



4 Practical Ways to Inspire Your Peer-to-Peer Participants

Wait, Who Are You?

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- + Eight years at Qgiv
- + Board member and nonprofit volunteer
- + Passionate about turning research and nonprofit best practices into easy-to-understand resources
- + Also an amateur beekeeper, gardener, and fairy-tale writer



Why is inspiring participant engagement so important?

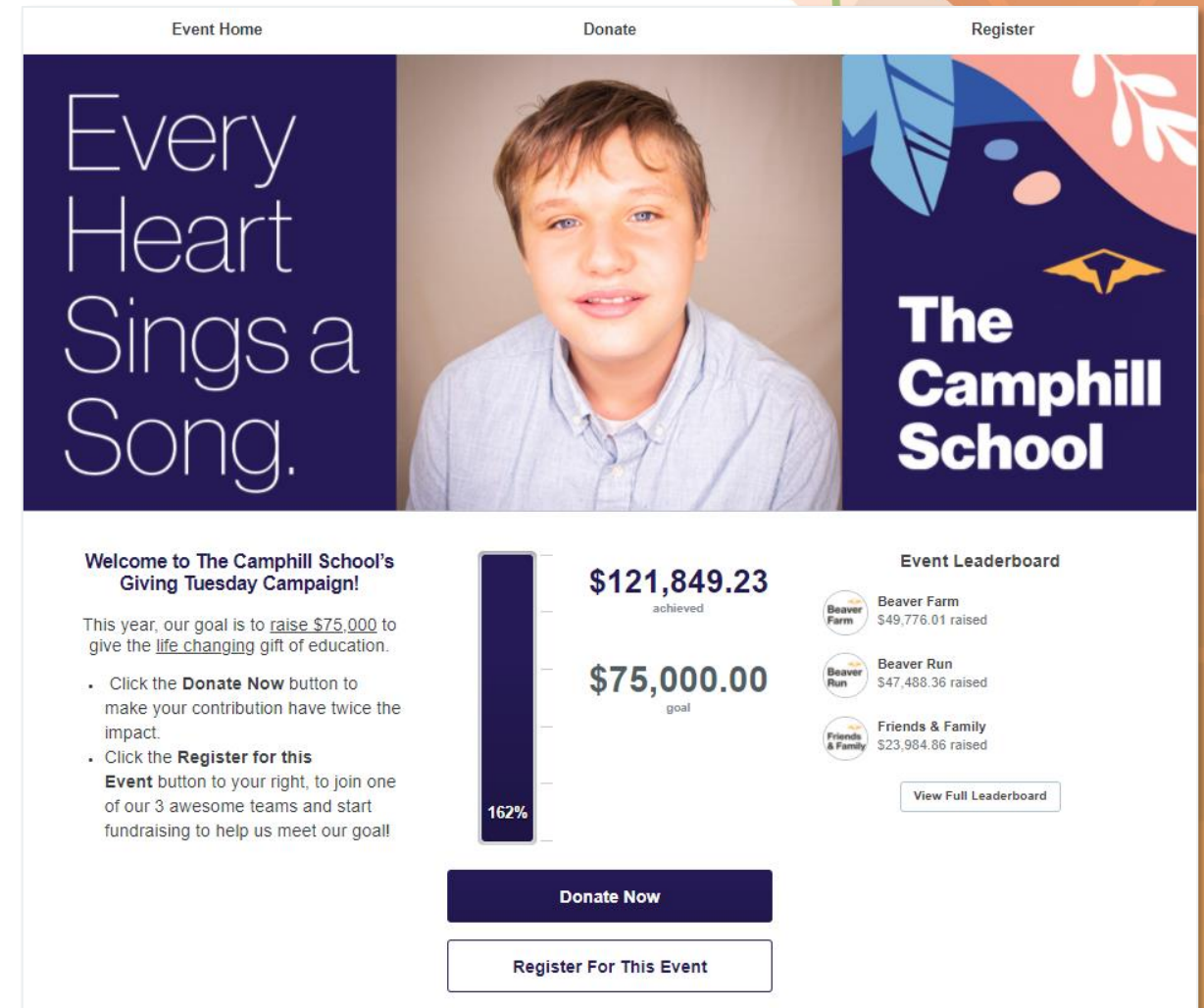
Based on your type of event, between 29% and 80% of your participants will be \$0 fundraisers.

That's a lot of potential revenue!



How do you inspire participants to get engaged?

