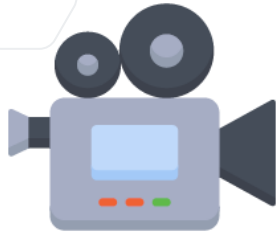


How to Encourage Supporters to Raise Money through Peer-to-Peer Fundraising



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



+ **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 on your favorite social media channel and make sure to give us a follow!

Meet the Speaker



Justin Cook, Director of Demand Generation

- + With Qgiv for over 5 years and a marketing professional for over 7!
- + Digital marketing and optimizing the user journey are my areas of expertise.



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What are we covering today?

We're going to look at how your organization can help supporters to raise money on behalf of your organization. We'll include actionable tips and takeaways your organization can implement including:

- + How to recruit supporters to fundraise
- + How you can turn new fundraising participants into confident fundraisers
- + How to keep fundraisers motivated
- + How to get the most out of your fundraising tools





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Why Peer-to-Peer?

Peer-to-peer fundraising empowers your supporters to raise funds on behalf of your organization and can be a great way to expand your reach so you can raise more. So why should you try peer-to-peer?

- + The mean amount raised per participant on Qgiv's peer-to-peer platform was \$418.70 in 2022.
- + Organizations recruit 300 new donors on average using peer-to-peer campaigns!



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Recruitment

Let's talk about how to recruit supporters.



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Engage Past Fundraisers

One of the most powerful ways to spread the word about your event and facilitate fundraisers is recruiting past top fundraising supporters or advocates.

1. Identify people passionate about your cause.
2. Reach out to these supporters and ask if they're willing to participate.
3. Provide members with fundraising resources to spread the word about your organization.



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Send Out a Call for Participants

Now that we've established our small advocate group, it's time to move on to sending out mass communications to call for more fundraisers.

- + Why supporters should participate in fundraising
- + How fundraising participation works
- + What's expected as a fundraiser
- + Where they can sign up



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Inspire Supporters

A staple in fundraising appeals is telling your story. Use your story to convert event registrants into fundraisers. It's a similar story, but the twist is to put the fundraiser into your shoes and inspire their passion.

- + Use video to help supporters visualize their impact.
- + Provide testimonials on how your organization makes an impact.
- + Provide examples of the services you provide.



the
Sharing
center



Donation Forms | Event Registration
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4 Key Behaviors to Encourage

Reduce the number of \$0 fundraisers by encouraging 4 behaviors.



4 Key Behaviors

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

+ Personalize fundraising pages

- Supporters who update their pages **raise 7-18x 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 2-11x more** than supporters who don't send emails.

