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

Qgiv

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**

Donation forms ● Event Registration ● Text Fundraising ● Peer-to-Peer ● Auctions

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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)

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Tool One: User-Friendly Design

Check out this example!

+ Streamlined and simple

+ Easy to navigate

+ Cohesive branding

+ Compelling story

+ Strong CTA that encourages interaction

Tool One: User-Friendly Design Examples

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

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

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Tool Two: Gamification

Profile Completed

Awarded when **Anyone** completes their profile

Share this on Facebook   Share this on Twitter

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

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Tool Two: Gamification

Gamification can include:

+ Thermometers

+ Leaderboards

+ Badges

+ Voting by donating

+ Incentives
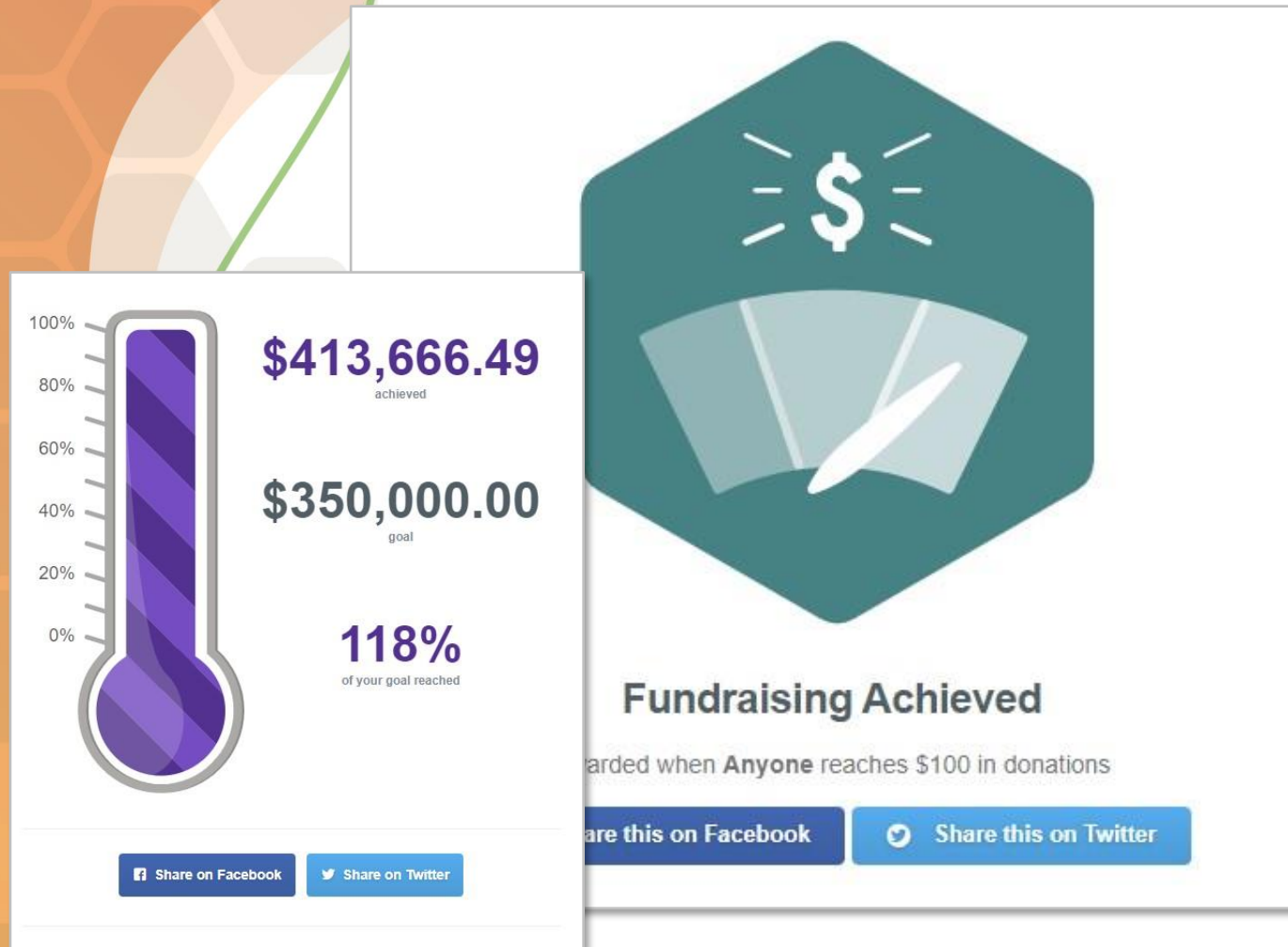
Tool Two: Gamification Examples