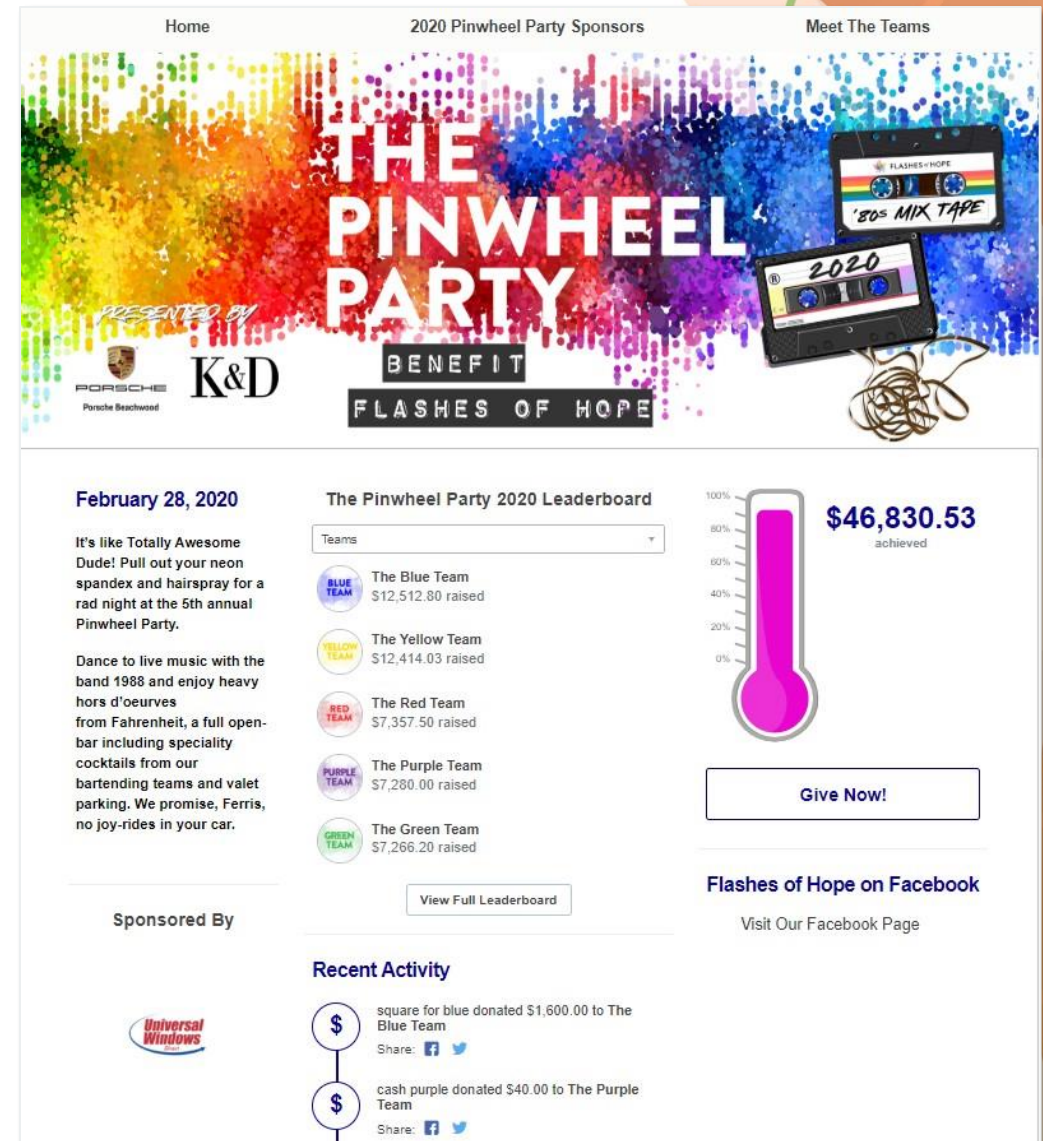
Successful fundraisers exhibit 4 key behaviors. Encouraging those behaviors will lower your number of \$0 fundraisers.



Let's get to it!

We'll look at how you can motivate 4 foundational behaviors of successful peer-to-peer participants:

- + Personalizing a fundraising page
- + Sending fundraising emails
- + Posting to social media
- + Reaching fundraising milestones



Cornerstone #1: Personalizing a Fundraising Page

Why is this important?

Peer-to-peer fundraising is most successful when people invest some **time and energy** into the event. They want a return on that investment!

It's also effective because of a fun little psychology hack called **the Benjamin Franklin Effect**.



Cornerstone #1: Personalizing a Fundraising Page

Why is this important?

Completing a fundraising page also helps establish **social proof**. People value their friends' and families' input when they're deciding whether to support a nonprofit.

24.5% of donors cited friends' and family's input as a driving factor in their decision to give.

40% of donors include asking their friends' and family's opinions before donating to a nonprofit.

