



5 Peer-to-Peer Tools that Raise More Money (and How to Make Them Work!)

Thursday, July 23 | 2:00-2:30 p.m. EDT



Learn to raise more online!

Qgiv is an online fundraising platform that makes it easy for nonprofits of all sizes to raise more money online.

We put special emphasis on building tools that make it easy for you to make your donors feel like superheroes. We've got solutions for every nonprofit, including year-round fundraising tools, text giving, peer-to-peer fundraising, and more.

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 chat box to the left to ask your questions: we'll answer them in a Q&A section at the end of the presentation

Who's On the Webinar?



Abby Jarvis,
Nonprofit Education
Manager



Andrew Denniger,
Senior Account Executive

Tool One: User-Friendly Design

Build a peer-to-peer page that is:

- + Eye-catching but not overwhelming
- + Appropriate images and story
- + Elements that tell your story (in words and in video)
- + User-friendly
- + Strong call to action (donate or participate)

The screenshot shows a fundraising page for Lakeland Volunteers in Medicine (LVIM). At the top, there is a banner for a community event titled "Carry On My Wayward Swan" from March 26, 2019, to April 25, 2019. The banner lists activities like "SWAN BOAT RACES", "LIVE ENTERTAINMENT", "YOUTH ACTIVITIES", "DERBY HAT CONTEST", and "FIREWORKS". It also mentions sponsors like "2019 Leaders of Polk", "PUBLIX SUPER MARKETS CHARITIES", "ROOMS TO GO Foundation", and "ARTWORK BY MOHAWK".

The main content area features a video titled "About LVIM (2017)" with a play button overlay. Above the video, text reads: "When you donate to Lakeland Volunteers in Medicine, you're doing more than supporting a cool nonprofit. You're donating peace of mind to Polk County's working uninsured." To the right of the video is a progress meter showing 67% completion, with a goal of \$1,409.94. Below the meter are buttons for "Donate Now", "Share on Facebook", and "Share on Twitter".

Below the video, there is a section titled "What's Lakeland Volunteers in Medicine?" with a brief description: "Lakeland Volunteers in Medicine (LVIM) provides top-of-the-line medical services to Polk County's working uninsured. When you support them, you help hardworking families in our community get the healthcare they need."

Tool One: User-Friendly Design

Check out this example!

- + Streamlined and simple
- + Easy to navigate
- + Cohesive branding
- + Compelling story
- + Strong CTA that encourages interaction

The screenshot shows a fundraising website for 'The Pinwheel Party' benefiting 'Flashes of Hope'. The page features a vibrant, colorful background with a pinwheel theme. At the top, there are navigation links for 'Home', '2020 Pinwheel Party Sponsors', and 'Meet The Teams'. The main heading reads 'THE PINWHEEL PARTY' in large, bold letters, with 'BENEFIT FLASHES OF HOPE' below it. A 'PRESENTED BY' section includes logos for Porsche and K&D. To the right, there are images of cassette tapes, one labeled 'FLASHES OF HOPE '80s MIX TAPE' and another labeled '2020'. Below the main heading, the date 'February 28, 2020' is displayed. A paragraph describes the event: 'It's like Totally Awesome Dude! Pull out your neon spandex and hairspray for a rad night at the 5th annual Pinwheel Party. Dance to live music with the band 1988 and enjoy heavy hors d'oeuvres from Fahrenheit, a full open-bar including speciality cocktails from our bartending teams and valet parking. We promise, Ferris, no joy-rides in your car.' To the right of this text is a 'The Pinwheel Party 2020 Leaderboard' with a dropdown menu for 'Teams'. The leaderboard lists five teams and their fundraising amounts: The Blue Team (\$12,512.80), The Yellow Team (\$12,414.03), The Red Team (\$7,357.50), The Purple Team (\$7,280.00), and The Green Team (\$7,266.20). A 'View Full Leaderboard' button is located below the list. To the right of the leaderboard is a progress indicator showing 100% completion, with a thermometer graphic and the text '\$46,830.53 achieved'. A 'Give Now!' button is positioned below the progress indicator. At the bottom right, there is a section for 'Flashes of Hope on Facebook' with a 'Visit Our Facebook Page' link. On the left side, under 'Sponsored By', there is a logo for Universal Windows. At the bottom, there is a 'Recent Activity' section with two entries: 'square for blue donated \$1,600.00 to The Blue Team' and 'cash purple donated \$40.00 to The Purple Team', each with a share button for Facebook and Twitter.

Tool One: User-Friendly Design Examples

JOIN THE #INCLUSIONREVOLUTION AND BECOME A HOMETOWN HERO!

BCI's Hometown Hero Virtual 5K
May 23, 2020 - May 25, 2020

Log In or Sign Up

Step 1: Register for the Virtual 5K & Movement Challenge
[Register Now](#)

Step 2: Join the Hometown Hero Group on Facebook
[Join on Facebook](#)

Step 3 (Optional): Download the Strava App to Track Activity
[Sign up on Strava](#)

Step 4: Get Moving! Check Out the Activity Chart
[Activity Chart](#)

Presented By
BCI
People+Partnerships+Community

What is a Virtual 5K & Movement Challenge?
A Virtual 5K and Movement Challenge is a fitness challenge that you can participate in on your terms and your abilities! Choose from a variety of activities (see chart below) designed to get you moving and you can complete your goal at any location at your own pace. You can run a traditional 5K at your favorite park or trail or ride a bike, climb the stairs in your home, complete rigorous house or yard work- it's all up to you!

