

Your Best Peer-to-Peer Campaign

Everything you need to plan the best Peer-to-Peer
campaign your nonprofit has ever seen.

Intro

What if you could inspire people to donate to your cause without ever speaking, soliciting, or pitching a single word? Apart from mind-reading, the way most nonprofits have forayed into this fundraising funnel has been through Peer-to-Peer campaigns.

The goal of this ebook is to be your comprehensive guide to peer-to-peer fundraising. We have poured through extensive research to make sure this book is accurate and thorough. By reading through this guide, you should have all the answers (or at least all the questions) you'll need to have a successful crowdfunding campaign.

Here's how we'll break it down.

1. **Why Peer-to-Peer?** Terms, Tips, and Types.
2. **Balance the Budget Scales.** P2P event expenses you haven't thought of, and how to get them paid for.
3. **Laying the Foundation.** Getting a P2P started with goals, platforms, and next steps.
4. **Tell Your Story and Get it Heard.** How to tell your campaign story to make an impact.
5. **Pile on the Peers.** Promoting Your P2P Campaign.
6. **Channeling the Momentum of a P2P Campaign.**
Following up with all your new donors

Buckle-up, hunker-down, and enjoy the ride as we explore the wild world of friendly fundraising.

CHAPTER 1

Why Peer-to-Peer?

Terms, Tips, and Types

Let's start with the basics. A lot of people hear “peer-to-peer” and they think of 1) peer-pressure, 2) peer groups, or 3) peering over something. First thing's first: what is peer-to-peer fundraising?

[3 Ways To Increase Peer-To-Peer Revenue](#)

[The Big List of Peer to Peer Fundraising Campaigns](#)

[Supercharge your online giving program with a modern fundraising toolkit](#)

Defining peer-to-peer

Peer-to-Peer fundraising (you'll also see “P2P” around the web) gives the opportunity for your supporters to raise money from their friends directly to your organization.

Let's break down a few of the popular P2P terms so we're all on the same page.

Peer-to-Peer (P2P): *fundraisers* invite friends to give to their *team*, funneling the donations to your organization. *These may be labeled as campaigns, causes, or sometimes events.*

Team: a place for a *team member* to raise money and invite friends to donate. Typically a *team member* can set their own financial goal, team name, team picture, and tagline or bio.

Team Member: names the *team*, sets a goal, invites friends to give. *Also known as a fundraiser.*

Event: a) the name some platforms refer to as the *campaign*; b) sometimes a *P2P campaign* has an event tied to the goal. In this case, a donor would support or sponsor either a *team* that may participate in the event. *Examples: 5k run, march*

Risk vs. reward

Due to the amount of people a P2P fundraiser attracts, the potential for fundraising is huge. Potentially much higher than a typical crowdfunding campaign. Think about it: instead of just drawing from your org's network, you're also reaching into your donor's networks, and the network web continues to grow.

Obviously the high payoff sounds great! But there are a few questions to ask yourself before you dive in. We'll use them to start building what the Nonprofit Times calls the "P2P Business Case".

If you're planning a strictly online-based P2P campaign (*i.e. no corresponding event, like a 5k*), the first topics to consider are time, training, and budget. Running a campaign with so many pieces involved can be a brainful. On top of that, to get more success, you'll need to do a lot of planning on the front end with media, segmenting a target audience, and communicating. **Ahem – lots of communication.**

Think you can handle it? We do too.

Campaign type

You've committed – you're going for it. Next, we'll take a look at what type of P2P campaign to do. We found this [handy-dandy list](#) to help spark some ideas if you need help getting started. Once you have an idea of the type of peer fundraiser or event you'd like to do, consider a few of these questions to hone your focus:

- Is the idea unique and appealing?
- Does it leverage your org's strengths?
- Does it have year-over-year appeal? Is it scalable if it grows next year or next week?
- Do you have the resources (time, personnel, skills) to pull this off?

Some fun examples: [charity:water](#) gives fundraisers the opportunity to "donate their birthday," where they can invite friends to donate to the charity as part of their birthday celebration. [Run for Water Foundation](#) (Run for Water) just named 2016 one of their most successful years ever, having leveraged [Kindful's software](#) to launch their P2P campaigns. Hosting various running events throughout the year, Run for Water provided the opportunity to runners and non-runners alike to invite friends to donate with them.