Tool Two: Gamification
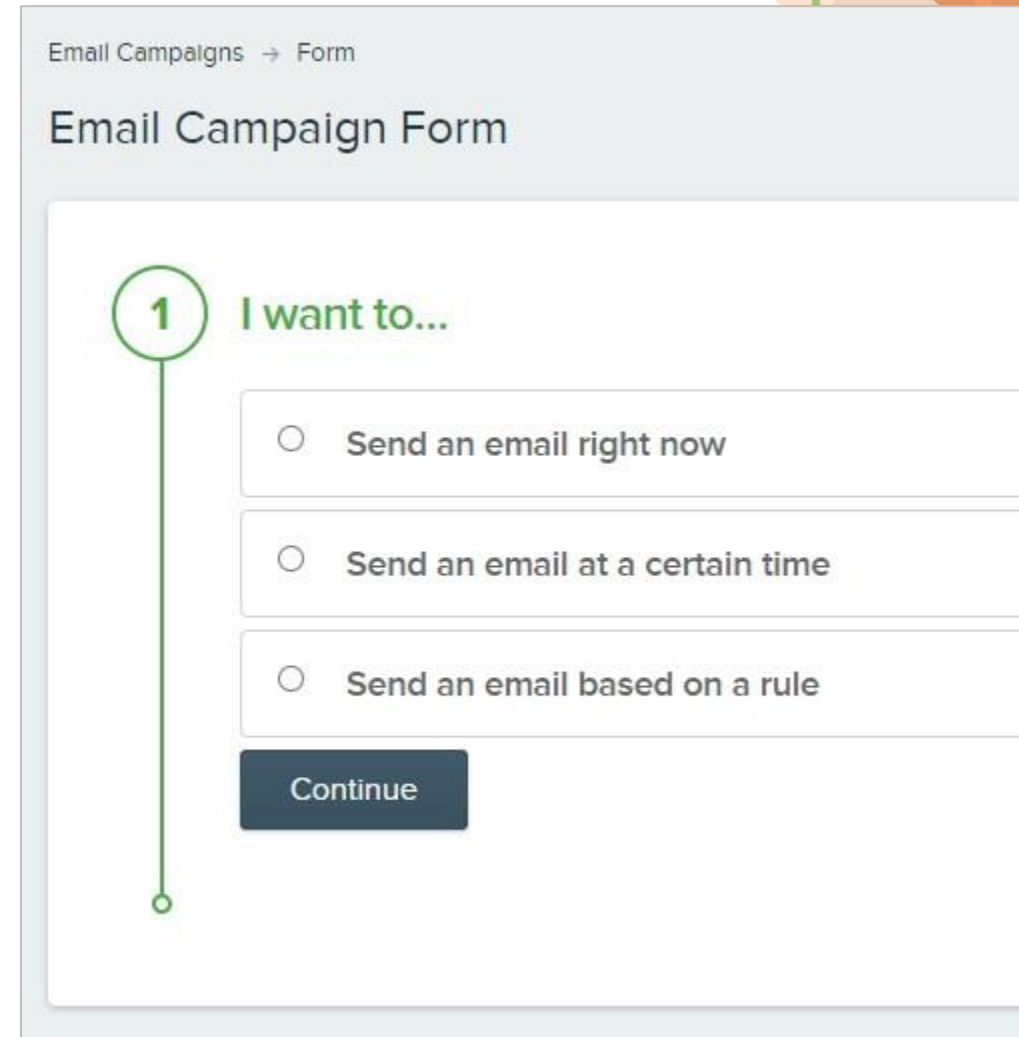
What you can do right now:

+ 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

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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

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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

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

Way to Go! You have raised over 75% of your goal! Keep up the great work!

We can't wait to see you at this year's Dash for Dogs! We are only a few weeks away, you still have time to get to 100%

Keep up the great work!!