Hometown Hero Leaderboard

1	Susie Outler	\$1,875.00 raised
2	Mary Harvey	\$445.00 raised
3	Cindy Mebrner	\$350.00 raised
4	Libby Waddell	\$250.00 raised
5	Annalize Ruzicka	\$55.00 raised

[View Full Leaderboard](#)

Alternative 5K Activities

How Many "Steps" Are in Other Activities?

Walking	2,640
Jogging	1,320
Running	660
Cycling	1,320
Swimming	1,320
Staircase	1,320
Housework	1,320
Yardwork	1,320
Other	1,320

Donate Now

Register For This Event

Thank You to Our Donors!

Most Recent | Top Donors

Anonymous | \$25.00 | Last month

Home | Donate | Host | Auction

SEATTLE SHAKESPEARE
Bill's Bash

Welcome to Bill's Bash Live!
Seattle's liveliest gala, now in your own home.

Thank you to everyone who was part of Bill's Bash Live! The thermometer will be updated soon, but we far exceeded our goal. You gave over \$320,000 to keep Shakespeare strong in Seattle!

If you have any questions, please email our development director, Heidi McElrath, at heidim@seattleshakespeare.org.

\$230,831.48 achieved
\$250,000.00 goal
92% of your goal reached

[Donate Now](#)
[Host a Mini-Bash](#)

Welcome to Bill's Bash!

[View All](#)

Bill's Bash Leaderboard
Individuals

Seattle Shakespeare is a professional, classical, year-round theatre company that reaches across barriers of income, geography, and education to bring classical theatre to life for everyone in Washington State.

Bill's Bash is Seattle Shakespeare Company's annual fundraiser, happening online for the very first time! Together, we'll keep these classic works alive in schools, communities, and on stage, for today and for the future.

Tool One: User-Friendly Design

What you can do right now:

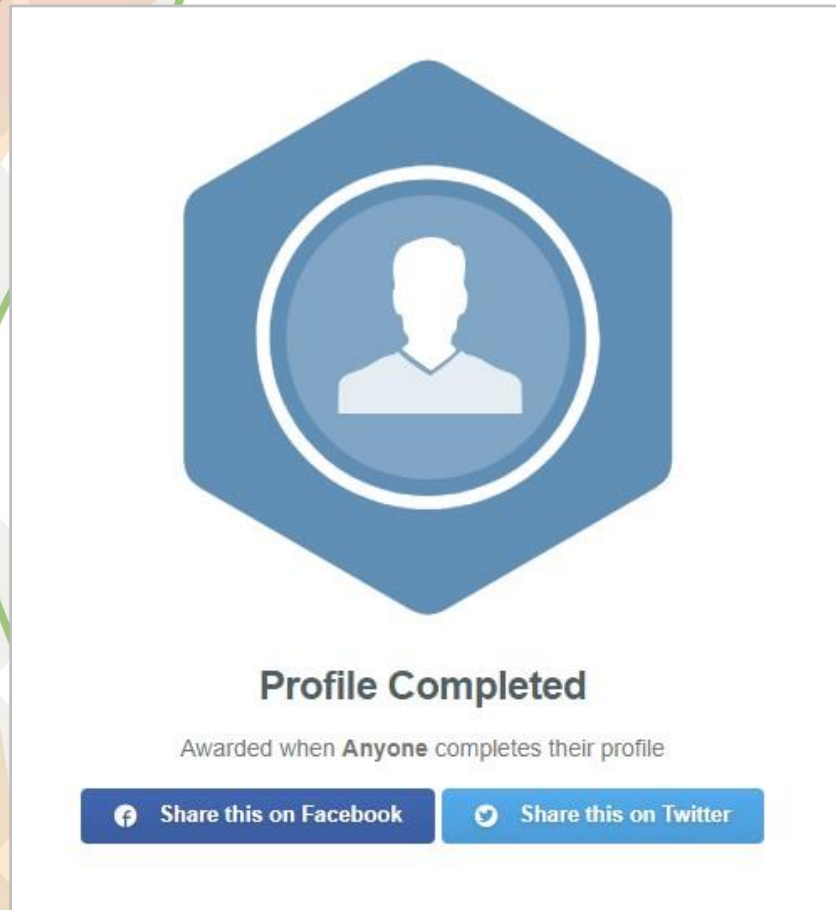
- + Use your org's branding
- + Add copy that will help your participants and donors visualize their impact
- + Add some high-quality images
- + Streamline your registration and donation processes
- + Make sure info is easy to find

The screenshot shows a website for the #BeaHeroChallenge. At the top, there is a navigation bar with links: Home, Event Info, Register Here, Fundraising Tips, Sponsors, and Donate. The main header features the hashtag #BEAHEROCHALLENGE in large blue letters, with two cartoon beaver characters in superhero costumes (one in a blue suit with 'HH' on the chest, the other in a blue suit with a red cape) in the center. Below them is the slogan '-POSE LIKE A HERO-' and the text 'HOLTON'S HEROES'. To the left and right are images of people posing as the beaver characters.

The main content area is titled 'Holton's Heroes Virtual Summer Event' and '#BeaHeroChallenge for Pediatric Brain Injury Survivors'. It includes a paragraph about the event's mission to raise awareness and acceptance for children recovering from brain injuries. Below this is a 'TOTAL EVENT TALLY' section with a thermometer graphic showing progress: \$26,481.71 achieved out of a \$50,000.00 goal, which is 52% of the goal reached. A 'Donate Now' button is located below the tally.