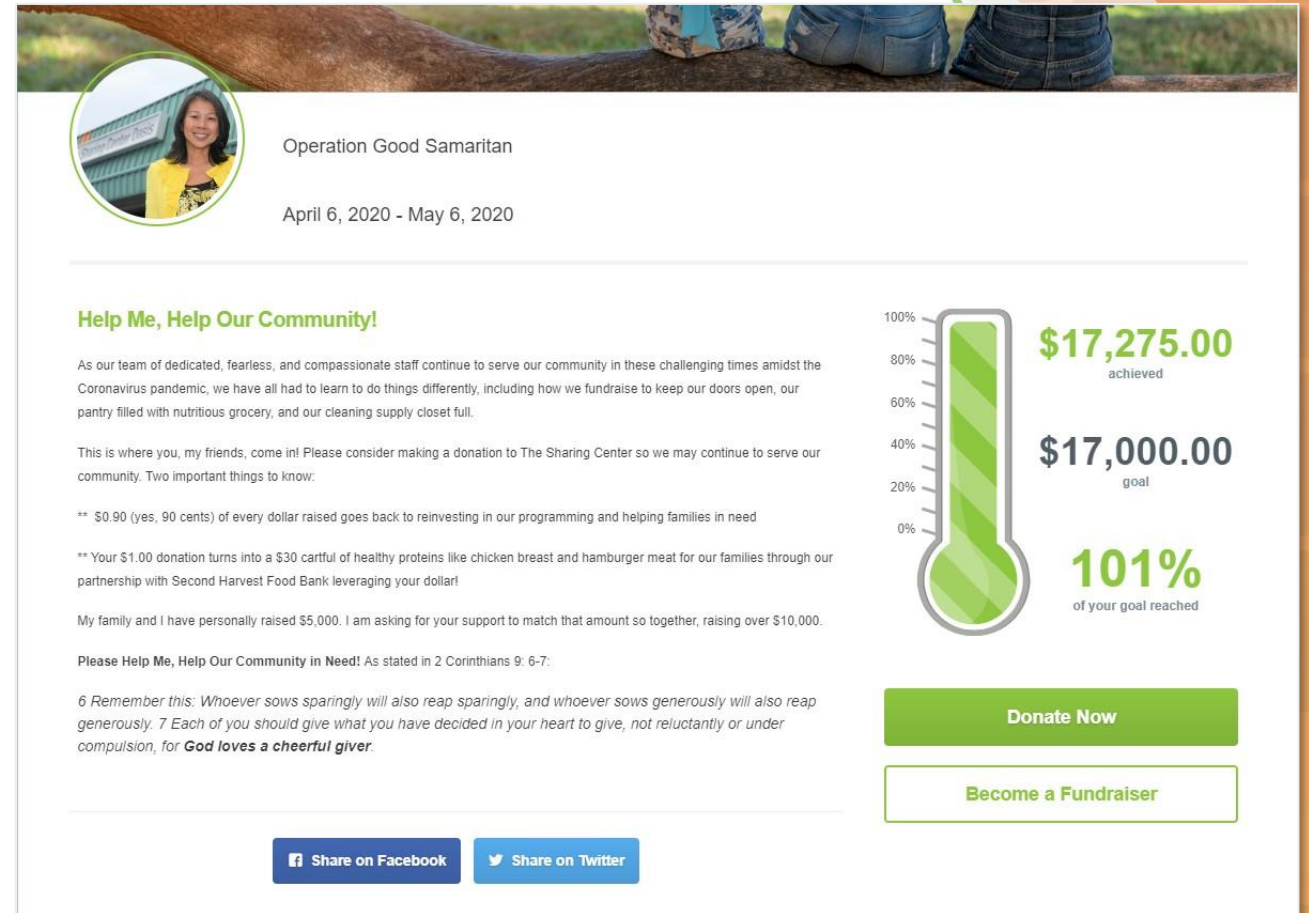


Cornerstone #1: Personalizing a Fundraising Page

How do we know it works?

Qgiv's data scientists noticed that participants who update their pages raise between **7 and 18 times more** than those who don't.

- + Takes about **5 days** for participants to start working on their pages
- + Many finish in **24 hours**



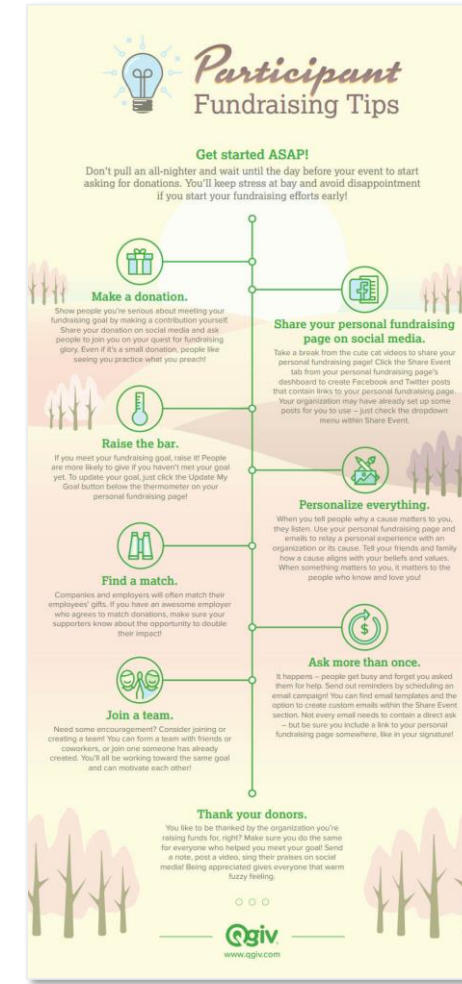
Cornerstone #1: Personalizing a Fundraising Page

How do I do it?

Give your participants **the tools they need** to do a good job! They'll be more likely to update their pages if they know what they're doing.

