

Leveraging the Power of Community: Peer-to-Peer Fundraising



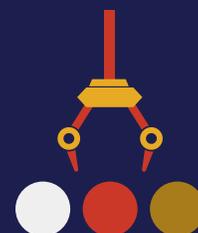
Peer-to-peer or p2p fundraising allows your volunteers, supporters, existing donors, and everyone in between to fundraise on behalf of the organization. Traditionally, p2p fundraising efforts typically include an online and in-person component, such as participants raising money via a fundraising page leading up to a big celebration event or competition.

However, hosting in-person events may not be feasible due to budget constraints, time constraints, board and staff capacity, health concerns, or other reasons. The solution? A purely virtual p2p fundraising campaign that is hosted online. Not only is this type of campaign less intensive, but it can still be fun and competitive and allow people to participate from anywhere in the world at their convenience.

LEARN MORE ABOUT LAUNCHING A VIRTUAL P2P FUNDRAISING CAMPAIGN USING THESE SIX STRATEGIES:

1. Choose a campaign-style

Virtual p2p fundraising is flexible and adaptable, allowing you to use it however you need to. There are four main styles of campaign: time-based campaigns like a 5k or fun run, rolling campaigns with no timeframe to reach a monetary goal, DIY campaigns where supporters can create their fundraising pages at any time, and giving days (think Giving Tuesday) where you collect as many donations as possible in 24 hours.



2. Choose a platform

Once you know which campaign style is right for your organization, you can find the right platform that aligns with your goals and resources. If you're unsure where to start, [check out this list](#) from Double the Donation for a few ideas.

3. Try a soft launch

A soft launch of your campaign can help it be more successful overall. Reach out to your board members, current donors, and volunteers to create profiles and start giving. This allows people who already know your cause and are already willing to give their time and resources to kick off the campaign and share it with their networks.



4. Promote your campaign

The next step is a widespread marketing effort. According to the 2020 Global Trends in Giving Report, 33% of donors are inspired to give through email correspondence and 30% are inspired to give by social media. Of those inspired to give by social media, 48% say Facebook has the most impact.

5. Encourage others to share their story

Here is where the peer-to-peer part comes in! Encourage your supporters to share their personal stories and promote your cause to their friends, family, church group, book club, and more. People unfamiliar with your nonprofit are more likely to share a fundraising page or donate to a cause that has impacted someone they know personally. In fact, several studies have shown that 25% of emails from p2p fundraisers result in donations while only 0.8% of emails from a nonprofit result in donations.



6. Celebrate everything

It may seem obvious, but it's important to recognize fundraisers for their efforts and let them know that they are appreciated. Celebrate milestones, goals reached, and stories shared by reaching out to people directly or by publicly giving shoutouts via social media and email blasts. This type of acknowledgment strengthens the relationship with the fundraiser and increases the chance of future giving.