Think Outside the Big Event Box: Cost-Effective Peer-to-Peer Fundraisers

Qgiv

Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions

FUNDRAISING TECH

Made for you

Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input
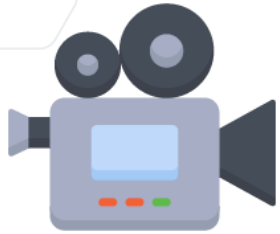
Time saving data tools

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'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 to ask questions and the chat option for general discussion: we'll answer all questions in a Q&A portion at the end of the presentation.

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

Meet the Speakers

Justin Cook
Product Marketing Manager

Caitlin Lipham
Customer Marketing Manager

What Are We Covering Today?

We're going to look at a few examples of cost-effective peer-to-peer fundraisers, including DIY fundraising and network fundraising. We'll provide you with actionable tips and takeaways, including:

+ Why peer-to-peer fundraising is an effective strategy

+ Fundraisers you can host without a large event

+ How to engage donors, volunteers, sponsors, and board members

+ Tools and resources you need to be effective

+ Examples from other nonprofits

Peer-to-Peer Fundraising

Peer-to-peer fundraising empowers your supporters to raise funds on behalf of your organization.

+ Storytelling for you and your supporters

+ Access to fundraising tools

+ Fun but competitive fundraising

+ Fundraising motivation

Qgiv®

Types of Peer-to-Peer Fundraisers

Types of Peer-to-Peer Fundraisers

There are a variety of peer-to-peer fundraisers that include in-person, hybrid, and virtual-only components.

+ Traditional peer-to-peer events, like 5Ks, walks, and bike-a-thons, require a ton of planning.

+ Cost-effective (and time effective!) alternatives:
  - DIY Fundraising
  - Network Fundraising

DIY Fundraisers

DIY fundraisers aren't tied to one event and can run throughout the year. Your supporters create their fundraising page, generate campaign momentum, and raise money.

+ DIY fundraisers can easily revolve around celebrations
+ Creative ideas include:
  - Sales/Services - supporters create a page to sell goods or services (like a bake sale or car wash).
  - Activity workshops - supporters create a page describing the activity they are offering, and admission is a donation.

Celebrate with Operation Rescue Pups

https://www.qgiv.com/blog/diy-fundraising-ideas/

https://secure.qgiv.com/event/awencx/

Network Fundraising

Network fundraisers can be a standalone campaign, alongside a current campaign, or paired with an event. The idea is to engage well-connected community members to raise money and awareness for your nonprofit.

+ Board members
+ Local celebrities
+ Community leaders
+ Local businesses/corporations

Examples of network fundraising:

+ Standalone: offer an incentive to raise the most.
+ With an event: contest between fundraisers and donors vote for the best with donations.

How to Engage Donors, Volunteers, Sponsors, and Board Members

Pre-Fundraiser Checklist

Before you start reaching out to supporters to fundraise, there are a few things you should do.

+ Form a committee

+ Create a retention strategy

+ Engage corporations or local businesses

Build Your Advocate Group

Kickstart fundraising with a carefully selected advocate group.

1. Identify the people passionate about your cause

2. Reach out and ask if they're willing to participate

3. Create a group and provide fundraising resources to spread the word about your organization

https://www.qgiv.com/blog/resources/how-to-encourage-supporters-peer-to-peer-fundraising/

Inspire Supporters

Host a meet-and-greet to discuss your mission, provide fundraising resources, and show supporters how to use your fundraising software. During this meeting, you'll want to:

+ Show supporters the impact they'll make with testimonials and examples of your services

+ Be clear on how fundraising participation works and what's expected

+ Establish who supporters can reach out to for help or questions

4 Key Behaviors

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

+ Personalized fundraising pages

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

+ Post to social media

- Supporters who update every 5 days or so raise 3x more.

+ Send fundraising emails

- Supporters who send emails raise between 2 and 11 times more than supporters who don't send emails.