+ Reach fundraising milestones

- At least 1 badge = \$306.51
- 0 badges = \$89.54





How to Encourage These Behaviors

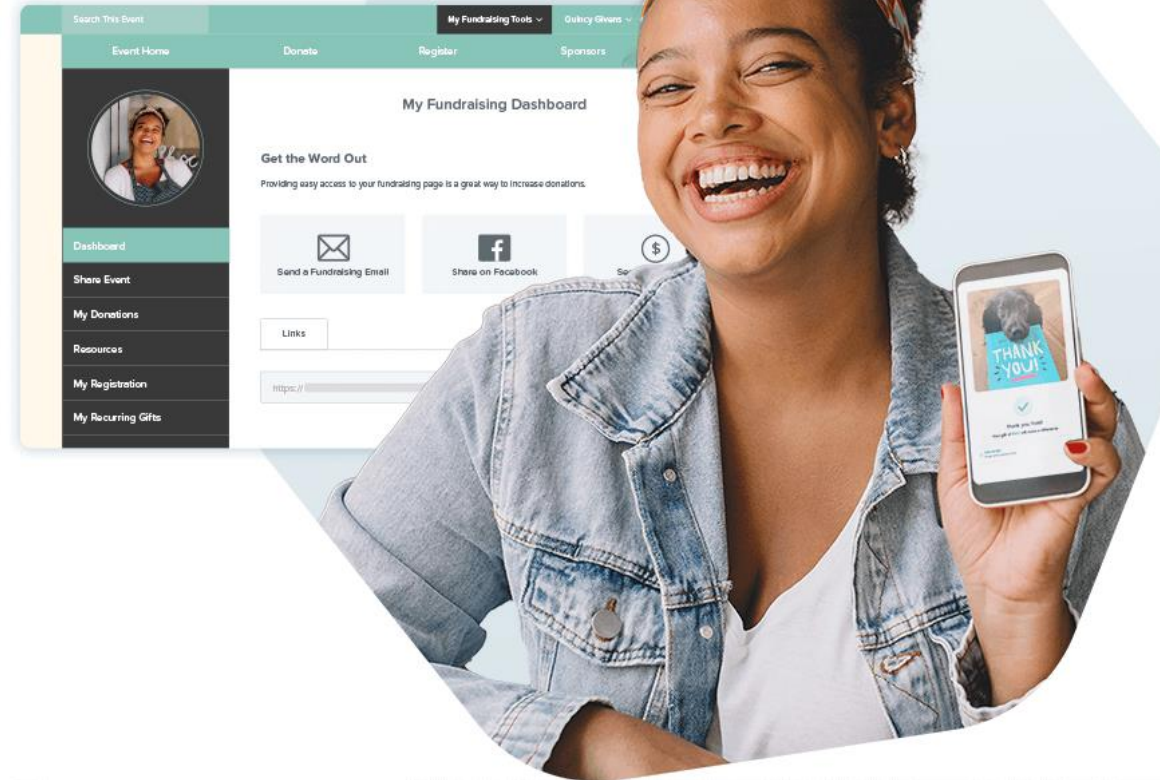
Communicate with fundraising supporters to encourage these behaviors. You can do this:

- + By creating a fundraising guide
- + Through emails to fundraisers
- + With a welcome quest
- + By offering office hours
- + By creating a Facebook group



Fundraising Dashboards

- + Upload a fundraising guide, social templates, email templates, text templates, storytelling resources (and more!) to **fundraising dashboards** 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!





Empower Supporters

Give your supporters resources and tools to raise money.

