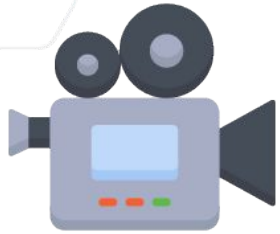


How to Recruit Board Members and Supporters to Raise Money with Network Fundraisers



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



+ **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 Speakers



Justin Cook
Director of Demand Generation



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What Are We Covering Today?

We're going to look at a few examples of cost-effective peer-to-peer fundraisers, including DIY fundraising and network fundraising. We'll provide you with actionable tips and takeaways, including:

- + Why peer-to-peer fundraising is an effective strategy
- + Fundraisers you can host without a large event
- + How to engage donors, volunteers, sponsors, and board members
- + Tools and resources you need to be effective
- + Examples from other nonprofits



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Why is peer-to-peer fundraising an effective strategy?



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Peer-to-Peer Fundraising

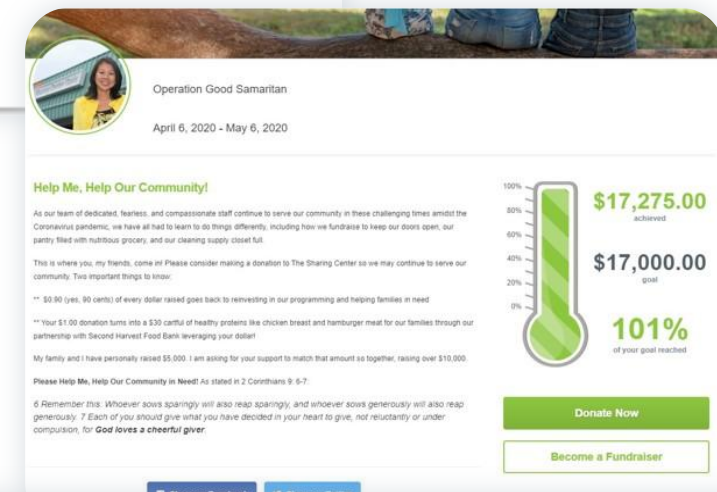
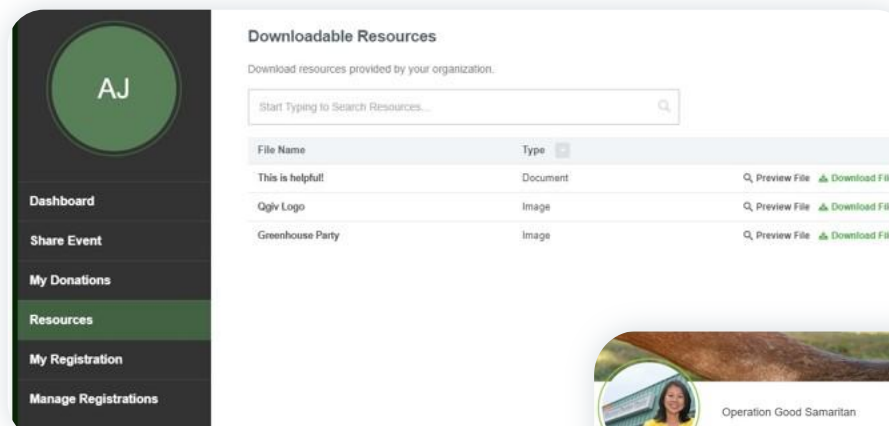
Peer-to-peer fundraising empowers your supporters to raise funds on behalf of your organization.

- + Storytelling for you and your supporters
- + Access to fundraising tools
- + Fun but competitive fundraising
- + Fundraising motivation



Fundraising Dashboards

- + Upload a fundraising guide, social templates, email templates, text templates, storytelling 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!





Types of Peer-to-Peer Fundraisers



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Types of Peer-to-Peer Fundraisers

There are a variety of peer-to-peer fundraisers that include in-person, hybrid, and virtual-only components.

- + Traditional peer-to-peer events, like 5Ks, walks, and bike-a-thons, require a ton of planning.
- + Cost-effective (and time effective!) alternatives:
 - DIY Fundraising
 - Network Fundraising





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DIY Fundraisers

DIY fundraisers aren't tied to one event and can run throughout the year. Your supporters create their fundraising page, generate campaign momentum, and raise money.

- + DIY fundraisers can easily revolve around celebrations
- + Creative ideas include:
 - Sales/Services - supporters create a page to sell goods or services (like a bake sale or car wash).
 - Activity workshops - supporters create a page describing the activity they are offering, and admission is a donation.



