

Mastering the End of Year Peer-to-Peer



We'll cover...

- ★ What it is
- ★ Campaign ideas
- ★ Who to ask
- ★ How to ask
- ★ How to support

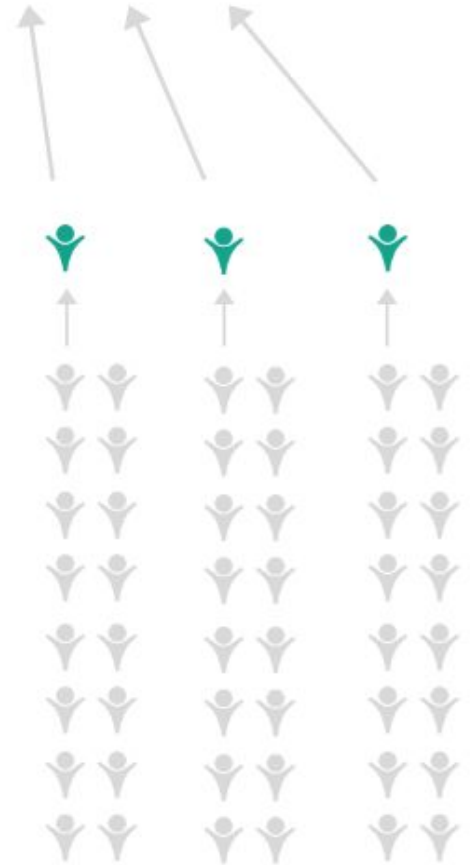
Think of
peer-to-peer
like an old
fashioned
chain letter.

You tell two friends,
then they tell two friends,
and so on...

Traditional
Fundraising



Peer-to-Peer
Fundraising



“ Rather than the nonprofit asking the community to give, the campaign becomes about the community rallying together to support a cause they all are connected to and care about.”

#GI^{VE}INGTUESDAY

8.2%

Conversion Rate

12.78% in 2018

11.38%

% of Total Entrances

4.69% in 2018

\$38,221

Donations from Peer to Peer Entrances

\$14,497 in 2018

\$100.58

Average Donation

\$72.85 in 2018

4.2%

% of Total Donations

1.83% in 2018

Peer-to-Peer

2019

✦ CoMoGives.com

CAMPAIGN

STATS

Peer-to-peer WHO!



“ Now is a time of crisis for many individuals and families. Donors are opening up their hearts and wallets for the specific fundraisers they care about.

Beyond donating to causes they are personally connected to, donors are also willing to be “team fundraisers” and take-on personal fundraising targets to help their favorite nonprofits.”

#GIVINGTUESDAY

Donors who made large gifts in 2019 and have not made them yet.

- ★ Ask them to do a matching gifts campaign
- ★ If their match is big enough run it like the campaign is your own



Fleet Feet for PedNet - Nancy Yaeger

\$2250 of \$1000



Making the "Impossible" Possible! - Steven Hollis

\$4420.2 of \$5000



CMCA December 19-25
Spotlight on Hope Matching
Donor: Susan Hart - Cheryl
Unterschutz

\$545 of \$500.00



CMCA December 26-31
Spotlight on Hope Matching
Donor: Darin & Charlie -
Cheryl Unterschutz