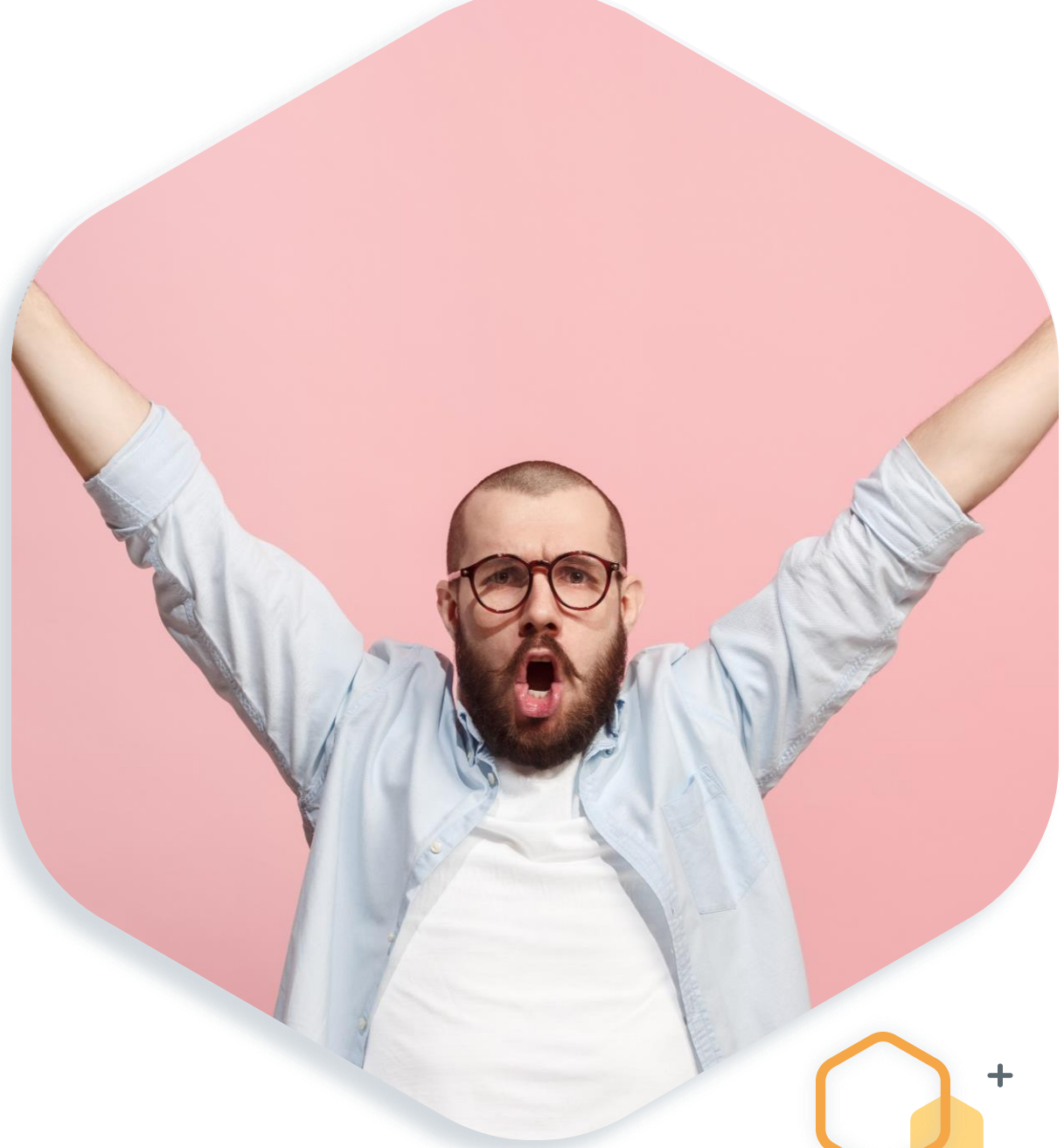


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Educate Supporters

Supporters are not everyday fundraisers. Without the proper resources to help them raise funds, they may end up becoming frustrated. Help them learn and feel confident in their fundraising abilities. Let's look at the following more in depth:

- + Fundraising guides
- + Your story
- + Appeal templates



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.

- + Provide actionable 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

Get started ASAP!
Don't pull an all-nighter and wait until the day before your event to start asking for donations. You'll keep stress at bay and avoid disappointment if you start your fundraising efforts early!

Make a donation.
Show people you're serious about meeting your fundraising goal by making a contribution yourself. Share your donation on social media and ask people to join you on your quest for fundraising glory. Even if it's a small donation, people like seeing you practice what you preach!

Share your personal fundraising page on social media.
Take a break from the cute cat videos to share your personal fundraising page! Click the Share Even

Raise the bar.
If you meet your fundraising goal, raise it! People are more likely to give if you haven't met your goal yet. To update your goal, just click the Update My Goal button below the thermometer on your personal fundraising page!

Invite friends and family to join your team

Find a match.
Companies and employers will often match their employees' gifts. If you have an awesome employer who agrees to match donations, make sure your supporters know about the opportunity to double their donations!

Share a story from the nonprofit

SOCIAL POST TEMPLATES FOR PEER-TO-PEER FUNDRAISING PARTICIPANTS

Quincey Givens
10:00 am
Big shout-out to everyone who's supported the cause to [goal you'd like to achieve]. You guys rock! Want to take your support a step further? Join my team! Together we can accomplish more for [Nonprofit Name]. You can sign up here: [link to the registration page]. Just be sure to join my team, [Your team name], when registering! Let's hit this team fundraising goal out of the park!
Like Comment

Quincey Givens
10:00 am
Once upon a time... okay it wasn't that long ago, I asked you to support me during this fundraiser. But you're not just supporting me when you donate to [Nonprofit Name]. You're also helping [those the nonprofit serves]. Meet [name(s) of the nonprofit's beneficiaries]
[Nonprofit story].
When you donate to my fundraiser here, [fundraising page link], you help [those the nonprofit serves] [goal you'd like to achieve].
Like Comment





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Your Organization's Story

Remember that story we used earlier to recruit fundraisers? Provide them with some easy-to-use statements for their fundraising! Make sure to include:

- + Common storytelling pieces you use in appeals
- + Client testimonials with excerpts they can use
- + Media they can share including impact videos and images

Few things make me happier than [specifics about supporting your cause].

