



## Retaining Your P2Peeps: Tips for Retaining Peer-to-Peer Donors and Participants

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# Wait, Who Are You?

## Abby Jarvis, Nonprofit Education Manager

- + 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 Should I Care?

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Is retaining peer-to-peer supporters really important?

# Cost of Acquisition vs. ROI

Retaining peer-to-peer participants can be tough! But you spend **time, money, and resources** recruiting people to raise money for you.

Bringing them back has tons of advantages.

Returning fundraisers need less onboarding and less support during the event

Repeat participants already know how to raise money and can be more effective

These participants make ideal team captains or guides for new supporters

# Cost of Acquisition vs. ROI

Retaining peer-to-peer participants can also mean retaining some of their donors.

Focusing specifically on retaining donors, though, can help **boost your overall donor base.**

Most donors who give to a peer-to-peer event are giving to their loved one

Taking steps to retain peer-to-peer donors gives you a better event ROI

Retaining these donors requires a little extra work



# How to Retain P2P Participants

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Give participants an experience that will inspire them to get involved again in the future



# Make Your Participants Feel Amazing

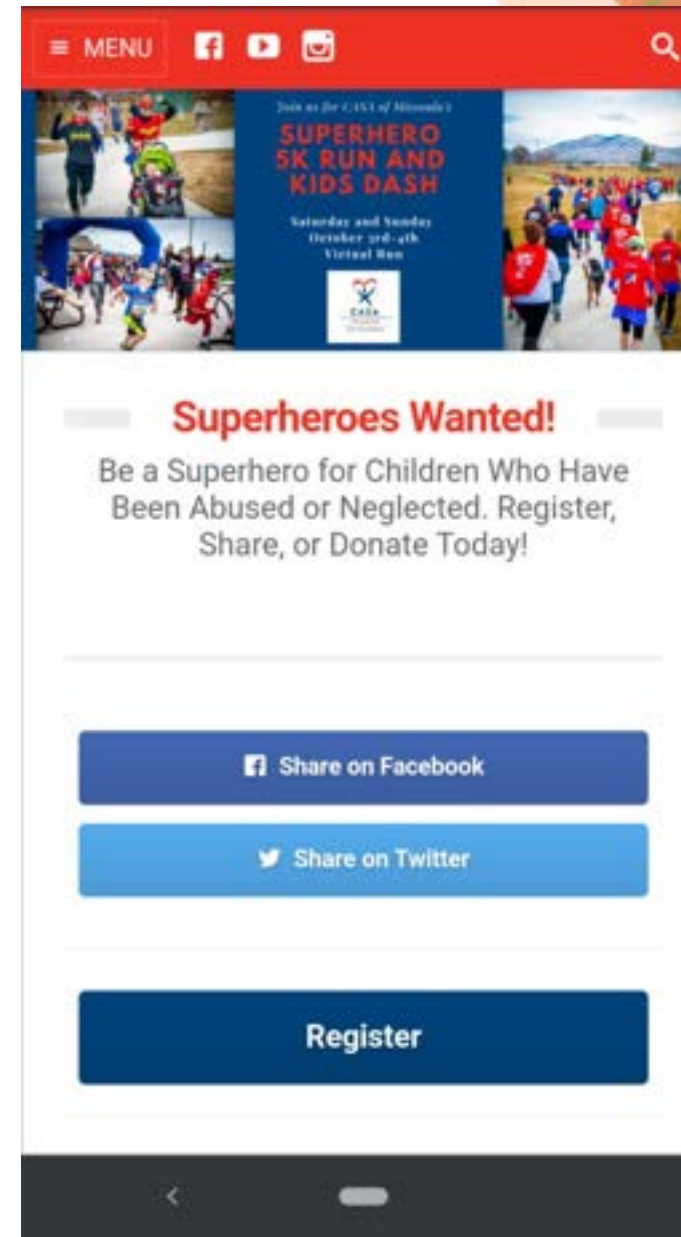
Your participants are **donors**, **volunteers**, **advocates**, and **recruiters** for your organization. Keep them around by showing them the love they deserve!



# Make Your Participants Feel Amazing: Before

Make them feel special while they're signing up to support you!

