

How to Encourage Supporters to Raise Money through Peer-to-Peer Fundraising



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions



FUNDRAISING TECH

Made for you



Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



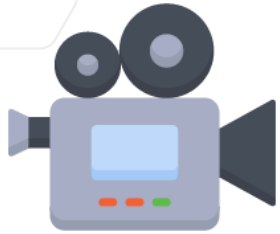
Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software



+ **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!**

Meet the Speaker



Justin Cook, Product Marketing Manager

- + With Qgiv for over 3 years and a marketing professional for over 6!
- + Digital marketing and optimizing the user journey are my areas of expertise.
- + I have 5 animals: 3 dogs and 2 cats.



What are we covering today?

We're going to look at how your organization can help supporters to raise money on behalf of your organization. We'll include actionable tips and takeaways your organization can implement including:

- + How to recruit supporters to fundraise
- + How you can turn new fundraising supporters into confident fundraisers
- + How to keep fundraisers motivated
- + How to get the most out of your fundraising tools





Recruitment

Let's talk about how to recruit supporters.



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Recruit Past Fundraisers

One of the most powerful ways to spread the word about your event and facilitate fundraisers is recruiting past top fundraising supporters or advocates.

1. Identify people passionate about your cause
2. Reach out to these supporters and ask if they're willing to participate
3. Create a group and provide them fundraising resources to spread the word about your organization





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Communicate Clearly

It's not a secret that you should communicate with supporters that you are looking for fundraisers. But those event communications should be clear about:

- + Why supporters should participate in fundraising
- + How fundraising participation works
- + What's expected as a fundraiser
- + Where they can sign up





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Inspire Supporters

A staple in fundraising appeals is telling your story. Use your story to convert event registrants into fundraisers. It's a similar story, but the twist is to put the fundraiser into your shoes and inspire their passion.

- + Use video to help supporters visualize their impact
- + Provide testimonials on how your organization makes an impact
- + Provide examples of the services you provide



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4 Key Behaviors to Encourage

Reduce the number of \$0 fundraisers by encouraging 4 behaviors.



4 Key Behaviors

Successful fundraisers exhibit 4 key behaviors. Encouraging those behaviors will lower your number of \$0 fundraisers.

+ Personalized fundraising pages

- supporters who update their pages raise between 7 and 18 times more than those who don't.

+ Post to social media

- supporters who update every 5 days or so raise 3x more.

+ Send fundraising emails

- supporters who send emails raise between 2 and 11 times more than supporters who don't send emails.

+ Reach fundraising milestones

- + At least 1 badge = \$306.51
- + 0 badges = \$89.54





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How to Encourage These Behaviors

Communicate with fundraising supporters to encourage these behaviors. You can do this:

- + In a fundraising guide
- + In emails to fundraisers
- + With a welcome quest





Empower Supporters

Give your supporters resources and tools to raise money.

