

A photograph of two young women at night. The woman on the left, wearing a black hijab, is smiling and covering her mouth with her hand. The woman on the right is laughing heartily, holding a silver smartphone. They are both looking at the phone. The background is dark with some green foliage visible at the top.

donate.ly

**PEER-TO-PEER  
FUNDRAISING  
STARTER KIT**

Your nonprofit's supporters are the most important contributors to your mission. They help keep your organization's operations running smoothly by donating their time and money to your cause, contributing new ideas, and promoting your organization among their family and friends.

One of the best ways to grow supporter relationships while significantly boosting your nonprofit's fundraising efforts is to launch a peer-to-peer (P2P) fundraising campaign.

As a nonprofit professional, you may be interested in launching a peer-to-peer fundraising campaign to increase revenue and maximize your reach. Before you get started, it's important to understand exactly what you'll be getting into so you can develop a clear strategy that will lead your campaign to success.

In this guide, we'll explore everything you need to know about peer-to-peer campaigns, including:

- **FREQUENTLY ASKED QUESTIONS ABOUT PEER-TO-PEER FUNDRAISING**
- **3 NECESSARY TOOLS FOR PEER-TO-PEER FUNDRAISING**
- **GETTING STARTED WITH PEER-TO-PEER FUNDRAISING IN 6 STEPS**
- **BEST PRACTICES FOR A SUCCESSFUL CAMPAIGN**

At **Donately**, we empower nonprofits with streamlined, attractive peer-to-peer fundraising pages that expand their donor network and drive more donations. Through this work, we've seen firsthand what sets a nonprofit up for success with peer-to-peer fundraising. Let's get started!

## Ready to streamline your nonprofit's operations with Donately's fundraising software?

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# Frequently Asked Questions About Peer-to-Peer Fundraising

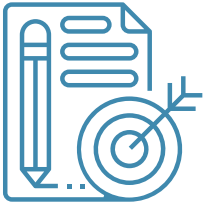


## Q. What is peer-to-peer fundraising?

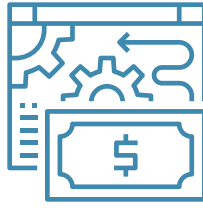
A. Peer-to-peer fundraising is a digital fundraising strategy that empowers individual supporters to fundraise on behalf of a nonprofit.

In these campaigns, participants create their own fundraising pages and share them with their networks of family and friends to gather donations. These gifts all contribute toward the overall fundraising goal that the nonprofit sets at the beginning of the campaign.

## Q. How does peer-to-peer fundraising work?



**1. SET GOALS AND SELECT A PLATFORM**



**2. CREATE THE MAIN FUNDRAISING PAGE**



**3. RECRUIT PARTICIPANTS.**



**4. HELP VOLUNTEERS MAKE THEIR OWN PAGES**



**5. PARTICIPANTS REACH OUT TO THEIR NETWORKS FOR GIFTS**



**6. CELEBRATE YOUR SUCCESS**

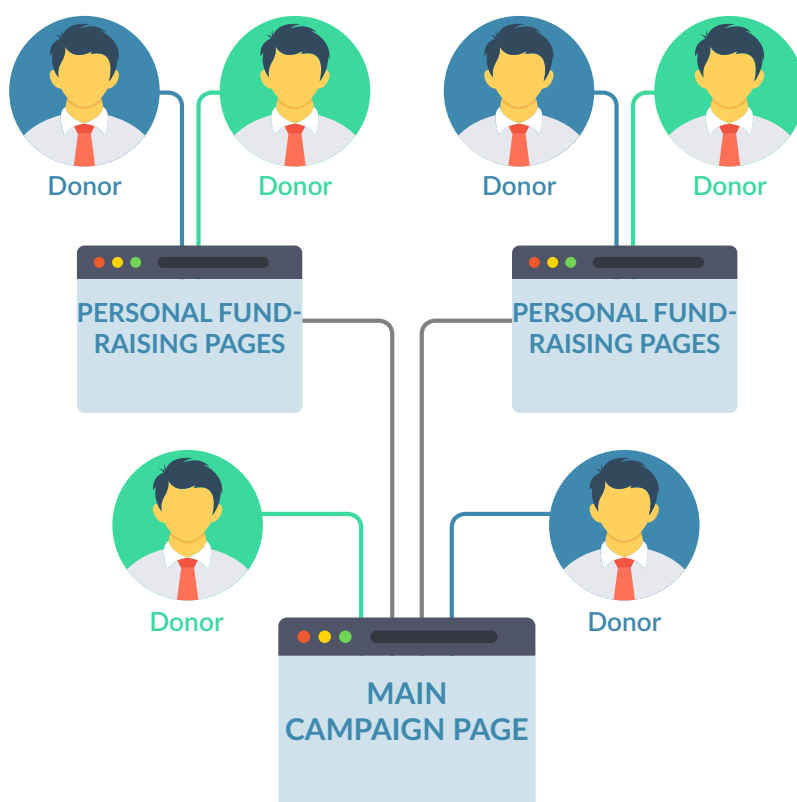
A. There are several simple steps that nonprofits must follow to facilitate a successful peer-to-peer campaign, including:

1. The nonprofit sets a fundraising goal and chooses a **P2P software platform**.
2. The nonprofit creates a central fundraising page that explains the campaign goals and how the funds will be used.
3. Nonprofit leaders recruit volunteers to fundraise on behalf of the organization.
4. These volunteers create their own fundraising pages, using the main page as a guide.
5. Participants reach out to their friends, family members, and extended networks to solicit donations.
6. Once the fundraiser is over or the goal is reached, there is usually a celebration of some sort.

P2P fundraising takes place mostly online, although many campaign types include an in-person element as well. Participants get the word out using digital platforms such as social media, email, and text messaging to promote their fundraising pages to their networks. We'll dive into each of these steps in more detail in a **later section**.

What's the difference between peer-to-peer fundraising and crowdfunding?

## PEER-TO-PEER FUNDRAISING



## CROWDFUNDING



A. While these two types of fundraising campaigns share several similarities, such as using an existing supporter network to raise funds, there are a few key differences between them.

P2P fundraising involves supporters raising donations with personal fundraising pages that are associated with an overall nonprofit fundraiser. Nonprofits equip volunteer fundraisers with the necessary tools for raising money on their own, and participants share their personalized pages with their followers and friends.

On the other hand, crowdfunding involves a nonprofit creating a singular fundraising page. Supporters then shepherd donors to the crowdfunding page. Supporters can share the link with their networks, but they don't create customized fundraising pages.

Both fundraising strategies can be effective for your nonprofit, although crowdfunding is more often used by individuals raising money for expenses such as medical costs, school tuition, and other projects. Nonprofits do use crowdfunding for specific, smaller-scale campaigns.

But nonprofits turn to peer-to-peer fundraising more often because of the ability to extend their message beyond their existing audience and grow their reach exponentially. When each volunteer shares their fundraising page with a potential audience of hundreds or even thousands of their social media followers, your cause can reach thousands of new audience members.

### What are the different types of peer-to-peer campaigns?

A. Nonprofits also turn to peer-to-peer fundraising campaigns because of the flexibility and creativity that these campaigns allow. There are plenty of P2P campaign types to choose from, such as:

- **DIY-style campaigns.** In these campaigns, your organization provides general guidance and support, but it's the volunteers themselves who drive the campaign forward. For example, many individuals decide to carry out Facebook fundraisers for their birthdays, encouraging their friends to give to a specific nonprofit. This type of campaign doesn't require major oversight from your nonprofit, making it a highly convenient option. All you need to do is offer ongoing encouragement to volunteers and thank both fundraisers and donors alike.
- **Challenge campaigns.** In this type of campaign, your nonprofit challenges participants to complete a certain goal, such as walking or running as many miles as they can or completing a viral video challenge. For example, you're probably familiar with the [ALS Ice Bucket Challenge](#) that went viral a few years ago, or the annual Movember event that encourages participants to grow out their mustaches to raise awareness for men's health issues. These fundraisers benefit from the fact that

everyone loves a little friendly competition.

- **Events.** Fundraising events are some of the most popular P2P campaign ideas since they bring people together to work toward a common goal. Common events include “a-thon” style events such as a dance-a-thon, read-a-thon, or bowl-a-thon. Participants collect pledges from supporters, then participate in each activity for as long as they possibly can. The longer they participate, the more money they raise for your cause.
- **Awareness and giving campaigns.** Your nonprofit might engage in an annual awareness month depending on your field, such as Animal Cruelty Prevention Month in April or Breast Cancer Awareness Month in October. Or, you might host an annual giving day event, such as Giving Tuesday. Either way, these are both great opportunities to host P2P fundraising events to promote awareness while generating a sense of urgency for donors. Since there’s a limited amount of effort to get involved, supporters are motivated to send in donations immediately.
- **Fully virtual campaigns.** For any nonprofit looking to extend its reach beyond in-person events, a fully virtual campaign is a great way to go. Be sure to follow [virtual fundraising best practices](#) to get your campaign off the ground, such as promoting your opportunities on social media and using digital fundraising tools to stay connected with supporters. Generate excitement with a live-streamed event kickoff and daily or weekly fundraising progress updates.