<https://www.qgiv.com/blog/diy-fundraising-ideas/>

<https://secure.qgiv.com/event/awencx/>





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Network Fundraising

Network fundraisers can be a standalone campaign, alongside a current campaign, or paired with an event. The idea is to engage well-connected community members to raise money and awareness for your nonprofit.

- + Board members
- + Local celebrities
- + Community leaders
- + Local businesses/corporations

Examples of network fundraising:

- + Standalone: offer an incentive to raise the most.
- + With an event: contest between fundraisers and donors vote for the best with donations.





How to Engage Donors, Volunteers, Sponsors, and Board Members



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Pre-Fundraiser Checklist

Before you start reaching out to supporters to fundraise, there are a few things you should do.

- + Form a committee
- + Create a retention strategy
- + Engage corporations or local businesses





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Build Your Advocate Group

Kickstart fundraising with a carefully selected advocate group.

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





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Inspire Supporters

Host a meet-and-greet to discuss your mission, provide fundraising resources, and show supporters how to use your fundraising software. During this meeting, you'll want to:

- + Show supporters the impact they'll make with testimonials and examples of your services
- + Be clear on how fundraising participation works and what's expected
- + Establish who supporters can reach out to for help or questions





+ 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.

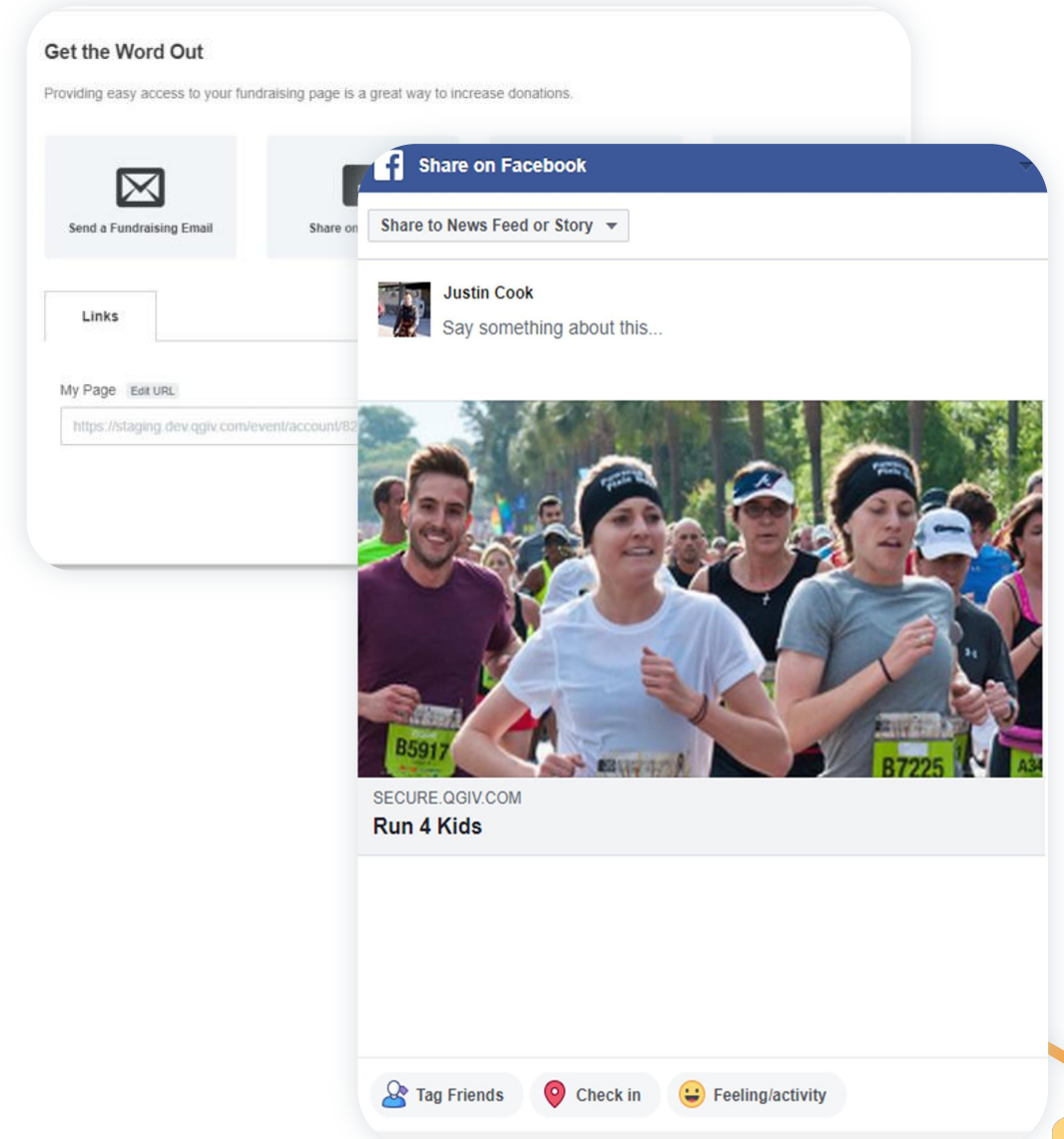
+ Reach fundraising milestones

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



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 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.

