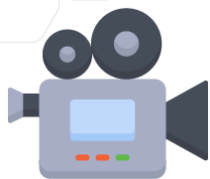


Engagement Amplified: Transforming Peer-to-Peer Supporters into Power Partners

Thursday, February 29 | 12:00–1:00 p.m. ET
With Mallory Erickson



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 on your favorite social media channel and make sure to give us a follow!



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.



ENGAGEMENT AMPLIFIED:

Transforming
Peer-to-Peer Supporters
into Power Partners

WITH MALLORY ERICKSON



Qgiv.



power
partners
FORMULA™



Nice to meet you,
I'm Mallory.

power
partners
FORMULA™



I became an

ACCIDENTAL FUNDRAISER

as a nonprofit
Executive Director.





**CONSISTENT
FUNDRAISING
SUCCESS**

**EMPOWERED
& CONFIDENT
LEADER**

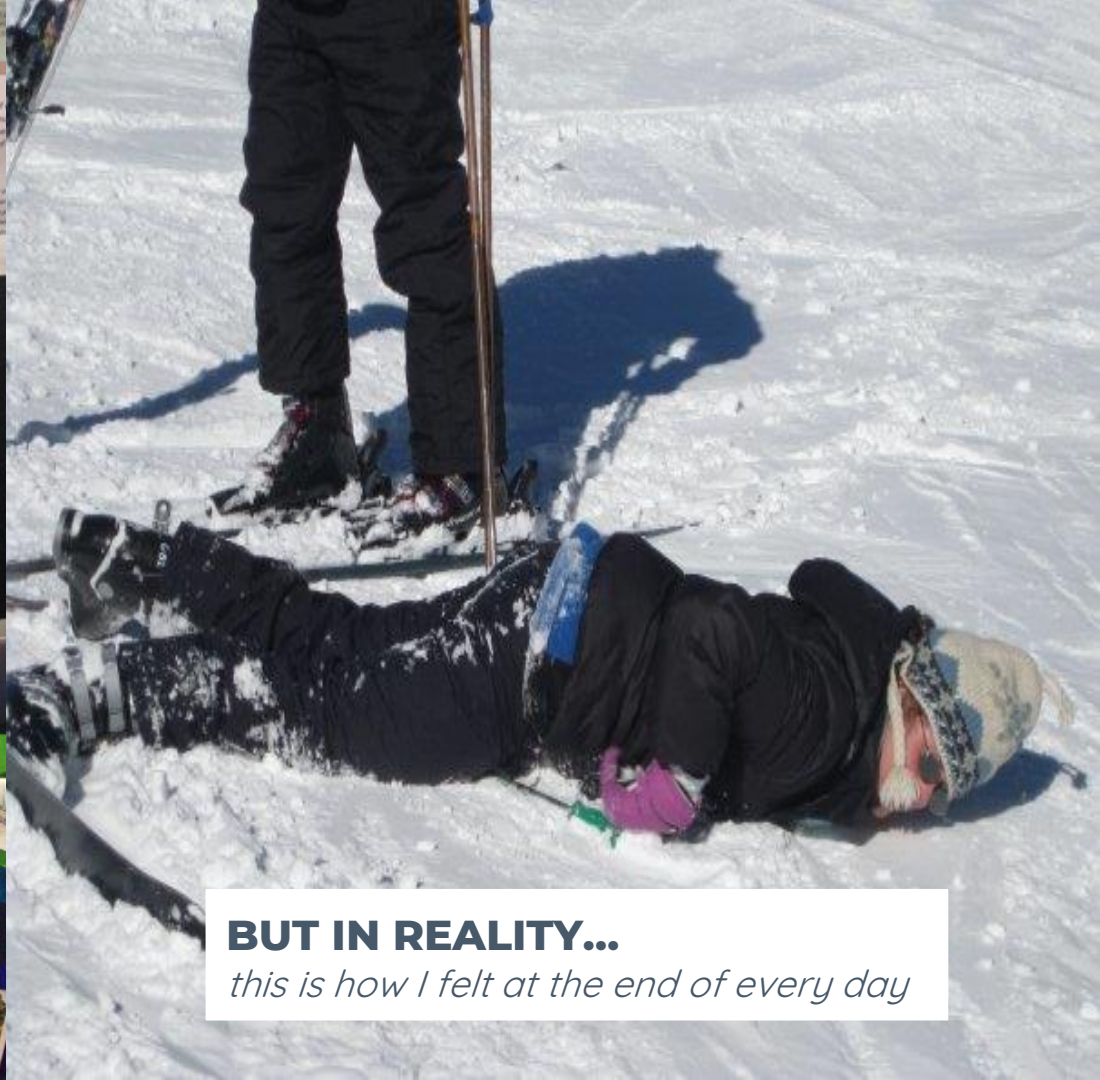
**NEVER WORK
MORE THAN 40
HOURS A WEEK**

