



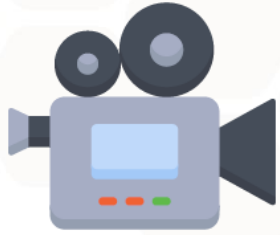
5 Tips for Hosting a Virtual Peer-to-Peer Fundraising Event

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.



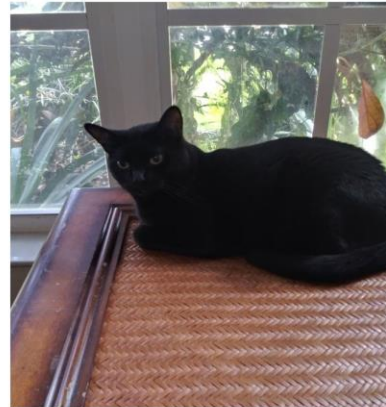
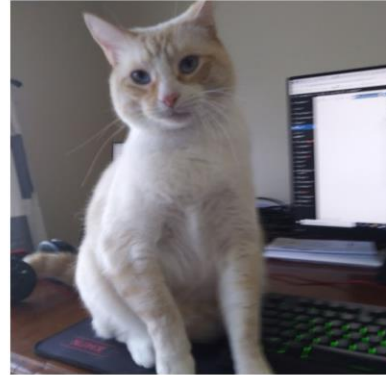
Feel free to ask questions! Use the Q&A option to ask questions and the chat option for general discussion: we'll answer all questions in a Q&A portion at the end of the presentation.



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





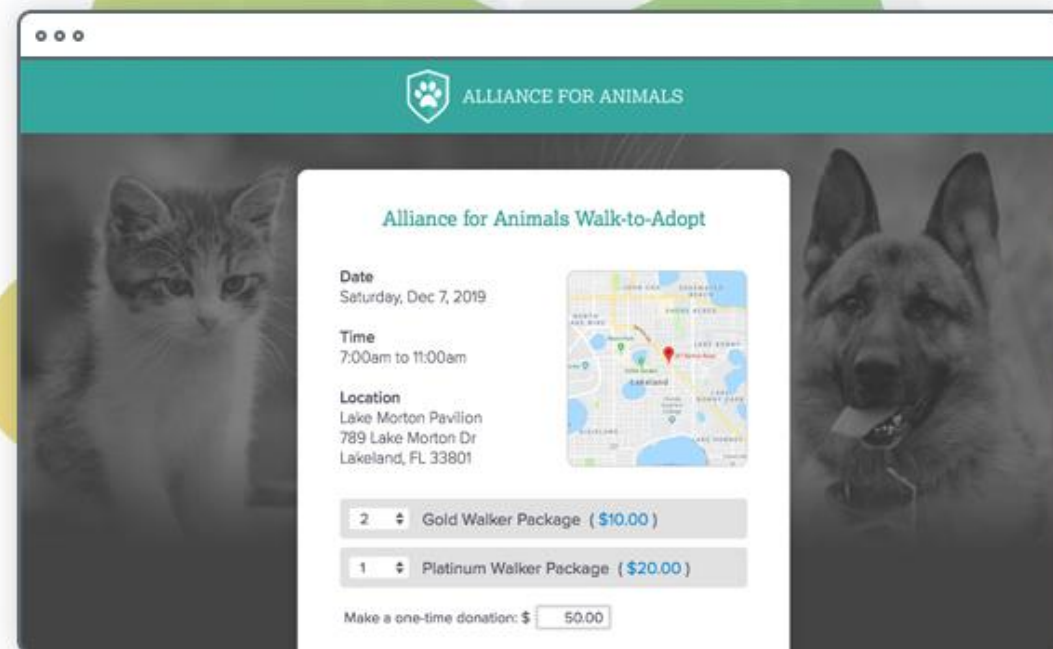
Why Virtual Events?

Why Virtual?

