



# Your Best Peer-to-Peer Campaign Worksheet

Hopefully after you read our ebook, *Your Best Peer-to-Peer Campaign*, you realized, “Wow, that’s such good information. Now I need to take what I learned and put it into action!” Well, if you had those thoughts, we heard them loud and clear. This worksheet should help give you bones to brainstorming and forming your next Peer-to-Peer campaign.

## 1 Choosing your P2P campaign

### Preliminary question:

Do you want to organize an event (like a 5k or march) to pair with your P2P Campaign?

YES – IT’S PARTY TIME!	NO – CYBER PARTY, ONLY
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Is the idea unique and appealing?

Do we have an adequate web presence?

Does it leverage your org’s strengths?

Does it highlight your org’s strengths?

Does it have year-over-year appeal?

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Is it scalable if it grows?

Can you maintain a growing social presence?

Do we have the resources to pull this off?  
Time? Personnel? Skill?

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## Set your goals

There are several goals to sort out before you start setting up the campaign. Give these ample time and thought. These goals will help shape the backbone of your campaign, casting vision for your constituents to get on board.

### GOAL SETTING

PURPOSE

Be specific. If you're raising money to create water wells in Africa, how many wells? In what locations?

FINANCIAL

What's the total amount you'd like to see raised? (If you're organizing an event to pair with your P2P campaign, be mindful of how big that budget will be.) *Tip: Make sure you can actually hit the goal!*

QUANTIFY

Are there actionable numbers to give donors? *Ex: \$50 gives water to 12 people*

DATE

Set an end date for the campaign. Think about the smallest time frame necessary to accomplish the financial goal.



### 3 Start with your people

In the P2P ebook, we talked about segmenting your constituents into several groups to better identify who to communicate to about what opportunities.

Once you have your list of names, identifying these types of people is vital. Consider where they're coming from, what they know about your organization, and how you need to communicate to them based on their context. We've provided some space here to hash it out.

	CONSISTENT DONORS	RECENT DONORS	NEW DONORS	PAST TEAM MEMBERS
What does this group know about your org?				
With what tone of voice should you speak to this group?				
What opportunities would this group engage in?				
Brainstorm a sentence or types of words you'd use to engage with this type of group				



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# Story time!

Donors don't respond to marketing, a salesman, a pitch, or propaganda – they respond to people. The best fundraisers know how to engage people with their stories, using storytelling techniques to engage a donor's emotions and feelings. Getting a prospective donor to really feel the needs and purpose of the vision is vital to conversions.

Every P2P platform will have a place for you to present your story in some way, so let's get to writing your best story yet!

## Story Arc



Sourced from [StoryBrand](#)

### 1. Introduce your character

Who is your main character? What's their background? Why do they view the world the way they do? Why should I relate to this person?

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## 2. Introduce the problem your character faces

Truly defining the struggle will help people relate. Make it simple, realistic, and tangible. Try to see if you can make the problem visible as you read it.

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## 3. Your character meets a guide

Who introduces the solution to the problem? How does the main character find this entity?

*Tip: the “guide” can also be a thing, institution, website, etc.*

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## 4. The guide gives the main character a plan and inspires them

What is the shining light in this moment? Keep in mind that what inspired the main character will also be what inspires your donor!

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## 5. The plan either succeeds or fails

Does the plan work when put to action? If so, how can donors take part in it?

If the plan failed, why? And how can a donor help it succeed?

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# 5 Get the word out

In a peer-to-peer fundraiser, spreading the buzz can have exponential impact.

First, we'll brainstorm how you can share your story and get some hype around the campaign. Then we'll look into how your fundraisers can share and inspire their friends!

WHAT GROUP ARE YOU COMMUNICATING WITH?	WHAT TYPE OF COMMUNICATION?

## COMMUNICATION CALENDAR

LIST SPECIFIC TYPES OF COMMUNICATION. EXAMPLE WEEK IS PROVIDED AT THE TOP.

	MON	TUE	WED	THU	FRI	SAT	SUN
<i>Example</i>	<i>Social: Donor story Email: week recap</i>	<i>Social: field photo Call: 15 teams</i>	<i>Social: goal update</i>	<i>Social: team invitation</i>	<i>Social: field photo Call: 15 teams</i>	<i>Email: team member thank you's</i>	<i>Social: team highlight</i>
Week 1							
Week 2							
Week 3							
Week 4							