There is also a section for 'Philadelphia Eagles Cheerleader Gabby Is a Frontline Hero!' with a photo of a cheerleader. At the bottom, there is a video player showing a man posing as the beaver character, with social media icons for Facebook, Instagram, TikTok, Twitter, and Snapchat. Below the video is a 'SIGN UP HERE' button.

Tool Two: Gamification

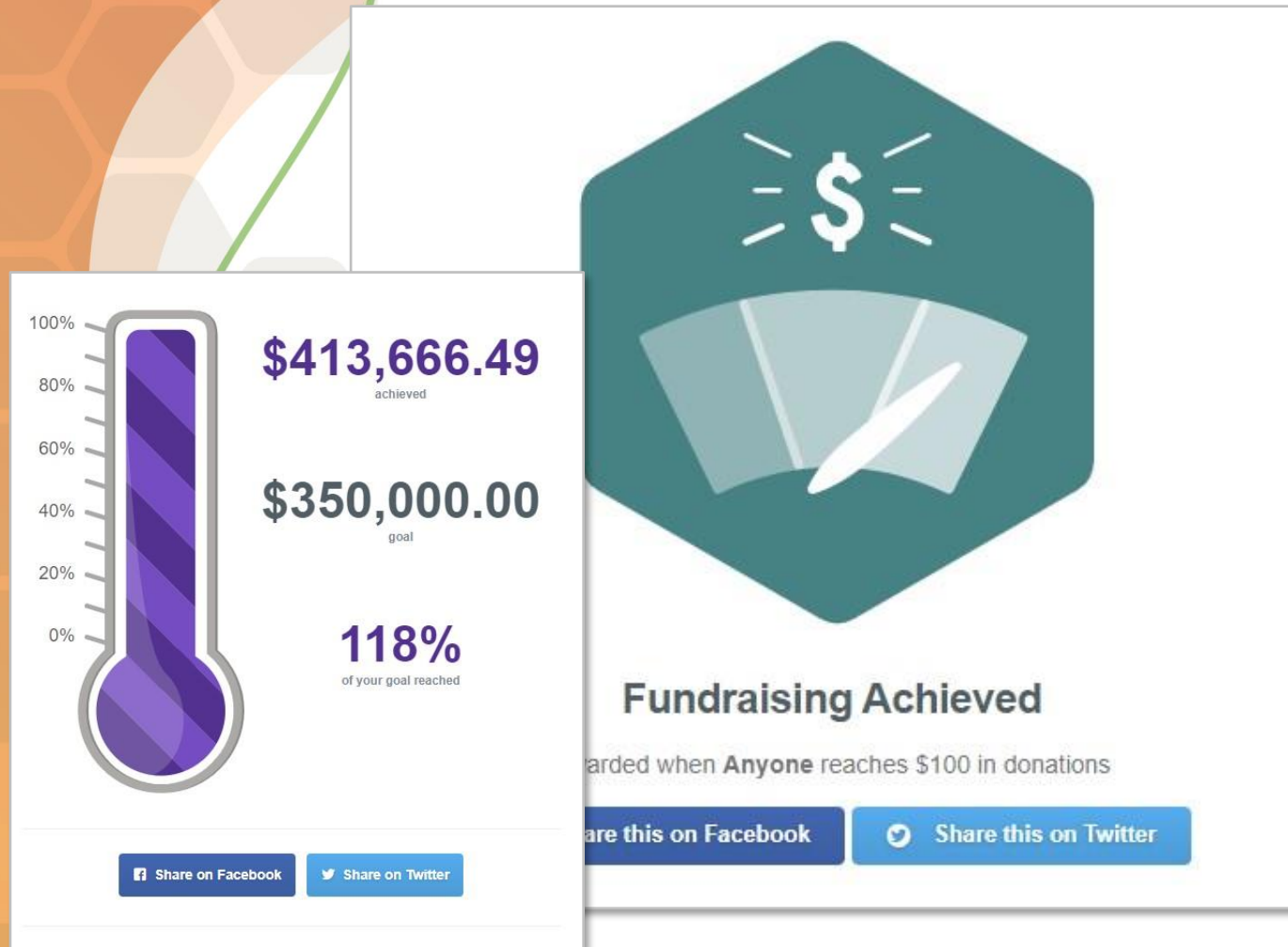


- Having gamification elements in your event:
- + Makes fundraising a game or contest
 - + Encourages ongoing engagement from participants
 - + Encourages ongoing engagement from participants
 - + Can be used to teach new participants

Tool Two: Gamification

Gamification can include:

- + Thermometers
- + Leaderboards
- + Badges
- + Voting by donating
- + Incentives



Tool Two: Gamification Examples



Leaderboard



Tier 1 - Fundraising Achieved!



Tier 2 - Fundraising Achieved!



Tier 3 - Fundraising Achieved!



Tier 4 - Fundraising Achieved!