As you can see, your organization has plenty of options when it comes to choosing a P2P campaign type. Plenty of nonprofits also experiment with hybrid events to combine the excitement of live events with the safety and convenience of digital platforms.

Assess the success of your past fundraising campaigns, budget, and fundraising timeline to determine the type of campaign that best fits your nonprofit’s strategy and goals.





## 3 Necessary Tools for Peer-to-Peer Fundraising

No matter what campaign type you choose, you'll likely need to add a few tools to your tech stack to carry out your campaign successfully, or at least take this opportunity to refresh your digital strategy. These tools include:





## Online Donation Platform

You'll need to invest in a **dedicated, all-in-one online donation platform** to handle everything from creating your online donation forms to facilitating the creation of P2P fundraising pages. With a **virtual donation platform**, you can complete the following steps:

- **Create a customized online donation page** with options for **recurring donations**, custom form fields, and the ability to design your page following your organization's brand guidelines.
- **Construct the main peer-to-peer fundraising page** and enable participants to design and share their own pages.
- **Start a mobile giving campaign** with a **text-to-give number** that your P2P participants can promote alongside your overall fundraising campaign.

Be sure to search for a platform that can handle all these aspects under one roof, so you can avoid having to jump between disparate software solutions to carry out your campaign. Plus, top solutions also integrate with other nonprofit software to bring all fundraising efforts together and seamlessly transfer data across platforms.



## Social Media Networks

If your nonprofit has been hesitant to fully engage with social media in the past, now is the time to get on board. Social media is critical to the success of P2P fundraising campaigns.

First of all, it's the primary platform that your volunteer fundraisers will use to promote their P2P pages. Accordingly, social media is the main medium you should use to encourage participants to meet their goals and share updates on fundraising progress.

Investigate your options for promoting your fundraising efforts across these social media platforms:

- **Facebook:** Create a Facebook Live video to promote your P2P campaign and thank participants and donors for their support. You can also create a Facebook event for your end-of-campaign celebration.
- **Twitter:** Twitter is best for sending out brief messages that get right to the point. You can send a Tweet each day with an update on your fundraising progress.
- **Instagram:** This is the platform where high-quality photos and videos thrive. Hop on Instagram Stories once a day to give campaign updates. You can even offer prizes or giveaways to top fundraisers to encourage them to keep going.

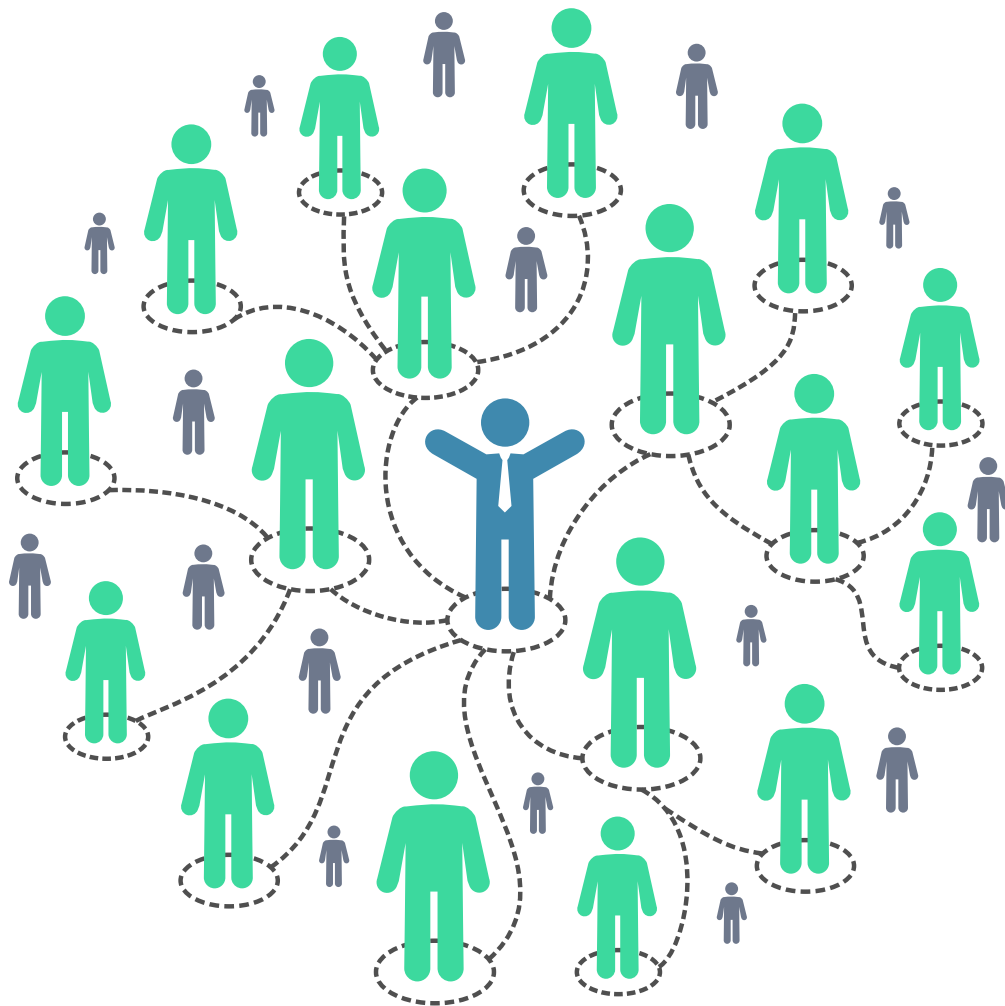
Social media promotion is especially crucial if you're conducting a fully virtual or hybrid peer-to-peer event. In these instances, you need to ensure participants remain on track and continue promoting their giving pages so they can reach their individual and collective goals.