+ Reach fundraising milestones

+ At least 1 badge = $306.51
+ 0 badges = $89.54

Guide to Fundraising

Fundraising is not an easy task. A guide to fundraising is a perfect way to help supporters understand what it takes to raise money.

+ Tips on how to raise money and tell their story (and yours!)
    • Include actions and items supporters should avoid
+ Help them get familiar with their fundraising tools (if it's not built in)
+ Include appeal templates

https://go.qgiv.com/participant-fundraising-tips

https://go.qgiv.com/p2p-social-email-templates
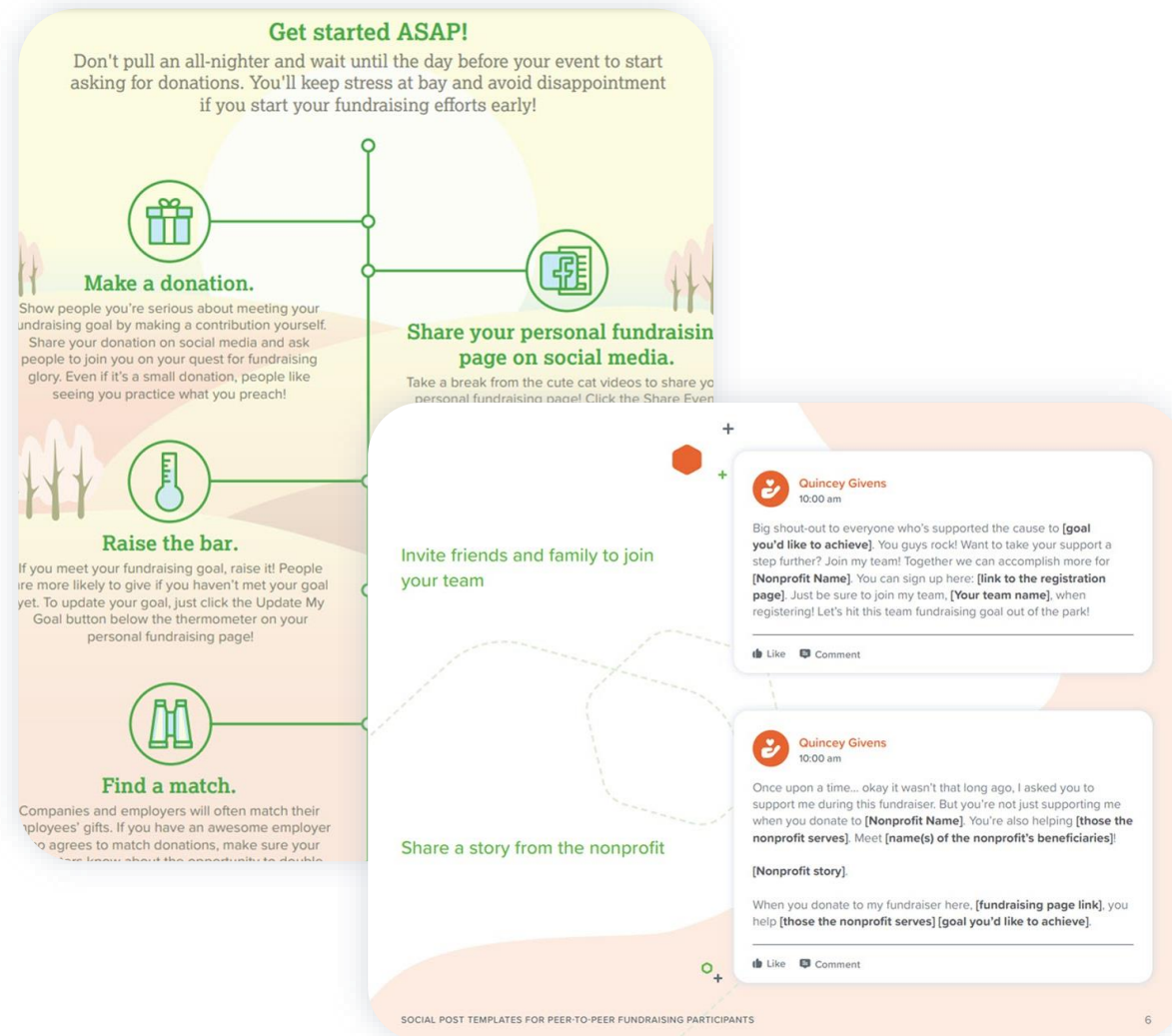
DIY and Network Fundraising Toolkit