YOU ARE CRUSHING IT

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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

Matching Donations

☑ This donation can be matched
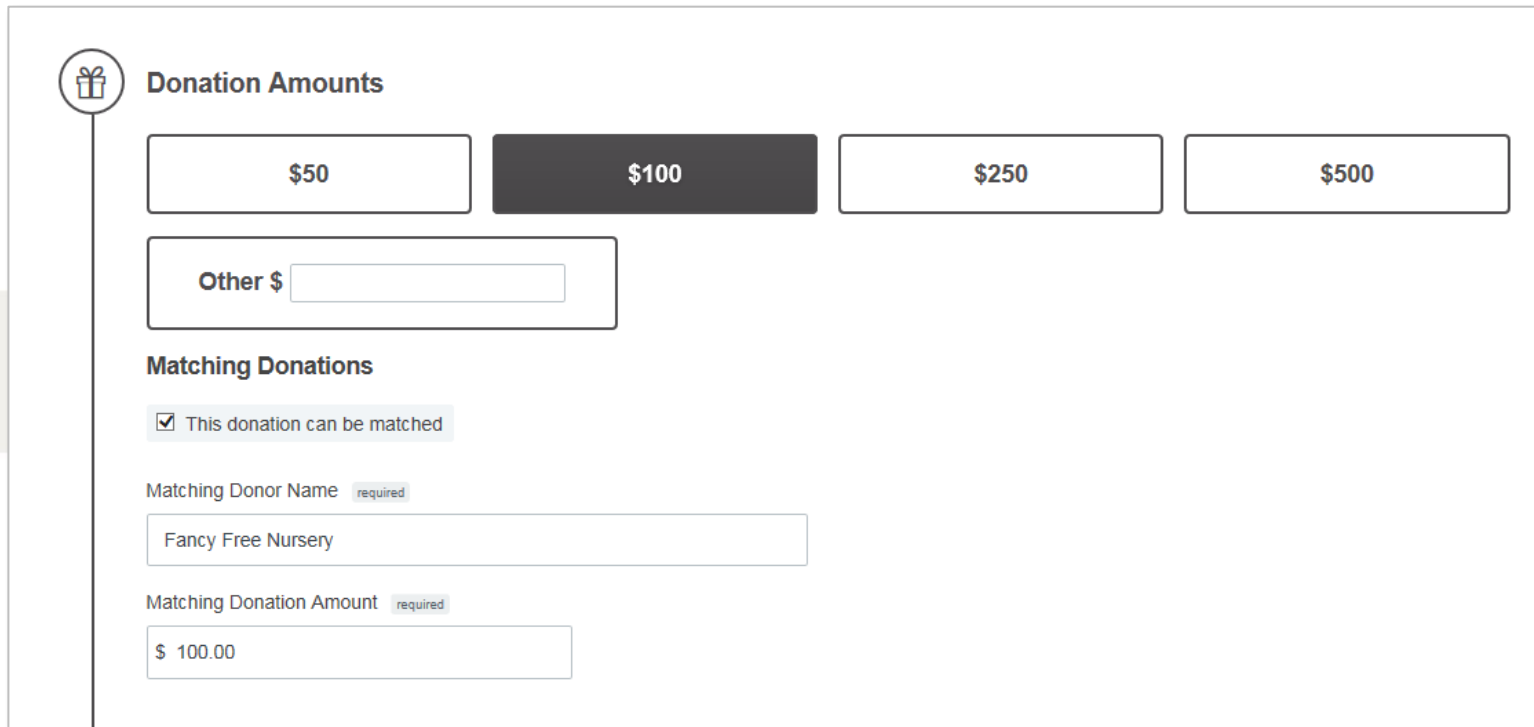
Matching Donor Name required

[   ]

Matching Donation Amount required

[$]

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

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Tool Four: Matching Gifts Examples

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

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.