## Constituent Relationship Management (CRM)

A strong donor database is necessary to collect information about P2P volunteer fundraisers and donors. Be sure to store P2P supporter information in your nonprofit CRM database such as:

- Who your most active donors are
- Common donation amounts
- Giving trends, such as high volume times of the day or days of the week

Once you've gathered this data, you shouldn't just stash it away in the metaphorical attic of your nonprofit database. You should actively use the information to supplement your current and future fundraising campaigns. For example, if you notice a trend of Thursdays being high volume donation days throughout the P2P campaign, you can schedule more promotional social media posts on those days.







## Getting Started with Peer-to-Peer Fundraising in 6 Steps

Successful P2P campaigns require careful planning and a dedicated team to help them reach their goals. Here are the six steps to plan a spectacular campaign:

## 1. Plan your peer-to-peer fundraising campaign.

The first step to getting started with a peer-to-peer campaign is to designate a planning team. This team will take charge of the following tasks:

- **Choosing the goal fundraising amount.** Be sure to settle on a goal that's incrementally higher than your previous fundraising totals, but not so high that it potentially discourages participants from getting involved.
- **Determining the campaign timeline.** When would you like to collect all the funds? Choose a timeline that's sufficient for your peer-to-peer participants to get the word out, but make sure the campaign has a firm end date. Without a solid deadline, your fundraising campaign could languish and never reach its goal since donors would have no sense of urgency to give.
- **Choosing the campaign type.** Review your fundraising goal, timeline, and budget to determine the best type of P2P campaign to carry out. For example, perhaps you'd like to raise money for your annual giving day in a 24-hour period. In this instance, a challenge campaign or a-thon style event might be the best options for inspiring giving urgency among supporters and generating excitement.
- **Crafting the marketing strategy.** What platforms will you use to get the word out, and how frequently will you post? Also, who will be in charge of enacting the marketing plan? Determine these details ahead of time so everyone's on the same page.

With a strong game plan in place, each team member will know their role and you'll have a better understanding of how the campaign will play out from the start.

## 2. Choose a peer-to-peer fundraising platform.

There are a plethora of P2P platforms available, and it's easy to get overwhelmed if you've never encountered this type of software before. To find the right online fundraising platform for your organization, be sure to ask these questions for each option you come across:

### How are donations processed?

You must ensure donor information is kept safe through a secure [donation process](#). You want to give your donors a good experience so that they trust your organization to handle their sensitive financial information and decide to donate again in the future.

Therefore, as you search for [the right peer-to-peer fundraising platform](#), be sure to look for a solution that offers flexible payment processing options, easy setup, low operating costs, and secure data handling. Plus,

you'll want to find an option that integrates with well-known payment processors, like Stripe and PayPal, to add authority and legitimacy to your campaign.

Also, by choosing a robust online fundraising platform that integrates with top payment processors, you'll gain access to nonprofit-specific tools that offer the other functionality you need, such as customizable donation forms and donor data tracking.

### **How much does the platform cost?**

Depending on the range of functionality and features available, fundraising platforms can vary in their pricing and plans. Contact each company you're interested in for a demo and to get information on product costs and each plan's benefits.

Also, consider your long-term fundraising goals in this process as well. While you may not be interested in features such as mobile giving or advanced donation page customization right now, these elements could be helpful in the future as you expand your virtual fundraising capabilities. By investing in a quality online fundraising platform upfront, you can level up your plan without having to switch to a new provider and learn a brand new system.