\$310 of \$350



CMCA Spotlight on Hope
Matching Donor Dec. 1-6 -
Janet Thompson

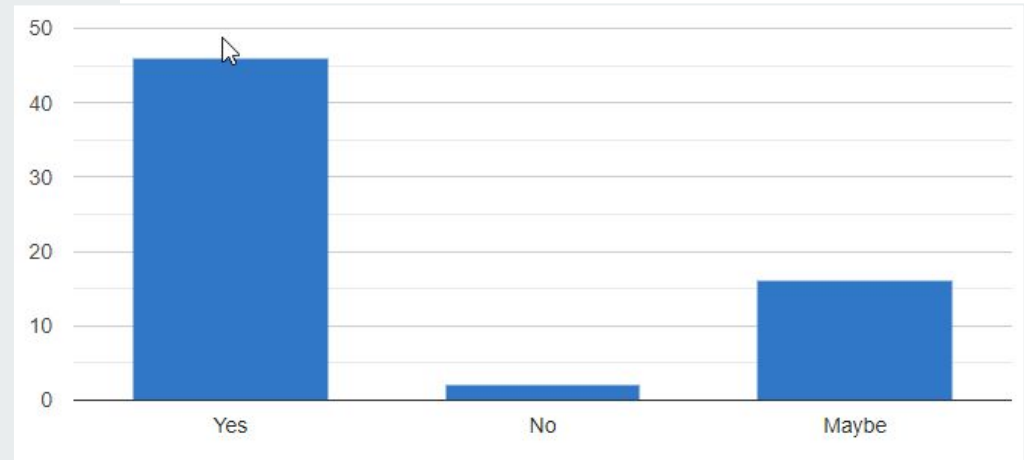
\$250 of \$250

If bigger matching gifts are hard to come by consider a collection of smaller matches.

Ask people who did it last year successfully.

- ★ People who donate first through peer-to-peer have an 80% likelihood of donating through that same campaign type again within 192 days.

Ask people who did it last year successfully.



Response from 2019 peer-to-peer campaigners when asked if they would do it again.

71.9% - YES
25% - MAYBE
3% - NO

From 64 responses.

Supporters who
are well networked
or active on social
media.

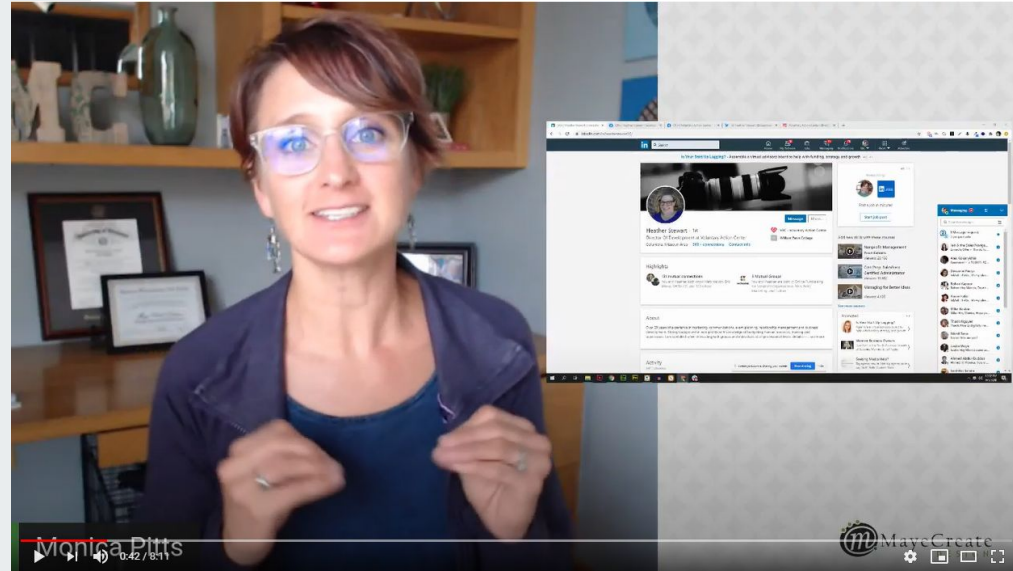


Heather Stewart · 1st

Director Of Development at Voluntary Action Center
Columbia, Missouri Area · **500+** connections · [Contact info](#)

- ★ You can leverage their asset of a large audience to build your audience AND donations
- ★ Local business owners
- ★ Local news personalities

Supporters who
are well networked
or active on social
media.



Check on my video on
how to investigate this
in our ondemand
content or [YouTube](#)

Board members,
volunteers and
steadfast supporters.