Team Name	Amount Raised
Unleashed	\$2,649.80

Tool Two: Gamification



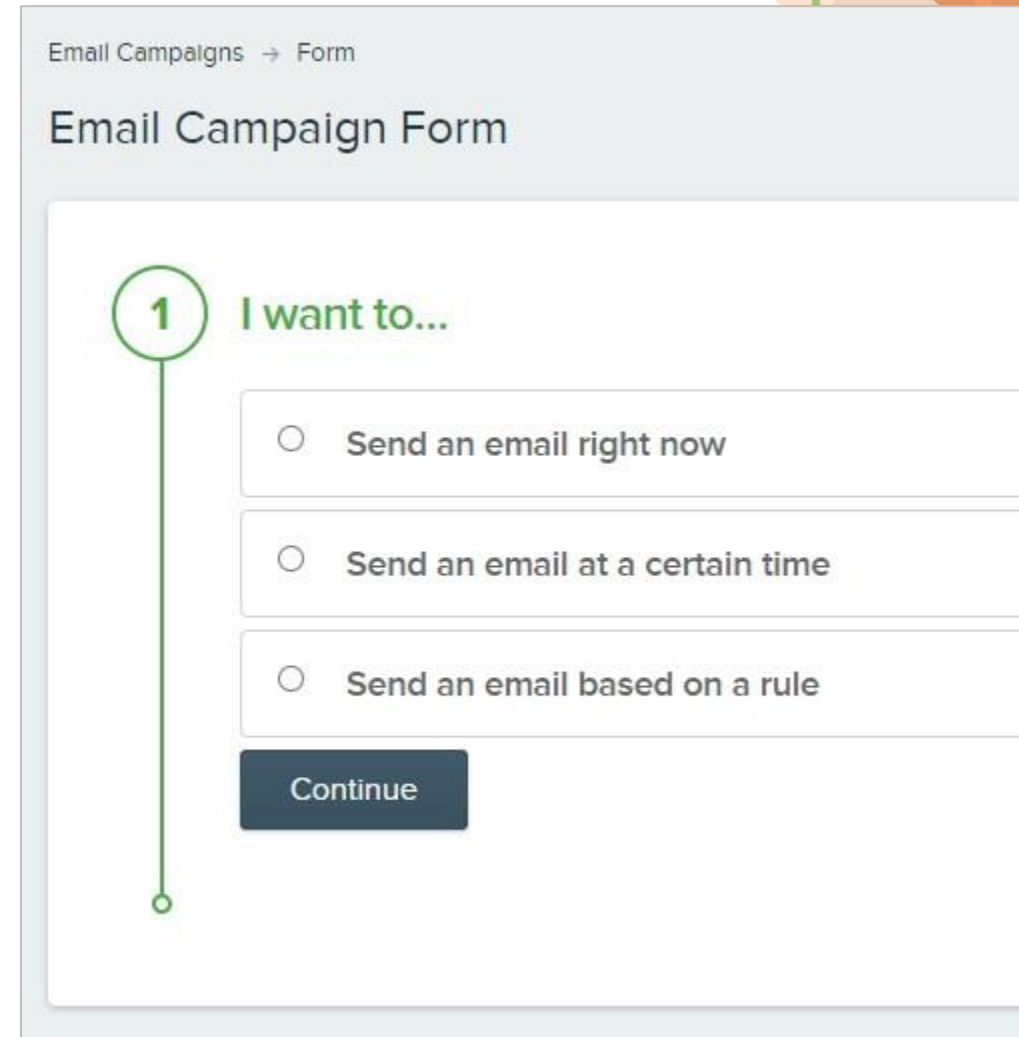
What you can do right now:

- + Help donors and participants visualize progress
- + Add a leaderboard to your page to encourage competition
- + Set fundraising milestones and reward participants
- + Help your participants learn to raise money

Tool Three: Email Campaigns

What they are:

- + Targeted emails that are sent to participants over the course of the event
- + Sent based on parameters like amount raised, last login, or time
- + Ensure you're sending relevant emails to participants
- + Useful when encouraging participants or communicating important details about the event



Email Campaigns → Form

Email Campaign Form

1 I want to...

- Send an email right now
- Send an email at a certain time
- Send an email based on a rule

Continue

Tool Three: Email Campaigns

What they look like:

- + Relevant to a participant's level of participation, experiences, etc.
- + Informative and encouraging
- + Tone of gratitude and excitement
- + Gives fundraisers an idea of appropriate next steps

1 I want to...

Send an email right now

Send an email at a certain time

Send an email based on a rule

Rule Type: Last Log In ▼

Send my email when they have not logged in in the last 7 days

Continue

Tool Three: Email Campaigns Example

YOU ARE AMAZING!

Your Hard Work Is Paying Off

Dear Lucy,

You've officially raised more than \$500 -- that's amazing! That puts you in the top 3% of our fundraisers, and that is a huge accomplishment. We're so proud of all the hard work you've put in to raising that amount of money -- thank you so much for the time and effort you're putting into your fundraising. Every penny you raise makes a difference... and you have raised a ton of pennies.

Did you know that donors are more likely to give if they see that other people have given before them? It's true! Try giving your donors a shout-out on social media; people will see that others are supporting you and how much you appreciate their support. That kind of social proof is really inspiring to others!

Our event is coming up in just a few weeks, and we're so excited to see you blow away your fundraising goal. You're amazing -- thank you for all you do!

Cheers!