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

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

Virtual events often have lower overhead and admin costs



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:

 **Foundation for Geauga Parks**
24 October 2020 · 🌐

Have you donated to the Geauga Trail Challenge? Individuals and teams are logging trail miles across [#geaugaparkdistrict](#) and other parks in Geauga to raise funds for the Foundation for Geauga Parks. We're halfway to goal. See what the challengers are up to in support of parks.



SECURE.QGIV.COM

Foundation for Geauga Parks Trail Challenge
The Foundation for Geauga Parks announces their first-ever Geauga Trail Challenge: Walk-Run...

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

Communicate regularly on social channels and through emails

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.

Get the Word Out
Providing easy access to your fundraising page is a great way to increase donations.

Send a Fundraising Email | Share on Facebook | Add a Registrant | See All Donations

Links

My Page [Edit URL](#)
<https://staging.dev.qgiv.com/event/account/82159>

100%
80%
60%
40%
20%
0%

\$1,000.00 achieved
\$8,000.00 goal
12% of your goal reached

Subject required
Support My Fundraising Efforts!

Your Message required

Source | X | Copy | Paste | Undo | Redo | Bold | Italic | Underline | Strikethrough | Text Color | Background Color | Font Size | Font Family | Text Color | Background Color

Hello!

I'm participating in this year's %EventName% to raise money for %OrganizationName%. This organization and their event are really important to me, and I'm working hard to support them. When I thought about people who would be willing to help me raise money, I thought of you. Would you be willing to donate and help me reach my fundraising goal?

If you'd like to help me reach my goal, you can visit my page and make a donation here: %RegistrantFundraisingPage%. You can also leave a message for me about why you decided to donate – I'd love to hear from you!

If you can think of others who might be interested in making a donation, please forward this email to them or share it on



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/ **#hemophilia**, 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.

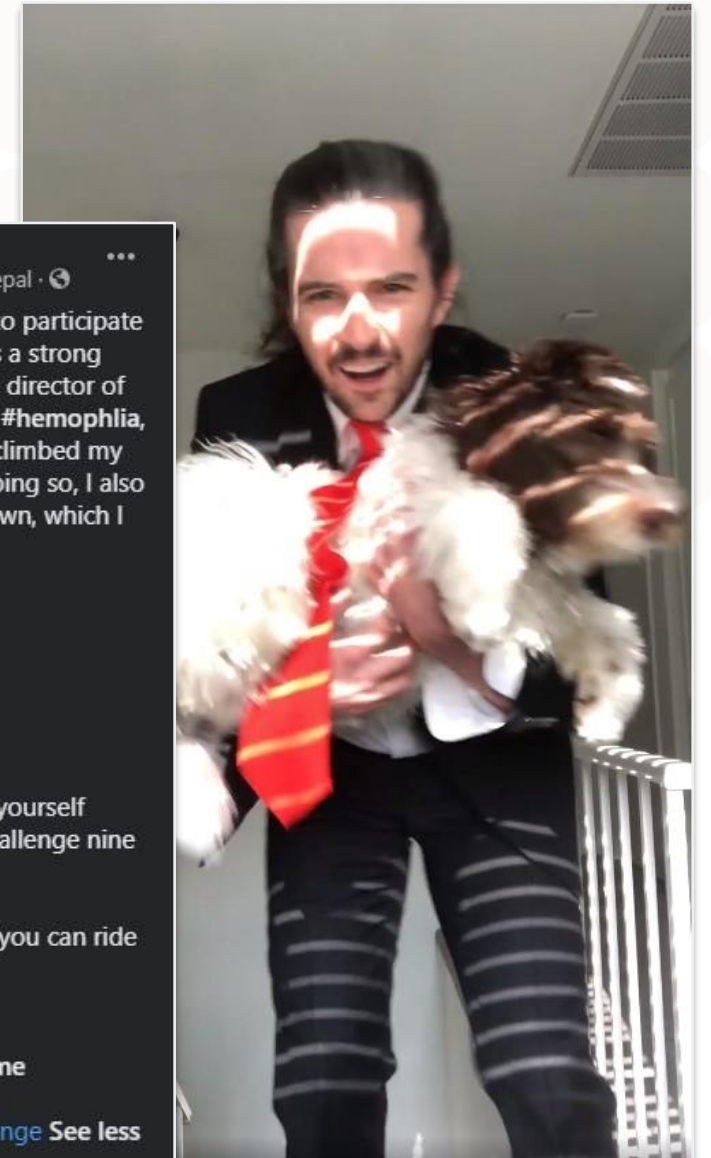
I challenge

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 **#saveonelif**
#athomeeverestchallenge **#stayhome**
and the link:
<https://saveonelif.net/everestchallenge> See less