As a [your nonprofit] supporter, you know we help to further our cause by [your fundraisers, projects, efforts to further your cause].

That's why I'm writing to you today. As need for our services continues to grow due to [specific cause statement], your generous support is more vital than ever in our ability to provide [services you provide, projects you complete].

You can help us complete [A, B, and C specifics about furthering your cause] by sending an urgently needed contribution to [your nonprofit] today. Here's what your tax-deductible donation can provide:



\$25.00

Cleaning supplies for one semester.



\$50.00

Art supplies for ten students for one semester.



\$100.00

A backpack filled with school supplies for one student.

[Insert specific statement of impact. You can use an image to show impact, as shown in this example.]

You help to make so much good happen at [your cause] - cleaning supplies, art supplies, school supplies for children. Thank you. I hope you'll continue your commitment to [your nonprofit] with a generous gift to [your nonprofit] today at [website/online fundraising link].

We are deeply grateful for your continued support. Your contribution makes a difference.



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Appeal Templates

Provide supporters fundraising appeal templates so they can quickly send appeals! Make sure to include:

- + Email templates including recruiting, various fundraising appeal emails, and thank you email
- + Social media templates for Facebook, X (formerly known as Twitter), Instagram, etc.
 - Include similar templates as email to give fundraisers a mix of templates to choose from
- + Text message templates

The screenshot displays a fundraising center interface. At the top, there's a green heading "Invite friends and family to join your team". Below it, two social media posts from "Quincey Givens" are shown. The first post says: "Big shout-out to everyone who's supported the cause to [goal you'd like to achieve]. You guys rock! Want to take your support a step further? Join my team! Together we can accomplish more for [Nonprofit Name]. You can sign up here: [link to the registration page]. Just be sure to join my team, [Your team name], when registering! Let's hit this team fundraising goal out of the park!". The second post says: "Once upon a time... okay it wasn't that long ago, I asked you to support me during this fundraiser. But you're not just supporting me when you donate to [Nonprofit Name]. You're also helping [those the nonprofit serves]. Meet [name(s) of the nonprofit's beneficiaries]!". Below the posts is a green heading "Share a story from the nonprofit".

Overlaid on the bottom of the screenshot is a "Fundraising Center Templates" menu. It has a dropdown arrow and the text "Personal Emails Sent from the Fundraising Center". Below this is a list of templates, each with a green toggle switch and a name:

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

6



Communication Tools

- + Your organization and supporters can communicate with your networks through **social media, email, and text**.
- + **Personalization tokens and email lists** help you and your supporters to add a personal touch to communications.
- + Organizations can **use Qgiv's AI-powered Fundraising Content Assistant** to run email campaigns during your peer-to-peer fundraiser.

The image shows two screenshots from the Qgiv platform. The top screenshot, titled "Get the Word Out", provides easy access to fundraising tools: "Send a Fundraising Email", "Share on Facebook", "Add a Registrant", and "See All Donations". It also features a progress thermometer showing \$1,000.00 achieved towards an \$8,000.00 goal, representing 12% of the goal reached. The bottom screenshot shows the "Fundraising Content Assistant" interface, which is an AI-powered tool for generating email campaign content. It includes a "Beta Feature" badge, a description of the assistant's purpose, a "What is the topic of this email campaign?" dropdown menu, a "Keywords" input field with a "5 keywords left" counter, and a "Generate Content" button.





Motivate Supporters

Gamify your events and provide supporters incentives to meet fundraising goals.

Gamification Tools

Gamification is the process of adding game mechanics to a non-game situation. In this case, nonprofits include game mechanics to make peer-to-peer fundraising more appealing for supporters.

- + Create and customize **fundraising thermometers** to show fundraising progress.
- + Create **custom badges** or use the default badge system.
- + Dedicated team and individual **leaderboards** can be integrated on any page.
- + Challenge participants to make **fundraising commitments** for motivation.