Abby Jarvis
The Qgiv Foundation

Tool Three: Email Campaigns

What you can do right now:

- + Decide how your participant base can be segmented
- + Create email content that coaches, encourages, and inspires
- + Build a schedule for email campaigns that will engage participants throughout the event
- + Make sure to send an email in the days before your event with important details



Tool Four: Matching Gifts



What it is:

- + Corporate partners team up with your nonprofit to match gifts
- + Usually done within limits
- + Great for boosting donations (donors love knowing their gift counts twice)

Tool Four: Matching Gifts

What it looks like:

- + Can be done with in-platform tools, add-ons, or by hand
- + Should be simple for donors and registrants to manage
- + Recognize companies that match donations

Matching Donations

This donation can be matched

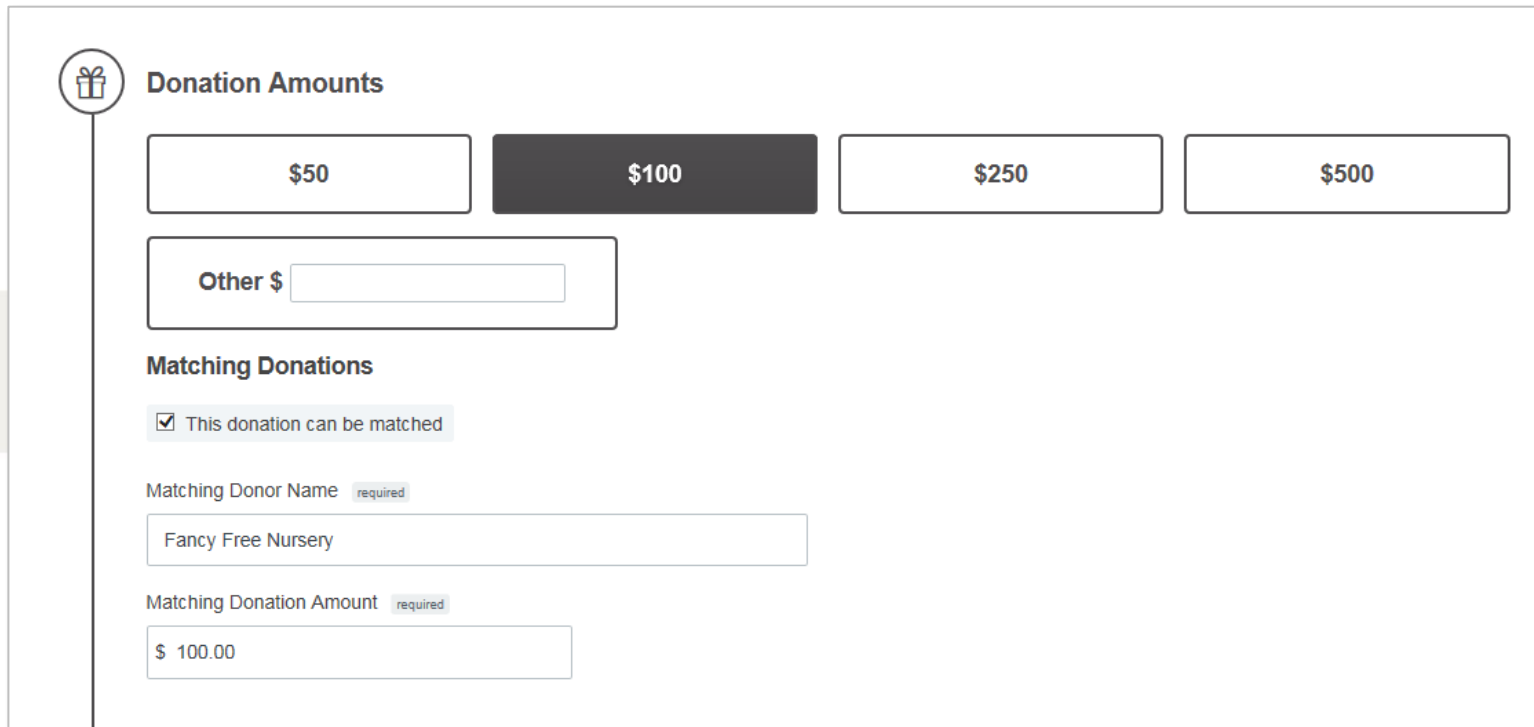
Matching Donor Name required

Matching Donation Amount required

\$

Tool Four: Matching Gifts Examples

One option is to include matching gifts fields on your form through your fundraising platform.



The screenshot shows a form titled "Donation Amounts" with a gift icon. It features four buttons for donation amounts: \$50, \$100 (highlighted in dark grey), \$250, and \$500. Below these is an "Other \$" field. The "Matching Donations" section includes a checked checkbox "This donation can be matched", a "Matching Donor Name" field with "Fancy Free Nursery" entered, and a "Matching Donation Amount" field with "\$ 100.00" entered.

Donation Amounts

\$50 \$100 \$250 \$500

Other \$

Matching Donations

This donation can be matched

Matching Donor Name required

Matching Donation Amount required

Tool Four: Matching Gifts Examples

Another option is to include a matching gifts widget. This is a great option if you're already using a third-party service to find & track gifts.

Enter the name of your company:

Matching Gift and Volunteer Grant information provided by



Double the Donation
matching gifts made easy

Tool Four: Matching Gifts Examples

You could also handle matching gifts offline. Work with vendors and companies individually to track which gifts qualify for matching.