- + **Reiterate impact** in appeals for registrations
- + Include celebratory language in the **signup process**
- + Use your **confirmation page** to celebrate their participation
- + Update **your receipt** with thank-you language
- + **Keep reiterating their impact!**

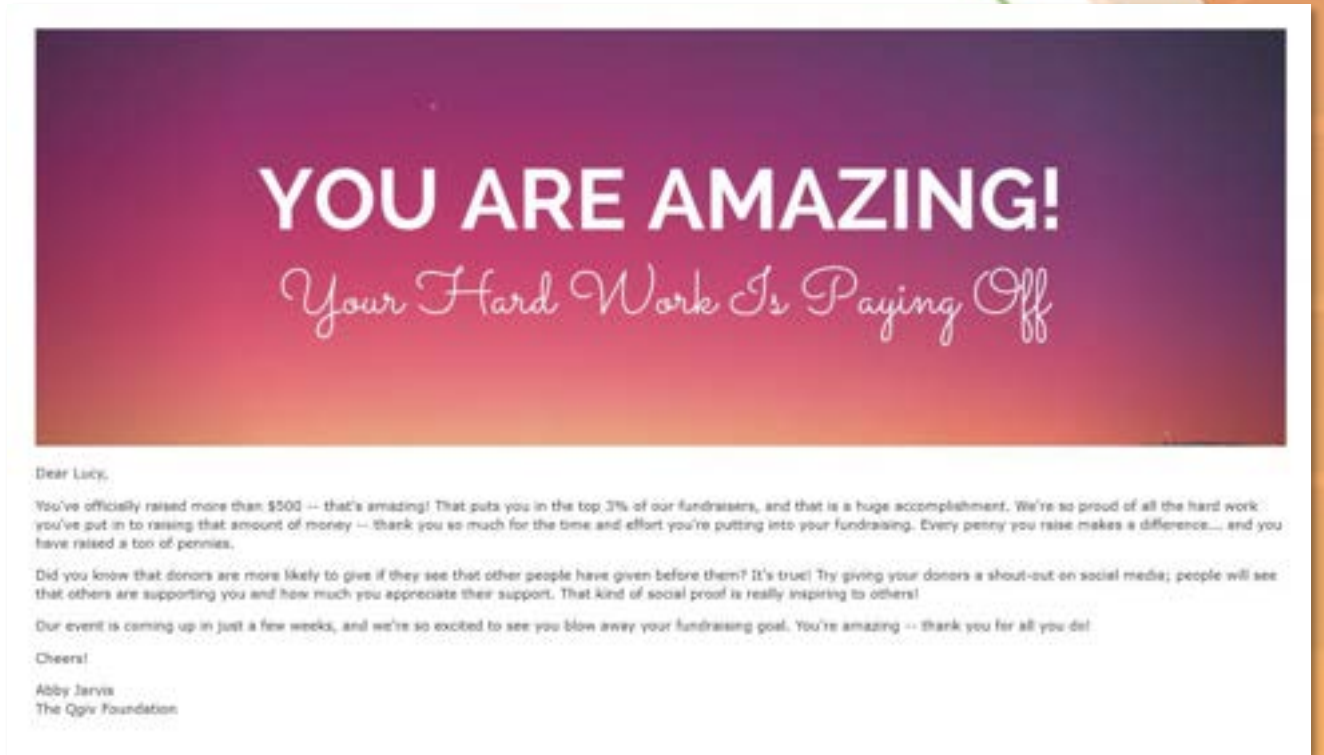




# Make Your Participants Feel Amazing: During

Keep the love going when they're raising money for your organization:

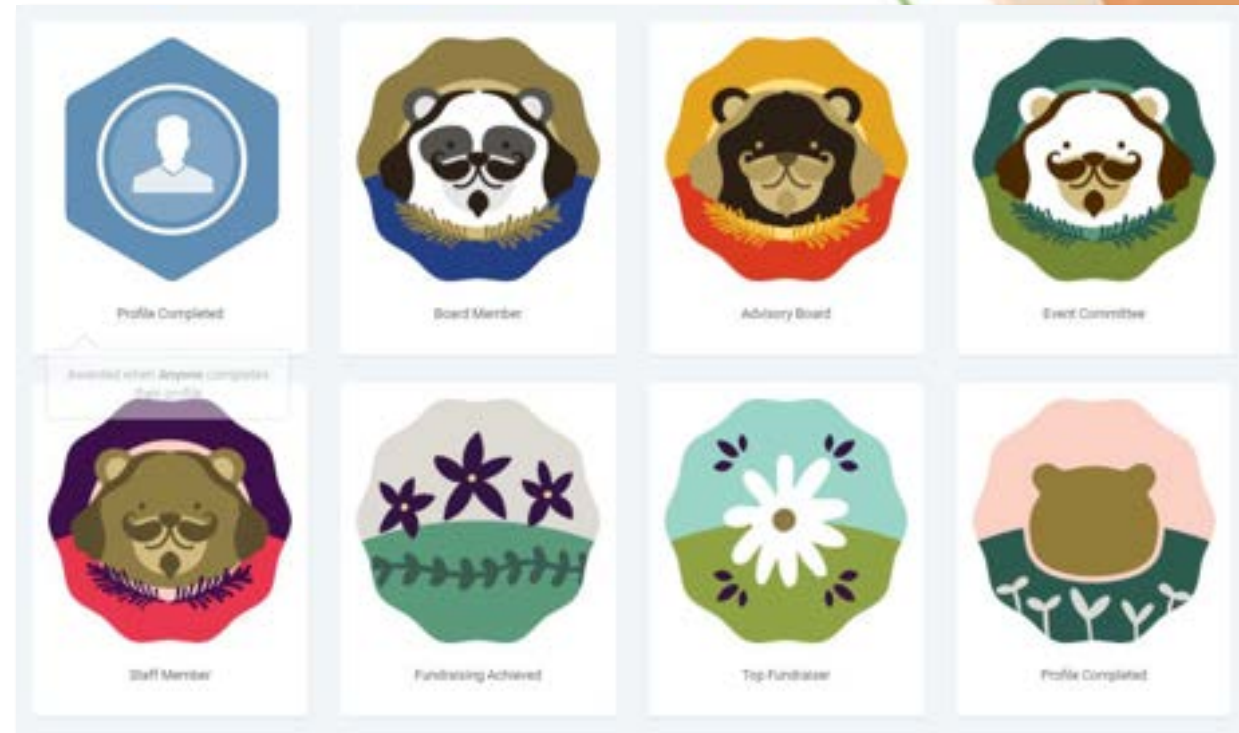
- + **Help them be successful** by giving them the resources they need
- + Send emails that **inspire and encourage**
- + **Celebrate their involvement** with social media posts and other tokens of appreciation



# Make Your Participants Feel Amazing: During

Reward engagement! Anything you can do to make participating more fun will encourage them to get involved in future events.

- + Set **fundraising and engagement milestones**, help them succeed, and celebrate their wins
- + **Incentivize participation**, whether you use digital or tangible rewards (or both!)
- + **Thank your participants** for their ongoing efforts. It feels good to have hard work recognized!



# Make Your Participants Feel Amazing: After

Your participants should feel appreciated during your event, but it's important to keep those warm-fuzzies going afterward, too!

- + Give them a voice! **Send a survey** asking about their impressions of your event. They'll feel valued, and you may get some great ideas.
- + Offer **other ways to get involved** so they'll stay connected to your cause.
- + Create **a special group** for past participants.

## Memberships

Six years ago, LVIM took a chance on a group of Leaders to rally alongside the Lakeland Derby and increase its impact. That chance has resulted in more than \$281,868 raised through the Leaders of Polk-Derby Dash!

In an effort to continue engaging with each other and with LVIM, we had the idea to create an Alumni Association for the Leaders. The Swan Society was officially launched in 2017, at the Lakeland Derby's 10<sup>th</sup> anniversary.

recognition on the  
a Swan Society name

to continue to show  
community!



### SWAN SOCIETY MEMBERSHIP

*\*Membership runs from 6/1 to 5/31 and must be paid by 3/1\**

\$150 per person or \$225 per couple annual contribution to LVIM



FOUNDER'S LEVEL  
MEMBERSHIP CLOSED 2017



# Make Your Participants Feel Amazing: After

Keeping your participants engaged between events sets them up to register for your next big fundraiser.

- + **Get them hyped** about your next event! Remind them how much fun they had in the past and get them psyched about participating again.
- + Send **special invitations** to your next event
  - Consider giving them **early access**
  - Try **offering promo codes** for past participants
- + Offer them **leadership roles** at your next event



**29th Annual**  
**Walk for Animals 2021**  
SPCA FLORIDA  
Saturday June 5, 9-12

**Join us at Walk for Animals 2021!**

**When:** Saturday, June 5th, 9am - Noon (registration opens at 8am)

**Location:** Francis Langford Promenade at Lake Mirror in Lakeland, FL near Hollis Garden and Barnett Family Park.

**About:** The annual Walk for Animals provides fun for the whole family with a stroll around Lake Mirror in Downtown Lakeland. This is a day when pet lovers come together to walk and raise funds for the homeless animals.

