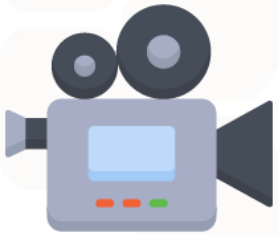
5 Tips for Hosting a Virtual Peer-to-Peer Fundraising Event

Learn to raise more online

Want to learn how to raise more money online? We'd love to show you!

Visit us at **www.qgiv.com**



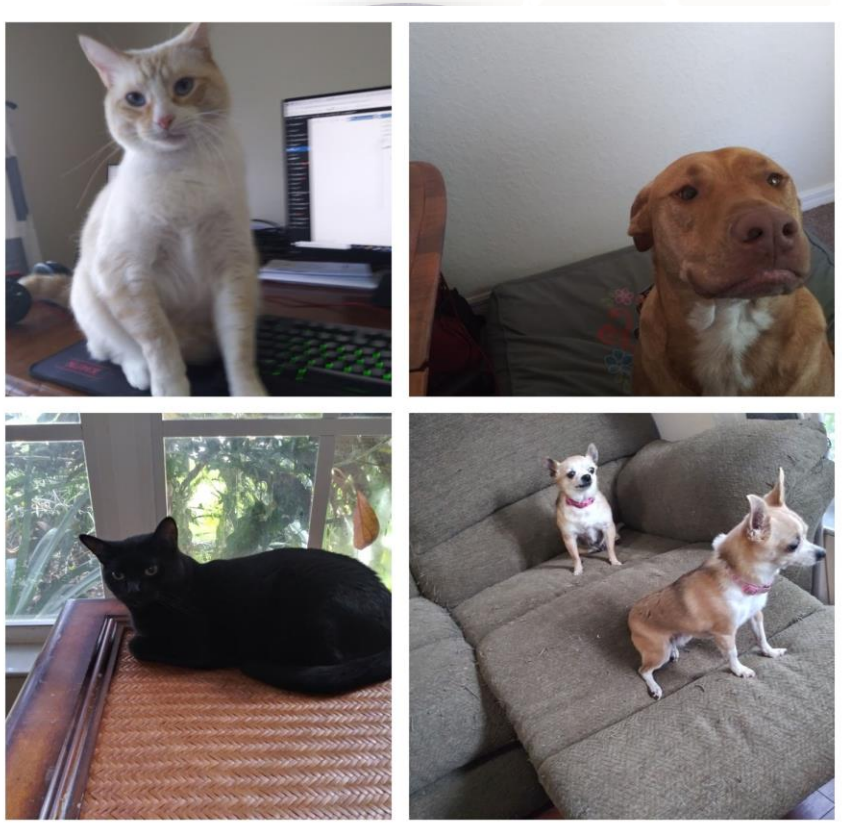
We're recording this webinar! We'll send you a copy after the webinar is complete.

Feel free to ask questions! Use the Q&A option to ask questions and the chat option for general discussion: we'll answer all questions in a Q&A portion at the end of the presentation.

Share your highlights and takeaways with the #qgivwebinar hashtag, and make sure you follow @Qgiv!

Who's Talking Today?

+ With Qgiv for over three years and marketing professional for over 6 years (time flies!)
+ Digital marketing and optimizing the user journey are my areas of expertise
+ I have 5 animals: 3 dogs and 2 cats



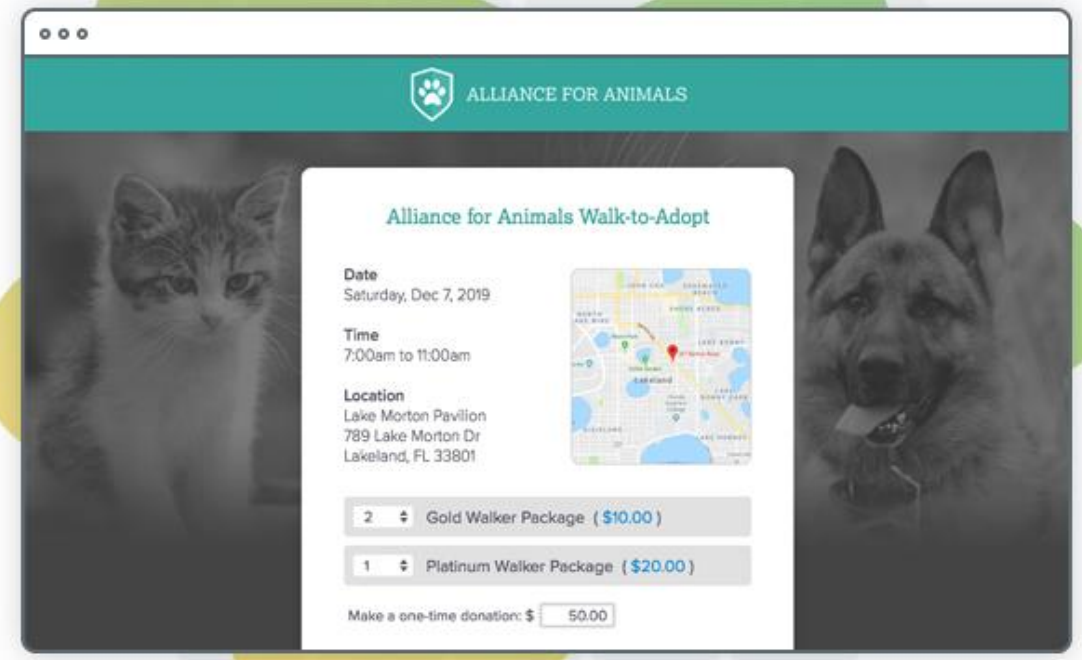
Why Virtual Events?

Why Virtual?

Expand your reach! In-person events are limited to a location, virtual is not.