**HAVE
DONORS COMING
TO ME**



IMPACT REPORT FAKE

pretending like everything was great



BUT IN REALITY...

this is how I felt at the end of every day

So I decided
to change.



The
power
partners
FORMULA™
was born!



Executive
Coaching
Tools

Modern
Fundraising
Strategy

power
partners
FORMULA™

Habit & Behavior
Design

Design
Thinking



This training is inspired by my
**Power Partners
Formula™ program!**

CORPORATE
SPONSORS





Peer-to-Peer Fundraising (P2P)

A method of fundraising where individuals engage their networks of friends, family, colleagues, and acquaintances to raise money for a cause. This method leverages the power of social networks and personal relationships to increase reach and donations.



Peer-to-Peer Fundraising (P2P) is about

CONNECTION.



What holds us back from being able to connect?





Great fundraising is
NOT AN ASK
it's an
OFFER.





Your energy is
CONTAGIOUS.



power
partners
FORMULA™

Donor Behavior is a **RESPONSE**



**CATABOLIC
ENERGY**

VS

**ANABOLIC
ENERGY**



CATABOLIC ENERGY REACTION

Recall when you most recently experienced catabolic energy.

What was the experience?

What did this energy feel like and how did it influence your performance?



ANABOLIC ENERGY REACTION

Recall when you most recently experienced anabolic energy.

What was the experience?

What did this energy feel like and how did it influence your performance?