This has everything you need to host DIY & Network fundraisers including:

+ Guides, tips, best practices, and ideas

+ Fundraising resources for your supporters

+ Examples from other nonprofits

What can you bring back to your community?

+ Where to find network fundraisers?

  + Think of the qualities you want and create mission awareness

  + Look to local partners and celebrities for network fundraisers

  + Network and build relationships by educating the community

+ Talk about the benefits fundraisers will receive by joining this elite campaign

  + Provie digital and tangible incentives

  + Recognize, thank, and repeat!

+ Coach your fundraisers and provide resources they need to be successful

  + Website and additional marketing materials

  + DIY event ideas

+ You don't have to do an event to promote network fundraising

  + Host socials and award ceremonies to create networking opportunities

  + Can tie into an existing event

Dancing with the St. Louis Stars

Independence Center

Independence Center hosts an annual dancing competition.

+ Find and recruit local business leaders

+ Business leaders work with dancers and then compete (either live or via livestream)

+ Guests can then vote for the winner by donating

+ This is their signature fundraiser and 2022's event raised over $737,000!
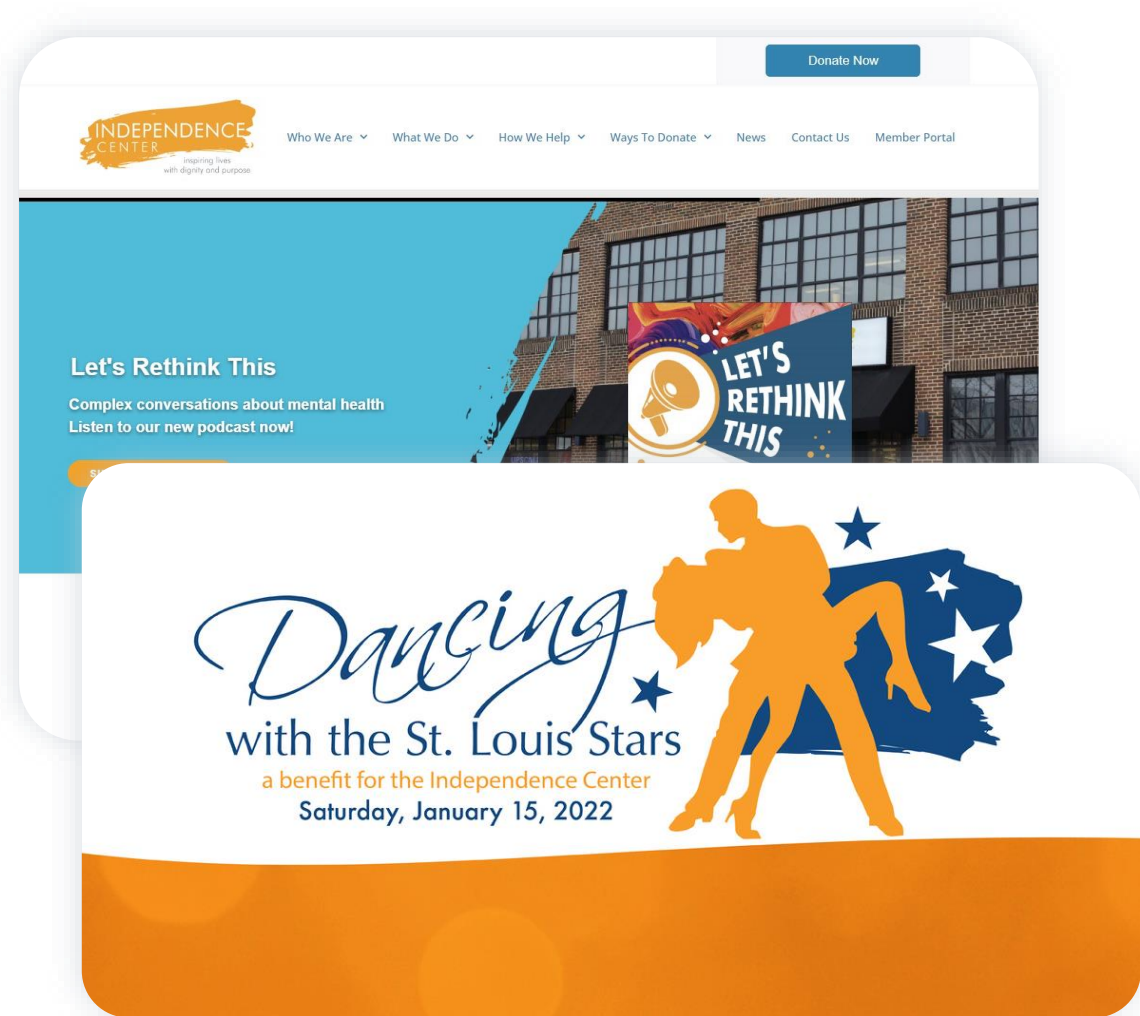
Northern Illinois Foodbank
Fundraisers and Food Drives