Donors have proven that they're willing to participate in these events.

Virtual events often have lower overhead and admin costs



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How to Succeed With Virtual Events

Communicate with supporters

Create an engaging event experience

Keep fundraising supporters motivated to raise funds

What We're Going to Cover Today

We're going to look at how your organization can succeed with a virtual peer-to-peer fundraising event.

We'll take a look at:

+ How to spread the word about your event
+ How to create engaging experiences & increase registration rates
+ How to keep supporters motivated and fundraising
+ How to empower fundraising supporters
+ How to choose the right fundraising software

Tip #1: Communicate!

Explain how and why supporters should participate.

Send Personalized Communications

These personal communications should:

Explain how supporters can attend

Invite supporters to fundraise

Reiterate how they'll make a difference

You Should Also:

Communicate regularly on social channels and through emails

Be clear about how participation will work and what people can expect

Be ready to support participants and troubleshoot issues

Donor Preferences:

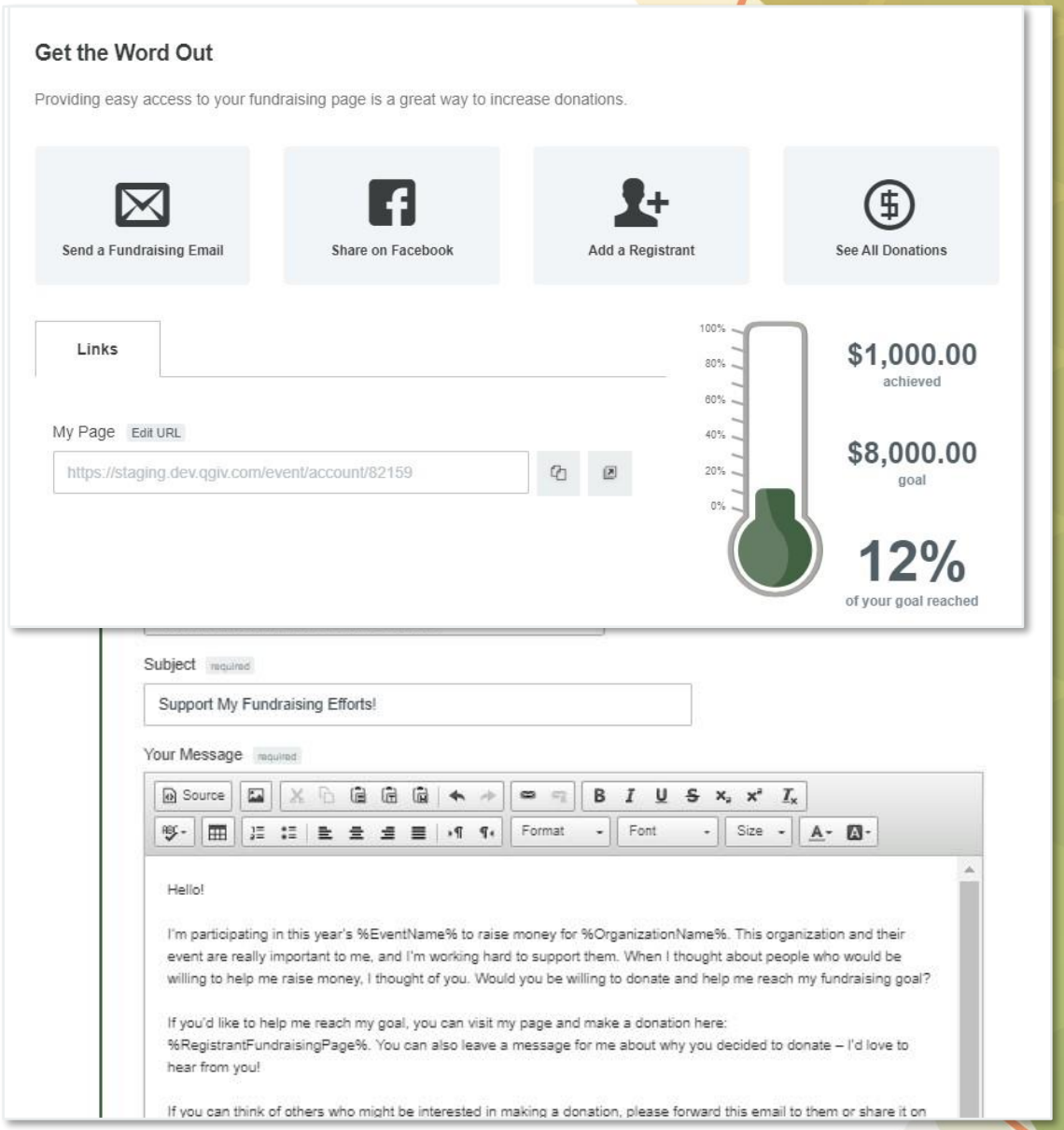
Baby boomers prefer direct mail or email.

Gen X prefer social media or email. Willing to participate in fundraising.

Millennials and Gen Z prefer social media or text message. Very willing to participate in a fundraising.

Do This With Qgiv!

+ Communicate with supporters through email or through text.
+ Add “personalization tokens” to make communications to supporters personalized.
+ Segment supporter lists. Communicate with different groups of supporters based on their interactions with your organization. Segment examples might include fundraising supporters and non-fundraising supporters.



Tip #2: Create Engaging Virtual Experiences

Keep supporters involved with an engaging event experience. How do we do this?

Create an Engaging Virtual Experience:

+ Choose an event that encourages live participation.

+ Encourage supporters to post on social media.

+ Stream your event and provide entertainment.