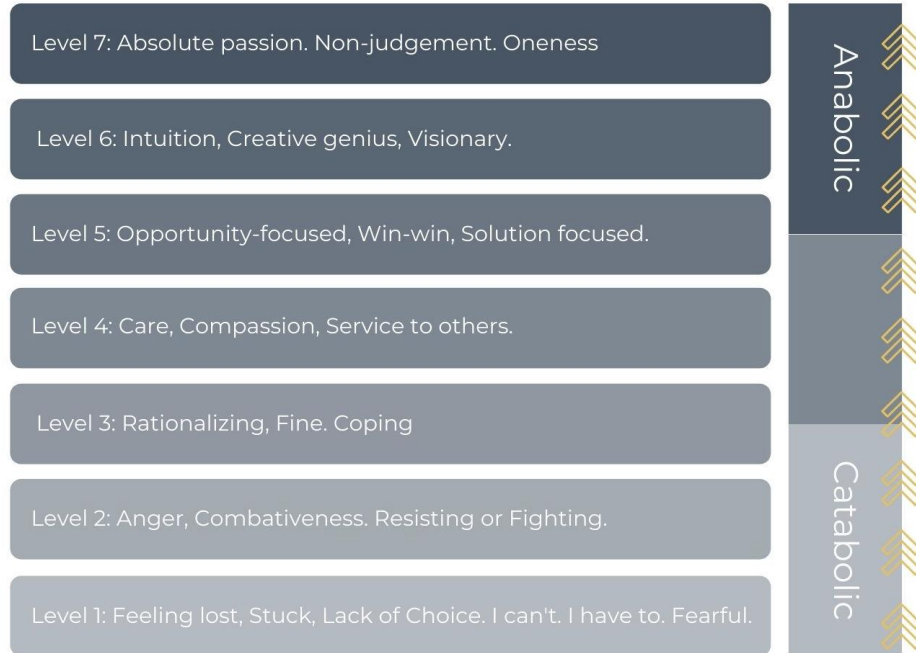




AWARENESS
of our
ENERGY
gives us
important information

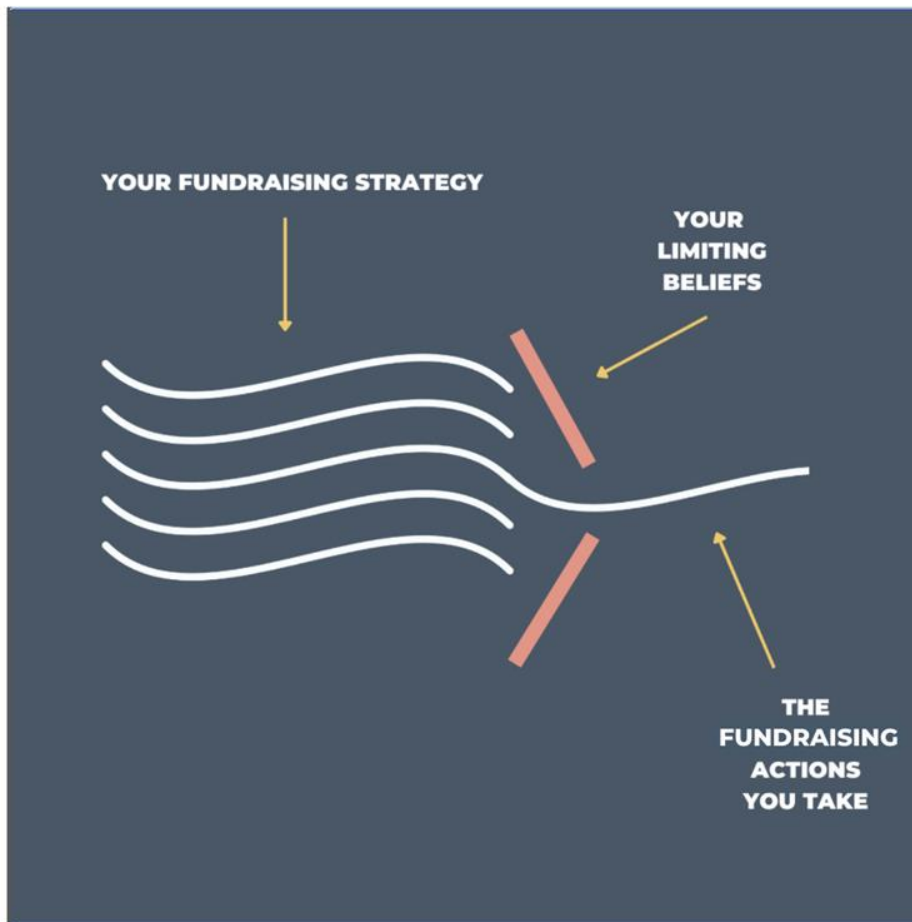


The Seven Styles of Fundraising



IT'S ALL ABOUT CONSCIOUS CHOICE.

*ADAPTED FROM IPEC'S ENERGY LEADERSHIP ASSESSMENT





Why does a
supporter
become a

peer-to-peer fundraiser

for your organization?



**In order for
your donors to
become strong
peer-to-peer
fundraisers,
they need to:**

DO I REALLY
MATTER
HERE?

- 1** Know why your organization is different
- 2** Understand why their involvement matters
- 3** See the impact of the organization and talk about it
- 4** Have a simple way to engage and get support around their discomfort and fears
- 5** Be reinforced and celebrated



Make it clear why your
organization is different





We are afraid of
coming on
TOO STRONG
... because what if
some of our funders
don't like what we
have to say?





**So we
keep things
NEUTRAL.**

NEUTRAL PAINT COLORS



Revere Pewter



Edgecomb Gray



Pashmina



Grant Beige



Coastal Fog



Elmira White



Tapestry Beige



Classic Gray



Gray Owl



Which just means
BLAND.



power
partners
FORMULA™



“If you’re not getting any negative feedback then no one is paying attention.”