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.
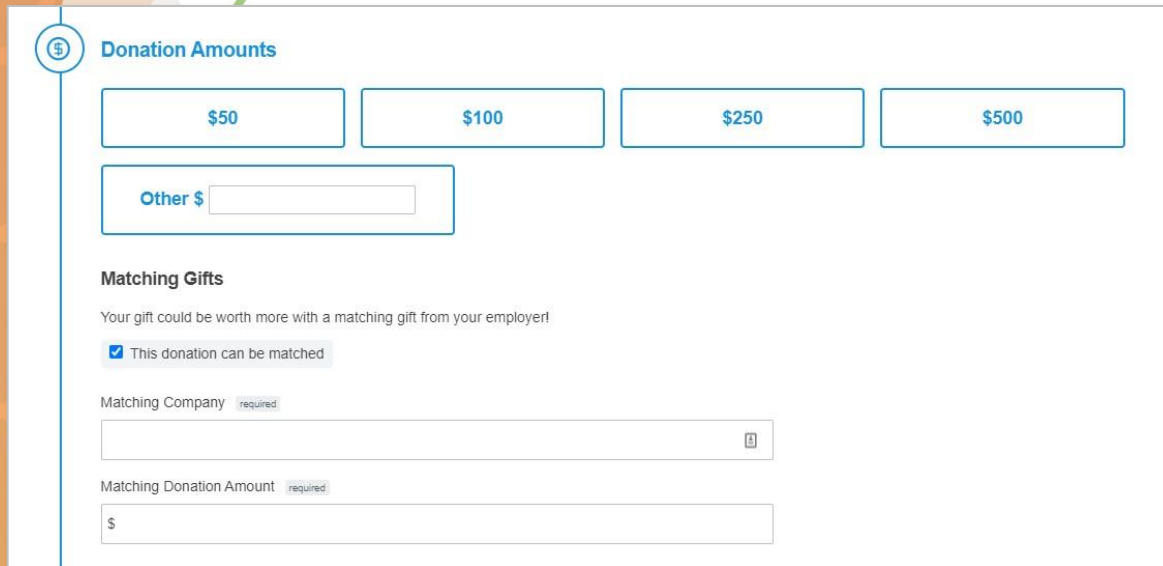
Matching Gifts Sponsors

Green House Garden Store

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.

WellDyne — *Dynamics in Health and Wellness*

Our friends at WellDyne have generously offered to match all gifts made to their employees up to $10,000.

Fancy Free Nursery

Live in Tampa? Donate to any Tampa team member and Fancy Free will match your gift up to $100!

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

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Tool Five: Social Settings

What you can do right now:
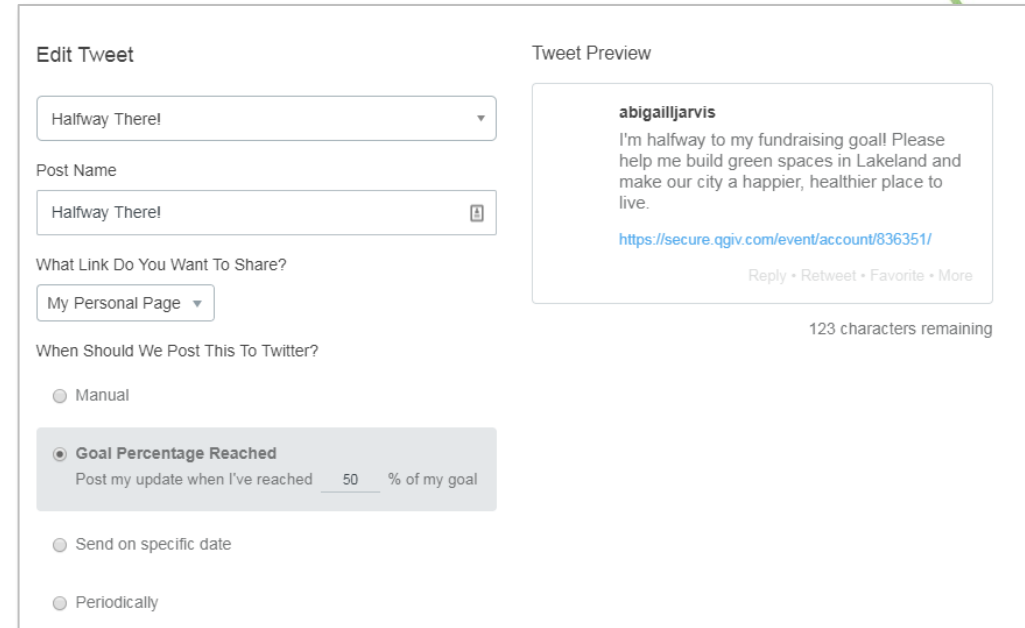
+ Social integrations makes fundraising easier for you and participants

