

PEER-TO-PEER FUNDRAISING WORKSHEET

Casting A Wider Net: Expanding Your Reach with Peer-to-Peer Fundraising

Peer-to-Peer Fundraisers: Peer-to-peer fundraisers are individuals who leverage their networks to raise funds on behalf of an organization. They create fundraising pages, share their personal stories, and encourage friends, family, and colleagues to donate. These fundraisers are motivated by a deep personal connection to the cause and the ability to mobilize others

- **Strong Personal Network**
- **Passion for the Mission**
- **Comfort with Outreach**

Discussion Prompts (5 minutes):

- Who can be recruited as peer-to-peer fundraisers (e.g., board members, staff, alumni, volunteers)?
- How can you motivate fundraisers (e.g., personal connections, incentives, competition)?
- What tools and resources can you provide to make fundraising easy and appealing (e.g., personal pages, scripts)?
- What are some creative methods for peer-to-peer fundraising (e.g., birthday fundraisers, challenges)?

Notes:

***By expanding our networks,
we amplify our efforts and create greater impact together.***

Activity 2 (5 minutes): List individuals or groups who could serve as peer-to-peer fundraisers. Include their potential impact and strategies for engagement.

POTENTIAL PARTICIPANT	CONNECTION TO ORGANIZATION	ENGAGEMENT STRATEGY

Brainstorm Space: List key ideas for P2P Fundraisers:

- 1. _____

- 2. _____

- 3. _____

Next Steps:

1. **Identify and Recruit Peer-to-Peer Fundraisers**
 - Reach out to individuals who are passionate about the cause and encourage them to become peer-to-peer fundraisers.
 - Provide them with the tools and resources they need to be successful, including personalized fundraising pages, templates, and messaging tips.
2. **Provide Fundraising Training and Support**
 - Host a training session or send out materials to equip your fundraisers with strategies for success (e.g., how to craft compelling messages, how to leverage social media, how to engage their network).
 - Be available to answer questions and offer support throughout the campaign.
3. **Set Clear Expectations and Milestones**
 - Set fundraising goals for each peer-to-peer fundraiser, both as an individual and as part of the larger campaign.
 - Break down goals into smaller, achievable milestones to keep fundraisers motivated.
4. **Provide Engaging Content and Resources**
 - Share templates, images, videos, and other content that will help fundraisers effectively communicate their story and why they are passionate about the cause.
 - Highlight success stories or testimonials that demonstrate the impact of their fundraising efforts.
5. **Launch and Promote the Campaign**
 - Kick off the peer-to-peer fundraising campaign with a strong launch. Send personalized emails and social media posts to introduce each fundraiser to their networks.
 - Leverage multiple channels to ensure wide outreach and awareness.
6. **Offer Incentives and Recognition**
 - Create incentives (e.g., gift cards, recognition on social media, special shoutouts) to motivate peer fundraisers to reach higher fundraising levels.
 - Publicly recognize top fundraisers and their efforts, both throughout the campaign and at the conclusion.
7. **Track Progress and Provide Regular Updates**
 - Monitor the progress of each peer fundraiser and provide regular updates. Celebrate milestones and share progress toward the overall campaign goal.
 - Encourage fundraisers to share updates with their networks and remind them of the 24-hour giving day.
8. **Celebrate Success and Show Appreciation**
 - At the end of the campaign, thank all peer fundraisers and donors for their support.
 - Recognize the impact of their efforts and celebrate the success of the campaign together.

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MATCHING GIFT AND PEER-TO-PEER (P2P) FUNDRAISING TAKE HOME STRATEGIES



UNDERSTANDING THE DIFFERENCE & SIMILARITIES

Matching Donors

Matching donors provide financial commitments that serve as incentives for others to give. Their contributions are used to match individual donations, effectively doubling or even tripling the impact of each gift. These donors are typically individuals, corporations, or foundations with a strong philanthropic commitment and a desire to encourage broader community participation.

What Makes a Strong Matching Donor?