Northern Illinois Foodbank used a peer-to-peer site to enable supporters to host fundraisers and food drives.

+ Educate supporters on the mission

+ Provide a variety of ways constituents can engage and educate them on how they can register

+ Create turnkey resources and social media graphics

+ Utilize badges and leaderboards to keep momentum going
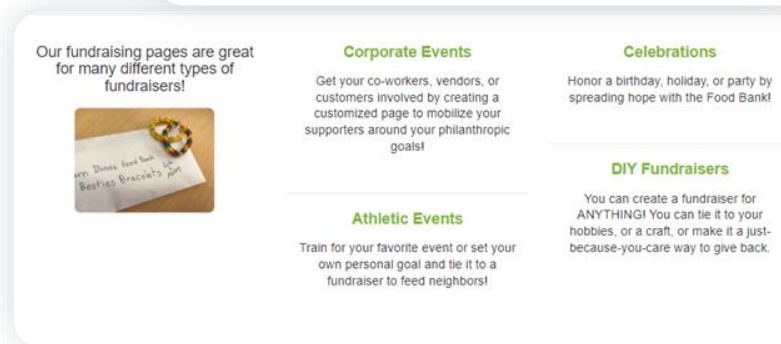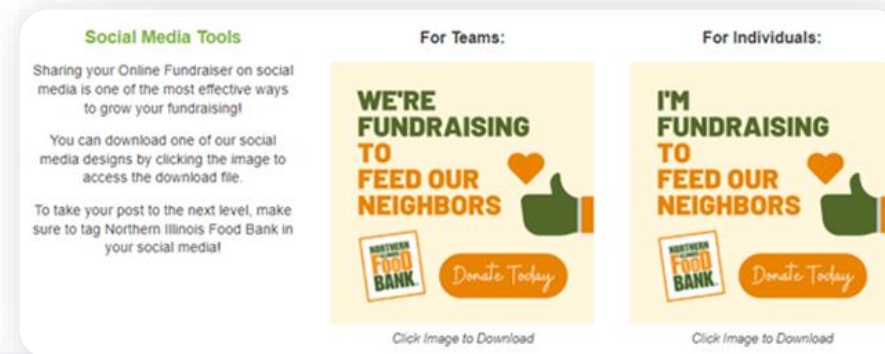
Fundraising Dashboards

+ Upload a fundraising guide, social templates, email templates, text templates, story telling resources (and more!) to a fundraising dashboard for supporters to access.

+ Supporters can create and customize their personal and team fundraising pages.