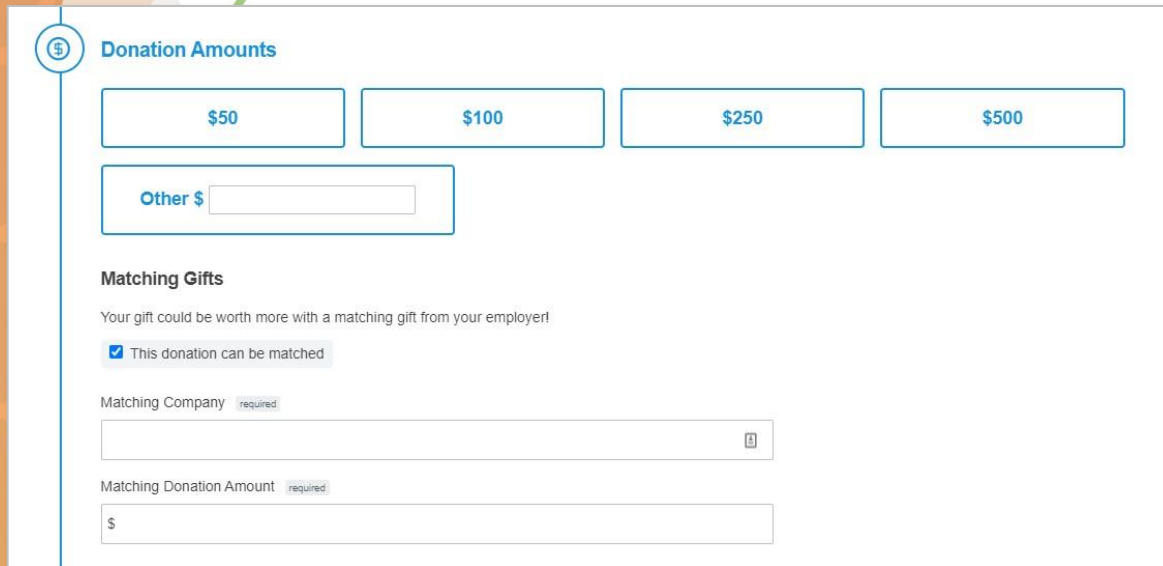
Matching Gifts Sponsors

		
<p style="text-align: center;">Green House Garden Store</p> <p>Thank you to the Green House Garden Store for being a matching gifts sponsor! The Green House will match all funds raised by Green House employees up to \$5,000.</p>	<p style="text-align: center;">WellDyne</p> <p>Our friends at WellDyne have generously offered to match all gifts made to their employees up to \$10,000.</p>	<p style="text-align: center;">Fancy Free Nursery</p> <p>Live in Tampa? Donate to any Tampa team member and Fancy Free will match your gift up to \$100!</p>

Tool Four: Matching Gifts

What you can do right now:

- + Start building relationships with local companies whose mission complements yours
- + Make it easy for donors to submit matches
- + If you have a match offer, add information about it to your event page, donation page, social posts, and participant toolkits or resources



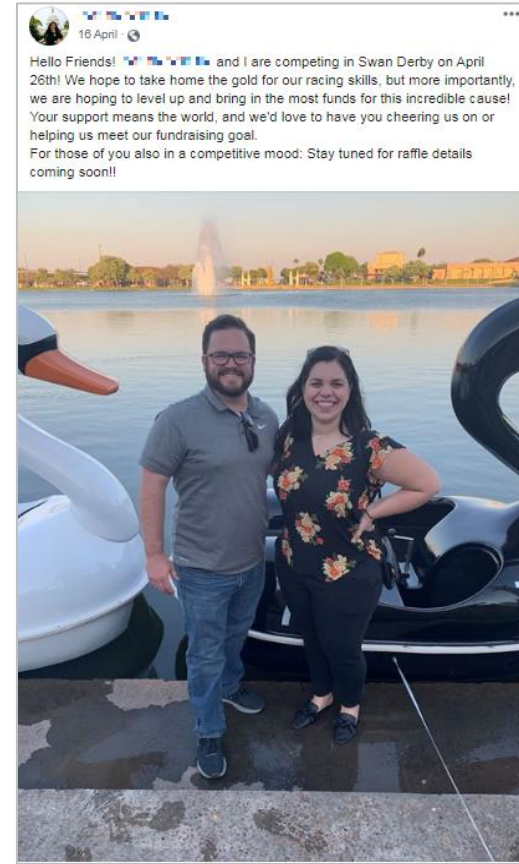
The screenshot shows a donation form with the following sections:

- Donation Amounts:** Four buttons for \$50, \$100, \$250, and \$500, and an "Other \$" input field.
- Matching Gifts:** A section with the heading "Matching Gifts" and the text "Your gift could be worth more with a matching gift from your employer!". It includes a checked checkbox "This donation can be matched", a "Matching Company" dropdown menu (required), and a "Matching Donation Amount" input field (required).