1. Capacity to Give: A strong matching donor has the financial ability to contribute a significant amount that can serve as a motivating factor for other donors.
2. Commitment to the Cause: They have a personal or professional connection to the mission and are eager to see its success.
3. Willingness to Promote the Match: The best matching donors are engaged and willing to help promote their match, encouraging broader participation and increasing overall donations.

Peer to Peer

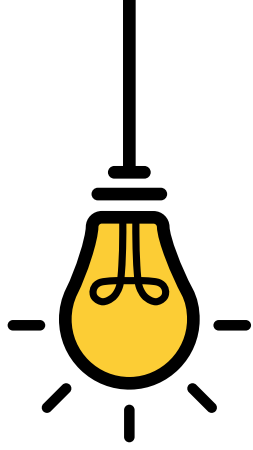
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What Makes a Strong P2P Fundraiser?

1. Strong Personal Network: A successful peer-to-peer fundraiser has an engaged community of friends, family, or colleagues who are willing to support their efforts.
2. Passion for the Mission: They are personally invested in the cause and can compellingly share their story to inspire others to give.
3. Comfort with Outreach: A strong fundraiser is proactive in reaching out via social media, email, and direct conversations to maximize donations.

Three Most Important Identifiers for Fund Development Teams:

1. Donor Affinity: Identifying individuals or organizations with a strong interest in your mission ensures they are more likely to give and stay engaged long-term.
2. Giving Capacity: Understanding a donor's financial ability helps tailor fundraising asks and maximize contributions.
3. Network and Influence: Recognizing key individuals who can leverage their networks either as major donors or peer-to-peer fundraisers increases the reach and impact of your fundraising efforts.



Simplifying the Ask

"If you don't ASK, they can't say YES!" Below is a step-by-step guide to making a simple ask.

STEP 1

Let your potential donor/peer know you'd like the chance to speak with them about an opportunity to support your agency's Giving Day. This will set the expectation that there will be an Ask, so the following won't seem out of the blue:

STEP 2

[Name], you have [insert history of the relationship with the agency].

Examples:

Elizabeth, you have served on the Board of Directors for 3 years.

Sokol, you have volunteered for our agency for over six months.

Khang, you have supported our mission as a donor to our agency for 7 years.

You understand [insert what's relevant to the mission and/or fundraiser].

Examples (pick or write one):

You understand how critical it is to fund our work providing shelter for families.

You understand how important it is to support mental health services for youth in our community.

You understand how impactful a matching donation can be in inspiring others' generosity.

STEP 3

**Will you consider donating \$___ in support of our Giving Day fundraiser? (or)
Will you consider serving as a Peer-to-Peer fundraiser in support of our Giving Day?**

STEP 4

Then stop talking.

Allow the potential discomfort of silence!

Give your potential donor/peer a chance to think before they answer your question.

**Double
Your Impact**



Matching Gift Donor Outreach Script

Subject Line: Partner with Us to Amplify Your Impact

Dear [Donor's Name],

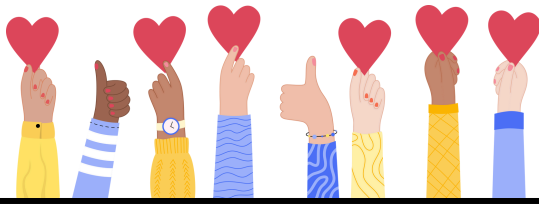
I hope this message finds you well! I'm reaching out on behalf of [Your Organization's Name] to share an exciting opportunity to make a lasting difference in our community. As you know, our mission is to [briefly state your mission, e.g., empower young readers or provide essential services to those in need]. This year, we're gearing up for an impactful 24-hour Giving Day through Orange County Community Foundation's platform, GiveGab. To make this event as successful as possible, we're seeking partners like you to provide matching gifts that can inspire and motivate others to give.

Matching gifts are a powerful way to double or even triple the impact of individual donations. By offering a matching challenge, you can encourage donors to contribute, knowing their generosity will go further. It's also a wonderful way to align your philanthropic goals with ours and to receive recognition for your support.

Would you be open to discussing this opportunity? We'd love to share more about how your generosity could inspire others and help us reach our goal of [insert goal amount or mission impact].