JULIA CAMPBELL





If we try to be for everyone,
we end up being **for no one.**





P2P fundraisers being
Power Partners
depends on
clear alignment.





Show why THEIR
involvement matters
(and why NOW)



You have an **IMPORTANT** choice.





You need to
IDENTIFY THE PEOPLE
WHO ARE ALIGNED
with your organization

(AND POINT YOUR LASER AT THEM... KINDLY 😊)





Your mission is a part of
their IDENTITY.

And a core human need
is to have our
IDENTITY VALIDATED.






WHY THEM?





Personalize at Scale



“We wanted
to reach out
to you today
because you...”

vs.

“We need
peer-to-peer
fundraisers
for...”





It's about

belonging & memory:

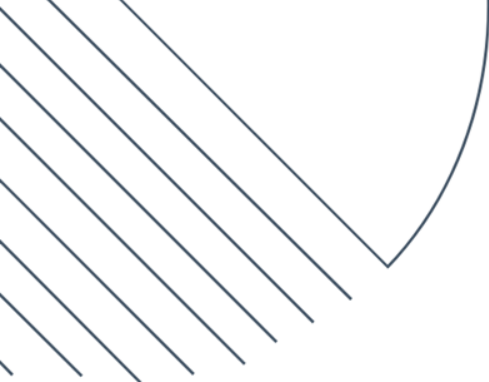
In every way that we show up as fundraisers, we want to be cultivating belonging and cementing memory.





WHY NOW?






RELEVANCE
creates
URGENCY.






3

Help them see the impact
of the organization
and the how





You need to
BE MORE SPECIFIC
in the way you talk about
your organization.





“I know everyone here cares
about  mission”





Basic Know, Like, Trust



KNOW



LIKE



TRUST



Know, Like, Trust 2.0



KNOW = Real stories & real people



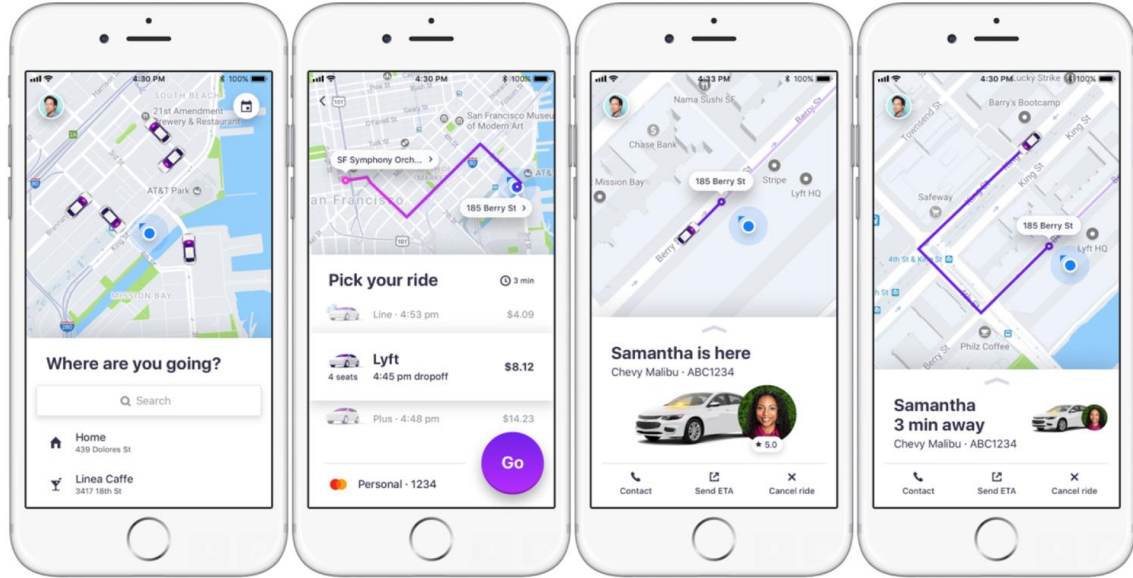
LIKE = Vulnerability & respect for the relationship