— at Mount Everest Base Camp



Example: Engaging Events

Search This Event Log In or Sign Up

Home Register Donate Top Teams Top Fundraisers YWCA

PROJECT DANCEATHON
PACIFIC BLUE CROSS

DANCE // MUSIC // FUNDRAISE!
Have fun while helping women and families.

Welcome to the YWCA's FIRST annual Y Dance-A-Thon presented by Pacific Blue Cross!

FIVE hours of music dance and fun hosted by Johanna Ward and led by awesome DJs, including Virgin Radio's DJ Flipout, and YWCA Health + Fitness instructors. All ages and abilities welcome!

- When: Wednesday February 3, 2021
- Where: Virtual - Unique access link good for one device at a time provided by email

**Should you have trouble accessing the event or need assistance, please email ydance@ywcavan.org or call 778-881-5362 or 604-790-8477.*

100%
80%
60%
40%
20%
0%

\$57,033.00
achieved

\$50,000.00
goal

114%

Search This Event Log In or Sign Up

Event Home Donate to Snow City Arts Register to attend! Artwork

Junelle & Wayne's Virtual DeTour: Chicago's Diverse Neighborhoods
June 6, 2020

June 6 @ 4-5:30 PM Central

Register!

Chicago Neighborhoods & Cultural Diversity Virtual Tour

This South Side Chicago

100%
80%
60%
40%
20%
0%

\$2,790.00
achieved

\$2,500.00
goal

111%

Join the Snow City Arts board members Junelle Speller and

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

The screenshot displays a registration page for 'Costume Party Fun Run'. The page is organized into several sections:

- Header:** Logo and event title 'Register for Costume Party Fun Run'. Navigation links: 'Classifications', 'Details', 'Add-ons', 'Finish Up'.
- Participant Info:** 'Participant #1'.
- Participation Options:** 'How do you want to participate?' with two choices: 'Run Hero' and 'As an Individual' (with a note: 'Work on your own to reach your personal fundraising goal.').
- Fundraising Goal:** 'Your Fundraising Goal' section with the question 'How much will you try to raise?' and a text input field containing '\$100'.
- Personal Details:** 'Let's get your details.' section with fields for First Name (John), Last Name (Clearborne), Email (john@qgiv.com), Address (4103 Beach Street), Apartment/Suite (Optional), City (Tampa), State (Florida), Zip Code (33601), Country (United States), and Phone ((555) 555-5555, Optional).
- Your Summary:** A sidebar on the right showing a summary of the registration. It includes the location 'Lakeland, FL', the event name 'REGISTRATION x 1', and a total amount of '\$50'.

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.

The screenshot shows a Qgiv event page for a 'Costume Party 5K Fun Run'. The page features a navigation bar with 'Event Home', 'Donate', 'Register', 'Sponsors', and 'Store'. The main content area includes a large banner with the event title and a progress bar showing that \$2,651.10 has been raised towards a \$1,500.00 goal, which is 176% of the goal reached. The page also contains descriptive text about the event and a mission statement, along with 'Register Now!' and 'Donate Now' buttons.

Search This Event Log In or Sign Up

Event Home Donate Register Sponsors Store

Costume Party

5K FUN RUN

A Spectacularly Spooky Fun Run

Each October, participants from all over central Florida participate in the "...strangest, yet most entertaining run [they've] ever completed!" All proceeds go to the Central Florida Food Pantry, a registered 501c-3 nonprofit supporting the needy in Central Florida.

