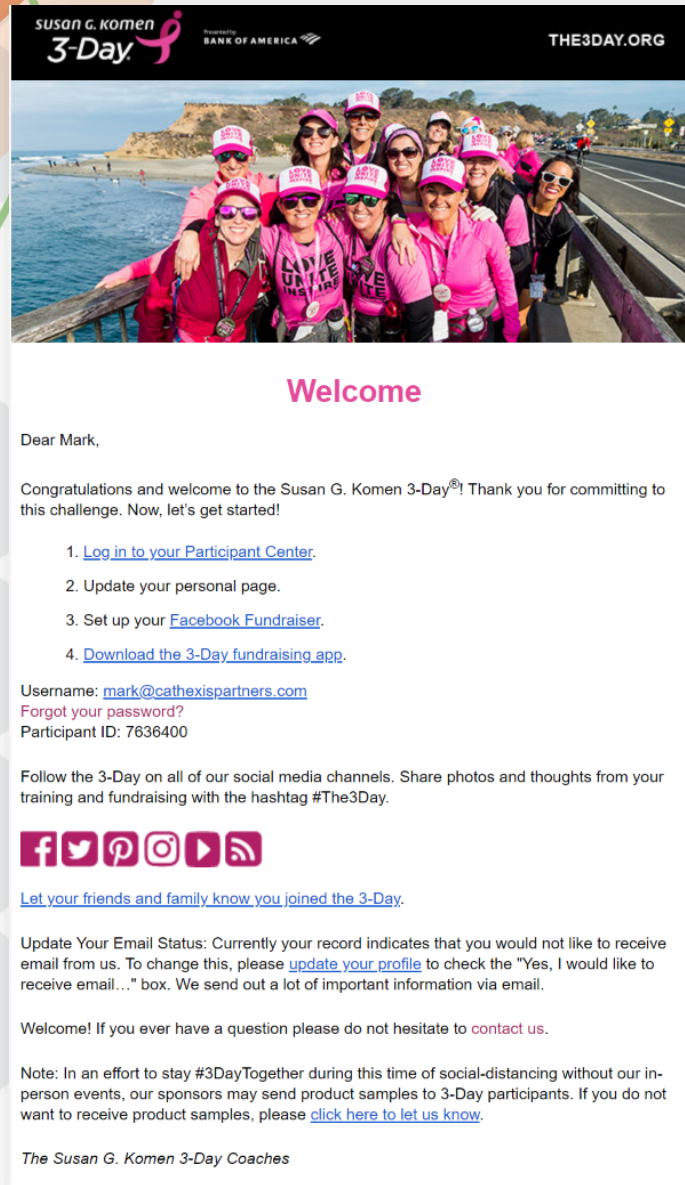
- + Include next steps and additional resources on your registration confirmation page and email.

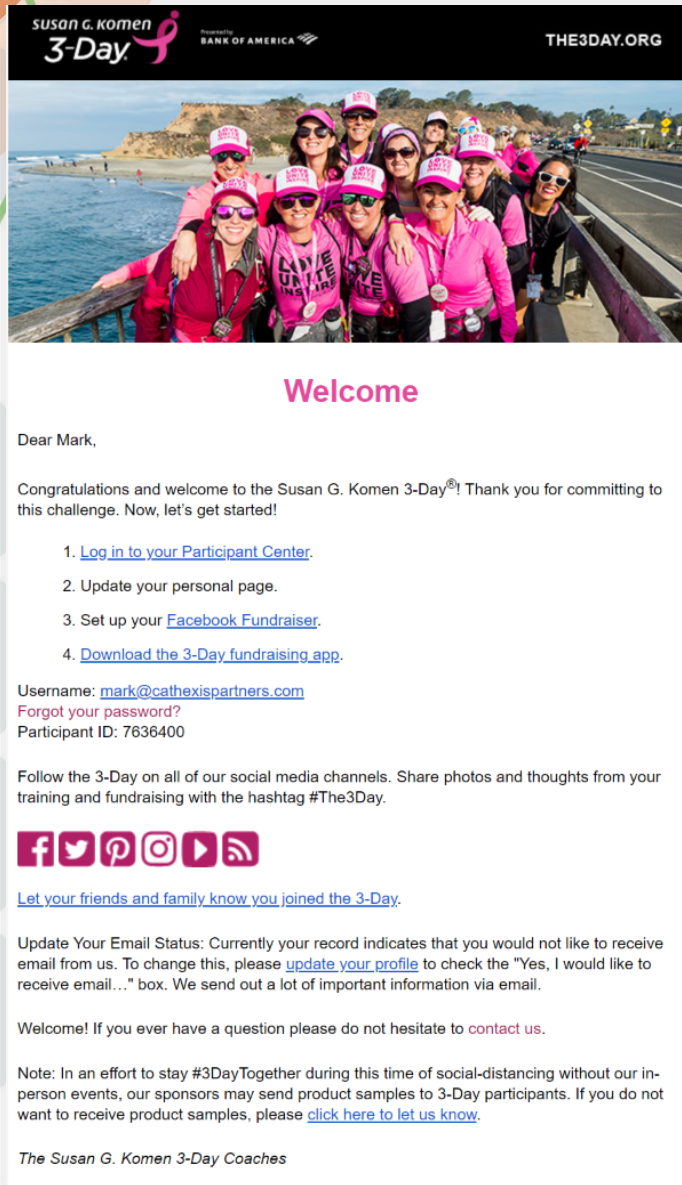


# Move Registrants Smoothly from Registration to Fundraising

## How?

- + Include fundraising toolkits/resources/tip sheets, fundraising ideas, and next steps in your confirmation emails





# Move Registrants Smoothly from Registration to Fundraising

## How?

Ensure your entire participant email series reinforces:

- + Mission
- + Advocacy
- + Experience
- + Fundraising



# That's a Lot of Information! Let's Recap



Use your marketing to target and inspire your ideal fundraising participants



Focus on building a registration process that excites and motivates participants



Make it easy for participants to move from registering to fundraising



Take every opportunity to communicate participants' impact



# 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)