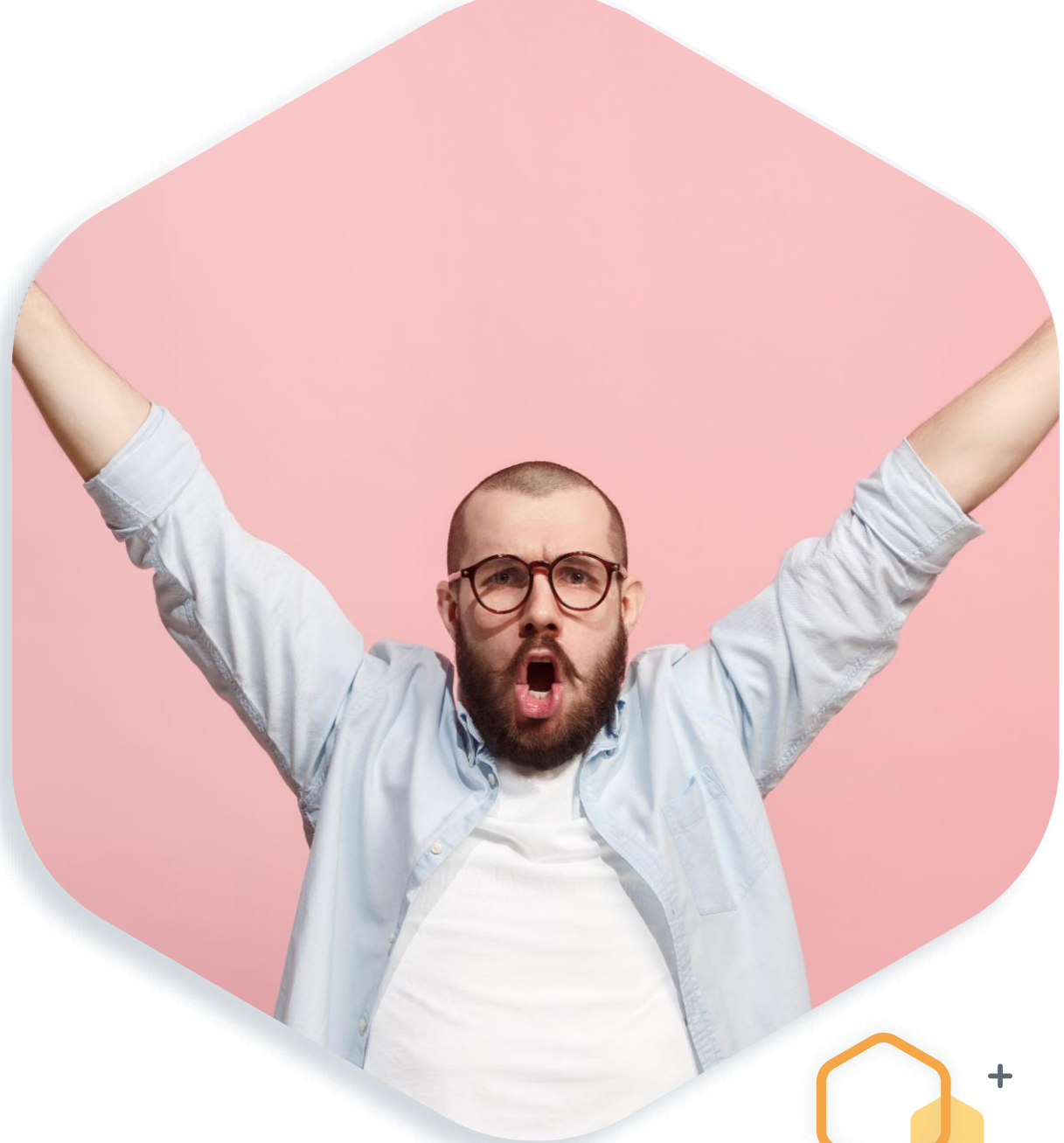


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Educate Supporters

Supporters are not everyday fundraisers. Without the proper resources to help them raise funds, they may end up becoming frustrated. Help them learn and feel confident in their fundraising abilities. Let's look at the following more in-depth:

- + A fundraising guide
- + Your story
- + Appeal templates



Guide to Fundraising

Fundraising is not an easy task. A guide to fundraising is a perfect way to help supporters understand what it takes to raise money.

- + Tips on how to raise money and tell their story (and yours!)
 - Include actions and items supporters should avoid
- + Help them get familiar with their fundraising tools (if it's not built in)
- + Include appeal templates

Get started ASAP!
Don't pull an all-nighter and wait until the day before your event to start asking for donations. You'll keep stress at bay and avoid disappointment if you start your fundraising efforts early!

Make a donation.
Show people you're serious about meeting your fundraising goal by making a contribution yourself. Share your donation on social media and ask people to join you on your quest for fundraising glory. Even if it's a small donation, people like seeing you practice what you preach!