+ A welcome quest will help supporters get familiar with their fundraising dashboard and will check off the 4 key behaviors!
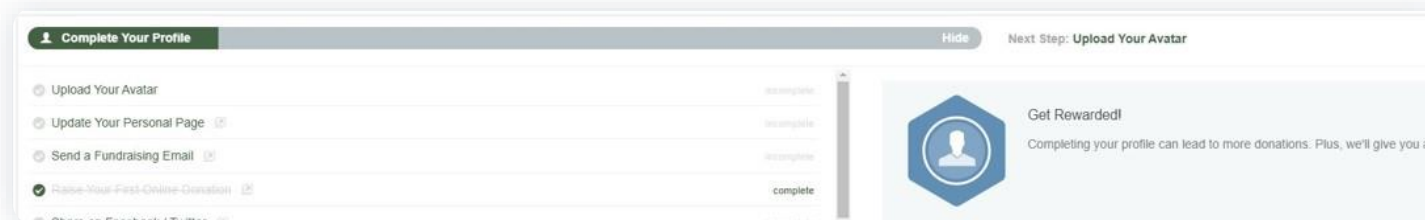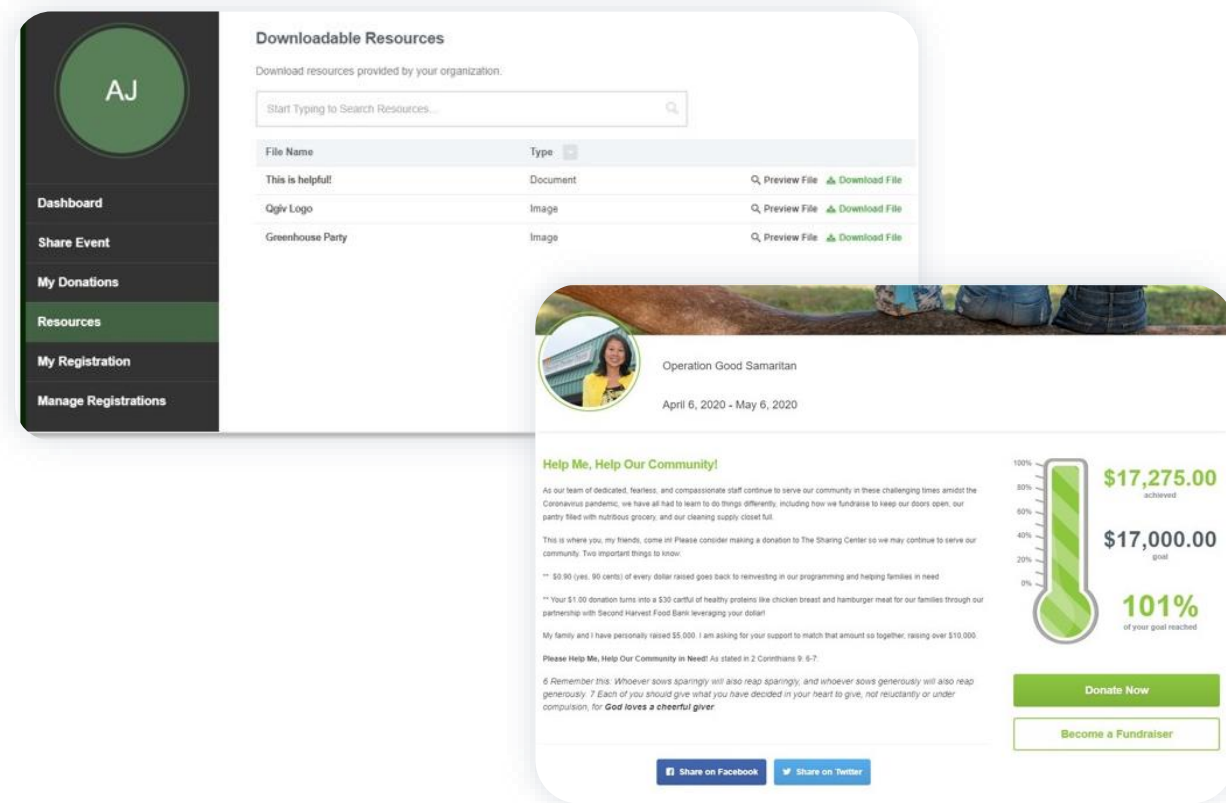
Communication Tools

+ Your organization and supporters will be able to communicate with your networks through social media, email, and text.