+ 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

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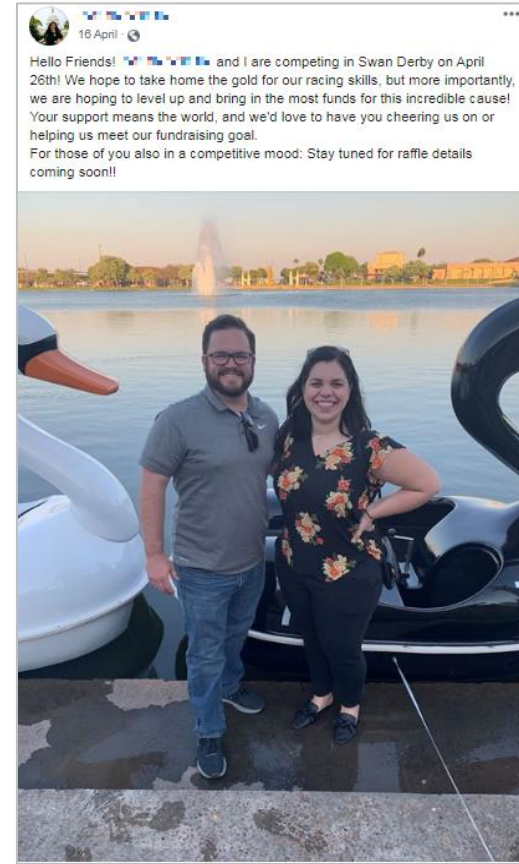
Tool Five: Social Settings

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

Edit Tweet

Halfway There!

Post Name

Halfway There!

What Link Do You Want To Share?

My Personal Page

When Should We Post This To Twitter?

○ Manual

⦿ Goal Percentage Reached
  Post my update when I've reached ___50___ % of my goal

○ Send on specific date

○ Periodically

Tweet Preview

abigailljarvis
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.

https://secure.qgiv.com/event/account/836351/

Reply · Retweet · Favorite · More

123 characters remaining

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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!
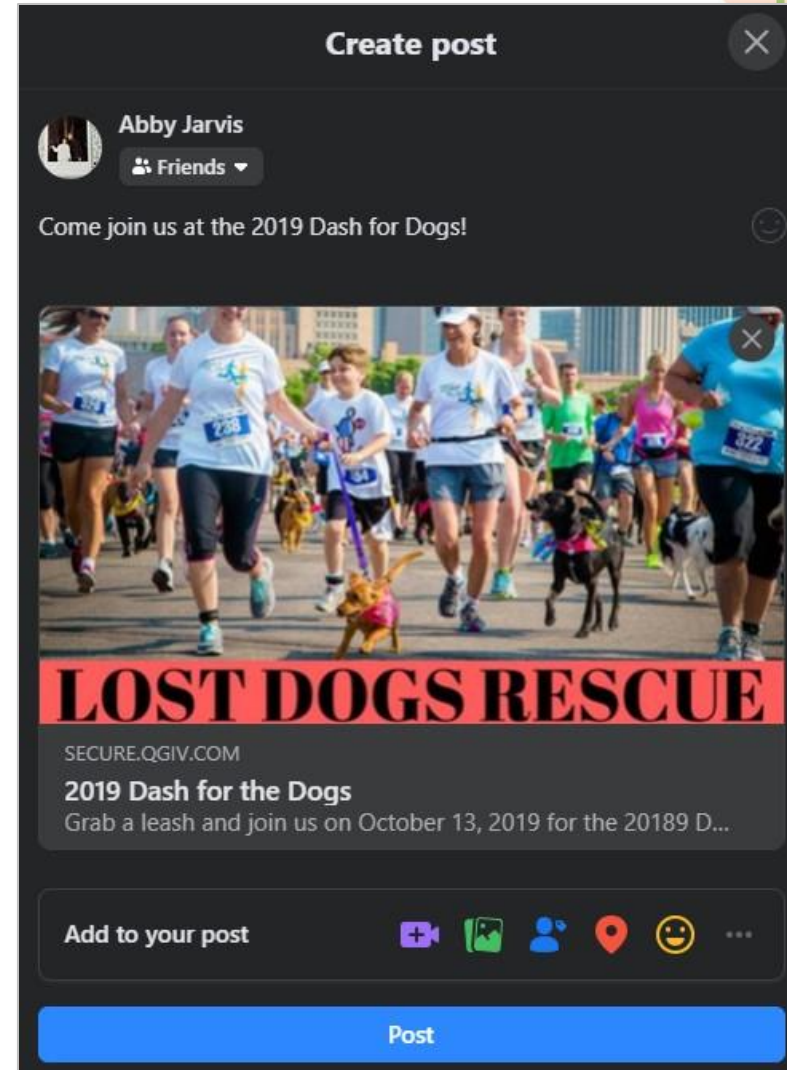
Tool Five: Social Settings