Share your personal fundraising page on social media.
Take a break from the cute cat videos to share your personal fundraising page! Click the Share Even

Raise the bar.
If you meet your fundraising goal, raise it! People are more likely to give if you haven't met your goal yet. To update your goal, just click the Update My Goal button below the thermometer on your personal fundraising page!

Invite friends and family to join your team

Find a match.
Companies and employers will often match their employees' gifts. If you have an awesome employer who agrees to match donations, make sure your supporters know about the opportunity to double their impact!

Share a story from the nonprofit

SOCIAL POST TEMPLATES FOR PEER-TO-PEER FUNDRAISING PARTICIPANTS

Quincey Givens
10:00 am
Big shout-out to everyone who's supported the cause to [goal you'd like to achieve]. You guys rock! Want to take your support a step further? Join my team! Together we can accomplish more for [Nonprofit Name]. You can sign up here: [link to the registration page]. Just be sure to join my team, [Your team name], when registering! Let's hit this team fundraising goal out of the park!
Like Comment

Quincey Givens
10:00 am
Once upon a time... okay it wasn't that long ago, I asked you to support me during this fundraiser. But you're not just supporting me when you donate to [Nonprofit Name]. You're also helping [those the nonprofit serves]. Meet [name(s) of the nonprofit's beneficiaries]
[Nonprofit story].
When you donate to my fundraiser here, [fundraising page link], you help [those the nonprofit serves] [goal you'd like to achieve].
Like Comment





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Your Organization's Story

Remember that story we used earlier to recruit them?

Provide them with some easy-to-use statements for their fundraising! Make sure to include:

- + Common storytelling pieces you use in appeals
- + Client testimonials with excerpts they can use
- + Media they can share including impact videos and images

Few things make me happier than [specifics about supporting your cause].

As a [your nonprofit] supporter, you know we help to further our cause by [your fundraisers, projects, efforts to further your cause].

That's why I'm writing to you today. As need for our services continues to grow due to [specific cause statement], your generous support is more vital than ever in our ability to provide [services you provide, projects you complete].

You can help us complete [A, B, and C specifics about furthering your cause] by sending an urgently needed contribution to [your nonprofit] today. Here's what your tax-deductible donation can provide:



\$25.00

Cleaning supplies for one semester.



\$50.00

Art supplies for ten students for one semester.



\$100.00

A backpack filled with school supplies for one student.

[Insert specific statement of impact. You can use an image to illustrate impact, as shown in this example.]

You help to make so much good happen at [your cause] - cleaning supplies, art supplies, school supplies for children. Thank you. I hope you'll continue your commitment to [your nonprofit] with a generous gift to [your nonprofit] today at [website/online donation link].

We are deeply grateful for your continued support. Your

 **Brother Wolf Animal Rescue**
March 8 · 🌐

We wanted to give an update for everyone who has been asking about "Hope" the chemical burn puppy. The outpouring of love for this little one has been heartwarming. We are so very grateful to each and every one of you who has commented, shared her story and donated to ongoing medical care. Hope is going into surgery shortly to have a portion of her ear removed. She needs your support now more than ever. We have been working with the Newport Police Department to try and bring justice for Hope. If anyone has information please call them at 423 623 5556.



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Appeal Templates

Provide supporters fundraising appeal templates so they can quickly send appeals! Make sure to include:

- + Email templates including recruiting, various fundraising appeal emails, and thank you email
- + Social media templates for Facebook and Twitter
 - Include similar templates as email to give fundraisers a mix of templates to choose from
- + Text message templates

The screenshot displays a fundraising center interface. At the top, there's a header with a plus sign and a hexagonal icon. Below it, two social media posts are shown. The first post is titled "Invite friends and family to join your team" and features a green dashed outline of a hexagon. The second post is titled "Share a story from the nonprofit" and also features a green dashed outline of a hexagon. Both posts are from "Quincey Givens" and include a "Like" and "Comment" button. Below the posts, a "Fundraising Center Templates" menu is open, showing a list of templates with toggle switches:

Fundraising Center Templates	
Personal Emails Sent from the Fundraising Center	
Name	
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"/>





Motivate Supporters

Gamify your events and provide supporters incentives to meet fundraising goals.