Try:

- + Providing participant toolkits
- + Uploading resources and images
- + Offering resources and help
- + Rewarding completion

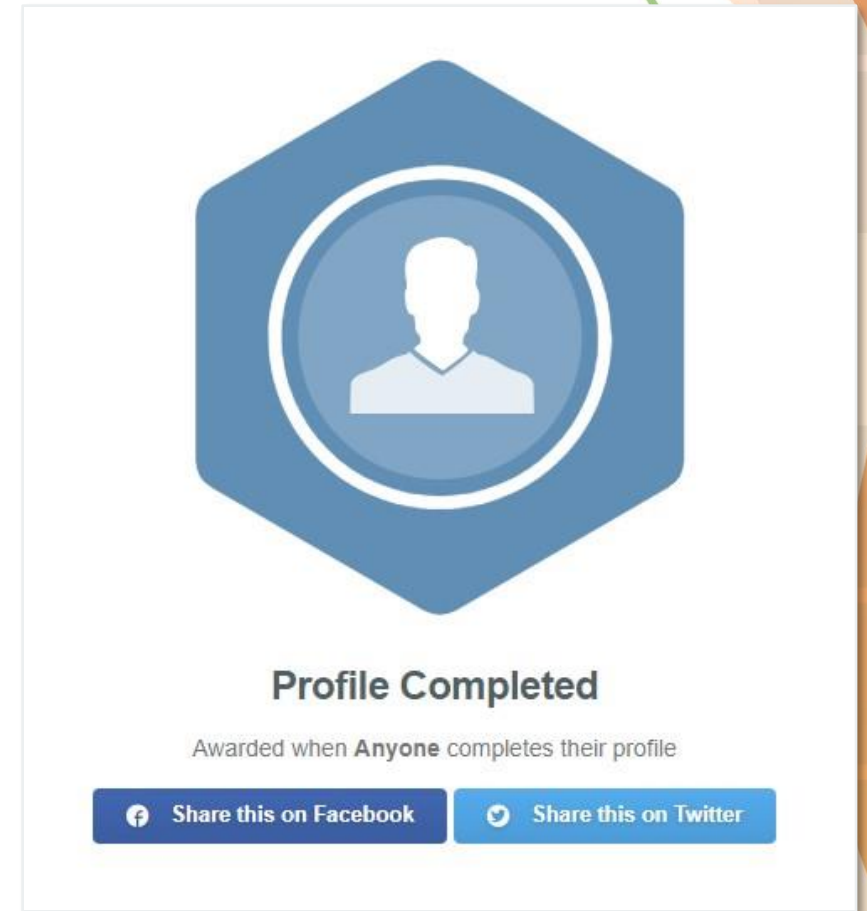


Takeaway #1: Help Participants Build Their Pages

Participants will raise more money for you if they complete their fundraising pages! Encourage them to build a great page.

Give your participants **the resources they'll need** to create a great fundraising page. This will make it easier to get started!

Give participants a **checklist** they can use to guide themselves through the process. Take some of the fear out of updating fundraising pages by **telling them what to expect and what to do**.



Cornerstone #2: Sending Fundraising Emails

Why is this important?

People don't give unless they're asked to give! You know this—you do this for a living! But participants may not know the importance of actually asking.

Encouraging participants to ask their networks for support is key to a successful fundraising event.



Cornerstone #2: Sending Fundraising Emails

Why is this important?

35% of donors prefer getting appeals (and updates!) through email.

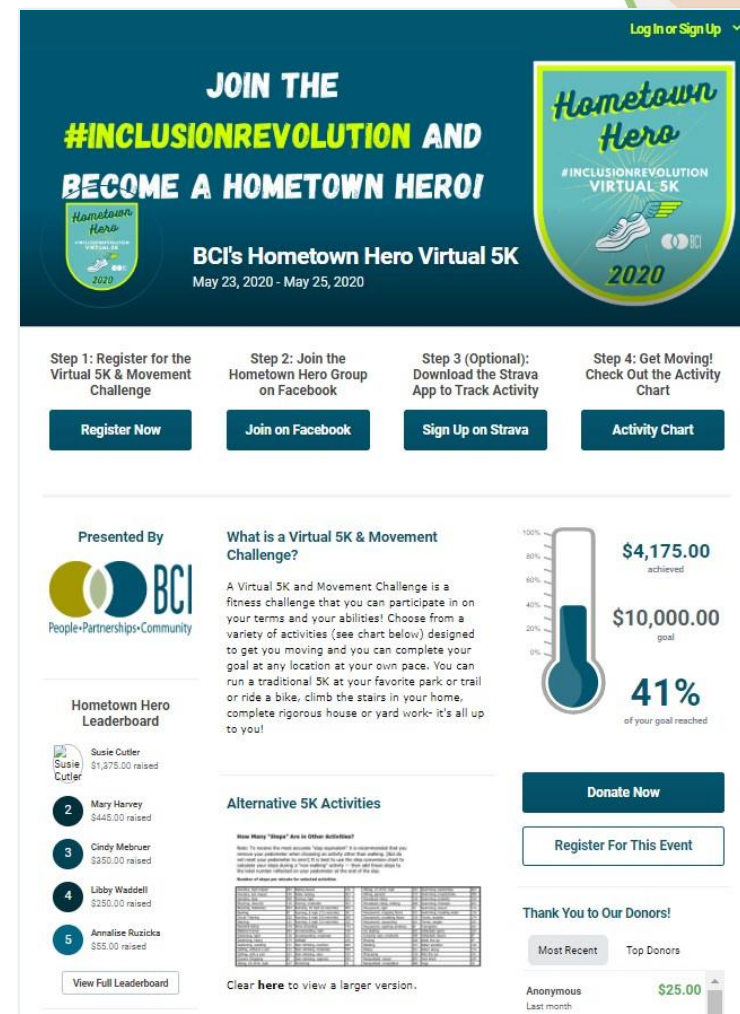
Email is one of the most effective fundraising channels. If your participants tend to lean on other communication methods, they may not realize the significance of email.