When you sign up for the costume fun run, we encourage you to participate as a fundraiser! As a fundraiser, you'll earn prizes and badges based on how much you fundraise. We'll crown the person that raises the most "The Ultimate Fundraiser!"

The crowning ceremony will occur during the after-party of the run at each location. There will be food, beverages, and entertainment throughout the day!

Our mission is to eliminate homelessness by providing food and services to those in need, raising awareness about homelessness, and ultimately finding a permanent job and home for the homeless.

0% 20% 40% 60% 80% 100%

\$2,651.10
achieved

\$1,500.00
goal

176%
of your goal reached

Register Now! Donate Now



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.



Leaderboard

 Lisa \$714.81	 Elizabeth \$1,177.15	 Hadley \$2,649.80	 Oliver \$882.04	 Teresa \$691.37
---	--	---	---	---

Full Rankings

Rank	Top Participants	Team Name	Amount Raised
1	Hadley	Unleashed	\$2,649.80

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.

The screenshot shows a fundraising page for 'Operation Good Samaritan' running from April 6, 2020, to May 6, 2020. The page features a circular profile picture of a woman, a progress thermometer showing \$17,275.00 achieved out of a \$17,000.00 goal (101% of goal reached), and two call-to-action buttons: 'Donate Now' and 'Become a Fundraiser'. There are also social media share buttons for Facebook and Twitter.

Help Me, Help Our Community!

As our team of dedicated, fearless, and compassionate staff continue to serve our community in these challenging times amidst the Coronavirus pandemic, we have all had to learn to do things differently, including how we fundraise to keep our doors open, our pantry filled with nutritious grocery, and our cleaning supply closet full.

This is where you, my friends, come in! Please consider making a donation to The Sharing Center so we may continue to serve our community. Two important things to know:

- ** \$0.90 (yes, 90 cents) of every dollar raised goes back to reinvesting in our programming and helping families in need
- ** Your \$1.00 donation turns into a \$30 cartful of healthy proteins like chicken breast and hamburger meat for our families through our partnership with Second Harvest Food Bank leveraging your dollar!

My family and I have personally raised \$5,000. I am asking for your support to match that amount so together, raising over \$10,000.

Please Help Me, Help Our Community in Need! As stated in 2 Corinthians 9: 6-7:

6 Remember this: Whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously. 7 Each of you should give what you have decided in your heart to give, not reluctantly or under compulsion, for God loves a cheerful giver.