### **Is the platform easy for my team and fundraiser participants to use?**

You want any **nonprofit software** you invest in to be user-friendly, or else your team and peer-to-peer participants won't be able to make the most of the technology you invest in. P2P campaigns especially must feature user-friendly elements, or participants could struggle to create their fundraising pages, causing them to ultimately abandon their intention to participate.

Look for a platform that offers easy functionality right out of the box and doesn't require advanced coding or data processing knowledge to get started. This will make your fundraising platform more accessible to all team members and participants.

These questions will help narrow down your search so you're left with only the options that offer everything you need for your P2P campaigns. Be sure to verify your chosen solution has the functionality you're looking for before you invest.

### **3. Create an overall fundraising page for the campaign.**

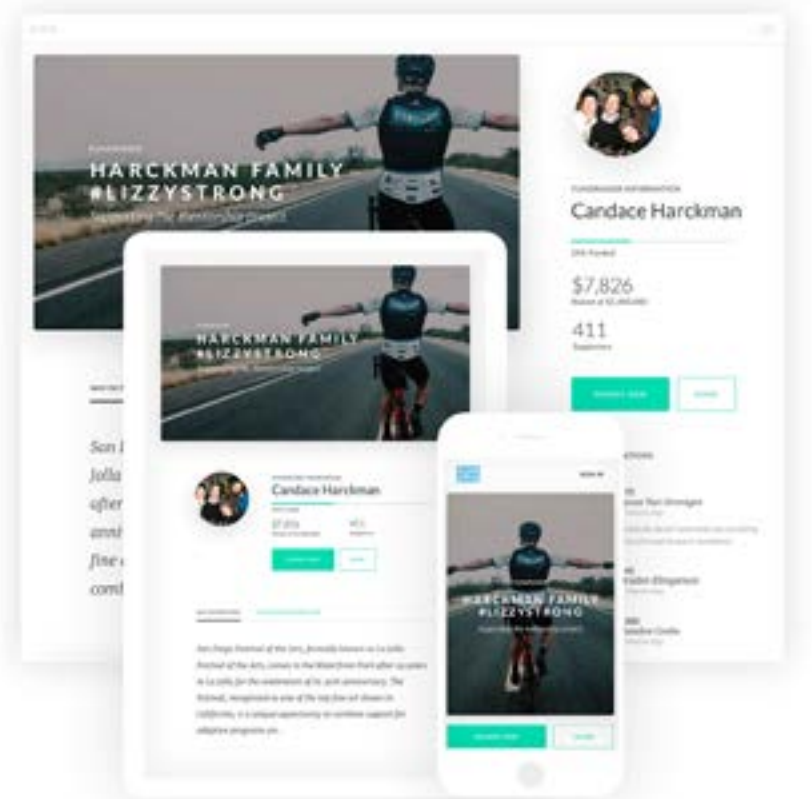
After you've decided on your platform, it's time to make the main fundraising page that will kickstart your



peer-to-peer campaign and serve as inspiration for your participants. In this process, it's important to follow a few **P2P campaign page best practices**, including:

- **Write compelling content.** Your main fundraising page is the resource that lets your audience know what your nonprofit's mission is and what you're raising funds for. Be sure to provide a brief yet compelling fundraising message that captures participant and donor attention.
- **Use powerful imagery.** Parse through your organization's photo bank to find one or two images that illustrate your organization's mission and your fundraiser's goals. For example, if your nonprofit is an animal rescue organization focused on finding homes for pets, you should include a few cute animal photos that appeal to people's emotions and supplement your written content.
- **Boost the urgency of your message.** Tell people why your P2P fundraiser has a tight deadline. For instance, perhaps your organization is seeking to purchase the building from which you operate and you need to collect enough funds before the seller's deadline. Don't guilt participants into giving, but convey the gravity of what you'll be able to accomplish if you meet your goals on schedule.

Your fundraising page is the first introduction that prospective participants and many donors will have to your campaign. Remember, your participants will look to this page for guidance when creating their fundraising pages, so be sure to use it to leave a lasting impression.



#### 4. Recruit participants and equip them with personal fundraising pages.

Next, to get the peer-to-peer element of your campaign underway, you'll need plenty of passionate, enthusiastic supporters on your side to create and promote their fundraising pages.

Your first question may be, where can I find the right participants for the campaign? Nonprofits often recruit peer-to-peer participants from their existing audiences of:

- Volunteers
- Donors
- Board members
- Social media followers

These audience members are already connected to your cause and have a documented history of past support for your organization, so they're a natural resource of P2P participants.