+ Dance-a-thon
+ Scavenger hunt
+ Trivia night
+ Challenge-based events
+ Pictures participating in event at-home or outside (think runs or scavenger hunts)
+ Live music
+ Games
+ Magic show
+ Cooking show

Example: Challenge-Based

Patrick
28 April at 13:00 · Kathmandu, Nepal ·

Well, **Nathalie** nominated me to participate in the **#athomeeverestchallenge**. As a strong supporter of **Save One Life, Inc.**, the director of **Bombardier Blood**, and as a guy w/ **#hemophlia**, I accepted my wife's challenge and climbed my stairs 29 times (Everest is 29k'). In doing so, I also set a very impressive record of my own, which I talk about in the video.

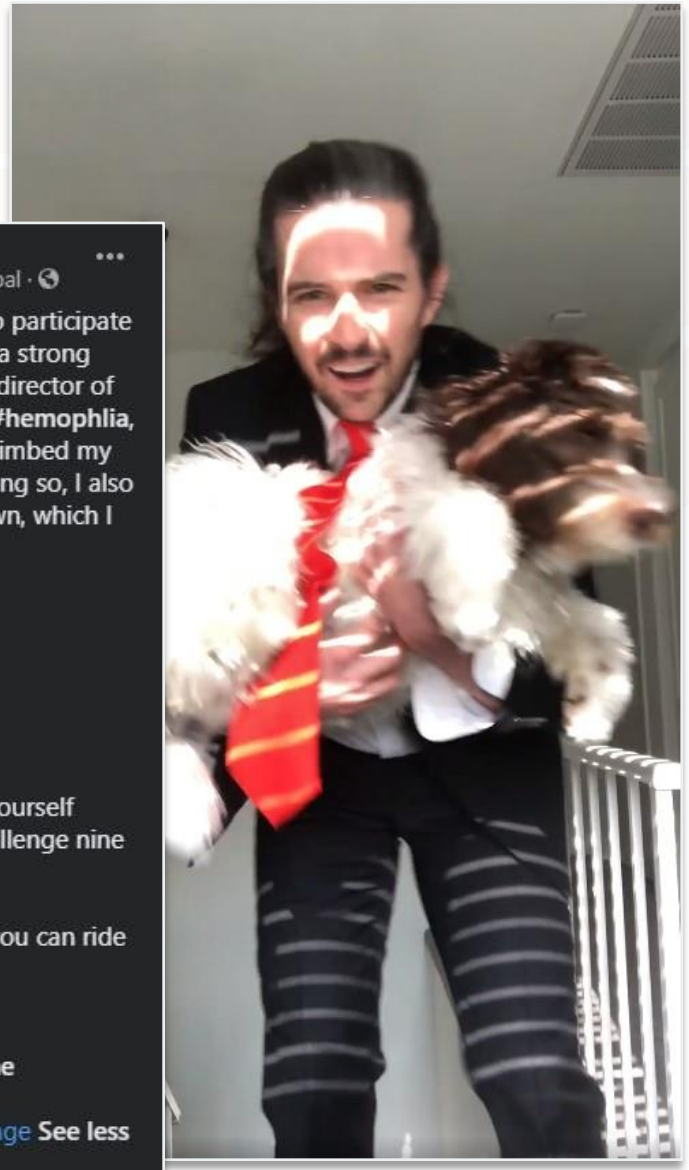
I challenge

Donate $29 to Save One Life, video yourself climbing your stairs 29 times and challenge nine of your friends!

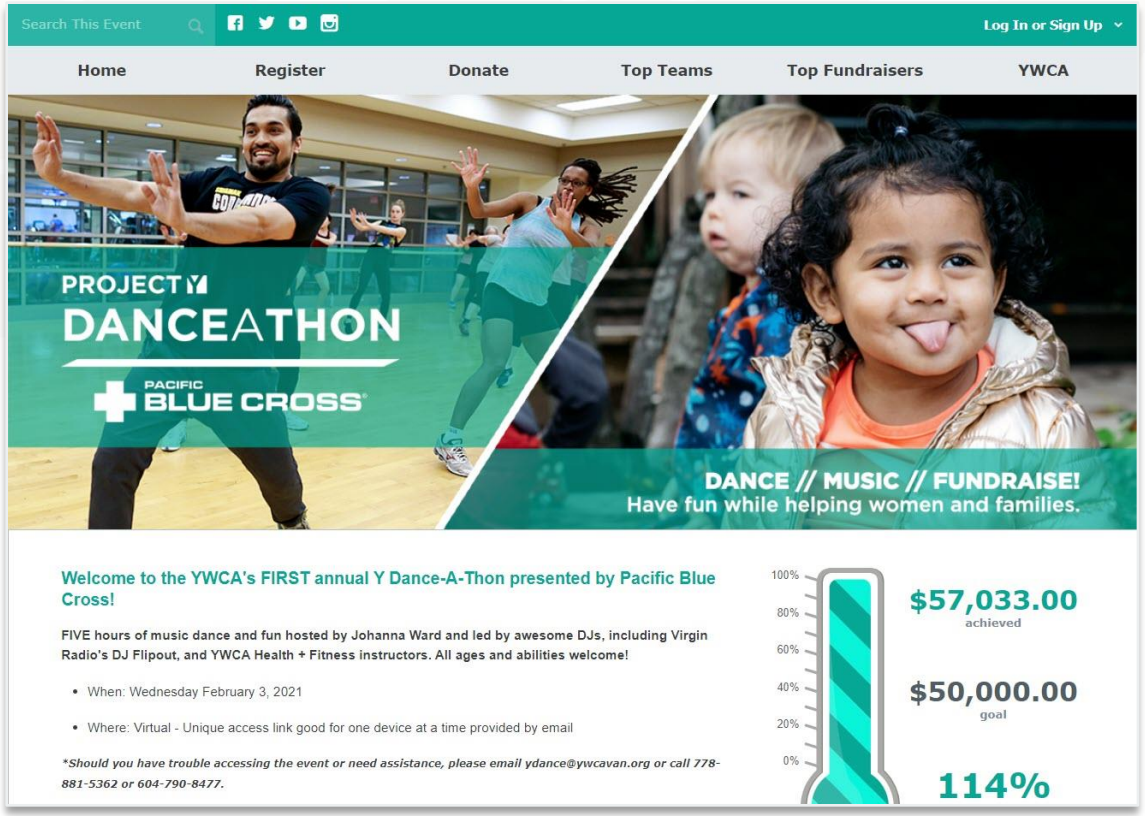
If you are a cyclist and want to ride, you can ride 29 miles and do the same!