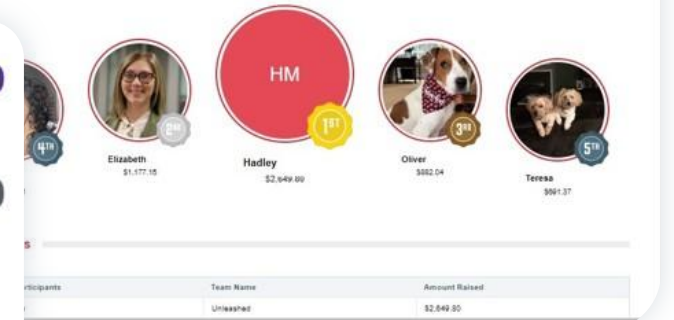
- + Create **custom badges** or use the default badge system.
- + Dedicated team and individual **leaderboards** that can be integrated on any page.
- + Create and customize **fundraising thermometers** to show fundraising progress.

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 Wel...
-  **Team Fundraising Leader**
Award this badge when **Anyone**...
-  **Most Donors**
Award this badge when **Anyone**...



Leaderboard





Peer-to-Peer Fundraising Resources



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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!

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 employees know about the opportunity to double

Invite friends and family to join your team

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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<https://go.qgiv.com/participant-fundraising-tips>

<https://go.qgiv.com/p2p-social-email-templates>





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DIY and Network Fundraising Toolkit

This has everything you need to host DIY & Network fundraisers including:

- + Guides, tips, best practices, and ideas
- + Fundraising resources for your supporters
- + Examples from other nonprofits



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Examples of DIY and Network Fundraisers



What can you bring back to your community?

- + Where to find network fundraisers?
 - + Think of the qualities you want and create mission awareness
 - + Look to local partners and celebrities for network fundraisers
 - + Network and build relationships by educating the community
- + Talk about the benefits fundraisers will receive by joining this elite campaign
 - + Provide digital and tangible incentives
 - + Recognize, thank, and repeat!
- + Coach your fundraisers and provide resources they need to be successful
 - + Website and additional marketing materials
 - + DIY event ideas
- + You don't have to do an event to promote network fundraising
 - + Host socials and award ceremonies to create networking opportunities
 - + Can tie into an existing event

Mr. Central Florida
Central Florida Speech and Hearing Center

I am humbled and pleased to announce I am running for Mr. Central Florida 2021. This is an annual contest and event that raises money for the Central Florida Hearing and Speech Center, a nonprofit organization that provides world-class specialized speech and hearing treatments for people of all ages, regardless of the patient's ability to pay.

This contest isn't about me, I have a nephew with verbal apraxia and wholeheartedly understand how a compassionate hearing and speech team can vastly improve the quality of life for a child and their family.

Please help show your support with a donation of any amount by visiting the link below or by scanning the QR code. Every dollar donated counts as a vote and goes directly to the Central Florida Hearing and Speech Center. I look forward to helping them raise funds and community awareness in any way I can and hope to see your votes and support for this amazing cause.

A dollar won't change your life but it will change a life of a child at the Central Florida Speech and Hearing Center. I am personally asking for a \$1.00 donation. Every dollar counts. It takes less than a minute to donate, please scan the QR code to donate or learn more about the nonprofit. Thank you!

HELP FEED A HUNGRY NEIGHBOR TODAY
Every \$1 donated provides \$8 worth of food

\$20 provides a food box to a senior who is unable to visit a food pantry	\$30 provides \$240 worth of food for a family struggling to make ends meet	\$60 provides a food-filled backpack to a child every weekend for a month
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71,000
People rely on Northern Illinois Food Bank's network of community food pantries and feeding programs each week.

97%
of resources fund programs that help feed our hungry neighbors.

NORTHERN ILLINOIS FOOD BANK
A member of FEEDING AMERICA

www.SolveHungerToday.org

stroke rehabilitation
social skills of language
verbal apraxia
auditory processing disorders
autism spectrum disorders

Every dollar matters and WILL change lives...