**Registration:** Your \$35 registration fee (\$25 for ages 10 and under) includes event t-shirt, doggie bandana, and contest.

2020 Walk for Animals Spokesperson Sandy Fuschetti invites you to the Walk and to the SPCA Florida campus!

2020 Walk for Animals Spokesperson Sandy Fuschetti

**28th Annual**  
**Walk for Animals 2020**  
SPCA FLORIDA



# Communication Tips for Participants

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Communications to send before, during, and after your event



# During the Event

Here are some communication types to send during your event. Your goal: help them succeed and show them how much you value them.

- + **Thank you messaging!** Remember: participants are donating their time, effort, money, and reputation!
- + **Periodic fundraising tips and tricks** that will help them be successful. Remember: participants will be more willing to participate again if they feel successful now!
- + Emails that **encourage, motivate, and celebrate** your participants' hard work.



# After the Event

Here are some communication types to send after your event. Your goal: make your participants understand the tremendous impact they made.

- + An update immediately after the event that includes **a huge thank you** and an update about **how much they raised and what that money will achieve**.
- + One or two updates that share **the tangible impact they've made** with their effort. **Focus on stories** and be as specific as possible!
- + Invitations to **get involved in other ways**. Ask this group to donate, volunteer, or serve on your board.



# Before Your Next Event

Here are some communication types to send before your next event. Your goal: remind participants how much fun they had during your last event and their real-life impact.

- + Sneak peek emails that give them **details about your upcoming event**. Make them feel like insiders!
- + **Segmented invitations** that remind them about your previous event and invite them to participate again. Make this fun!
- + **Incentives for participating again**. Explore incentives like promo codes, discounted merch, or special swag for returning participants.





# How to Retain P2P Donors

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They may be giving to support their loved ones, but that doesn't mean you can't keep them



# Show Your Donors How Much You Value Them

If you want to keep your new donors, you need to make them understand how valuable they are to you!

- + Get your participants involved in the thank-you and updating process...
- + ...But don't leave it entirely up to them! Send your own thank-you messaging and impact reports
- + When your campaign ends, send donors an update about how much they gave and what their gifts will accomplish