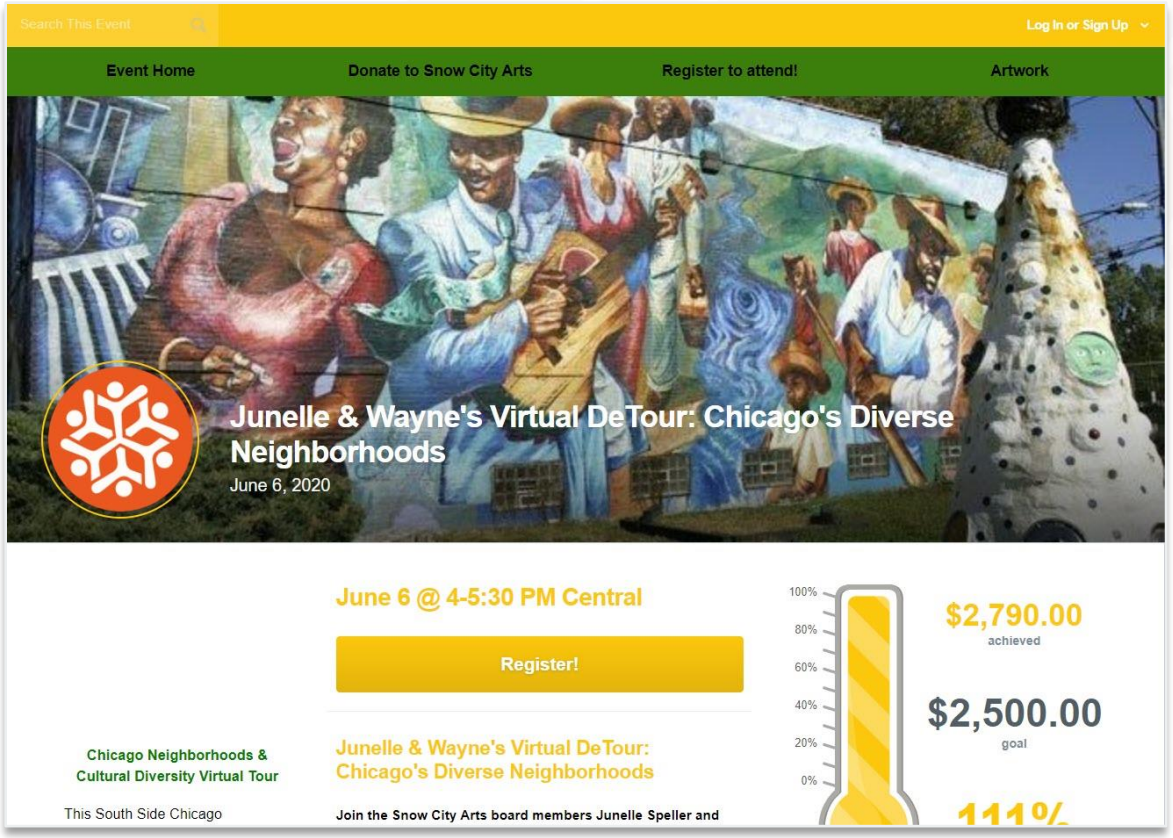
Use the tags **#saveonelife #athomeeverestchallenge #stayhome** and the link:
https://saveonelife.net/everestchallenge **See less**