To recruit these audience members, create a segmented communication plan to reach out to each group. Then, connect with each group using language that appeals to them most. For instance, connect with volunteers by creating a message along the lines of "We greatly appreciate your history of supporting our organization through volunteer efforts, and we have an exciting new opportunity for you to help push our mission to the next level."

Don't forget to send frequent messages and reminders to encourage participants to keep sharing their pages. You can even create a P2P guide with a recommended posting schedule to keep all recruits on target to reach their goals (we'll discuss more about how to create a guide in the [last section!](#)).

#### 5. Spread the word and conduct the peer-to-peer campaign.

A strategic marketing campaign can fuel your peer-to-peer fundraiser and broaden the audience for your content. Be sure to not only equip volunteer fundraisers with the tools and resources they need to promote their pages but also your nonprofit staff and board members. That way, they can contribute to the campaign's success as well.

Marketing is especially important for fundraisers that take place fully online. Digital platforms such as social media and email, and physical communication platforms such as direct mail are a few top options for your marketing campaign — we'll dive more into these platforms in a [later section](#).

## 6. Wrap up the peer-to-peer campaign and thank supporters.

After your campaign, be sure to thank all participants and donors for their generosity and update them on what they accomplished. Share statistics such as the amount of money raised, the number of participants and donors, and the number of people you'll be able to help with the campaign.

You can even host a closing event to thank supporters and provide a satisfying conclusion to a major fundraising effort. Your event can be a live-streamed concert for supporters, a festival celebration, or a live prize drawing for top fundraising participants. You can even send prizes to all participants such as free merchandise or gift cards.

Also, your supporter stewardship strategy shouldn't end the same day as your P2P fundraiser. Read on for tips on how to nurture your supporter relationships for ongoing support.






## Best Practices for a Successful Campaign

A successful P2P campaign isn't created out of thin air, especially if your team is less experienced with this type of fundraising. These best practices will set your campaign up for success and help you establish a standard approach to all future fundraising efforts.



A man with a beard, wearing a green button-down shirt and a black watch, is sitting at a wooden desk. He is looking down at a laptop, with his hands on the keyboard. There are some papers and a pen on the desk next to the laptop. The background is slightly blurred, showing a whiteboard and some office supplies.

## Invest in the right online donation platform.

As mentioned, there are a ton of options available for virtual fundraising software, but there are a standard set of features to look for that will empower your organization with the tools it needs for a successful campaign. These features include:

- The ability to create **well-designed fundraising pages** and for your participants to easily add their personal stories to the pre-established framework.
- A donation page builder, P2P platform, and other functionality like a text-giving platform all under one roof.
- The ability to **integrate with other top nonprofit applications and software services** so you can easily transfer data across platforms.

Your online donation solution is the foundation of any successful fundraising campaign, so be sure to consider the questions in the previous section as well as these features to find the perfect platform for your organization.



## Use a multichannel marketing strategy.

Your peer-to-peer marketing strategy must take into account all of your digital communication platforms to spread your message as effectively as possible. In a multichannel approach, be sure to advertise your P2P campaign using these platforms:

- **Email:** If your nonprofit sends a weekly or monthly email newsletter, include your P2P information and links to get involved. This way, campaign updates are sent directly to supporters' inboxes, helping cut through the online clutter.
- **Social media:** Spread the word on all your nonprofit's social media pages — Facebook, Instagram, Twitter, YouTube, and any other platforms. If your budget allows for it, consider investing in a few paid social media advertisements to deliver your content directly to your target audience. This can help bring in a wider range of potential P2P participants or donors.
- **Word of mouth:** Remind your nonprofit staff and board members about each phase of your upcoming fundraiser. Additionally, encourage participants to spread the word with those they interact with in their daily lives, like their family members, roommates, and friends.

- **Direct mail:** You can send direct mail flyers or postcards with information on your campaign and include a QR code for participants that sends them directly to your P2P signup or main donation page.

A multichannel strategy can ensure you're varying the type of content across each channel to avoid overwhelming audience members by sending all your updates on just one platform. Plus, certain audience members likely prefer specific platforms over others. For example, you can connect with your younger audience on social media, while simultaneously using your direct mail to appeal to older audiences.







## Provide volunteer fundraisers with everything they need to succeed.

Throughout your campaign, you'll need to equip your recruits with the tools and strategies they need to create their own effective fundraising pages and reach their individual goals.

As part of your marketing strategy, you can schedule frequent social media posts that encourage P2P fundraisers to stay motivated and continue reaching out to their networks for more donations. You can even create a healthy sense of competition among participants by hosting daily or weekly prize drawings for top fundraisers.