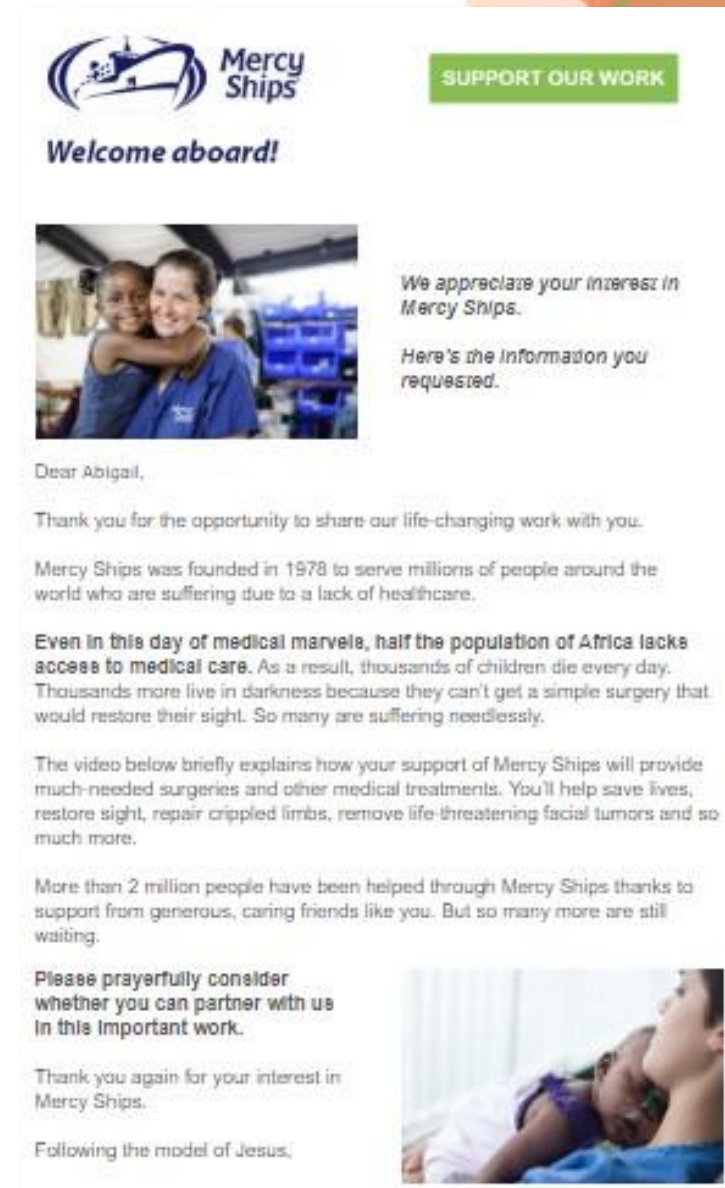
Source: BetterFundraising.com



# Make Your Donors Love Your Organization

Retaining peer-to-peer donors can be tricky, especially if they're a new donor that's giving to a loved one.

- + Don't communicate with this group like you do your standard donors. **Create a segment** for p2p donors!
- + They may not be familiar with your mission—consider creating an **introductory email**/ email series
- + Even if they're donating to support a loved one, **donors like knowing their impact**. Share theirs!



# Invite Donors to Stay Involved After the Event

These donors may need a little extra attention after the event, especially if they've new to your nonprofit.

- + Invite them to **stay connected**
  - Follow you on social media
  - Subscribe to your newsletter
  - Other communications
- + Give them **non-financial ways to help!** Ask them to visit your facility, match their gift, volunteer, or get involved in another peer-to-peer campaign.
- + Eventually move them into your general lists



**GOOD SAMARITAN CHALLENGE**

EMPLOYEE GIVING

### HOW TO PARTICIPATE

On Tuesday, May 5, 2020, The Sharing Center is hosting a Day of Giving and challenges you to join our community impact partners, Bank of America, AdventHealth, and Florida Blue, in helping those impacted by COVID-19 and critically in need. When you make a contribution, your gift can be tripled! Follow these simple steps to make a huge impact in our neighbors' lives.



**MAKE A GIFT ONLINE**

Go online to [www.thesharingcenter.org/matchchallenge](http://www.thesharingcenter.org/matchchallenge) and make a gift of any amount.



**SUBMIT TO YOUR EMPLOYER**

Follow the steps your employer has created to submit your contribution to be matched.



**SHARE**

Spread the good on social media and make sure you use #GoodSamaritanChallenge!

**the Sharing center**

GET IN TOUCH • (407) 695-3379 • [margaux.pagan@thesharingcenter.org](mailto:margaux.pagan@thesharingcenter.org)



# Communication Tips for Donors

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Communications to send before, during, and after your event

# During the Event

Here are some communication types to send throughout the fundraising period. Your goal: make donors feel like a critical part of your success.

- + **Thank you messaging!** Your participants should send thank-you messages, and so should you!
- + **An introduction to your organization.** Remember: many of your donors are giving to support a loved one, not because they're invested in your organization! Give them opportunities to learn more about your work.
- + **An impact statement** that will make donors feel amazing about giving. **Make it personal!**

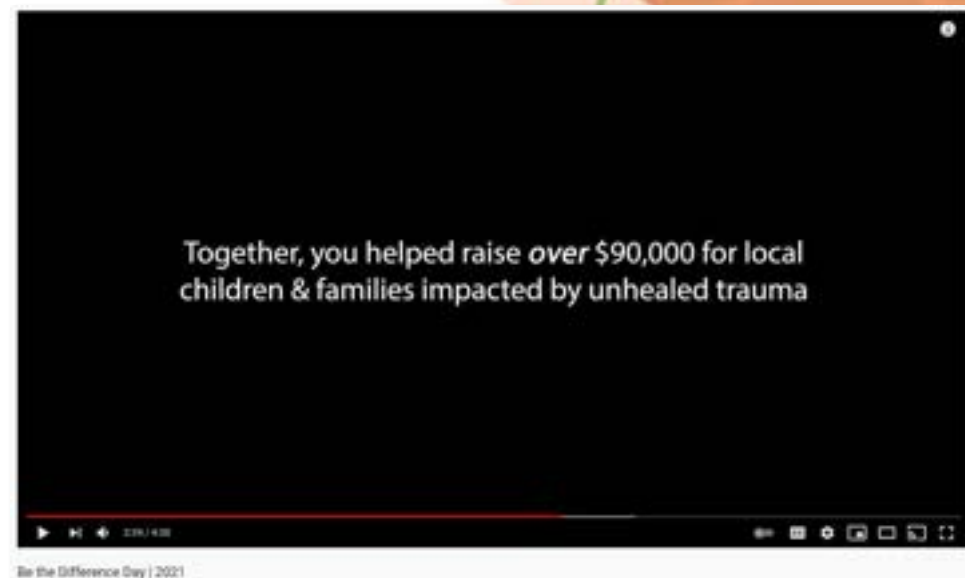




# After the Event

Here are some communication types to send after your event is over. Your goal: show donors that you've used their money wisely to make a significant impact.