— at **Mount Everest Base Camp**



Example: Engaging Events





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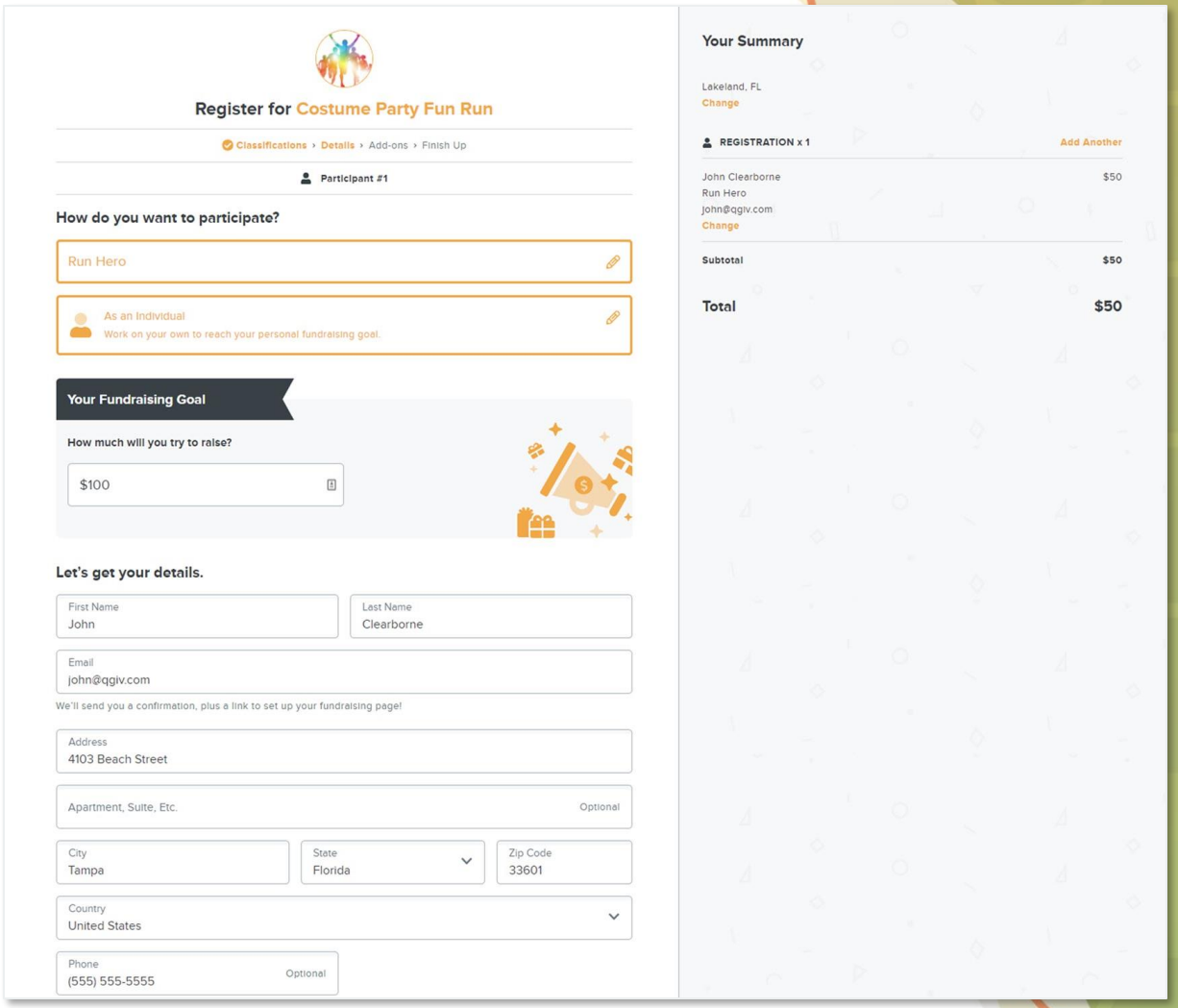
Make Registration Seamless

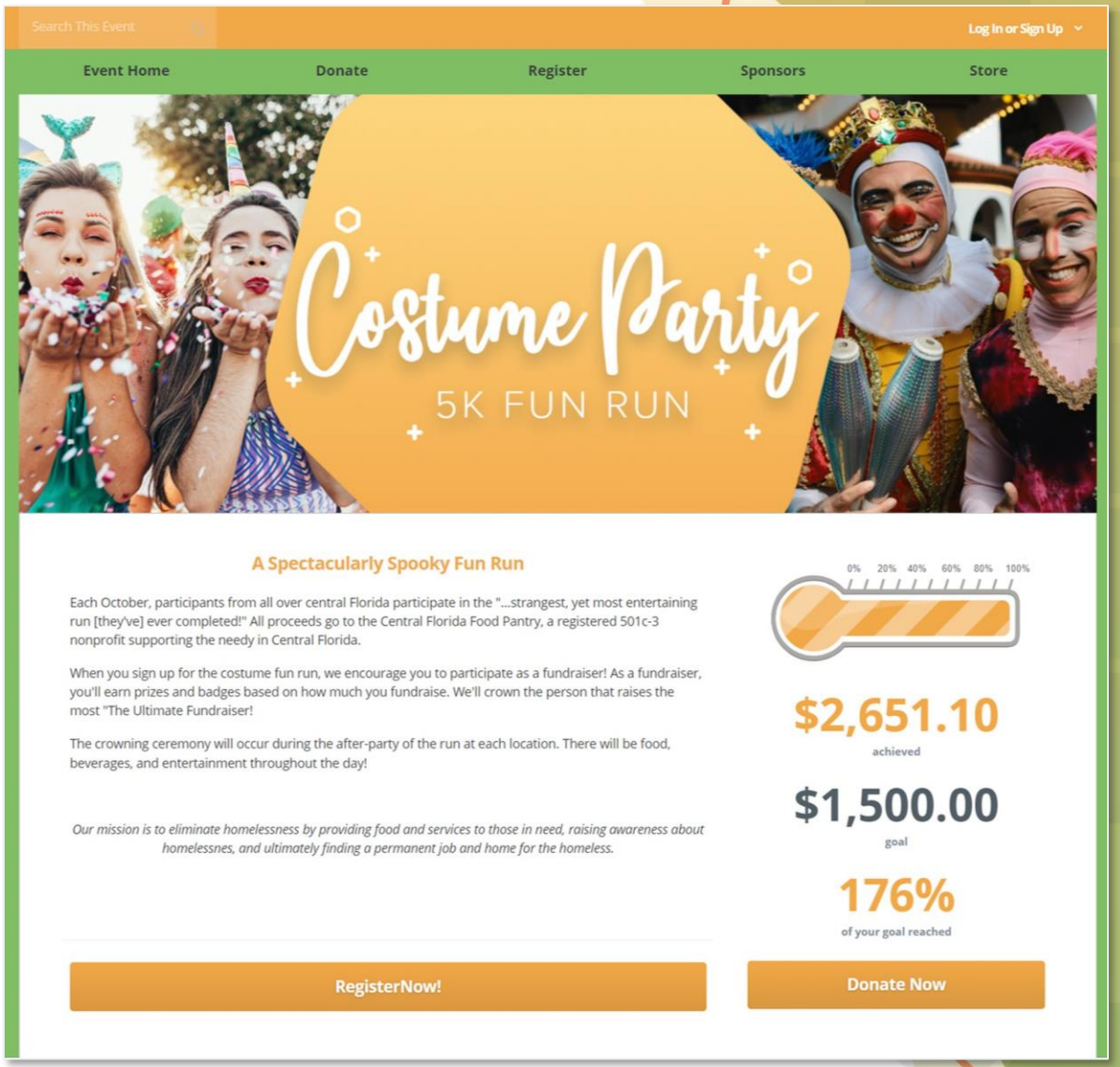
Eliminate registration barriers and make it easy for supporters to get signed up:

+ Remove distractions on your registration page
+ Break up the registration process into bite size chunks and limit the number of additional fields supporters need to fill out
+ Allow supporters to register themselves, family/friends, and join/create teams



Do This With Qgiv!