Getting started

Don't worry – we'll have plenty of help for you to get your hands dirty in the coming chapters. Take some time to mull this over and make sure a P2P campaign is a good fit for your mission, staff, skill-set, and organization.

Summary



Definitions
P2P, Team,
Team Member,
Event



Risk vs. Reward
Time
Training
Budget



Type of P2P
Does it line up
with your
organization?

CHAPTER 2

Balance the Budget Scales

P2P event expenses you haven't thought of, and how to get them paid for

Not every P2P campaign will have an event to partner it, but it's definitely a very popular option. However favorable it is, bear in mind: event planning is an art. Entire careers are formed around event planning. But for those of us event-dilettantes, there are definitely some tips and tricks to look into.

Budgeting Tips for Peer-To-Peer Fundraising
Discover Great Events or Create Your Own & Sell Tickets

Expected event expenses

Let's start with some of the more obvious items to account for:

- Food and drink for volunteers, staff, and participants
- Porta-potties (or at least a good seat-to-cheek ratio)
- Venue costs

You've probably already thought about those items. If so, great job!

Let's brainstorm some ideas for those not-so-expected expenses.

Unexpected event expenses

Any fundraising event – no matter the size – has a tremendous amount of details to consider. Following are a handful that many people overlook – often until it's too late.

T-shirts, t-shirts, more t-shirts. If you have plans to make t-shirts for your event, it's important not only to think of the participants, but also your staff and volunteers! If some poor soul misses out on a t-shirt...we don't even want to consider the depth of sorrow.

Overtime. If you have paid staff planning and running the event, they'll likely need to be compensated. And those hours rack up, potentially running into overtime territory.

Cleanup. Events draw people. People create trash. Someone has to pick up the trash, dispose of the trash, and clean up after the people.

Swag bags. A great way for people to remember your event, cause, and organization? Hand out a gift bag to participants (and volunteers, if you can). Stickers, paraphernalia, good vibes, program booklet, candy – what do you need besides candy?

That may seem like a lot of extra costs – and it is! Fundraising events are not usually cheap. There are some great ways, however, to recoup those costs and offset your bottom line.

Balance the scales

The first way to offset a lot of those costs will be to solicit donations. Ask organizations (or individuals) to sponsor the event through donations! Simple things to request:

- **Food, drink, paper goods** – cups, plates
- **Printed materials** – banners, programs, signage
- **Press coverage**
- **Photography** – a potentially huge expense that some folks are happy to donate
- **Entertainment** – musicians, an MC, jugglers, tin men, flash mobs
- **Paid ads** – if you have a printed program or banners around the event, give companies the opportunity to pay for ad spots



On the topic of paid ads: this is a great way to bring in extra revenue toward your campaign. If you're offering a printed program, flyer, or handout, offer a few ad spots! This will take some time and effort from someone on staff to organize contributions, logos, and verbiage, but the payoff can be tremendous.

The last type of revenue can come from registration fees. Races and walks very commonly have fees. For any type of event, if there is a declaration of what the fees will go toward (ex: *\$25 registration will pay for food and a t-shirt*) most registrants will be happy to shell out.

Moving forward

Your brainstorming whiteboard should be full of things to consider. Ironing out some of these ideas may actually guide your team to decide whether you can realistically facilitate a P2P event within budget.

Sometimes it may be more financially sound to consolidate your efforts into the online P2P campaign and skip out on an event-based campaign. Think through some of these guides to see what works best for your goals.



Kindful Tip: If you've finished your brainstorming and you're set on an event, consider using Eventbrite for your registration. They have a great platform for registering your participants, and all that participant data can be synced into your Kindful account, where you can filter by event, whether they registered and attended, and how much they donated.

Summary



Expected
Food, porta-potties, venue costs



Unexpected
T-shirts, overtime, cleanup, swag



Ask
Solicit orgs and people to help offset costs

CHAPTER 3

Laying the Foundation

Getting a P2P started with goals, platforms, and next steps

By this point, you should have thought through what type of peer-to-peer campaign to launch, and have considered pairing it with an event. Now we're getting into the nitty-gritty. Let's talk about the stuff that goes up on the office whiteboard: campaign name, funding and time goals, and some platform options.