Cornerstone #2: Sending Fundraising Emails

How do we know it works?

Our data shows participants who send emails raise **between 2 and 11 times more** than participants who don't send emails.



Cornerstone #2: Sending Fundraising Emails

How do I do it?

Your participants are busy! Make them more likely to send fundraising emails and updates by:

- + **Giving them the right tools!** Provide templates, ideas, testimonials, and talking points to get them started
- + **Checking in periodically** to encourage and congratulate fundraisers
- + **Offering advice** and help for participants who want extra guidance

Testimonials:

"The food distributions have been helpful. I also enjoyed the prepared meals for my family. Any type of help is very much appreciated at this time."

(Lihue Parent)

"Our daughter attends this club and they have helped her through a lot of things. With the events of COVID-19 they have provided her an online outlet with activities. When they started doing the food distribution with the food bank, we wanted to help."

(West Kauai Parent)

"I cast your videos to our Smart TV so the kids could watch and follow along. Thank you all for continuing to bring fun and positivity into our keiki's lives."

(Nanakuli Parent of 2 Clubhouse members)

"The Staff, they teach us by doing the Power Hour Questions and they help us be fit and staying active by the Play 60 App we do every day."

(Nanakuli Clubhouse member, age 9)

"You guys are making it a lot better for all of us here at home. I'd be bored to death if it wasn't for you guys. Keep doing what you're doing!"

(Windward Clubhouse member)

"Money is our greatest concern right now, due to COVID-19, I'm the only one parent working until school is back in session. Programming helps to keep the kids busy."

(West Kauai Parent)

Takeaway #2: Give Participants Email Resources

If you want to raise money, encourage and facilitate email appeals and updates!

Before your event, put together some **fundraising email templates** your participants can use as they create their fundraising emails.

Be sure participants know some **key talking points** they can include in their emails. It also helps to provide **general fundraising tips** for beginners!

Hi, friends!

The Lakeland Volunteers in Medicine Lakeland Derby is just around the corner.

The competition is fierce this year, and I'm joining in the fun!

I've teamed up with Shane Mahoney to captain a Leaders of Lakeland swan. Together, we are Team GigaSwan!



The Leaders of Lakeland goal this year is HUGE - \$65,000!

We have until April 28th to reach it and we're counting on our circles of friends to help! Will you consider contributing to my team in support of Lakeland Volunteers in Medicine?

Every dollar that LVIM raises helps provide life-saving healthcare to our working friends and neighbors who are uninsured. At LVIM, the treatment is free and the care is priceless. Every dollar raised turns into \$5.00 of delivered healthcare.

Here's what you can do:

- Make a donation - <https://secure.ggiv.com/event/team/783662/>
- Share this opportunity on your social media outlets
- Mark your calendar to join us at an upcoming GigaSwan event -
 - April 25th @ Red Door - Wine Market Monday
 - April 28th @ Lakeland Brewing Company - GigaSwan Wrap Party
- Cheer us on on April 29th at the Lakeland Derby on Lake Mirror.

Thank you, and happy Friday, friends!

Alice & Shane

Team GigaSwan

Cornerstone #3: Posting to Social Accounts

Why is this important?

Participants are increasingly moving from email appeals to social media appeals.

Email still works, but it's hard to stand out in crowded inboxes!



Cornerstone #3: Posting to Social Accounts

How do we know it works?

- + In an average peer-to-peer campaign, **15-18% of all donations** are referred from Facebook.*
- + Participants who update every 5 days or so raise **3x more**.*
- + **21% of all P2P dollars** are raised from a direct click-through from social media. **



* Arreva

** Network for Good

Cornerstone #3: Posting to Social Accounts

How do I do it?

- + Give participants templates they can use as they put together their appeals
- + Be sure they know some key talking points that reinforce their asks
- + Send periodic emails to participants encouraging them to keep up with their social posts

* Arreva
** Network for Good



Takeaway #3: Help Participants Stay Social

You'll raise more if your participants are active on social media! Encourage them to share their stories and their progress.

Make it easy for participants to post by creating **Twitter and Facebook post templates** and including resources like photos and video.

Show participants you appreciate their effort by engaging with their social media posts.



Cornerstone #4: Reaching Fundraising Milestones

Why is this important?

Humans are hardwired to meet goals. If you want your supporters to participate, **set a goal** and **choose incremental milestones** for participants to reach.

You can take it to the next level by **tying fundraising milestones to incentives** and **encouraging friendly competition** between participants.



