



# MULTIPLY 417

Passion: The Bridge between People and Purpose

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## Peer-to-Peer Fundraising A Quick Primer

Dear Ministry Leader,

While I still have access to my Salesforce account and use it for other clients, I've also transitioned to using Bloomerang as my main CRM and one that I recommend to clients who are in search of their first CRM or who need to make a change.

This quick to-do list (albeit it with edits by me) comes from my friends at Bloomerang, who just happen to have a great built-in module for P2P campaigns.

Here's how to start your peer-to-peer fundraising campaign:

### **1) Determine your campaign's goals**

Chances are, you'll have more than one goal that you'd like to accomplish. Determine all of your goals, then rank them in order of priority.

For example, you might decide that you have four goals for your campaign:

- 1) Raise money
- 2) Steward existing supporters
- 3) Expand your social media presence
- 4) Expand your brand recognition

From here, you need a revenue goal that will meet your needs. Let's say that you want to raise \$20,000. If you recruit 20 volunteers, you can encourage them to set a goal of raising \$1,000 each for your campaign. If they're successful, you'll hit that \$20,000 goal.

### **2) Choose a peer-to-peer fundraising platform**

Pick the software platform that will best help your nonprofit reach your peer-to-peer campaign fundraising goals. Look for a solution with customizability, gamification tools, and other features that will help you create the best possible campaign. Later, we'll dive deeper into some of the options available.

If you already have a peer-to-peer platform on hand, start adding your

campaign's details to your main information page. This should cover the basics of your campaign, including your overarching goals and what the funds raised will support.

### **3) Recruit your peer-to-peer fundraising volunteers**

After you know the campaign details, you can start broadcasting those details to your dedicated supporters. Present the campaign objectives and goals to them and start recruiting supporters to fundraise on your behalf. Offer the opportunity as a way to get involved with your nonprofit.

After you've recruited your supporters, provide them with training about how to best launch their own campaign pages and make the most of the opportunity. Focus on helping them create their own fundraising appeal. People tend to give money to a person rather than an organization, meaning their unique words and appeals will drive more support than a more generic message from your organization.

### **4) Support your fundraisers**

Support your volunteer fundraisers during every step of your peer-to-peer fundraising campaign. Provide training before the campaign starts to show them the best ways they can set up their own campaign pages. Then, take additional steps throughout the campaign to show them how to take their campaign to the next level.

For instance, you might recommend:

- Making the first donation to the campaign to kick things off - this shows other supporters that they're not starting from scratch.
- Reposting the peer-to-peer fundraising page at regular intervals on their social media accounts.
- Using groups on social media to reach more people with similar interests.
- Leveraging other platforms like email and word of mouth to reach new audiences.

Regularly check in with your supporters to see how they're doing and check in on their progress toward their individual goals. This will keep their motivation high as they continue to raise funds for your organization.

### **5) Celebrate reaching your goal**

When you hit your goal, celebrate! Reach out to all of the supporters who helped fundraise on your behalf and thank them for their involvement.

On a smaller scale, when individual fundraisers hit their goals, reach out to congratulate them! Encourage them to continue raising money for the campaign in this same message so that they know they can keep going and surpass their goal.

### **6) Thank all of your supporters**

After the campaign ends, it's time to say a lot of thank you's. Don't forget that those who raised funds for your organization are the true heroes of your campaign. Thank every donor for getting involved, and don't forget to praise those who made those donations possible.

- Write emails and letters thanking them for their support.
- Provide prizes for your top fundraisers.
- Send updates about the project they raised funds for.
- Send a survey to get their feedback on the campaign.
- Create a special event for these fundraisers or invite them to participate in a VIP activity at an existing event.

Reach out to everyone who donated and thank them for the contributions that

made hitting your goal possible, just be sure you don't lump these two segments together! Instead, create personalized communications depending on how they participated in your campaign to reach everyone on a personal level.

To show your appreciation for your donors, you might consider the following:

- Sending additional newsletters or information about your mission.
- Following up with them via a phone call to say thanks.
- Sending handwritten thank you notes.

These appreciation strategies will close out the campaign and make sure it ends on a high note for everyone involved. It will also encourage people to get more involved in the future, increasing your organization's retention rate.

Hope this helps you to discover, develop, and maximize the people God has placed around you and your ministry with passionate generosity.

Passionately,

Rick

P.S. May's Tips (if all goes as planned) will all focus on different aspects of improving your written content, be it inbox or mailbox!

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