Why 80 Percent of New Year's Resolutions Fail

Example: Donate page of Run for Water

Example: 5K Signup page of Run for Water

Give your goals names, numbers, and faces

The first goal to identify is what you're raising funds for. If you're a charity that supplies clean water for people in Africa, is this campaign for a specific area, city, or country? Or a certain number of water wells? This goal should be able to answer the question, "What is the money going toward?"

After pinning down exactly where the money is going, the next goal is to determine that wonderfully all-inclusive financial goal.

Because that financial goal is so central to fundraising, we have a couple notes to consider. By now, hopefully you've gone through the chapter on budgeting for a P2P event if you're hoping to pair one with your campaign. It goes without saying, but make sure your fundraising goal at least covers the cost of throwing the event. Imagine: all that planning, preparing, just to find out the money you've raised got eaten up the event budget. Bummer news for both you *and* your donors! Make sure your budget makes it into your fundraising goal.

Coinciding with budgeting, make sure the fundraising goal is attainable. Some crowdsourcing services – like Kickstarter – don’t even transact the financial gifts until the goal is met. Most nonprofit platforms allow the gifts to go through no matter what, but the point is this: way more value and momentum are created from a fully funded project. Like 80% of New Year’s resolutions, no one wants to see their goals fail.

Time to give your goals some skin. One of the best ways to motivate someone to donate is to give clear, relatable results that can be tied to donation amounts.

Run for Water does a great job on their [donate page](#), stating, “\$12.50 provides water for 3 people,” and, “\$50.00 provides water for 12 people.” Easy and actionable.

Here’s another example from Run for Water’s [5k page](#). Inviting runner registrants to fundraise for families in Dengali, they state, “Each runner represents a family.” The Pat Tillman Foundation also does it well. Before signing up for their [fundraising race](#), the large, bold statement: “Support the Tillman Scholars” displays across a banner to let you know that if you race, you’ll be directly supporting these people.

Mark the calendar

Setting an end date for your P2P campaign allows people to see the finish line (sometimes literally). This finality can actually spur some to donate earlier. It can also inspire fundraisers to really push hard within the last few days.

Try to set a time goal that is comfortable, but stretches you a bit. Definitely don’t make it lazy. Companies like Kickstarter and Indiegogo have actually found that crowdsourcing campaigns longer than 30 days typically fail. The wide-open date range triggers this idea that other people will fund the campaign, and there isn’t an impending need to donate today.

Lock it down into the shortest time you think you could pull off.

Choose a platform

When you’re setting up your P2P campaign, the platform makes all the difference. There are plenty out there, so we encourage you to do some research on your own. If your database has peer-to-peer functionality, that’s a great place to start.

CrowdRise is a platform that we really love. CrowdRise is the #1 fundraising site for charitable causes. It has standard P2P features like team members and teams, the abilities to upload their own photos and bios, and visibility of a progress bar to see how your goals are coming along.



Kindful Tip: If you're in the Kindful family and use CrowdRise, our new CrowdRise integration will allow you to sync all your data. Team members, donation history – all CrowdRise contact and transaction data can sink seamlessly into your Kindful database, where all data goes to live happily ever after.

Getting started with your database

As we've laid out since the beginning of this series, team members are at the heart of a P2P campaign. You can't really have "peer-to-peer" if you don't have any peers to begin with. But how do you know who to invite as a team member? We have a few ideas.

Consistent donors. These supporters are invested in your vision. If their donations recur monthly, they're probably wired into the heartbeat of your nonprofit, and eager to invite others in as well.

Recent donors. Anyone who has given within the last year has supported your vision before – they're likely to do it again. You may not treat them the same as consistent donors, but if you ask them to participate, you may be surprised at the result.

New donors. Donors who have given in the last month are still at the top of the roller coaster. These supporters are excited about your organization, and are very likely to get involved in extra ways.

Repeat team members. Asking team members from previous P2P campaigns is huge. These people know the flow, and, if they had success previously, they're going to be pumped to help out again.

While this can sound like a lot to process, you can use your database to run these reports for you. Reporting should make it very easy to break down contacts into these four

groups. After segmenting, you can implement different communication strategies to speak to that specific type of supporter right where they're at.

Summary



Financial Goal
Clear, actionable



Time Goal
Set an end date



Platform
Find the fit



Start with Data
Find your target

CHAPTER 4

Tell Your Story and Get it Heard

How to tell your campaign story to make an impact

Stories are everywhere. It seems like in the last few years more and more blogs, articles, and even companies are being created based on this concept of storytelling. Go ahead, Google “Storytelling” and, if you can, put a filter on for the last year.

