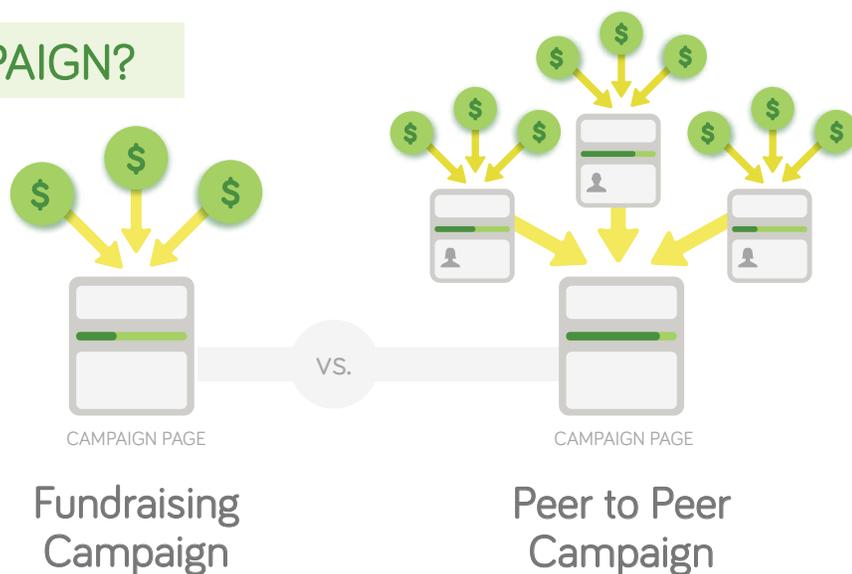


PEER TO PEER FUNDRAISING FOR NONPROFITS

By (Flipcause)

WHAT IS A PEER TO PEER CAMPAIGN?

Peer to Peer (P2P) is a type of fundraising campaign in which your organization can empower your supporters to create personal fundraising pages and raise money on your behalf. Peer to Peer is a multi-tiered approach, where donors are asked to raise money in addition to donating. By throwing a P2P campaign, your organization can reach audiences that you might otherwise not have access to, expand your donor base, and raise more funds!



ADVANCED P2P ON FLIPCAUSE

Most P2P platforms just allow your peer fundraisers to accept donations on your behalf. Flipcause takes it one step further: ANY engagement tool you have active on a P2P campaign will be available to your peers. This way, your peer fundraisers can sell event tickets, recruit volunteers, and offer sponsorships on your behalf. Simply activate the Peer to Peer tool on any multi-tool campaign and watch the funds roll in!

WHY PEER TO PEER?



P2P campaigns effectively spread your message. This

boosts awareness for your campaign and allows it to reach donors outside of your network, raising more funds!



P2P encourages donors to take ownership of the cause. This

engages them with the responsibilities of your organization and allows them to relate first-hand and become long-term, invested supporters.



P2P is cost effective.

It is much less expensive for donors to reach out to their peers than for your organization to engage in other outreach initiatives, such as fundraising events.

1 in 3

of all online donations are through Peer to Peer campaigns today

1 in 4

emails from peer fundraisers resulted in donations vs. 1 in 1,250 sent by organizations themselves

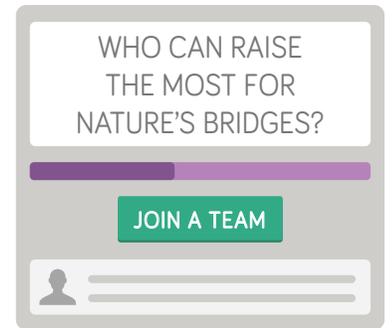
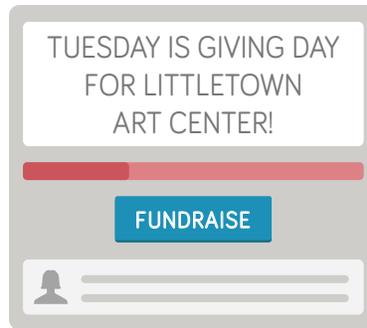
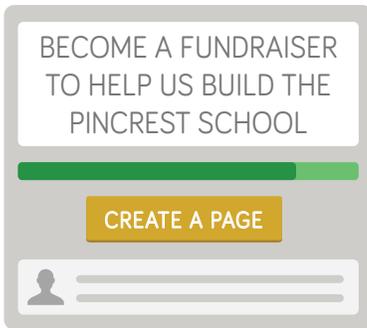
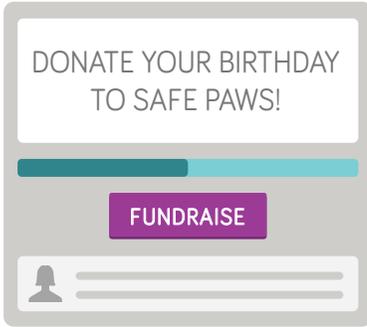
26%

traffic is driven to P2P campaigns from Facebook (vs. 16% to regular fundraising pages)

71%

of all donors through peer to peer campaigns are first time donors

UNIQUE PEER TO PEER IDEAS to help your nonprofit engage your network



THE STEP BY STEP

1 Create an Idea for Your Peer to Peer Fundraiser

Set up your P2P campaign by establishing its term length and how much you intend to raise. Choose a campaign type that will best achieve your goals. See above for examples of unique P2P ideas!

2 Identify Your Target and Set your Goals

While reaping the main benefit of P2P, increasing funds for your cause, set a few specific goals for your campaign, such as connecting with a new donor base, better engaging your existing donors, and increasing awareness for your mission.

3 Announce Your Campaign

Launch your P2P campaign through multiple outlets to reach the most potential donors. Announce it in your newsletter, your social media channels and through email outreach. You can even throw a launch event to kick it off!

4 Give Out Resources to Help Fundraisers Succeed

Guide your fundraisers to maximize their return and ensure your P2P campaign is as successful as possible. Send them a P2P guide from Flipcause and whatever assets and information they might need to spruce up their P2P campaign pages.

5 Build a Communications Calendar and Track Fundraisers

Communication is key. Make a schedule to check in with your fundraisers and help them meet deadlines and other goals. Check your P2P tool throughout your campaign to keep tabs on your fundraisers' progress and to see if any need assistance.

6 Reward and Thank Fundraisers

A thank you goes a long way! Write an email or a handwritten note and give a shout out to your fundraisers in your newsletter and on social media. You can also boost incentive by rewarding top fundraisers with prizes, turning your campaign into a friendly competition.