Most Donors

Awarded when **Anyone** gets the most donations by 05/27/20 03:00 PM



Share this on Facebook



Share this on Twitter

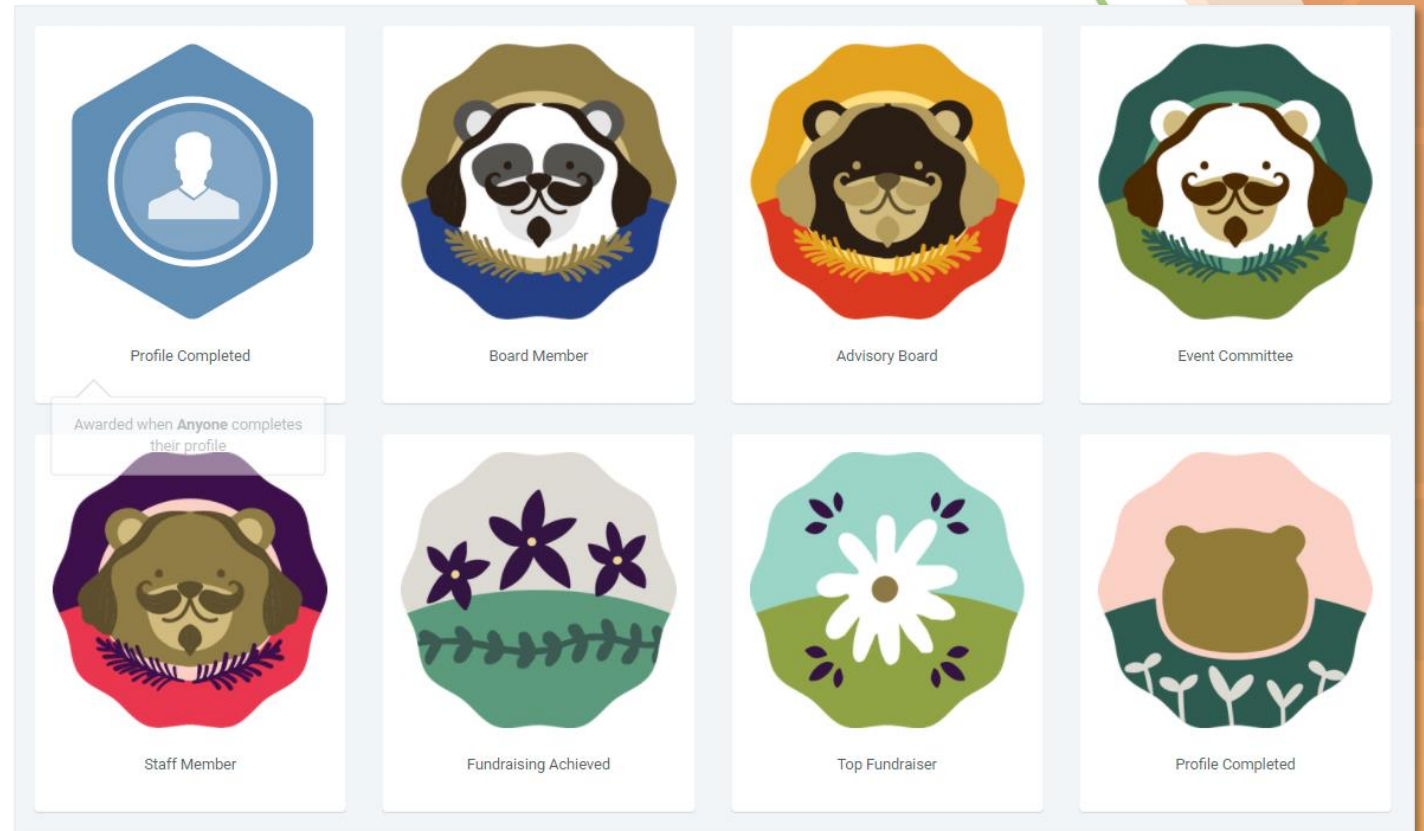
Cornerstone #4: Reaching Fundraising Milestones

How do we know it works?

Qgiv's data tells a powerful story!

We're going to use badges as a success gauge, but this applies to all milestones.

- + More badges = more \$ raised
- + At least 1 badge = \$306.51
- + 0 badges = \$89.54



Cornerstone #4: Reaching Fundraising Milestones

How do I do it?

- + **Set different goals**—event goals, individual goals, and team goals
- + Choose goals that are both **significant and achievable**



Cornerstone #4: Reaching Fundraising Milestones

How do I do it?

- + **Set different goals**—event goals, individual goals, and team goals
- + Choose goals that are both **significant and achievable**
- + Break goals into smaller **milestones**
- + **Recognize participants** when they reach each milestone (digital badge, social media shout-out, rewards)



Dear Lucy,

You've officially raised more than \$500 -- that's amazing! That puts you in the top 3% of our fundraisers, and that is a huge accomplishment. We're so proud of all the hard work you've put in to raising that amount of money -- thank you so much for the time and effort you're putting into your fundraising. Every penny you raise makes a difference... and you have raised a ton of pennies.

Did you know that donors are more likely to give if they see that other people have given before them? It's true! Try giving your donors a shout-out on social media; people will see that others are supporting you and how much you appreciate their support. That kind of social proof is really inspiring to others!

Our event is coming up in just a few weeks, and we're so excited to see you blow away your fundraising goal. You're amazing -- thank you for all you do!

Cheers!