College classes. Conferences. Companies. Endless blogs. All about stories.

Why so much focus on storytelling? Storytelling is central to life. It’s how we remember things. It’s how we relate to others. How we appeal to emotions. How we stick out in the slew of one-liner asks and adages.

If you can get someone to connect to the story you’re telling, you’ve won them.

All this focus on storytelling is to simply say: you need to write a freakin’ awesome story.

[Storytelling Science and The Pixar Framework](#)

[How to Tell a Story](#)

[How to Leverage Storytelling to Increase Your Conversions](#)

Crafting your campaign story

As you may have experienced, not many people are motivated to donate solely from the words “Help us. Donate now.” Not super effective. But tell an amazing story, and that

“Help us” is approached with weight and feeling. The story may even inspire that donor to click the button, send the check, or sign up.

A story doesn't have to be heart-wrenching, by the way. Oftentimes stories of overcoming an immense obstacle can inspire more than depicting the person facing the obstacle.

When it comes to your campaign story, there are three main perspectives to take: telling your own story, a story from the field, or a supporter's story.

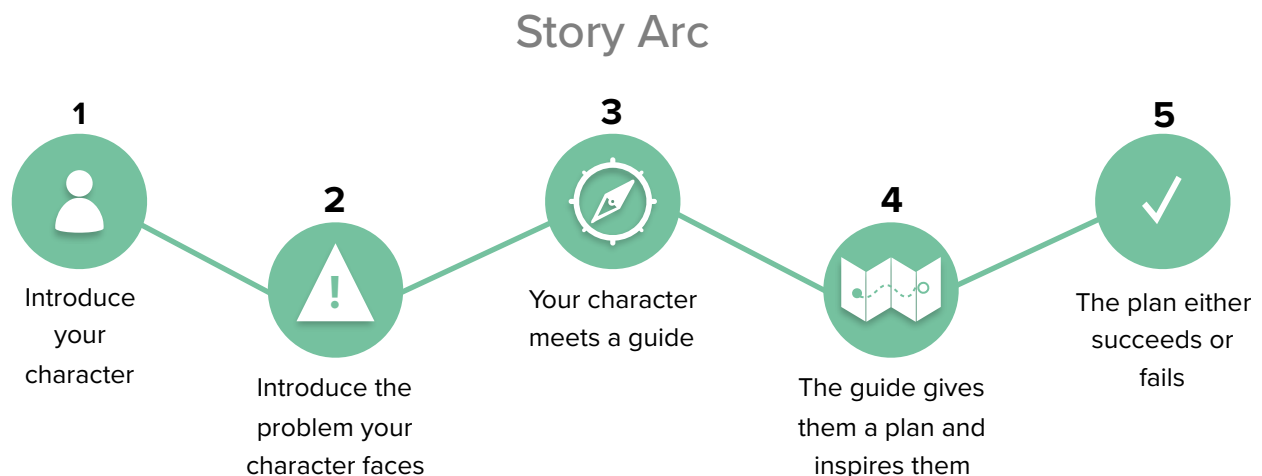
After you've chosen the story to tell, how you tell the story is the make-or-break point. There are plenty of ways to do this, and myriads of articles, blogs, ideas, and opinions on the best way to tell a story. What's the best way? Our answer: *any of them*.

Okay, that may be really vague (and frustrating) if you're looking for practical how-to's. We'll get to that in a moment. The point is: as long as you are thinking about how you're telling your story, you're already on the right track. The “story” falls flat when it isn't approached through the lens of storytelling – when you're just talking or explaining without a story arc.

The story arc

All stories are pretty similar in plot development. Pixar, renowned for the stories they tell (as confirmed by the box office) has a [short series on storytelling available to the public](#). Our friends at the Re:Charity Blog [commented a bit](#) on the Pixar formula and how it pertains to nonprofits. It's a great read.

One of our favorite storytelling guides is from StoryBrand, and download it [here](#). We'll boil it down into 5 steps for you.