Tool Five: Social Settings

What you can do right now:

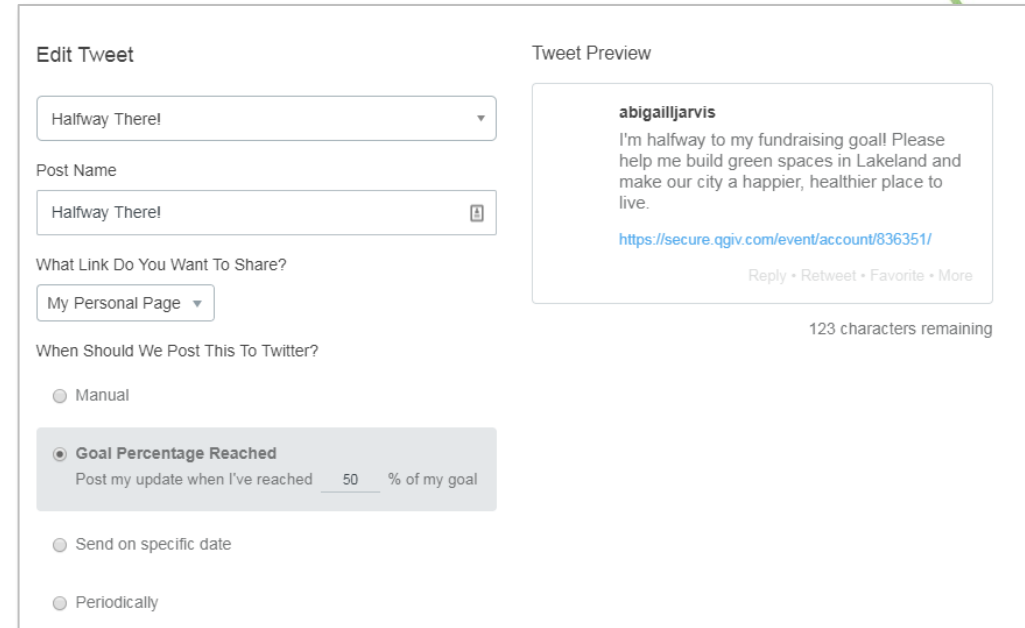
- + Social integrations makes fundraising easier for you and participants
- + Tools like templates and scheduled posts reduce the amount of time and energy spent posting
- + Facebook Fundraising integrations lets participants raise money on Facebook and track it in their dashboards



Tool Five: Social Settings

What they look like:

- + Pre-set thumbnails and meta descriptions
- + Templates for social media updates and fundraising appeals
- + Social sharing options to encourage participation
- + Facebook Fundraisers integration that makes raising money easier



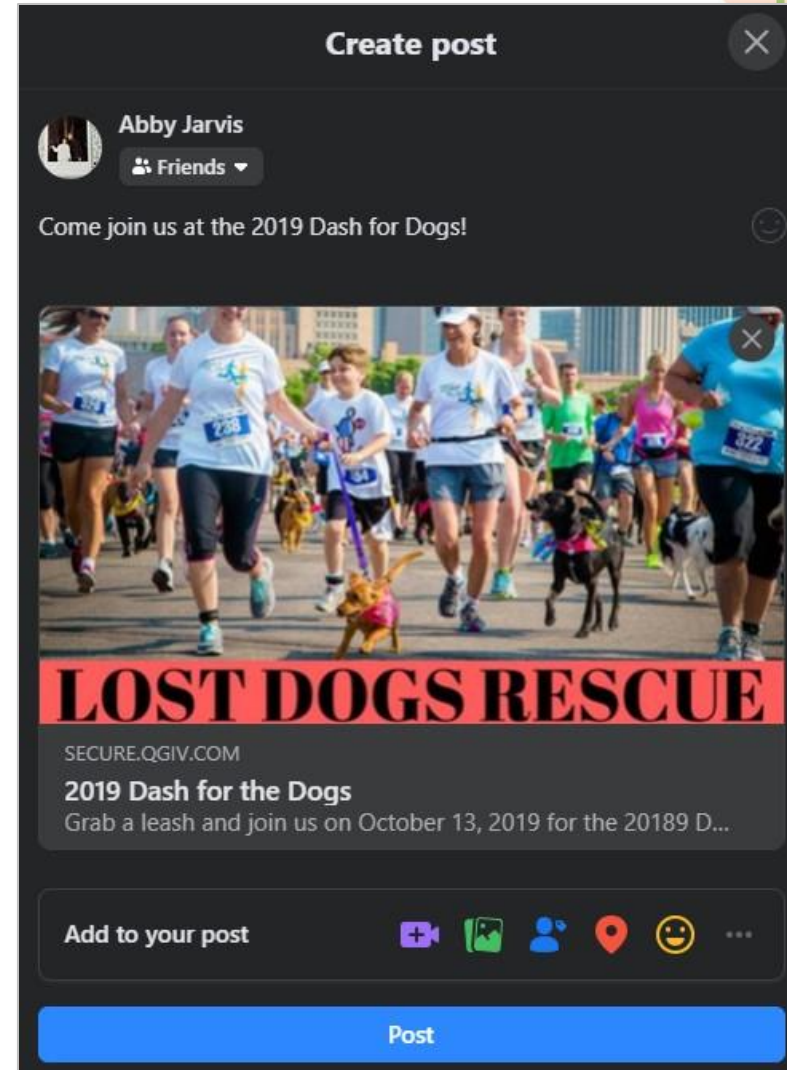
The screenshot displays the 'Edit Tweet' interface. On the left, under 'Edit Tweet', there are several input fields: a dropdown menu with 'Halfway There!' selected, a 'Post Name' field containing 'Halfway There!', and a 'What Link Do You Want To Share?' dropdown with 'My Personal Page' selected. Below these is a section titled 'When Should We Post This To Twitter?' with three radio button options: 'Manual', 'Goal Percentage Reached' (which is selected), and 'Send on specific date'. Under 'Goal Percentage Reached', there is a sub-field 'Post my update when I've reached' with '50' entered in a text box, followed by '% of my goal'. At the bottom is a 'Periodically' option. On the right, under 'Tweet Preview', the text reads: 'abigailjarvis I'm halfway to my fundraising goal! Please help me build green spaces in Lakeland and make our city a happier, healthier place to live.' Below the text is a blue link: 'https://secure.qgiv.com/event/account/836351/'. At the bottom right of the preview, it says '123 characters remaining' and 'Reply • Retweet • Favorite • More'.