+ Updated registration experience that removes the requirement to create an account to get started. Supporters can choose to start fundraising now or come back later.
+ Peer-to-peer event pages are completely customizable by your organization. No matter the event, you will be able to set it up however you like in Qgiv.
+ Social sharing, email, and text communication tools are easy to use so you can spread the word about your event and engage supporters.
+ Integrations with leading nonprofit software including activity apps.



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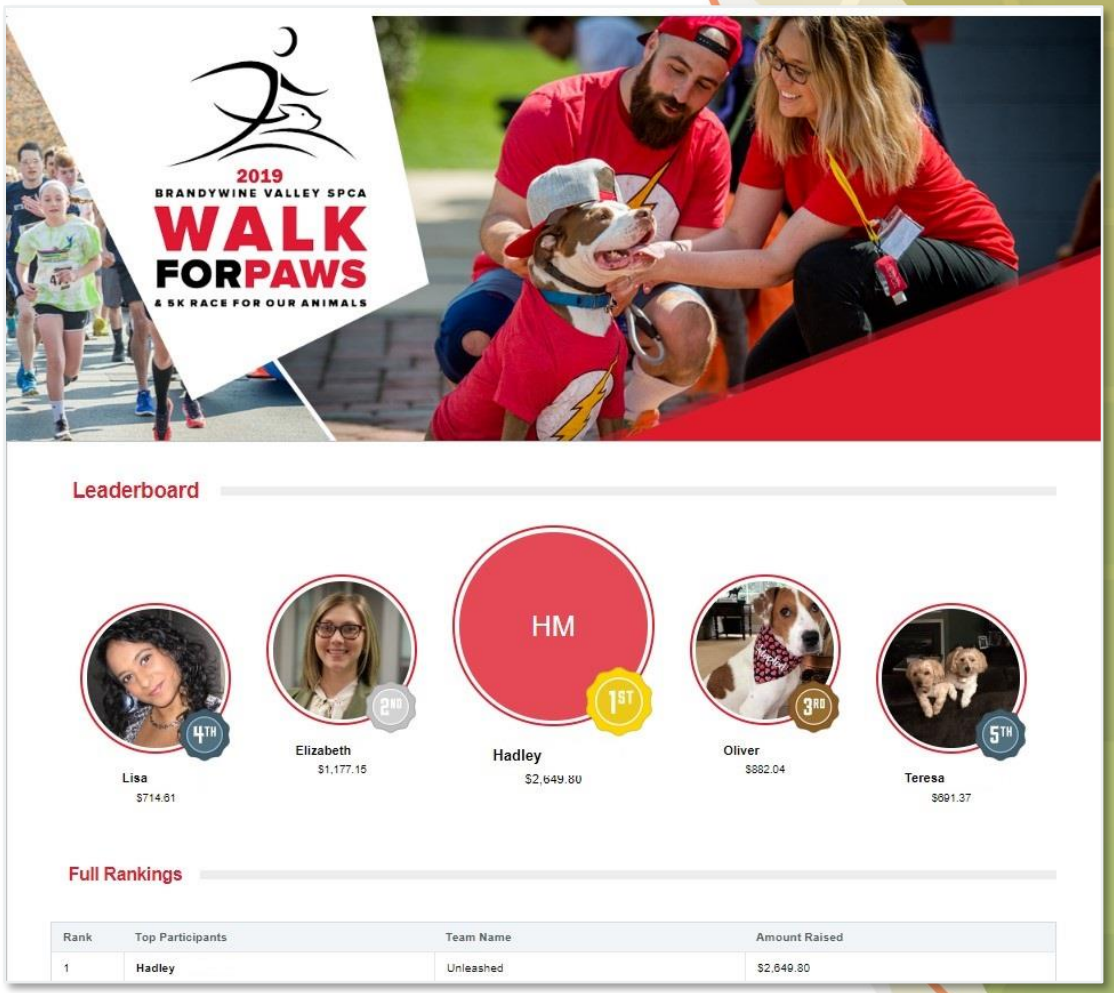
Tip #3: Motivate Fundraising Supporters

Use gamification, prizes, and other competitive elements to keep fundraising supporters engaged and raising funds.

Gamify Your Events

Inspire your participants to reach fundraising milestones with gamification and friendly competition.

