

# 5 Tips for Peer-to-Peer Fundraising

An UncommonGood Tip Sheet to Drive P2P Success at Your Nonprofit



The theory behind peer-to-peer (P2P) fundraising isn't new. Back in the day you would go door-to-door asking neighbors and friends to support your efforts in an 'a-thon.' This tried and true approach is now much easier thanks to social media. Today anyone can easily participate in a virtual fundraising campaign to raise awareness for your organization and collect donations from their peers. Simple yet powerful. Ensure that your next P2P campaign is successful by following these 5 quick tips:

## 1 Let Your Supporters Tell Their Story

Stories have power, so encourage your supporters to share theirs. Ask them why they want to support your organization. And then ask them to share it! People give to people and passion is contagious. When your supporters network of peers hear the "why," they'll be more inspired to support your organization.

## 2 Make Sharing Information Easy

Give your supporters the tools they need to run a successful P2P campaign. Mock up a sample page on your software platform for your supporters to share, provide branded templates for Facebook posts, Tweets, Instagram stories and reminder emails. Make it easy for your supporters to share their enthusiasm about your organization with their peers.

## 3 Show The World Your Impact

Donors want to know the impact of their contributions. So tell them about the great work that you do! Articulate how your organization drives change and who or what you're impacting. Define your effort: how much did you do and how well did you do it? Then, share your effect or outcome: is anyone better off? Include some of this info on the templates you make for the P2P campaign.

## 4 Max Out Your Tech Tools

P2P fundraising technology can help your nonprofit manage incoming funds, keep track of new and past donors, and improve operational efficiency. In turn, these features help your organization achieve long-term sustainability and social impact. Make sure that you have someone on staff dedicated to helping your volunteers max out your tech platform. A little hand-holding will go a long way!

## 5 Focus On The Relationship

Stay in touch with your campaigners. Send them updates about the campaign and give personal shout-outs or other incentives. Recognize your campaigners through your social channels and even a phone call. There's no such thing as thanking a donor or volunteer too much!



**UncommonGood's Platform can empower your mission today!**