Tool Five: Social Settings

Encourage social posting by providing templates, pictures, and other resources:

- + Gives participants confidence when asking for donations or sending updates
- + Helps establish consistent tone and branding elements
- + Makes it easier for very busy participants to post to social channels

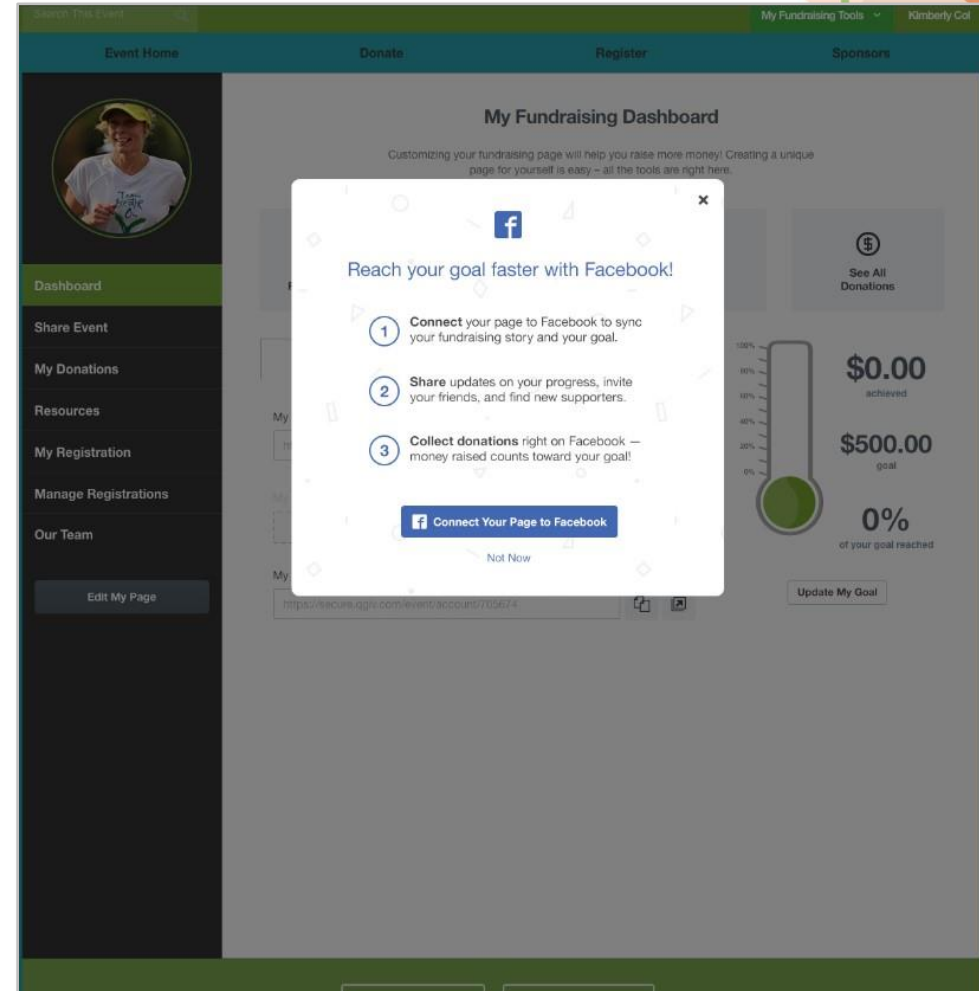
Get donors in on the action by encouraging them to share, too!



Tool Five: Social Settings

More about Facebook Fundraisers

- + Lots of participants accidentally add “donate” buttons to their posts not knowing it’s unconnected to their P2P page
- + Setting up a Facebook Fundraiser integration can prevent this!
- + Donations made on FB reflect on their P2P thermometer and vice-versa
- + Easier for staff and bookkeeping, too!



Tool Five: Social Settings

What you can do right now:

- + Create templates your participants can use for social posts
- + Provide assets participants can use, like images or talking
- + Add social sharing options to your event page and donation confirmation pages
- + Set up a Facebook Fundraiser integration and help participants use it



Virtual Walk Information

Stepping back but not stepping away!

Our 100% online virtual walk allows participants, teams and donors to continue to give, participate and raise awareness even without a local walk location as well as for those who need to practice social distancing due to health concerns.

You can also donate to our walk by texting PWDET to 50155!

[Share on Facebook](#) [Share on Twitter](#)

What do I do next?



+ Evaluate your event page, its design, and how easy it is to register or donate



+ Brainstorm ways to keep participants excited and engaged with gamification



+ Identify ways to improve communication with participants and donors



+ Decide if you'll encourage matching gifts and find tools to make it work



+ Build a social media plan for your org, plus templates and resources for participants



+ Talk to Qgiv about how we can help you make your event a success!

We're Sending You a Gift!

Already using Qgiv?
support@qgiv.com

Interested in Qgiv?
contactus@qgiv.com

Give us a call!
888-855-9595





Questions?

support@qgiv.com | contactus@qgiv.com | 888-855-9595