Rank	Top Participants	Team Name	Amount Raised
1	Hadley	Unleashed	\$2,649.80



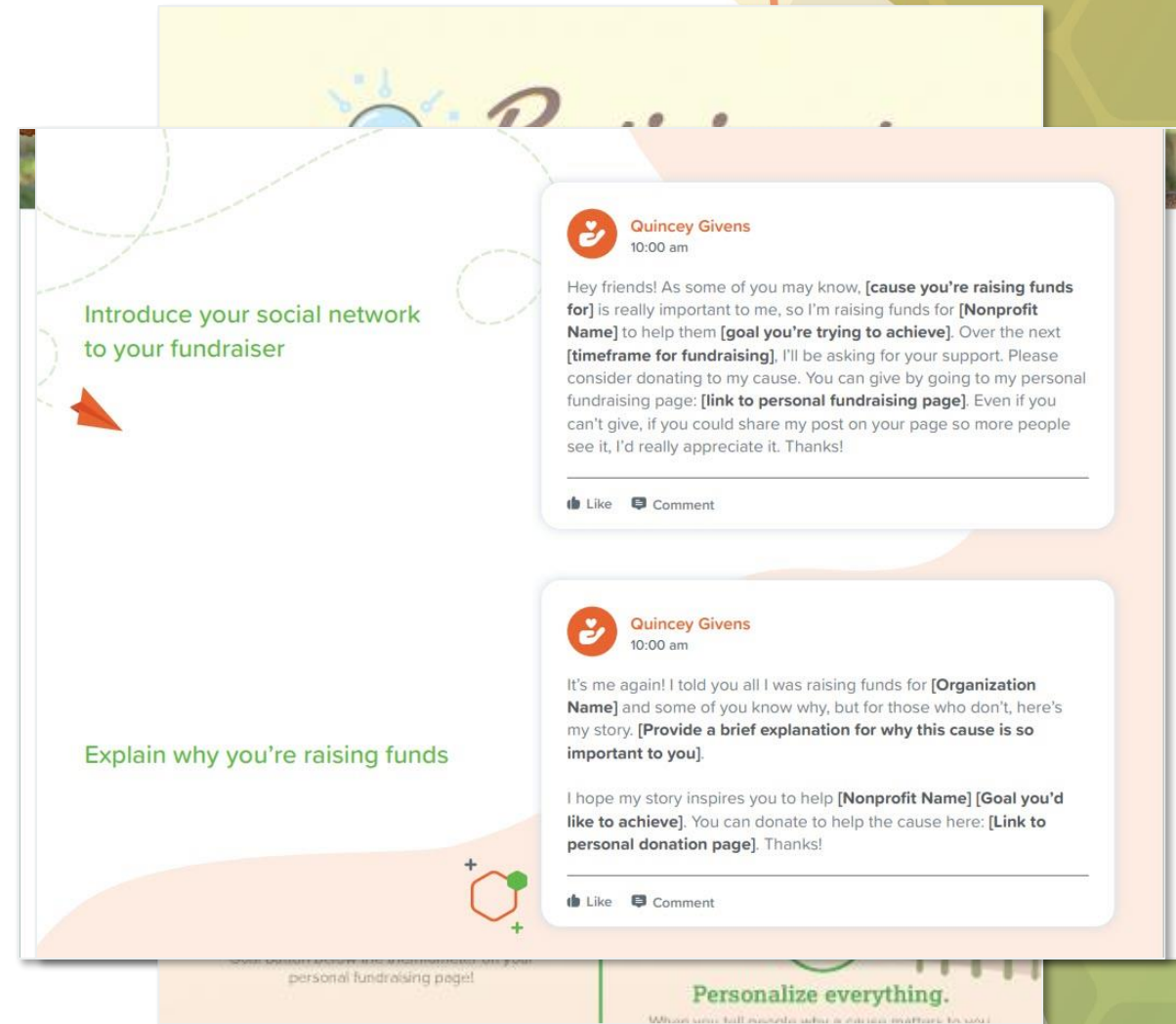
Tip #4: Empower Fundraising Supporters

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

The screenshot shows a user interface for a Qgiv account. On the left is a dark sidebar with a circular profile picture containing the initials 'AJ'. Below the profile picture are menu items: Dashboard, Share Event, My Donations, Resources (highlighted in green), My Registration, and Manage Registrations. The main content area is titled 'Downloadable Resources' and includes a search bar with the placeholder text 'Start Typing to Search Resources...'. Below the search bar is a table with columns for 'File Name', 'Type', and actions. The table lists three resources: 'This is helpful!' (Document), 'Qgiv Logo' (Image), and 'Greenhouse Party' (Image). Each resource has 'Preview File' and 'Download File' links.

File Name	Type	
This is helpful!	Document	Preview File Download File
Qgiv Logo	Image	Preview File Download File
Greenhouse Party	Image	Preview File Download File

The screenshot shows the 'Fundraising Center Templates' settings page. It features a dropdown menu for 'Personal Emails Sent from the Fundraising Center'. Below this is a table with a 'Name' column and a toggle switch for each template. All five templates shown have their toggle switches turned on.