- \$25 - provides one-year of hearing aid batteries for a patient
- \$50 - provides speech therapy for child with autism
- \$120 - provides cognitive therapy for a stroke patient
- \$140 - provides a program to teach someone how to hear again

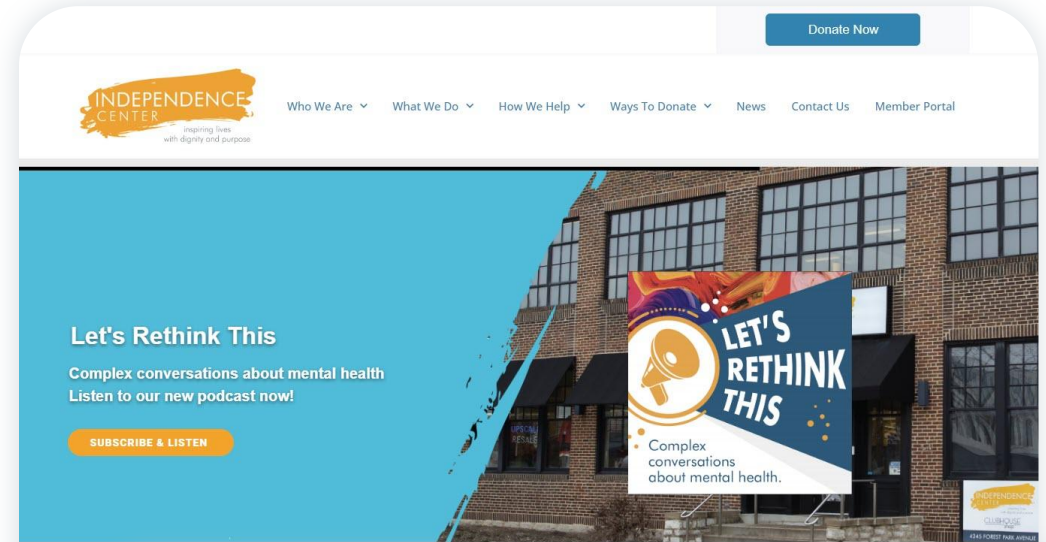


Dancing with the St. Louis Stars

Independence Center

Independence Center hosts an annual dancing competition.

- + Find and recruit local business leaders
- + Business leaders work with dancers and then compete (either live or via livestream)
- + Guests can then vote for the winner by donating
- + This is their signature fundraiser and 2022's event raised over \$737,000!



Northern Illinois Foodbank Fundraisers and Food Drives

Northern Illinois Foodbank used a peer-to-peer site to enable supporters to host fundraisers and food drives.

- + Educate supporters on the mission
- + Provide a variety of ways constituents can engage and educate them on how they can register
- + Create turnkey resources and social media graphics
- + Utilize badges and leaderboards to keep momentum going



Social Media Tools

Sharing your Online Fundraiser on social media is one of the most effective ways to grow your fundraising!

You can download one of our social media designs by clicking the image to access the download file.

To take your post to the next level, make sure to tag Northern Illinois Food Bank in your social media!

For Teams:

WE'RE FUNDRAISING TO FEED OUR NEIGHBORS

For Individuals:

I'M FUNDRAISING TO FEED OUR NEIGHBORS

Click Image to Download

Our fundraising pages are great for many different types of fundraisers!

Corporate Events

Get your co-workers, vendors, or customers involved by creating a customized page to mobilize your supporters around your philanthropic goals!

Celebrations

Honor a birthday, holiday, or party by spreading hope with the Food Bank!

DIY Fundraisers

You can create a fundraiser for ANYTHING! You can tie it to your hobbies, or a craft, or make it a just-because-you-care way to give back.

Athletic Events

Train for your favorite event or set your own personal goal and tie it to a fundraiser to feed neighbors!





Peer-to-Peer Fundraising Tools

Qgiv can help you with all of this!



Put relationships at the heart of your fundraising.

Bring together the best of fundraising, volunteer, and donor relationship management with a unified giving platform! Connect with your donor community to raise more donations and build support for your world-changing work.

- + Attract new donors to support your cause and leave lasting impressions throughout their giving experience.
- + Level up your fundraising results and unlock future giving potential by unifying your donor data and tools.
- + Build meaningful relationships with deeper donor insights and time saving tools.





Have Questions?

Are you a Qgiv customer?

Email us at
support@qgiv.com

Interested in using Qgiv?

Request a demo through
qgiv.com/demo-request

Have questions about
best practices?

Visit qgiv.com/blog





Q&A