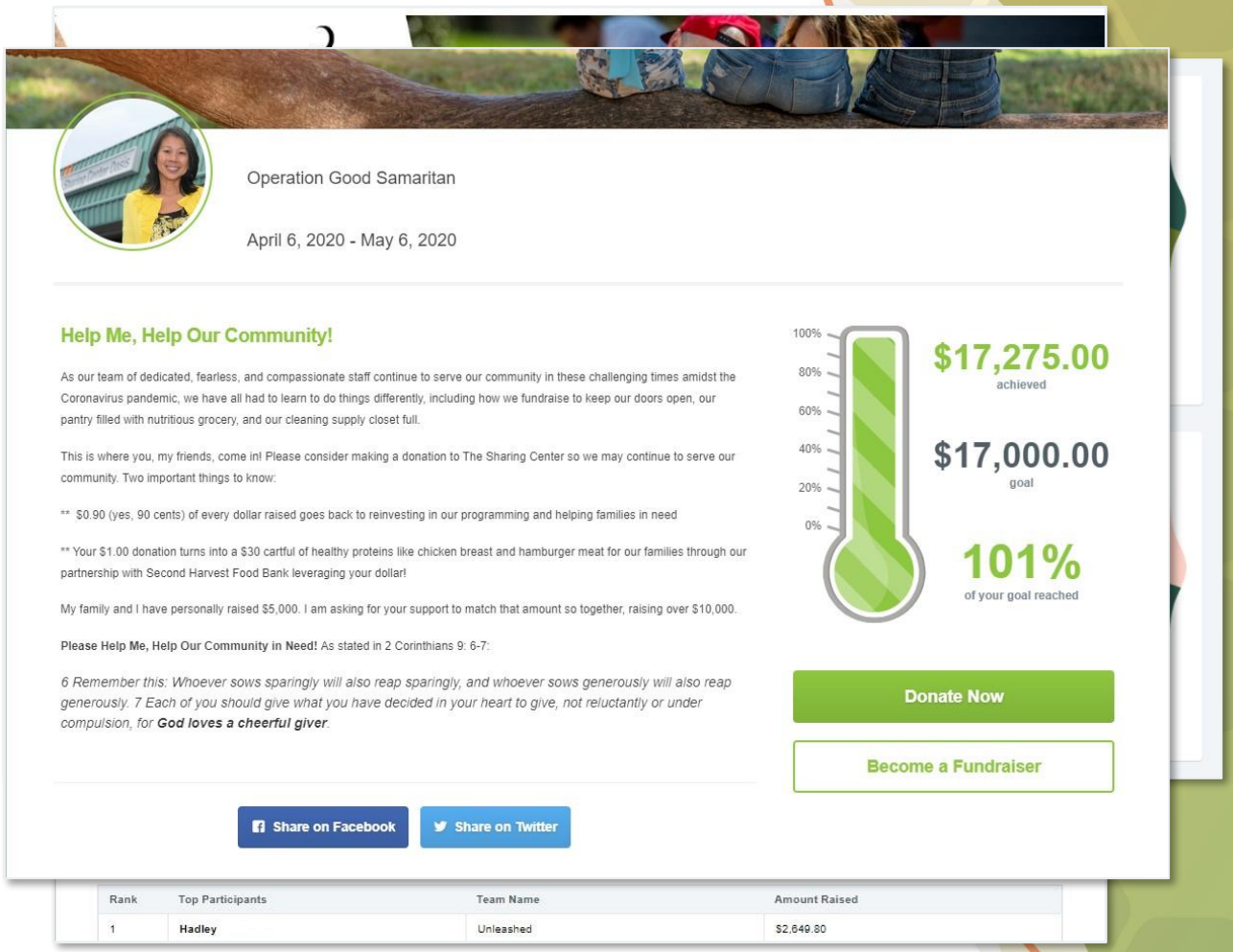
+ Create badges for fundraising milestones
+ Create individual and team leaderboards
+ Show fundraising progress with thermometers
+ Take it a step further by offering prizes to top teams or individuals.



Do This With Qgiv!

Use a peer-to-peer fundraising platform with native gamification tools.

+ Create custom badges or use the default badge system.
+ Dedicated team and individual leaderboards that can be integrated on any page.
+ Create and customize fundraising thermometers to show fundraising progress.



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Tip #4: Empower Fundraising Supporters

Provide fundraising resources, templates, and other tools to help supporters raise funds.

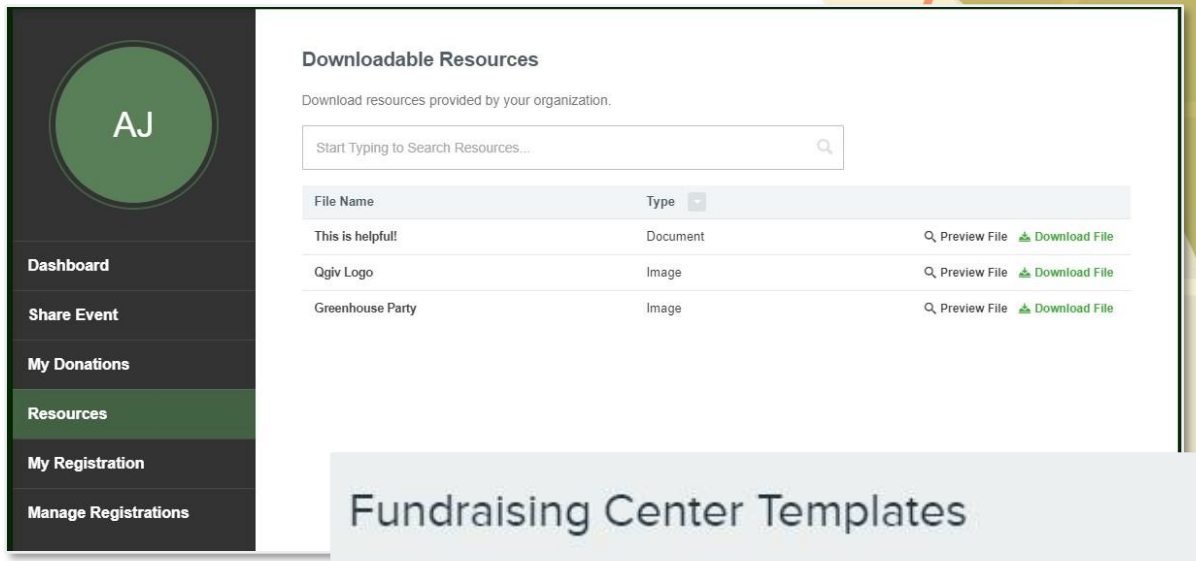
Fundraising Resources

Supporters are not everyday fundraisers. Make it easy for supporters to learn and feel confident in their fundraising abilities.