+ "Personalization tokens" and email lists help you and your supporters personalize communications.

+ Supporters can integrate with "Facebook Fundraisers" to raise funds directly on their Facebook page
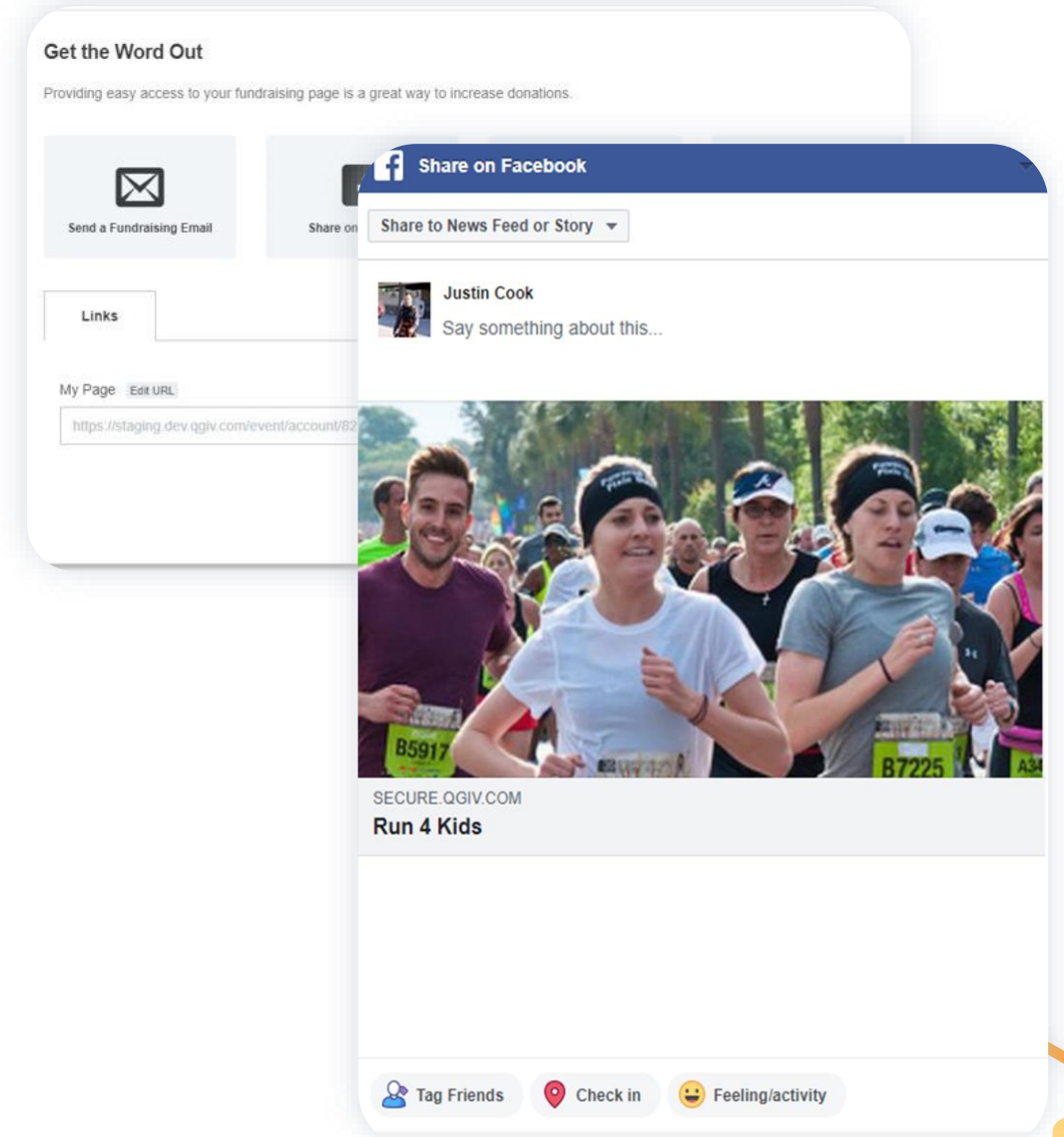
Gamification Tools

Qgiv's peer-to-peer fundraising platform has native gamification tools.