TRUST = Sharing challenges & mistakes



Operational transparency builds **TRUST.**





Give people an “easy”
way to participate in
peer-to-peer campaigns





For any action to take place,
you need **3 THINGS**:

Motivation

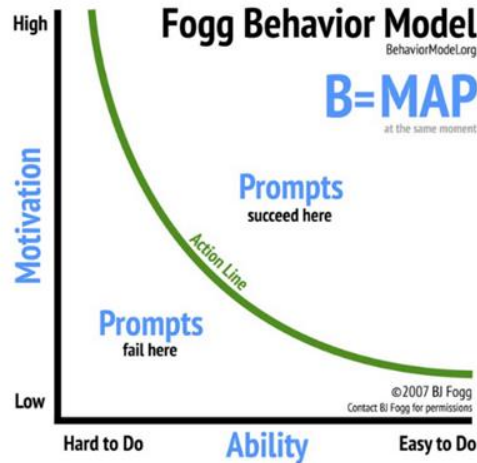
Ability

Prompt



What Causes Behavior Change

The Fogg Behavior Model shows that **three elements must converge at the same moment for a behavior to occur: Motivation, Ability, and a Prompt.** When a behavior does not occur, at least one of those three elements is missing.



The Fogg Behavior Model (FBM) makes it easier to understand behavior in general. What was once a fuzzy mass of psychological theories now becomes organized and specific when viewed through the FBM.



Dr. BJ Fogg founded the Behavior Design Lab at Stanford University, where he directs research and innovation. In addition, he teaches industry innovators how to use his models and methods in Behavior Design. The purpose of his research and teaching is to help millions of people improve their lives.

BJ is the *New York Times* bestselling author of *Tiny Habits*.

behaviormodel.org

HOPE

FEAR

drives motivation



UP



DOWN

Ability

can be an issue of time, tech or skill

Fogg Behavior Model

BehaviorModel.org

$$\begin{array}{c} \mathbf{B} \\ \text{Behavior} \end{array} = \begin{array}{c} \mathbf{M} \\ \text{motivation} \end{array} \begin{array}{c} \mathbf{A} \\ \text{ability} \end{array} \begin{array}{c} \mathbf{P} \\ \text{prompt} \end{array}$$

happens when

converge at the same moment



Simple and Easy
are not the same thing.




SIMPLE



EASY





How can you
make the actions

SIMPLER

AND

EASIER?






Introducing the **FEARLESS 15**






Ensure there is
reinforcement
and celebration





Your peer-to-peer
fundraisers want
CONNECTION
and connection happens
over **touch points.**






Track Connection Points

- Figure out your communication plan with your peer-to-peer fundraisers
- Identify the moments that matter that you want to be tracking
- Make it easy to update
- Create ongoing rituals/group habits





Habits are cemented
when we celebrate the
behavior instead of the

OUTCOME





Come together to practice SHINE

- **Identify the actions** that you want your peer-to-peer fundraisers to be taking
- **Prioritize** those actions
- Decide how you will **celebrate each time** someone does that action
- Use meetings to check-in on the action totals and **confirm that SHINE was given**





Nothing kills
**Peer-to-Peer
Fundraising (P2P)**
momentum like

PERFECTIONISM.





Perfectionism leads to:

Fear of Failure

Lack of Adaptability

Decreased Motivation

Lack of Collaboration





Address Perfectionist Tendencies

- Set realistic expectations
- Make the actions & behaviors smaller
- Track progress of behaviors instead of outcomes
- Create a culture of feedback and learning
- Celebrate failure
- Demonstrate self-compassion

Quick Recap

- 1** Know why your organization is different
- 2** Understand why their involvement matters
- 3** See the impact of the organization and talk about it
- 4** Have a simple way to engage and get support around their discomfort and fears
- 5** Be reinforced and celebrated



WHAT THE FUNDRAISING

The Community



whatthefundraisingcommunity.com



Thank you for having me!

- Creator of the Power Partners Formula™ Course
- Host of the What the Fundraising Podcast
- Find me on IG @_malloryerickson
- malloryerickson.com



QUESTIONS?