+ Create a “how to fundraise” guide
+ Have supporters set up personal fundraising pages
+ Create templates for email and social media

Do This With Qgiv!

+ Upload a fundraising guide, social templates, and email templates for supporters to access.
+ Supporters will have access to email, social (including Facebook Fundraisers), and text fundraising tools.
+ Supporters can create and customize their personal fundraising pages as well as a team fundraising page.
+ Welcome Quest



Tip #5: Choose the Right Tools

Find tools that will help you reach your goals.

Peer-to-Peer Fundraising Platform

+ Custom event pages, including personal and team fundraising pages

+ Fundraising tools for you and your supporters

+ Gamification tools including custom badges, leaderboards, and thermometers

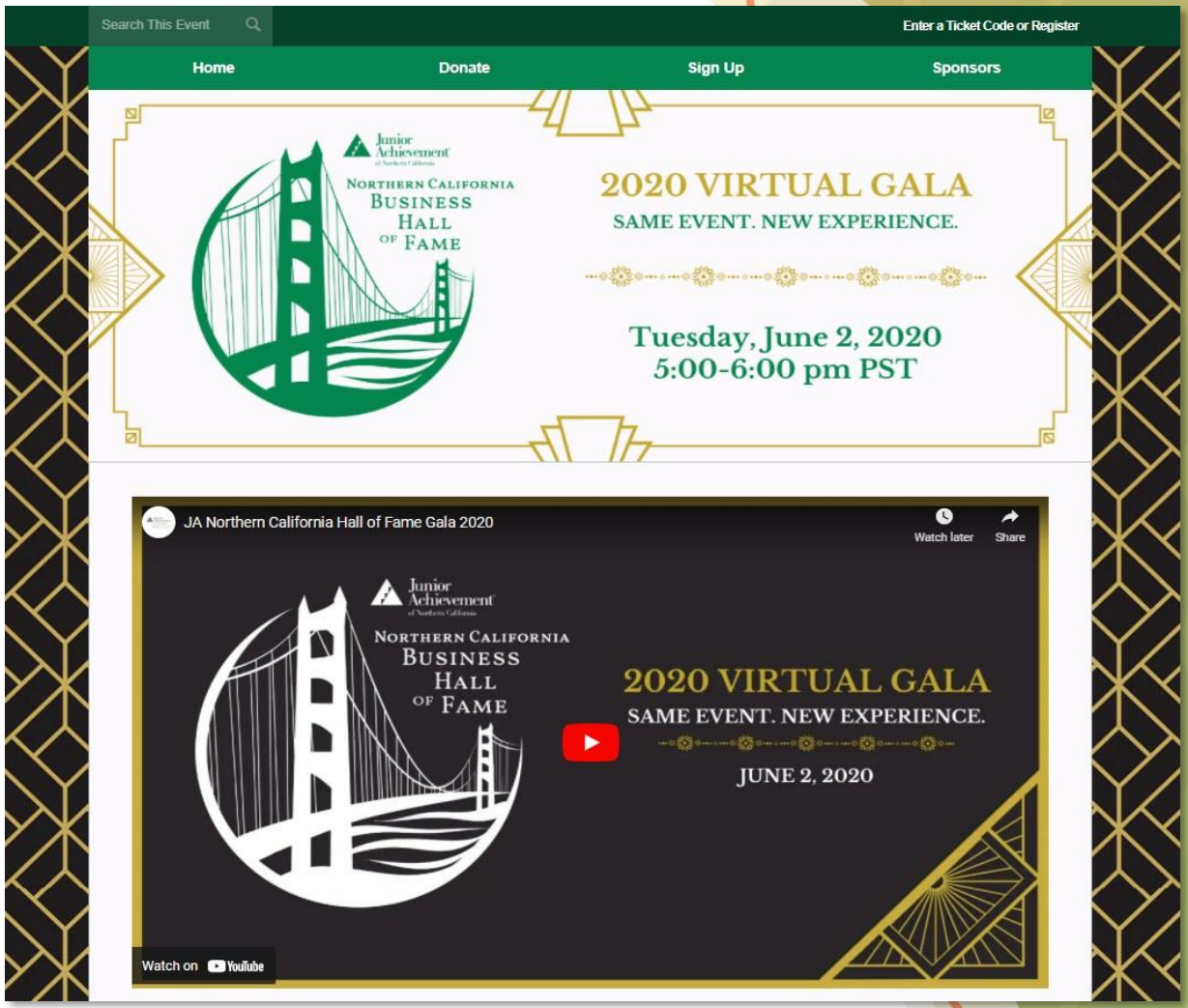
+ Online fundraising store to sell event merchandise

+ A registration process that makes it easy for supporters to get signed up (and to add additional supporters!)

+ Integrations with leading CRMs, email tools, accounting software, and activity apps

Streaming Software

Find a streaming software that makes it easy to set up, moderate, and engage supporters. Some streaming software:



+ We have integrations with:
    - YouTube
    - Facebook Live

+ Other platforms:
    - Zoom
    - Twitch

Other Software

But wait, there's more!

+ Activity apps such as Strava
+ Fun Team Events
+ Eventzee

Let’s Recap

Today’s Big Takeaways

+ Send personal communications to supporters
+ Create an engaging event experience

+ Use gamification and prizes to encourage fundraising supporters
+ Empower your fundraising supporters with resources

+ Use fundraising tools that helps you reach your goals

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Want to talk to us about using Qgiv? Email contactus@qgiv.com

Have questions about best practices? Check out qgiv.com/blog!

Questions?