Additionally, we recommend creating a P2P participant fundraising guide, explanatory video, or email series that details everything your participants need to know to create and promote their pages. First, this guide should share [donation page tips](#) to help volunteers create their pages, such as:

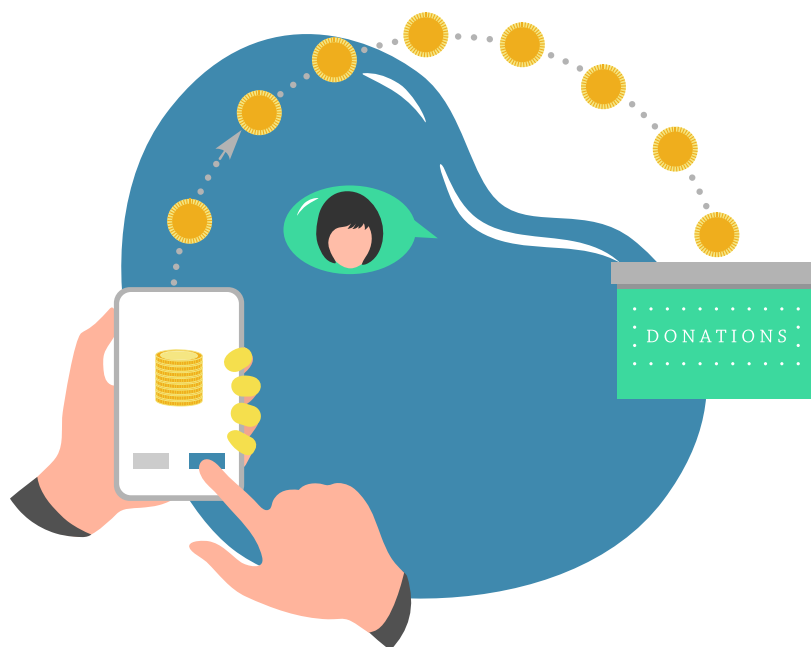
- **Include a personal story.** Each individual's P2P page represents an opportunity to share their connection with your nonprofit. Encourage recruits to get specific about why they're supporting your current campaign. This can help influence their family or friends to give once they see how passionate their loved one is about the cause.

- **Embody your brand voice.** Equip participants with any specific images, logos, or phrases you'd like them to use to reinforce your organization's brand recognition. This will help give all P2P pages a cohesive, professional look, which can be effective at attracting prospective donors.

Additionally, your participant fundraising guide should include these helpful resources:

- **Social media tips** such as popular times or days of the week for posting and the best way to use hashtags and other social media features.
- **Letter templates** that supporters can use to create and send optimized emails to their family members or friends.
- **Frequently asked questions** to address common supporter inquiries such as donation deadlines, technology troubleshooting concerns, and any questions their donors might have about what their gifts are going to be used for.

Be sure to also provide the contact information for the person or team within your organization that's responsible for answering any questions that arise throughout the campaign. By supplying your P2P participants with all the resources and support they need, they will feel more comfortable sharing their fundraising pages and advocating on behalf of your organization, while your nonprofit will benefit from the improved fundraising skills of your volunteers.