- ★ These individuals already know your story
- ★ They will represent your organization well
- ★ They know why they love you and that you do great things

Ask supporters who
are in a sales role.

- ★ These individuals already are often more comfortable asking others for money
- ★ They're more experienced in 'ask' style conversations

Look for
supporters with
special talents.

- ★ They can donate their skills or expertise to donors or after a certain amount of donations are made



Cookies for a Cause! - Tara
Shade

\$430 of \$300

Same as last year, any \$25 donation to ACT via this Peer to Peer Campaign made before December 15th will earn you a hand delivered Shade Family Cookie tray!



Lawn Kruzing for PedNet -
Jon Kruse

\$352.75 of \$75

Anyone who donates \$25 or more will be entered into a drawing and I will come mow the winner of the drawings lawn three times this summer.



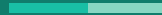
Art for Art - Pam Gainor

\$610 of \$600

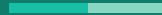
I will provide a 3 hour encaustic wax class for a donation of \$150 per person.

From cookies to cakes, lawn mowing to art classes anything goes!

The best peer-to-peers follow an
IF/THEN formula.



IF you donate [x] by [y]
THEN [z] will happen.





CCUA Urban Blue Hair - Lisa
Guillory

\$535 of \$500

Donate to CCUA and if the donations reach \$500 I'll dye my hair blue! And I'll post lots of pics to show it off :0)



Help Carrie beat Avery for
BIG cause! - Carrie Bax

\$2200 of \$700.00

Two peer-to-peer campaigners faced off in a challenge to see who could raise the most money for their organization.



What Is Under Joe's Beard? -
Joe Poor

\$5075 of \$5000

Ever wonder what's under all this hair on my face? Wanna see me get carded to get into an R rated movie or be offered a children's menu at dinner? Help me reach my goal of \$5000 and all of this could be yours.

Challenge Campaigns



Let Them Eat Art -Taste- at
Columbia Art League - Cindy
Campbell

\$525 of \$500

I will randomly select two persons who have given \$25 or more to my fundraiser to attend Let Them Eat Art with me.



Margie's Quid Pro Quo for
Planned Parenthood Great
Plains - Margie Sable

\$910 of \$500

Donate to PPGP. For each person who donates \$25 or more to my fundraiser, I'll randomly select two donors to attend the Planned Parenthood Chocolates for Choice fundraiser and sit at my table.



Help Unbound Book Festival
Bring Authors to Schools -
Peggy O'Connor

\$905 of \$500

For every \$10 you contribute, you will be eligible to be randomly selected to receive a free book of your choice. The larger the donation, the more chances to win! Two names will be drawn.

Raffle Campaigns

Making the ask.



1. Make a list.

Start with a list of great people to ask.

Do your homework to investigate good candidates.

Determine who's the best person to make the ask. Involve your board members who are not willing to do peer-to-peers in this activity.

2. CALL THEM.

They are far more likely to tell you yes if you take the time to contact them personally. NOT via email but over the phone.

ALL of the peer-to-peer campaigners who responded to our 2019 survey were asked personally.



Approach peer-to-peer candidates with an idea.

Too many options makes things too complicated. It feels undoable.

Explain you have a problem that they can help you solve by doing this campaign.

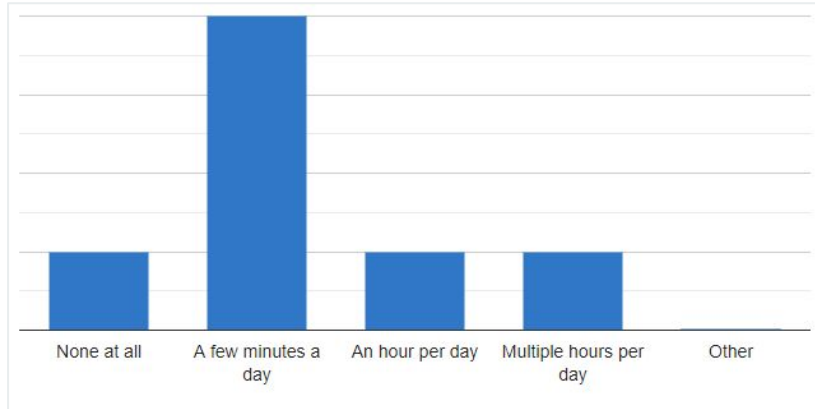
Thank them and let them know you *know* them.