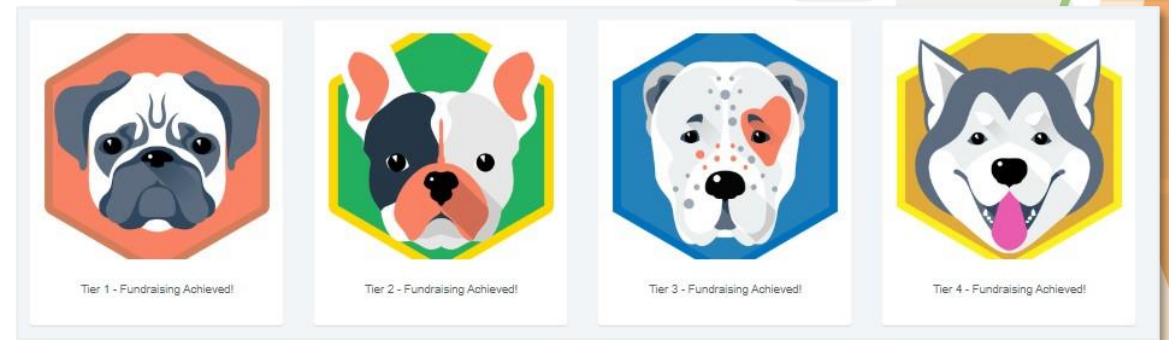
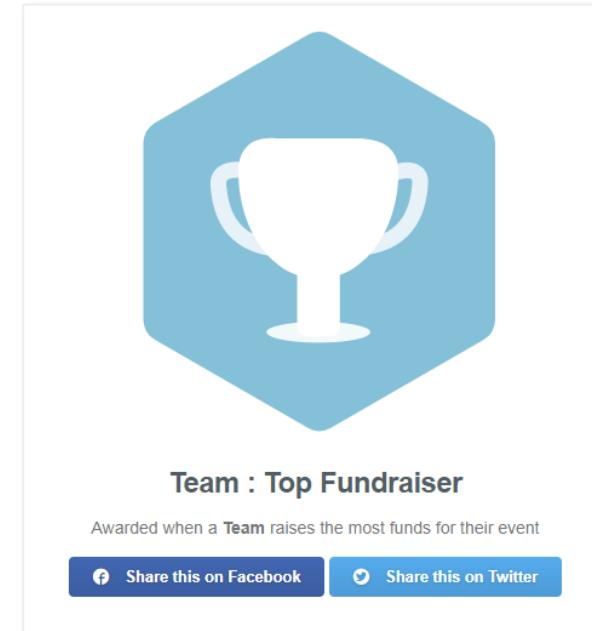
Abby Jarvis
The Qgiv Foundation

Cornerstone #4: Reaching Fundraising Milestones

How do I do it?

If you want to take it to the next level, you could:

- + **Tie milestones to incentives**, both digital (like badges or social media shout-outs) and tangible (medals or trophies, swag, raffle tickets, etc.)
- + Create a sense of **friendly competition** by displaying fundraising progress on leaderboards