- + **Thank you messaging!** You thanked them when they gave—thank them again!
- + **A reminder about what their money will achieve.** Take this opportunity to tell them how much they helped raise and the impact their gift will make.
- + **A note about future communications.** New donors will be more willing to open and read future impact updates and other communications if they know what to expect.

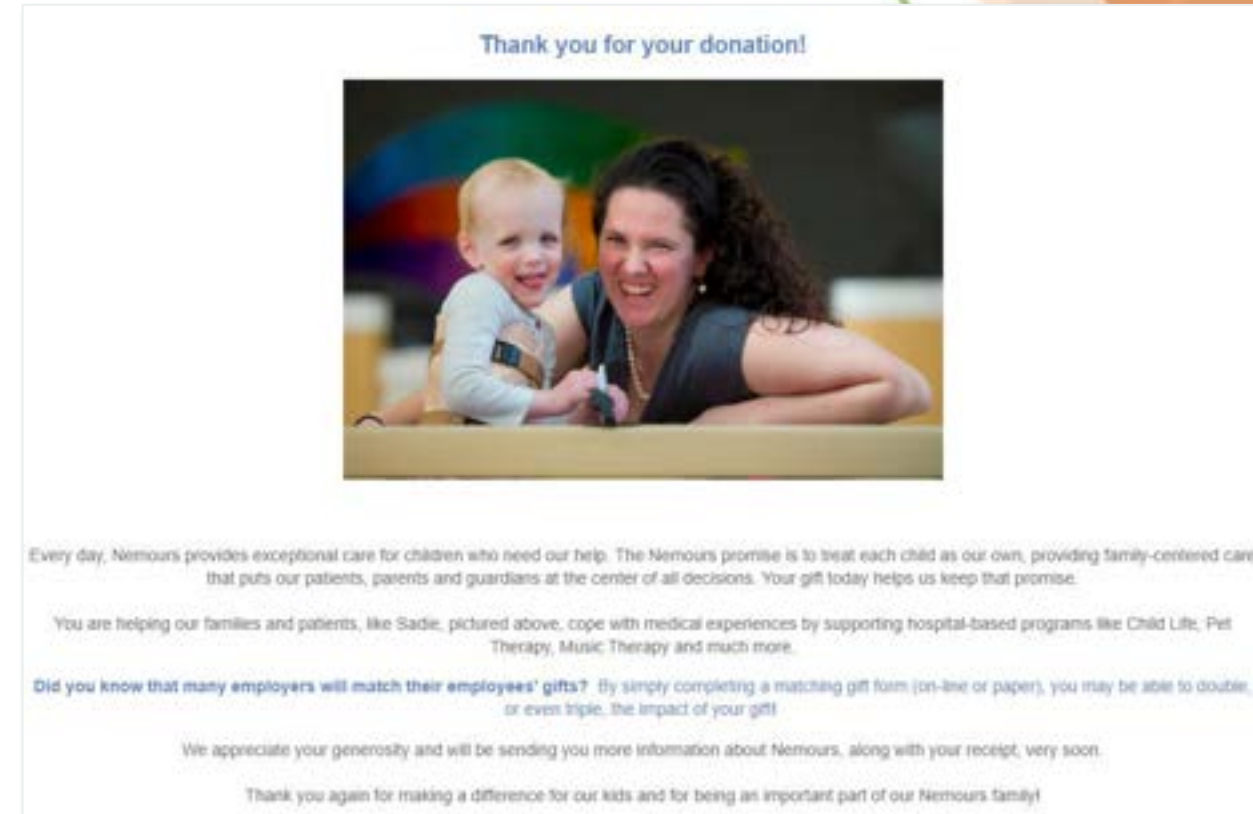




# After the Event

Want to make an even bigger impression? Try:

- + Combining digital and analogue communications to make donors feel appreciated
  - Personal phone calls
  - Hand-written thank-you notes
  - Donor appreciation events
- + Getting to know them by sending them surveys and starting conversations
  - Make them feel valued and appreciated
  - Identify areas to improve upon



# Before Your Next Event

Here are some communication types to send before you launch your next event. Your goal: remind donors about the difference they made with their previous support.

