



INTRODUCTION

The theory behind [peer-to-peer \(P2P\) fundraising](#) isn't new. Back in the day you would walk 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 online fundraising platforms and social media. With over 30% of nonprofits globally using a P2P platform, volunteers can easily participate in an online campaign to raise awareness for an organization and collect donations from their peers. A simple yet powerful plan!

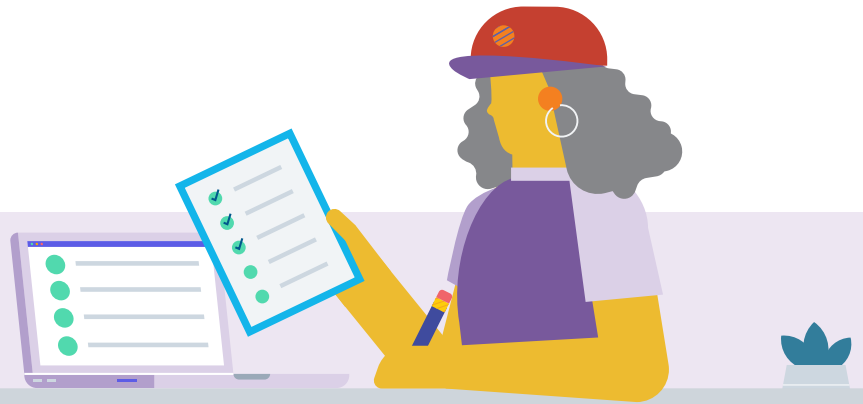
In this guide we'll cover five best practices to help you activate your P2P campaigns. Each best practice is paired with a worksheet to help determine your organization's impact, capture your fundraiser's story, make sharing information easy, maximize your technology and focus on volunteer fundraiser retention.

All of these resources are available through UncommonGood, a new donor management and fundraising software platform designed to streamline the donor management process, accept donations, easily launch P2P and crowdfunding campaigns, brand your donor pages, create social media and post directly to Facebook and Instagram from the site, manage your workflow and access your favorite integrations.



PLAN

Before we jump into our five best practices, consider the following.



FIRST

Determine what type of P2P campaign you are going to kick off. Runs, walks and virtual events are common P2P campaigns. Supporters typically participate by forming teams. Individuals can also participate via Do-It-Yourself (DIY) campaigns. Offering your supporters a DIY option provides maximum flexibility and the opportunity to fundraise in celebration of a personal life milestone on their timeline and terms.

SECOND

Set a financial goal for the event. If this is a recurring event, you'll have data to help you determine the goal. You might consider increasing it by a modest amount, like 10%, from the previous year. If this is a first time event, keep the financial expectation attainable. Consider the optics of surpassing the goal!

THIRD

Solicit your volunteer fundraisers. Who is an ideal P2P fundraiser? The people closest to your organization. This includes your board, former board members, current and past donors, volunteers, past event attendees and corporate partners. Educational institutions might want to include their alumni groups and booster clubs. And don't forget to ask your biggest cheerleaders, your staff, to participate!

FOURTH

Provide your fundraisers with all of the tools they will need to successfully participate in the P2P campaign. From being able to tell their own involvement story to a step by step guide for using your fundraising platform and creating social media posts, set your P2P fundraisers up for success from the start.

BREAKING IT DOWN:

5 STEPS TO ACTIVATING YOUR P2P CAMPAIGN

STEP 1: WHAT'S YOUR IMPACT?

Donors want to understand 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.

Begin by defining 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. Let your supporters help spread the word about your organization's impact.



Worksheet #1:

DETERMINE YOUR IMPACT

Prepare your data with this Results Based Accountability (RBA) chart.

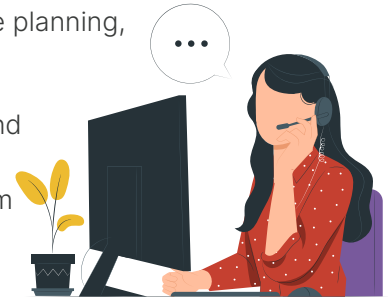
WHAT IS RBA?

RBA is a tool you can use to assess and improve the performance of programs.