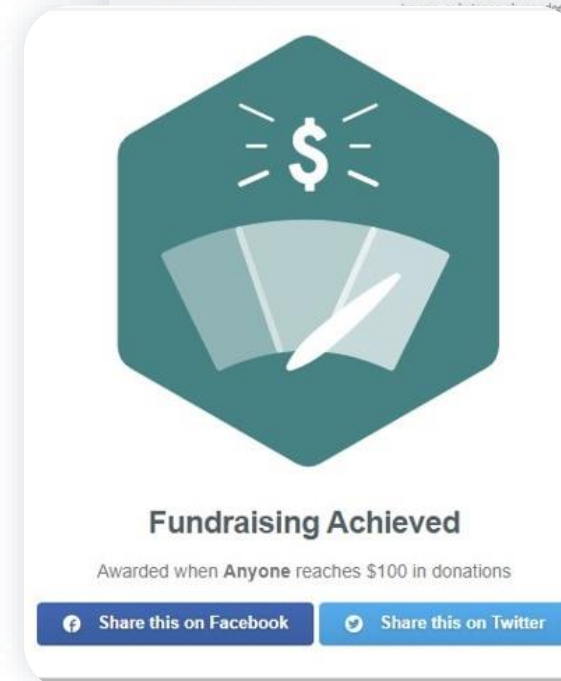


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Gamification

Gamification is the process of adding game mechanics to a non-game situation. In this case, nonprofits include game mechanics to make peer-to-peer fundraising more appealing for supporters.

- + Goals and thermometers
- + Fundraising badges
- + Fundraising leaderboards



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Fundraising Incentives

Offer incentives to individuals and/or teams to motivate them to raise money. These incentives will keep fundraisers focused on the prize and raising funds!

A few examples:

- + Item reward based on amount raised
- + A minimum for a team to participate an event
- + Event-based reward for amount raised



Toss The Boss: Send your (willing) boss Over the edge by raising a minimum of \$1500. Rally your co-workers to make it a company wide effort to raise funds and see your boss take that big step over the side of the Courtyard Marriott! Companies that participate in Toss The Boss will receive event day recognition.





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Send Encouragement

Fundraising is hard and even with all the tools and resources provided, some supporters may still be struggling to reach their goals. The #1 thing you can do to help them is to let them know you're there to help.

Try:

- + Emailing supporters who are struggling to gain momentum
- + Setting up automated emails that congratulate supporters for reaching fundraising milestones
- + Reach out directly. By phone, with a personalized note, or text.





Peer-to-Peer Fundraising Tools

Qgiv can help you with all of this!

Fundraising Dashboards

- + Upload a fundraising guide, social templates, email templates, text templates, story telling resources (and more!) to a **fundraising dashboard** for supporters to access.
- + Supporters can create and customize their personal and team **fundraising pages**.
- + A **welcome quest** will help supporters get familiar with their fundraising dashboard and will check off the 4 key behaviors!