Ask them why they support your organization.

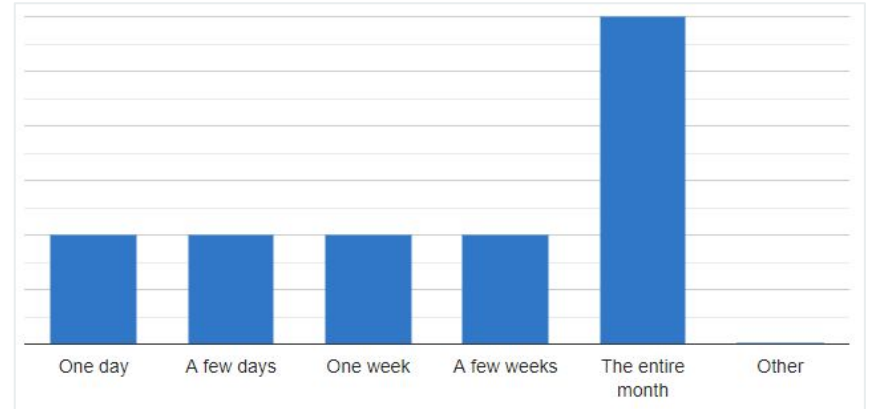
This helps them discover their own story they can share with others to personalize their ask.

Take notes while they're talking so you can send them what they said...seems like when you're put on the spot the second time it never quite comes out right.

Give an expectation of time investment.



They can spend as much time as they like. But our campaigners mostly spent just a few minutes a day.



Half of them spend the entire month campaigning while the other half only spent part of the month campaigning.

Anticipate objections.

After a survey of our 2019 donors we found:

- 56% had never heard of peer-to-peer
- Many cited they would not do one because they're too busy
- Many said they don't feel comfortable asking others for money

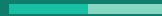
How will you overcome those objections in a kind way?

It is OK to ask again after they give you an objection. They may object because of a misconception or misunderstanding.

If the answer is still no, is there any they can do to help?

- Will they forward an email to friends on your behalf?
- Put a sign in their yard?
- Share or comment on a few social media posts throughout the month?
- Go live on Facebook in support of your campaign?
- Is there someone they know who they think might be a better fit?

Support your peer-to-peer
campaigners.



Tell them how to sign up.

- Introduce them to the technology they will be using
- Make them a video of how to use it (Loom works well for this)

Provide marketing assets.

- Your campaign goal in writing
- What this campaign goes to support specifically in writing
- Your logo (with a transparent background if you can)
- Images
- Your mission in writing
- A script to use when calling or texting people
- An email to send to their friends and family
- A few social media posts to start with
- Provide a suggested promotional schedule



PRO TIP

Don't have a script?

Ask your Executive Director or a regular spokesperson for your organization to record themselves doing a mock ask. Transcribe the conversation and edit down for easy use. (Otter.ai works great for this.)

Pretend you're a sales trainer...

- Assist them in selecting a theme for their peer-to-peer
- Help them brainstorm their list of people to ask
- Coach them through a conversation (role play)
- Share common objections and how to respond
- Explain how many times or how often to contact people via phone or text

Offer support throughout their campaign.

- Call, text or email them to check in
- Follow their progress and let them know how much you appreciate them
- Ask if they need anything else from you
- Comment and interact with their social media posts

We'll cover...

- ★ What it is
- ★ Campaign ideas
- ★ Who to ask
- ★ How to ask
- ★ How to support

Mastering the End of Year Peer-to-Peer