PUTTING RBA TO USE

Let's look at one of our Partner Nonprofits, Alzheimer's Family Support Center (AFSC), to see how they gauge impact. AFSC provides free services for family caregivers, professionals and people living with cognitive disease. Their services include: support groups, consultations, care planning, phone support, education, insurance support and social programming.

When asked what key metrics AFSC wanted to communicate to prospects and supporters the answer was straightforward—tell people about the number of programs and services offered, how well they were delivered and results from the annual satisfaction survey given to all program participants, families and caregivers.



Quantity: Amount of clients served, programs/activities performed	Quality: How well the program was delivered	Result: A measurement of the benefits provided
Example: # AFSC programs & services held annually—150	% programs & services that were delivered as scheduled—100%	Average satisfaction rate on annual survey—93%
Your turn!		

SOMETHING TO CONSIDER

Now that you have the data, use it to enhance how you tell your organization's story. Create an infographic which uses a combination of elements including charts, diagrams, images, icons and text. Then share it with your volunteers!

HERE'S AN EXAMPLE OF AN INFOGRAPHIC FOR AFSC:



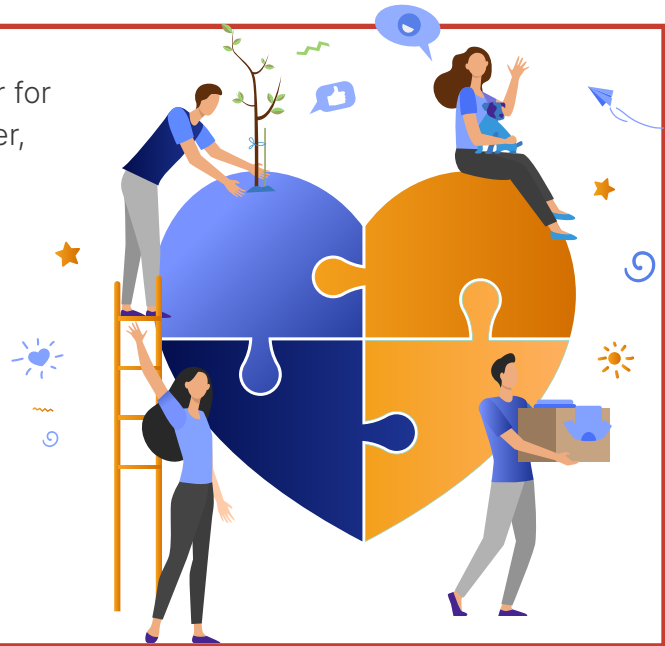
STEP 2: CRAFTING THE STORY

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



MOLLY AND MELANIE'S STORY

After eight years of being the primary caretaker for her mother with dementia, Molly and her partner, Melanie, knew what was missing from their experience—community support. Molly drew on her doctoral studies in healthcare policy for caregivers and a personal understanding of where the support gaps were in their community and together with Melanie founded AFSC with the ethos: until there's a cure, there's a community. That's a compelling story! Use the following worksheet to help your campaigners craft theirs.



Worksheet #2:

CRAFT A STORY FOR P2P CAMPAIGNERS TO PERSONALIZE

WHAT IS THE STORY?

Keep it personal. It might be a global issue that you are working on but your volunteers, donors and prospects will be more engaged by the people behind the problem.

AFSC example: to make sure that all families and caregivers experiencing dementia related illnesses have a supportive community to help navigate their challenges.

Your campaigner's story.

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Why are they involved in your organization? What is motivating them to support your cause?

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WHAT ARE THE GOALS FOR THIS P2P CAMPAIGN?

Help your campaigner's by filling this in.

AFSC example: ensure that all money raised will go to support AFSC's free programs and services.

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WHAT IS THE PROBLEM THAT YOUR ORGANIZATION IS WORKING TO SOLVE?

Help your campaigner tell the story by listing some of the barriers your clients are facing in order to achieve their goals.

AFSC example: isolation experienced by anyone affected by or experiencing dementia related illness

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HOW CAN SOMEONE HELP?

Fill this in for your campaigners with ways to help beyond donations like specific volunteering opportunities or social media actions.

Clear Call to Action

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WHAT WILL BE THE IMPACT OF THEIR DIRECT HELP?