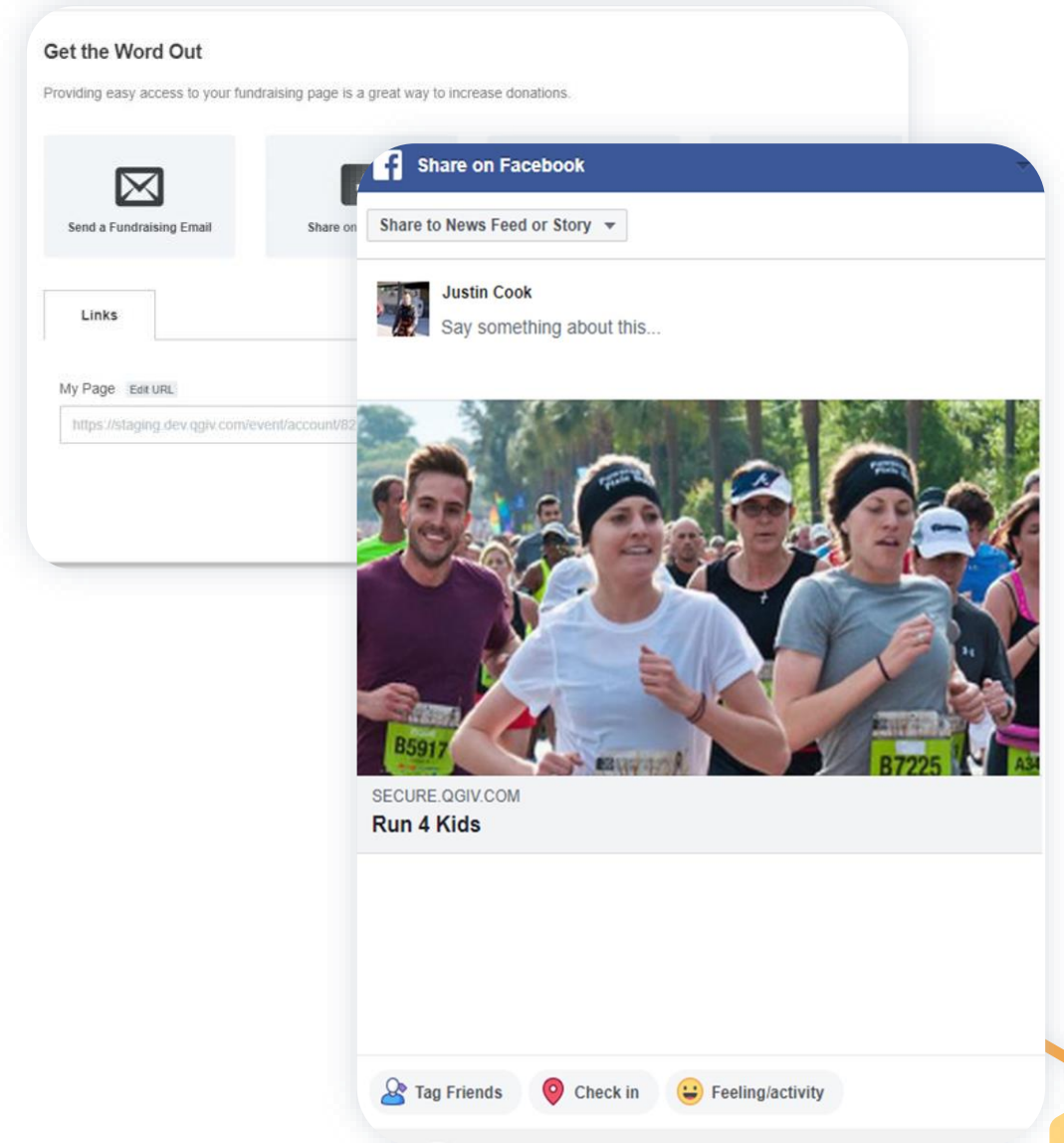
The image shows two overlapping screenshots of a fundraising dashboard. The top screenshot displays a sidebar with navigation options: Dashboard, Share Event, My Donations, Resources (highlighted), My Registration, and Manage Registrations. The main content area is titled 'Downloadable Resources' and lists files like 'This is helpful!', 'Qgiv Logo', and 'Greenhouse Party' with download links. The bottom screenshot shows a fundraising page for 'Operation Good Samaritan' with a progress bar indicating \$17,275.00 raised out of a \$17,000.00 goal, and a '101% of your goal reached' status.

The image shows a 'Complete Your Profile' dashboard. It features a list of tasks: 'Upload Your Avatar', 'Update Your Personal Page', 'Send a Fundraising Email', 'Raise Your First Online Donation' (marked as complete), and 'Share on Facebook / Twitter'. A 'Next Step: Upload Your Avatar' notification is visible. Below the tasks, there is a 'Get Rewarded!' section with a blue hexagonal icon and text: 'Completing your profile can lead to more donations. Plus, we'll give you a b'.