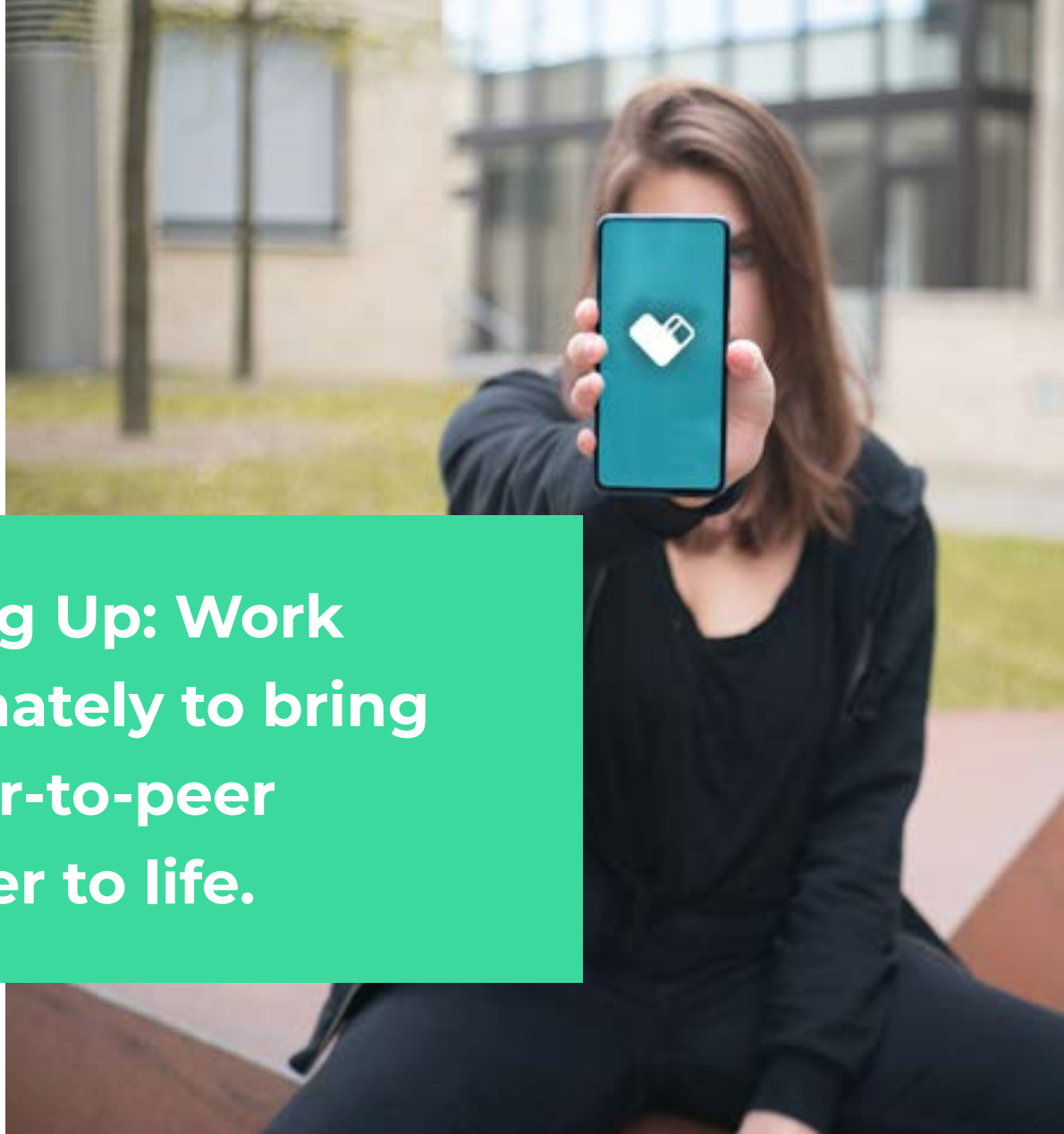


## Nurture your relationships with new supporters.

After your campaign, your nonprofit has a unique opportunity to foster relationships with both peer-to-peer participants and new donors acquired through the campaign. This process includes expressing your immense gratitude in the immediate aftermath of the campaign and also pursuing ongoing stewardship efforts to grow relationships with supporters even more. You can accomplish this by:

- **Sharing the specific projects you were able to complete with the funds from the P2P campaign.** Fundraisers and donors alike want to stay in the know and receive updates on what their efforts and contributions were able to accomplish. Be sure to keep supporters in the loop as you use their funds to complete your goals.
- **Share more opportunities to get involved.** You've likely got several volunteer opportunities and upcoming events on your calendar. Let P2P supporters know about these additional activities so they can maintain their engagement with your organization and grow their connection with your cause.

Peer-to-peer campaigns are a great lead generation strategy, but only if you take extra steps to keep their support after the fact. With these engagement strategies, you'll be able to retain supporters for the long term, rather than just one campaign.



## Wrapping Up: Work with Donately to bring your peer-to-peer fundraiser to life.

After reviewing the basics of a P2P campaign, the tasks your nonprofit team must complete, and the necessary features to look for in a fundraising platform, one option stands above the rest. **Donately is the virtual platform that provides the functionality you need in an all-in-one system that can manage every aspect of your online fundraising.**

By investing in Donately, your organization can not only create beautifully designed donation pages and P2P fundraising pages, but you can even add a text-to-donate campaign to your fundraising toolbox.

For **peer-to-peer campaigns** specifically, your nonprofit can use Donately to:

- **Create a harmonious giving page** that easily allows participants to add their own stories to a well-designed framework.
- **Design a mobile-responsive donation form** that easily adapts to any device, opening your giving opportunities to anyone.
- **Expand your donor network** with an effective P2P platform that spreads your message through the power of your volunteers.

Be sure to explore **our website** for more information on this fundraising platform, and **get in touch with the Donately team** with any questions.

Ultimately, these tips and best practices will set your team on the right path with all current and future peer-to-peer fundraising activities.

## Ready to streamline your nonprofit's operations with Donately's fundraising software?

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