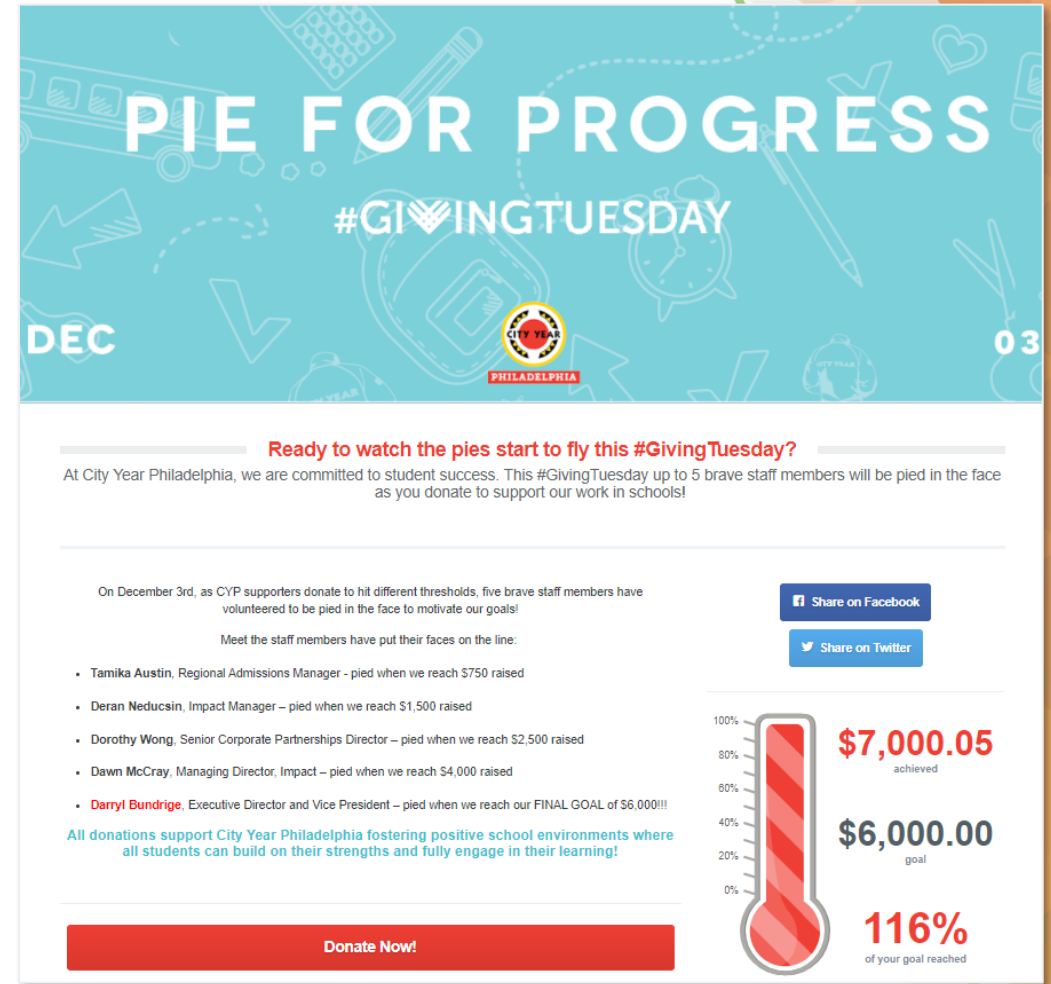


Takeaway #4: Set milestones and hype them up!

Participants will stay engaged if you give them goals and reward them for reaching important milestones!

Set a solid **fundraising goal** for your event, teams, and individuals. Track progress with **thermometers** or other visual aids.

Award **prizes** to participants who meet fundraising milestones and consider tying milestones to **real-life incentives**. Use **leaderboards** to encourage friendly competition.



Let's Wrap It Up

Takeaway #1: Help Participants Build Their Pages

- + Upload resources like images and logos your participants may need
- + Create a fundraising toolkit that includes tips and ideas
- + Let participants know what to expect and give them educational tools/resources
- + Create a point of contact for anyone who has questions (and make it public)!

Let's Wrap It Up

Takeaway #2: Support Participants by Providing Email Resources

- + Provide email templates your supporters can use to get started
- + Periodically check in with participants during your event's fundraising period
- + Include talking points and other information they can use to create a great email
- + Make sure participants know who to go to for help, encouragement, or troubleshooting

Let's Wrap It Up

Takeaway #3: Encourage Participants to Stay Social

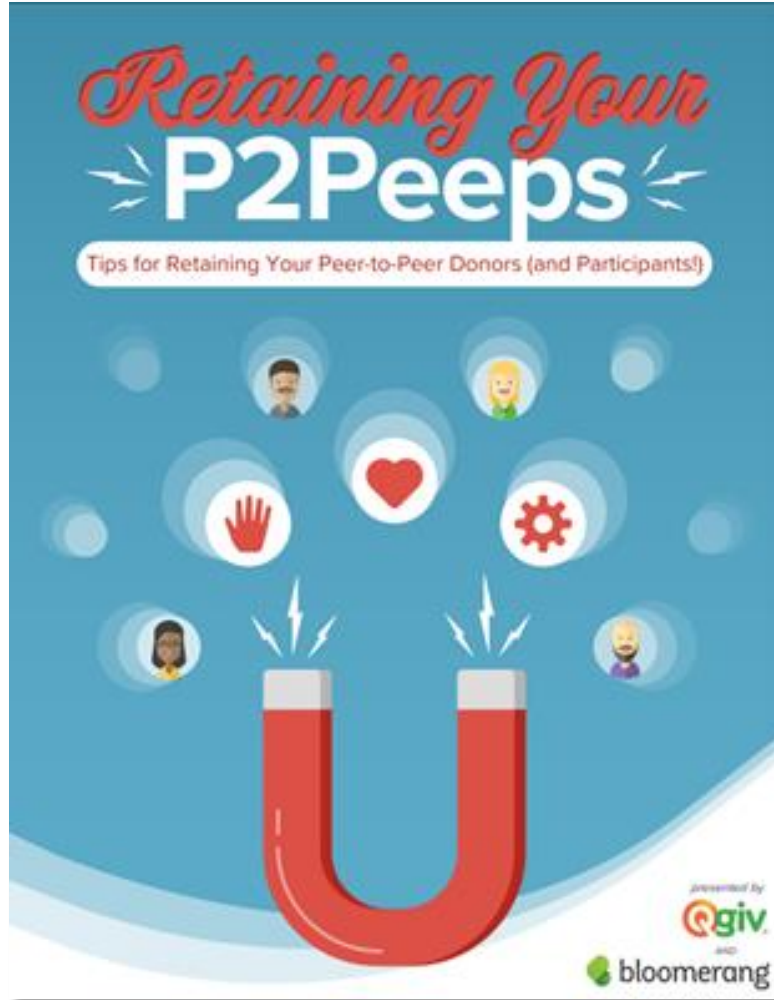
- + Let participants know why social media sharing is so important
- + Give participants templates they can use as they create their posts
- + Make sharing easy!
- + Prioritize interacting with participants' posts on different channels
- + Include a note about social media in your email updates
- + Consider incentivizing social sharing

Let's Wrap It Up

Takeaway #4: Set Milestones and Reward Progress

- + Set fundraising goals for your overall event, teams, and individuals
- + Encourage friendly competition by enabling and displaying leaderboards
- + Make goals feel more achievable by splitting them into achievable milestones
- + Tie fundraising milestones/goals to digital or real-life incentives

Want More P2P Fundraising Goodness?



We'll send you a copy of an eBook dedicated to helping you **retain your participants!**

Want more best practices? Check out [qgiv.com/blog!](https://qgiv.com/blog)

Looking for info about Qgiv? Email contactus@qgiv.com



Questions?