Communication Tools

- + Your organization and supporters will be able to communicate with your networks through **social media, email, and text**.
- + “**Personalization tokens**” and **email lists** help you and your supporters to personalize communications.
- + Supporters can **integrate with “Facebook Fundraisers”** to raise funds directly on their Facebook page








Gamification Tools

Qgiv's peer-to-peer fundraising platform has native gamification tools.

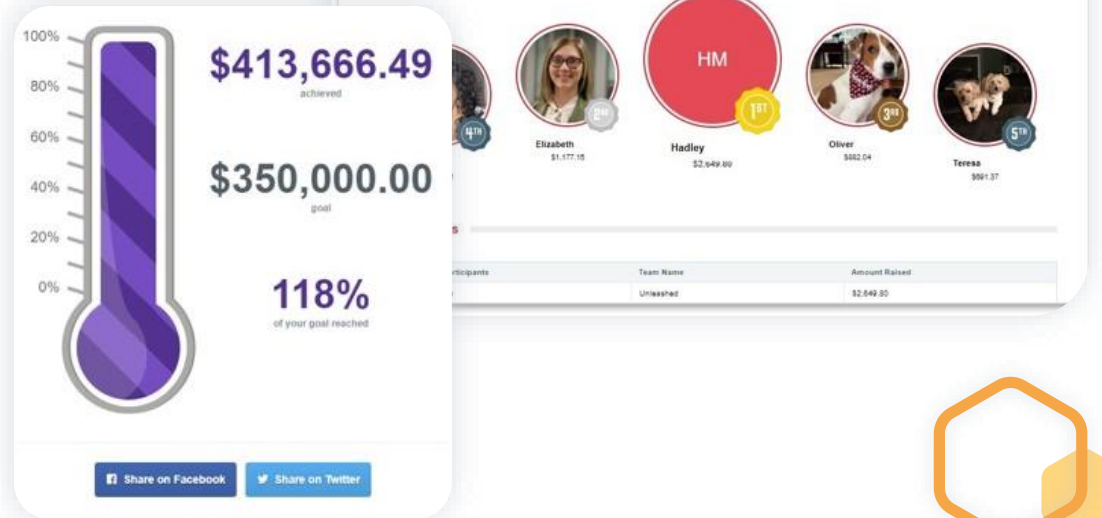
- + Create **custom badges** or use the default badge system.
- + Dedicated team and individual **leaderboards** that can be integrated on any page.
- + Create and customize **fundraising thermometers** to show fundraising progress.

PARTICIPANT BADGES

-  **Fundraising Achieved**
Award this badge when **Anyone** reaches 100 % of goal.
-  **Top Fundraiser**
Award this badge when **Anyone** raises the most funds for their event.
-  **Profile Completed**
Award this badge when **Anyone** completes their profile.
This badge is for the **Wellness** team.
-  **Team Fundraising Leader**
Award this badge when **Anyone** raises the most funds for their team.
-  **Most Donors**
Award this badge when **Anyone** has the most donors.



Leaderboard



Support and resources

You're at the center of everything we do and we're here to help you succeed.

- + Personal, one-on-one customer support at no extra cost.
- + Explore hundreds of free webinars, eBooks, blog articles, and other fundraising resources.
- + Be part of the development process! Our clients guide our platform development, which means your feedback is heard and incorporated into the system.





Let's recap

Recap



Recruitment

- Send clear communications, organize a group of dedicated supporters, and inspire supporters to fundraise.



4 Key Behaviors

- Supporters should: personalize their fundraising page, send fundraising emails, post to social media, and set and achieve fundraising milestones.



Empower

- Provide supporters with fundraising resources to help them fundraise.



Motivate

- Use gamification, offer prizes, and send encouragement to keep supporters motivated and fundraising.



Questions?