Thank you for considering this meaningful way to make a difference. Please feel free to contact me at [Your Contact Information] or reply to this email to set up a time to talk.

Warm regards,
[Your Name]



Peer-to-Peer Group Outreach Script

Subject Line: Join Our Mission as a Fundraising Champion!

Dear [Group Name or Individuals' Names],

We hope this message finds you inspired and ready to make a difference! At [Your Organization's Name], we're preparing for an exciting 24-hour Giving Day with Orange County Community Foundation on GiveGab, and we'd love for you to be a part of it.

Peer-to-peer fundraising is a fun and impactful way to rally your friends, family, and colleagues to support a cause you believe in. By sharing your passion for [insert specific mission or cause, e.g., fostering literacy or providing shelter], you can help us expand our reach and achieve our goals.

Here's how you can help:

1. Create a personal fundraising page (we'll guide you through it—it's easy!).
2. Share your page and your story with your network to inspire others to give.
3. Celebrate your impact as you watch donations roll in, knowing you're making a real difference!
- 4.

To make it even easier, we'll provide you with templates, tips, and all the support you need to succeed. Whether you're competing for fun or simply want to spread the word, every effort brings us closer to achieving our mission.

Are you ready to join us? Sign up today [insert link] or reply to this email, and we'll get you started.

Together, we can make a powerful impact. Thank you for considering being a champion for our cause.

With gratitude,
[Your Name]

PEER TO PEER FUNDRAISING CHEATSHEET



TELLING YOUR STORY

1. Start with a Hook: Share a personal anecdote or a powerful fact about the cause. Example: "Did you know that \$50 can provide a week of school supplies for a child in need?"
2. Explain Your Why: Why are you passionate about this cause? Example: "This cause is close to my heart because I've seen firsthand how access to education can change lives."
3. Connect the Impact: Show how donations make a difference. Example: "Every dollar you give will go toward creating opportunities for students to succeed."
4. Include a Call to Action: Make it clear and urgent. Example: "Join me in making a difference today. Together, we can reach my goal of \$1,000 in the next 24 hours!"

SAMPLE

Subject: I Need Your Help – 24 Hours to Make a Big Impact!

Dear [Name],

I'm reaching out today with something that's really close to my heart – and I need your help to make it happen. For the next 24 hours, I'm fundraising for [Organization Name], an incredible group that is doing life-changing work for [describe the cause/impact]. This cause is important to me [personal example why this cause is important to you]. I'm participating in a special 24-hour giving day, and I've set a personal goal of raising [\$goal amount].

Here's where you come in: Every donation – big or small – brings us one step closer to making a difference. Whether it's:

\$25, which helps [impact: e.g., provide a day's worth of food for a family],

\$50, which can [impact: e.g., provide essential school supplies for a child],

Or \$100, which could [impact: e.g., fund a scholarship for a student] –

Every contribution counts, and your support means everything.

Even if you're not able to donate right now, sharing this message with your friends or family would be so appreciated. The more people we reach, the bigger difference we can make!

I'm so grateful for you. Together, we can help [cause] in a way that's never been possible before – all in just one day.

Thank you for being a part of this journey with me!

OUTREACH CALENDAR FOR PEER-TO-PEER FUNDRAISERS

7 Days before the Giving Day

Announce your campaign on social media and email.
Share your story and fundraising goal.



3 Days Before Giving Day

Post reminders with countdowns.
Share testimonials, stats, or visuals about the cause.



24 Hours Before Giving Day

Send a personal message to your closest friends, family, and other networks to build momentum. (Know your audience and the best way to communicate to them whether via text, email, social media etc.)



On Giving Day

The morning of the Giving Day
Post your story and goal with a donation link
Highlight the urgency: "Today's the day! Let's make an impact together!"
Send a reminder to your network

Mid-day Update

Share your progress with gratitude for donors.
Encourage others to help you hit the next milestone.

Evening Push

Make a final call to action to your network with an update on how close you are to your goal. Encourage donations before the deadline.



Day After Giving Day

Thank your donors publicly and privately.
Share the results of your campaign.