Name	Toggle
From Participant – Ask Others to Donate	<input checked="" type="checkbox"/>
From Participant – Custom Thank You to Personal Donors	<input checked="" type="checkbox"/>
From Participant – Ask Others to Join Team	<input checked="" type="checkbox"/>
From Team Member – Send Email to All Team Members	<input checked="" type="checkbox"/>
From Team Captain – Custom Thank You to Team Donors	<input checked="" type="checkbox"/>



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

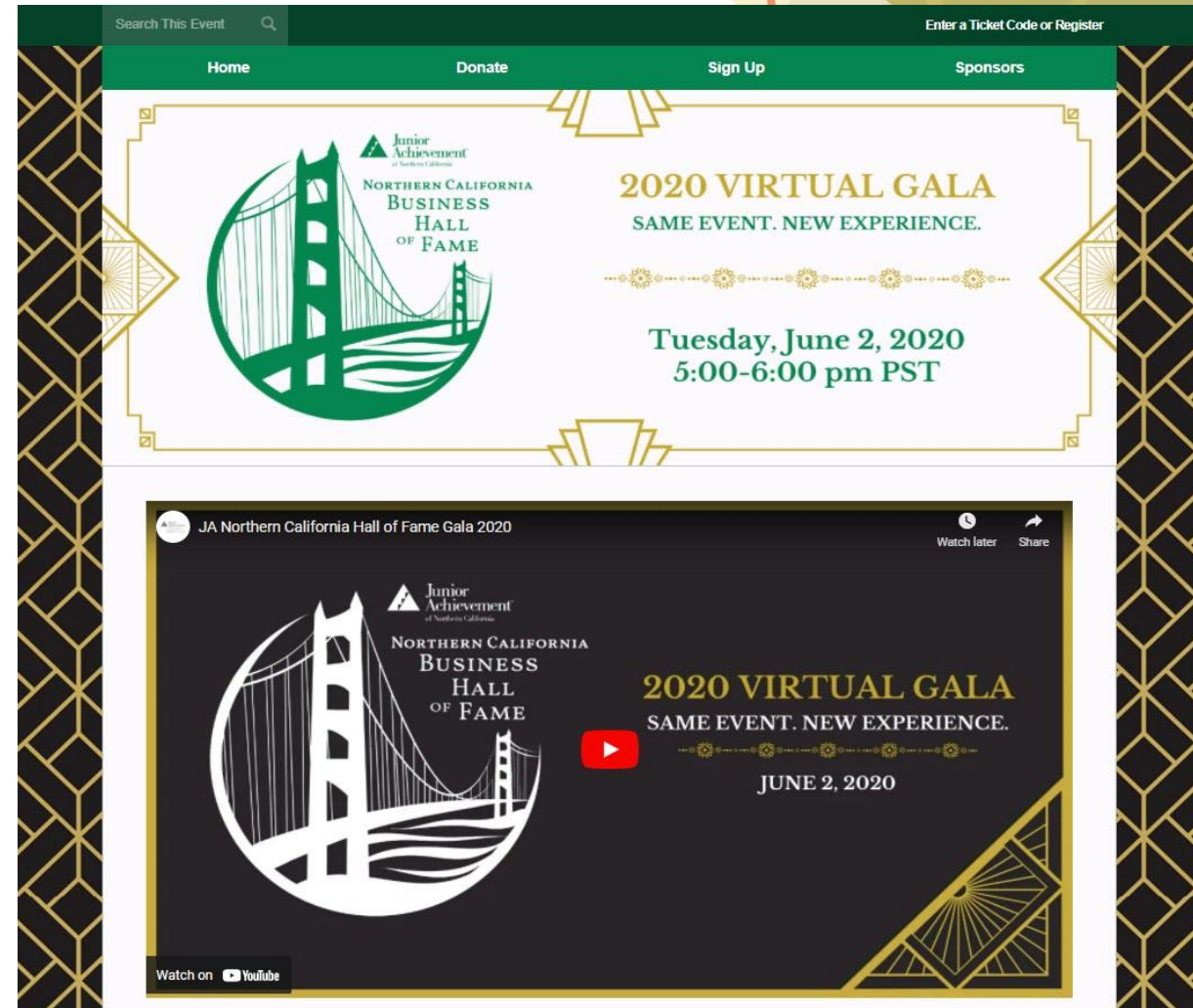
Find a streaming software that makes it easy to set up, moderate, and engage supporters. Some streaming software:

+ 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 help you reach your goals

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

Are you a Qgiv customer? Email support@qgiv.com

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



Questions?