Example: Maddy grew up visiting the beach. Having seen everything from oysters to dolphins, when Maddy couldn't find any sea turtles, she started digging. Discovering how extremely endangered sea turtles were, Maddy's heart sank. After months of research, she found a marine biologist creating tiny rock homes on beaches native to sea turtles. Testing out the rock homes in San Diego, Maddy was able to give strength and nurturing to dozens of baby sea turtles. With such success, Maddy aims to have rock homes built on ten other beaches this year.

Even though that story is very boiled down, it reads very simply, and you can hear the passion and drive Maddy has. You may want to fill your story out with a bit more detail, but following those steps will provide a clear story arc and prove to connect with readers.

The power of mixed media

The storytelling tips we provided are for any story. Your campaign is likely going to start with a written story, but the written can be vastly more impactful when paired with video and photo. The bulk of people don't even read a story unless they see something that compels them to read.

Start with photos from the field. If all you have are photos from a smartphone, they'll suffice, but this area may be where you want to solicit some donations or set aside some of your budget to get professional images. Videos are often the best storytellers, as they can communicate words and images at the same time.

Don't make a video that only shows clips of the sea turtles getting to the water. That's just one piece of the story. Even the order your photos are placed in can support or detract from your story.

Don't forget: no matter what mediums you use, make sure you filter the content through the storytelling process.

Sharing your story

You've crafted your story. Images and videos are in place to supplement your message, and they draw potential donors to read and give. Here's the most important part:

This is a peer-to-peer campaign. Mobilize your story to the fundraisers!

Packaging your story into smaller, tweet-sized messages, and providing a package of photos, verbiage, and links to team members and fundraisers is vital to your success. If team members can repeat your story with as much prowess as you, your impact will have multiplied without any additional work! That deserves a pat on the back.

Ideas for team member media packages:

Hi-res / professional photos from the field and of you or your staff.

Logos in color, white, and black.

Example org posts – even down to specific wording – for Facebook, Instagram, Twitter. Giving people practical ideas will make sharing much more accessible.

Example fundraiser posts to give supporters ideas of how they could tell their own story to their peers. This will engage some of their friends differently than if they just heard your story.

Now that you have all the tools you need to be an effective storyteller, it's time to get to tellin'! The next step in creating a successful peer-to-peer campaign is promoting.

Summary



Craft Your Story

Make your story sound like a story



Story Arc

Include all the important pieces of a story



Mixed Media

What ways can you tell your story?



Sharing Your Story

Think through how to get fundraisers to share your story

Pile on the Peers

Promoting Your P2P Campaign

Even though “peer-to-peer” places a lot of the responsibility to fundraise on your supporters, you still have a vital role in inspiring your fundraisers to get out there and spread the word! The more buzz you can create, the more it will inspire teams to reach out and donors to give.

Lay the foundation

When it comes to communicating, tons of people put the cart before the horse. Reaching out – whether via calls, emails, social media – can feel like spinning your tires for a while. This can easily happen when a plan isn’t formed around who you’re reaching out to, how often, and in what ways.

Compiling this data into a plan is the most effective way of getting responses to all your communication efforts. We’ll use some of our journalism skills to break this down:

The plan

Who. What groups are you targeting? Obviously when it comes to social media, this is condensed to your followers. But what about email lists? If you look back at the first section of this series, we talked about using your database to segment recurring, regular, and new donors to isolate those email streams. Also think about who you might need to reach out to individually: friends or family that go above-and-beyond, or contacts at organizations that may want to partner.

What. What types of communication? Email, social media, phone calls, and mailers are all great places to start. Make sure you base each approach on who you’re targeting.

When. The “when” in this case is not only at the launch date of your campaign. Do you want teams to grow, and more fundraisers to join the fun? Then you have to consistently reach out in a variety of ways. We suggest making a calendar. Plan on each specific day of the campaign 1) what types of communication you’ll send out, and 2) what topics you’ll write about.

Example: Mon – weekly email to all supporters, social post about weekly progress. Tues – social post an example of successful supporter. Wed – write thank-you email to team members.

News. Okay, that’s not “why” or “how,” but it’s related. Don’t forget about news outlets! If your campaign is gaining traction, or maybe your fundraising event is coming up, or you have a huge amount of supporters in a specific city – reach out to news and press outlets to try to get some free coverage. Add this to your calendar so you can reach out regularly.

What do I say?

When it comes time to actually put words to your communication, sometimes it’s just hard to know what to say! No matter what type of communicating you’re sending – email, social, face-to-face, call – there are some consistent bricks you can make sure to include in your foundation.