More about Facebook Fundraisers

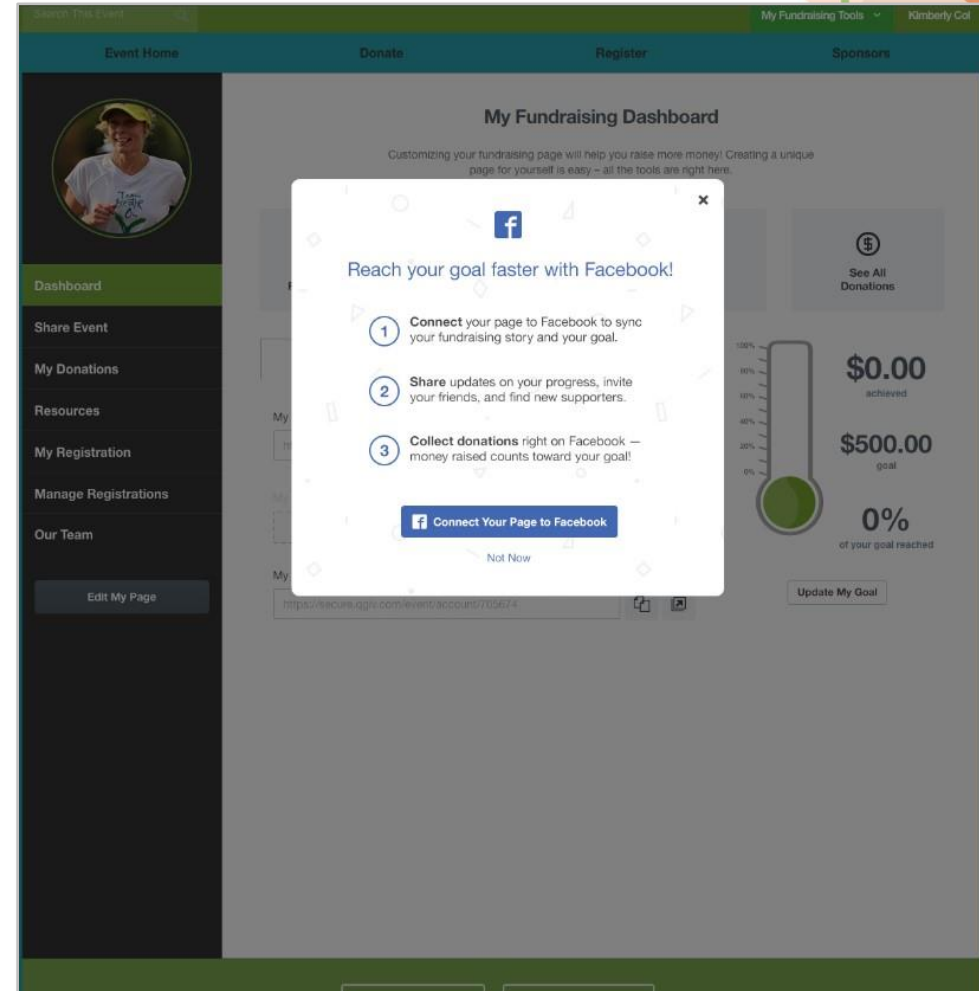+ Lots of participants accidentally add "donate" buttons to their posts not knowing it's unconnected to their P2P page

+ 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!

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marketing
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FUNDRAISING
EVENT

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