PARTICIPANT BADGES

 **Fundraising Achieved**
Award this badge when **Anyone** reaches 100 % of goal.

 **Top Fundraiser**
Award this badge when **Anyone** raises the most funds for their event.

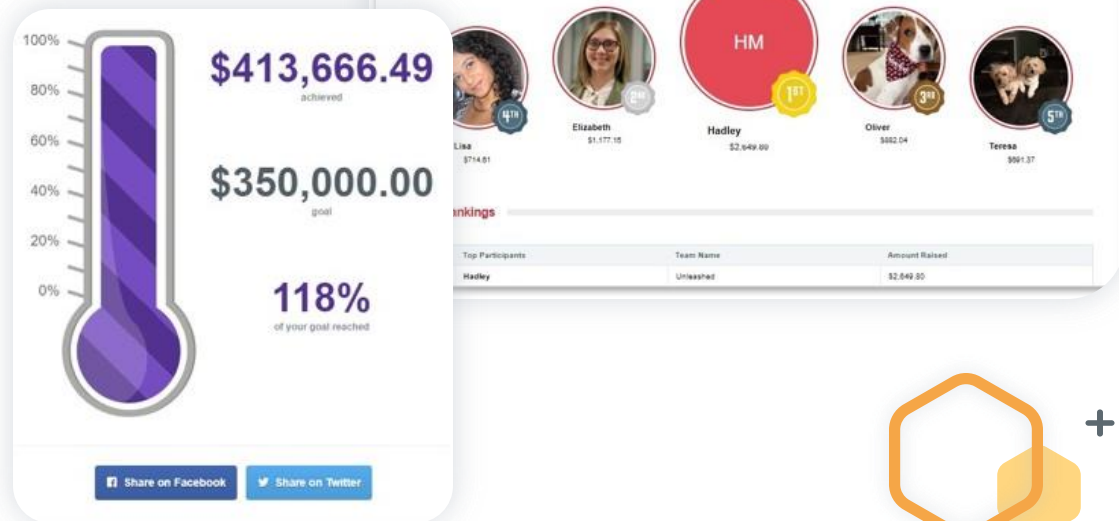
 **Profile Completed**
Award this badge when
This badge is for the We

 **Team Fundraising Le**
Award this badge when

 **Most Donors**
Award this badge when



Leaderboard





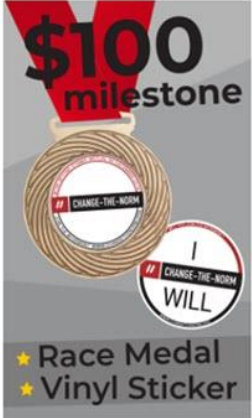



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Fundraising Incentives

Offer incentives to individuals and/or teams to motivate them to raise money. These incentives will keep fundraisers focused on the prize and raising funds!

A few examples:

- + Item reward based on amount raised
- + A minimum for a team to participate an event
- + Event-based reward for amount raised

 <p>\$100 milestone</p> <p>★ Race Medal ★ Vinyl Sticker</p>	 <p>\$250 milestone</p> <p>★ CTN drawstring Backpack!</p>	 <p>\$500 milestone</p> <p>★ CTN Tumbler ★ Gala Invitation</p>	 <p>\$1000 milestone</p> <p>★ Bluetooth Earbuds ★ VIP Gala Invitation</p>
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Toss The Boss: Send your (willing) boss Over the edge by raising a minimum of \$1500. Rally your co-workers to make it a company wide effort to raise funds and see your boss take that big step over the side of the Courtyard Marriott! Companies that participate in Toss The Boss will receive event day recognition.





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Send Encouragement

Fundraising is hard and even with all the tools and resources provided, some supporters may still be struggling to reach their goals. The #1 thing you can do to help them is to let them know you're there to help.

- + Email supporters who are struggling to gain momentum.
- + Set up automated emails that congratulate supporters for reaching fundraising milestones.
- + Reach out directly—by phone, text, or with a personalized note.





Put relationships at the heart of your fundraising.

Bring together the best of fundraising, volunteer, and donor relationship management with a unified giving platform! Connect with your donor community to raise more donations and build support for your world-changing work.

- + Attract new donors to support your cause and leave lasting impressions throughout their giving experience.
- + Level up your fundraising results and unlock future giving potential by unifying your donor data and tools.
- + Build meaningful relationships with deeper donor insights and time saving tools.





Learn More

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Questions?