1. Share your story
2. Ask
3. Stay in touch

Yep, it’s really that simple.

If it’s the first time you’re communicating with that person, share your story with them. After that, ask them to either start a team or give directly to the campaign. Then stay in touch with them.

At the end of a communication, invite them to respond back to you or let them know how you’ll stay in touch. You wouldn’t finish a call with your mom by saying, “Goodbye forever!” Give your communications the same touch your mom would appreciate. After all, moms are the best.

In the last chapter we talked about effectively telling your story. Think about various ways to tell it. You may have a long story for a video, but if you condense it down to tweet-sized, you’ll cover big communications, small touches, and everything in between.

Staying in touch

Everyone's been on the receiving end of a yearbook full of "have a good summer" statements, but that doesn't mean you have to do the same to your supporters.

We've brainstormed some great ways to continue to touch base with your teams, supporters, and their peers during your P2P campaign. Remember: the more contact, the more mindfulness of your org, and the more your story will be shared with others.

Following Up

Thank you's. No matter the medium, make sure you have a different thank you for each donation, pledge, team formed, registration filled, etc.

Personal call-outs. Social media and mass emails are the best places for these. If you can repost what fundraisers are saying or doing to support the P2P campaign, that will not only inspire them to do more, but inspire others to do the same. Encourage fundraisers to use a hashtag when they post so you can pick the best posts to forward.

Status updates. How much of your goal have you achieved? How many teams have you gained? How much web traffic are you getting? All of these are encouraging to send in an email or social post. Tip: Add this to your communication calendar for the end or beginning of a week so weekly progress can be seen.

Direct people. Remind people often how they can get involved. Direct them back to your main page so they can create their own team or donate directly.

After all these practical tips, you're going to be a peer-to-peer pro (a P2PPP?). When your campaign has concluded and you've successfully saved the world, make sure you read the last part of this guide: Channeling the Momentum of a P2P Campaign.

Summary



The Plan

Who, what, when
you communicate

1. 2. 3.

What to Say

Share your story,
ask, stay in touch



Follow Up

Thank you's, call-
outs, updates

Channeling the Momentum of a P2P Campaign

Following up with all your new donors

If all goes well, a successful peer-to-peer campaign will glean tons of new donors, hopefully widening your database exponentially. This is perhaps one of the best results a P2P campaign can give you: more people that support your nonprofit.

The Best Way to Build Relationships with New Donors
Nonprofit CRM Software
Donor Analytics

But what do I do with all these people?

It can seem overwhelming to try to dissect the information tied up in all these new contacts. Let's first figure out how you may have received their information.

They may have given because:

- They wanted to support a team / fundraiser
- They wanted to support your organization

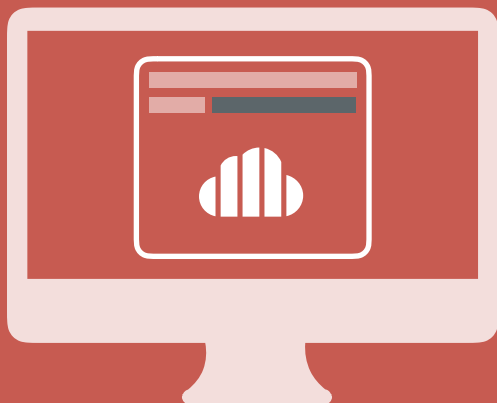
With this knowledge, there are a few things you may try. Including someone new to your org in a welcome series email stream is a great start. We wrote a great blog on creating a welcome series that you can read [here](#) if you're unsure how to approach that.

If an email stream isn't your style, maybe consider mailed materials you can send these new supporters to get them acquainted with your values and goals. These new supporters show they have at least an inkling of interest, so try to capitalize on that and get them plugged into your org's heartbeat.

How do I accomplish this?

Most P2P platforms will have some type of reporting or exporting feature to isolate these new contacts, but those two features are some of the most utilized within Kindful. After finishing your campaign, Kindful can filter out new contacts, whether they gave to a team or to the org, how much they gave, and if they've given before. These powerful filters can create reports, segments, and lists, so you have the tools necessary to warmly welcome donors into the fold.

Ready to start your
next Peer-to-Peer
campaign?



[Click here to request a demo](#)