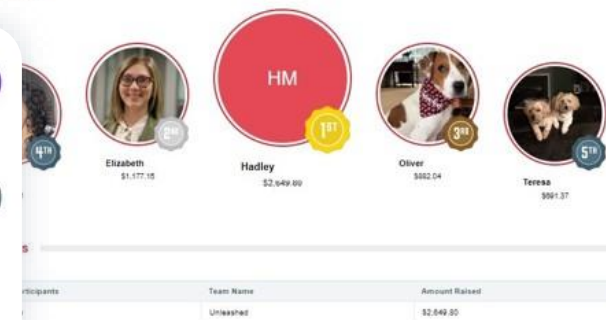+ Create custom badges or use the default badge system.

+ Dedicated team and individual leaderboards that can be integrated on any page.

+ Create and customize fundraising thermometers to show fundraising progress.

Support and Resources

You're at the center of everything we do, and we're here to help you succeed.

+ Personal, one-on-one customer support at no extra cost.

+ Explore hundreds of free webinars, eBooks, blog articles, and other fundraising resources.

+ Be part of the development process! Our clients guide our platform development, which means your feedback is heard and incorporated into the system.

Giving Essentials

$25^{/MO}$ OR $60^{/QTR}$ `Save $15`

+ Integrations & Reporting
+ Offline Donations & Registrations
+ Fundraising Hub Aggregated Thermometers
+ Donation Forms
+ Event Registration & Management
+ World-Class Customer Experience

✓ PROCESSING FEE:
  - 3.95% (Qgiv + Merchant)
  - $0.30 per transaction
  - Add 1% for American Express

✓ ECHECK FEE:
  - 1.95% (Qgiv + Merchant)
  - $0.95 per transaction

Text Fundraising

$159^{/MO}$ OR $387^{/QTR}$ `Save $90`

✓ PROCESSING FEE:
  - 3.95% (Qgiv + Merchant)
  - $0.30 per transaction
  - Add 1% for American Express

✓ ECHECK FEE:
  - 1.95% (Qgiv + Merchant)
  - $0.95 per transaction

Peer-to-Peer

$259^{/MO}$ OR $687^{/QTR}$ `Save $90`

✓ PROCESSING FEE:
  - 4.95% (Qgiv + Merchant)
  - $0.30 per transaction
  - Add 1% for American Express

✓ ECHECK FEE:
  - 2.95% (Qgiv + Merchant)
  - $0.95 per transaction

Auctions

$259^{/MO}$ OR $687^{/QTR}$ `Save $90`

✓ PROCESSING FEE:
  - 3.95% (Qgiv + Merchant)
  - $0.30 per transaction
  - Add 1% for American Express

✓ ECHECK FEE:
  - 1.95% (Qgiv + Merchant)
  - $0.95 per transaction

Just starting out?
Get your feet wet with online fundraising!

Starter

(Best for organizations processing less than $50,000 annually)

$0^{/MO}$

+ Donation Forms
+ Event Registration & Management
+ World-Class Customer Experience

✓ PROCESSING FEE:
  - 3.95% (Qgiv + Merchant)
  - $0.30 per transaction
  - Add 1% for American Express

✓ ECHECK FEE:
  - 1.95% (Qgiv + Merchant)
  - $0.95 per transaction

Qgiv®

Questions?

Current Client? Contact:
support@qgiv.com

Not a client? Request a demo at:
go.qgiv.com/demo-request-main