## + Invitations to participate

- Reference **the impact they made** as a donor
- Reiterate how they can make **an even bigger impact** as a participant

## + **Targeted appeals** during your next event (exclude participants!)

- Thank them for their past support
- Remind them of their impact
- Ask them to give again

### Ongoing Support

Our campaign is over but our local children and families still need your support to become self-sufficient. Consider joining our FAM community of monthly donors or supporting us with a one time donation

 [Learn About Monthly Giving](#)

 [One Time Donation](#)



# A Quick Recap



- + Retaining both peer-to-peer participants and donors is an important way to raise more!



- + A great communications plan is key to retaining supporters from event to event



- + Set participants up for success and communicate regularly during your event



- + Give participants the opportunity to play a larger role in your next event



- + Peer-to-peer donors need a little extra care—give them a reason to stay engaged



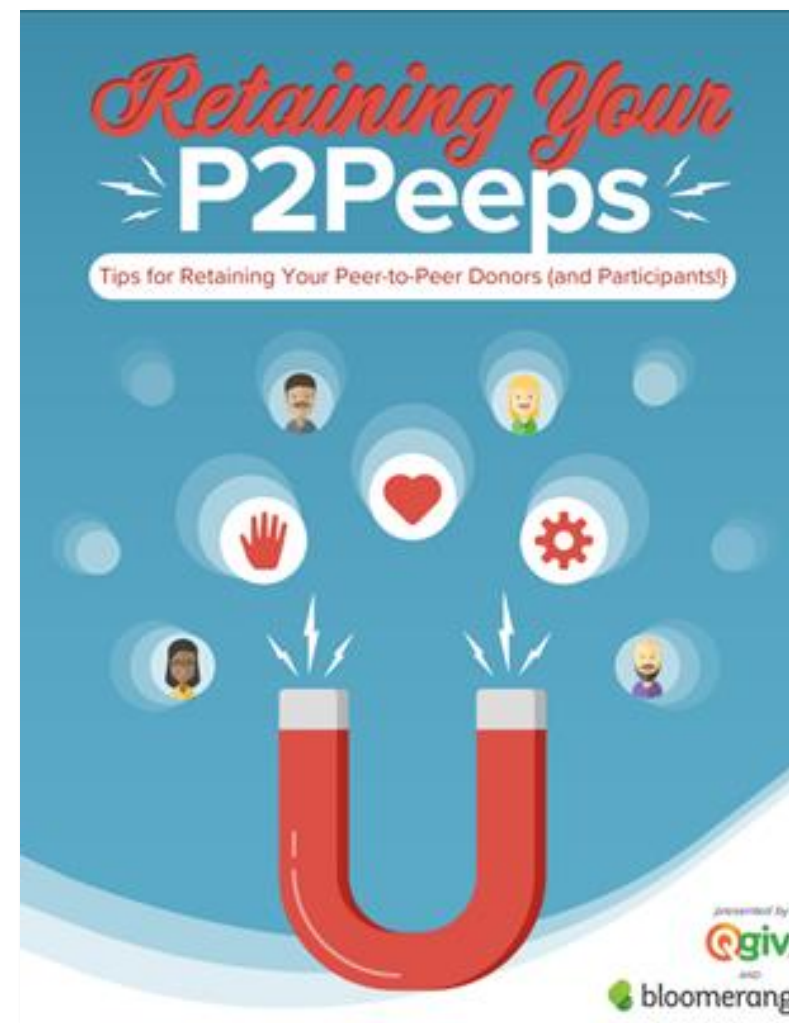
- + Create thank-you messaging that inspires, informs, and delights new donors

# We're Sending You a Gift!

Already using Qgiv?  
[support@qgiv.com](mailto:support@qgiv.com)

Interested in Qgiv?  
[contactus@qgiv.com](mailto:contactus@qgiv.com)

Give us a call!  
888-855-9595





# Questions?

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[support@qgiv.com](mailto:support@qgiv.com) | [contactus@qgiv.com](mailto:contactus@qgiv.com) | 888-855-9595