Make this specific...\$100 will do x, \$500 y and together that will result in achieving 3 organization goals.

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STEP 3: MAKE SHARING INFORMATION EASY

Give your volunteers 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.



For Example: Molly and Melanie from AFSC mocked up this graphic in UncommonGood's Design Studio in less than 15 minutes and then posted it directly to their social channels.

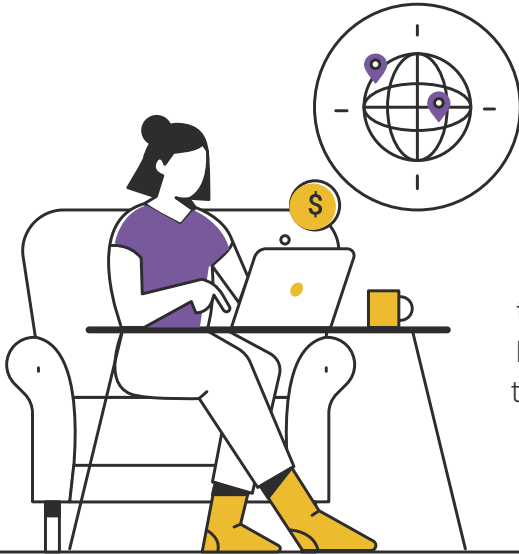
Worksheet #3:

TOOLKIT FOR SHARING INFORMATION

Equip your volunteer campaigners with everything they need to create memorable custom email, social media and text templates for the campaign milestones. Eliminate any struggle for your campaigners by providing the correct sizes for each communication and add any relevant branding to the templates.

Subject	An example to get you started	Your turn
Save the Date	Mark your calendar - we're kicking off the event on!	
Help Me Out	Hey Friends, most of you know that is near and dear to my heart. Please consider supporting me in	
We're about to start!	Hi! Tomorrow is our kickoff for! Thank you to my friends and family who have already helped me out. Please join them tomorrow by making a contribution of any size and thank you!	
Weekly updates	Hey Friends, thanks to you I'm 25% to my goal for Please help me spread the word so that we can get to 100% by !	
Mission Reminders	This campaign is part of.....'s mission to.....	
24 hours to go!	Hi Friends, we're almost there! Thank you for supporting my efforts and please help me over the finish line if you can!	
Thank you!	Dear, Thank you for contributing! [Photo]	

STEP 4: MAX OUT YOUR TECH



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!

Back to our friends at AFSC—when we asked Molly and Melanie how they support their volunteers in navigating their fundraising technology platforms they answered, ‘many of our volunteers are new to social media and online tools, so keeping it simple is key!’ We couldn’t agree more so we created the following step by step template to manage the process.

Worksheet #4:

TAKE IT STEP BY STEP

To ensure that your campaigners are ready to maximize your tech platform, host a virtual volunteer kick-off event. On UncommonGood's platform, it's easy as 1-2-3 and here's a guide for your volunteers:

1.

Set up your team

- Go to your organization's profile page on UncommonGood's site
- Click on 'Fundraisers' and choose the fundraiser you're supporting
- Click on 'Participate'
- Click "Create a New Team" to make a team or "Start Fundraising" to contribute as an individual
- If you haven't yet made an account on UncommonGood, you'll be prompted to do so here

2.

Make a calendar of key campaign dates

- Initial Announcement/...../.....
- Reminder/...../.....
- 24 Hours/...../.....
- Others...../...../.....

3.

Review how to use Social Media platforms

Different posts for different folks! Consider personalizing your Facebook and Instagram posts when you upload graphics about the campaign. The more you personalize and tell your story the more your network will help you with your cause.

STEP 5: FOCUS ON THE RELATIONSHIP



According to the Corporation for National & Community Service, the average volunteer retention rate in 2019 was

65%

Counter this trend by focusing on training and support. Be intentional about how you communicate with your volunteers and supporters. P2P actions build community among the campaigners—focus on developing those relationships.

If your volunteer group is small, assign a dedicated staffer to manage the campaign and send a weekly personalized update to participants. If the campaign is large, put campaigners into groups led by volunteer captains who report to a staffer. Recognize, recognize, recognize volunteers by publicly noting accomplishments.

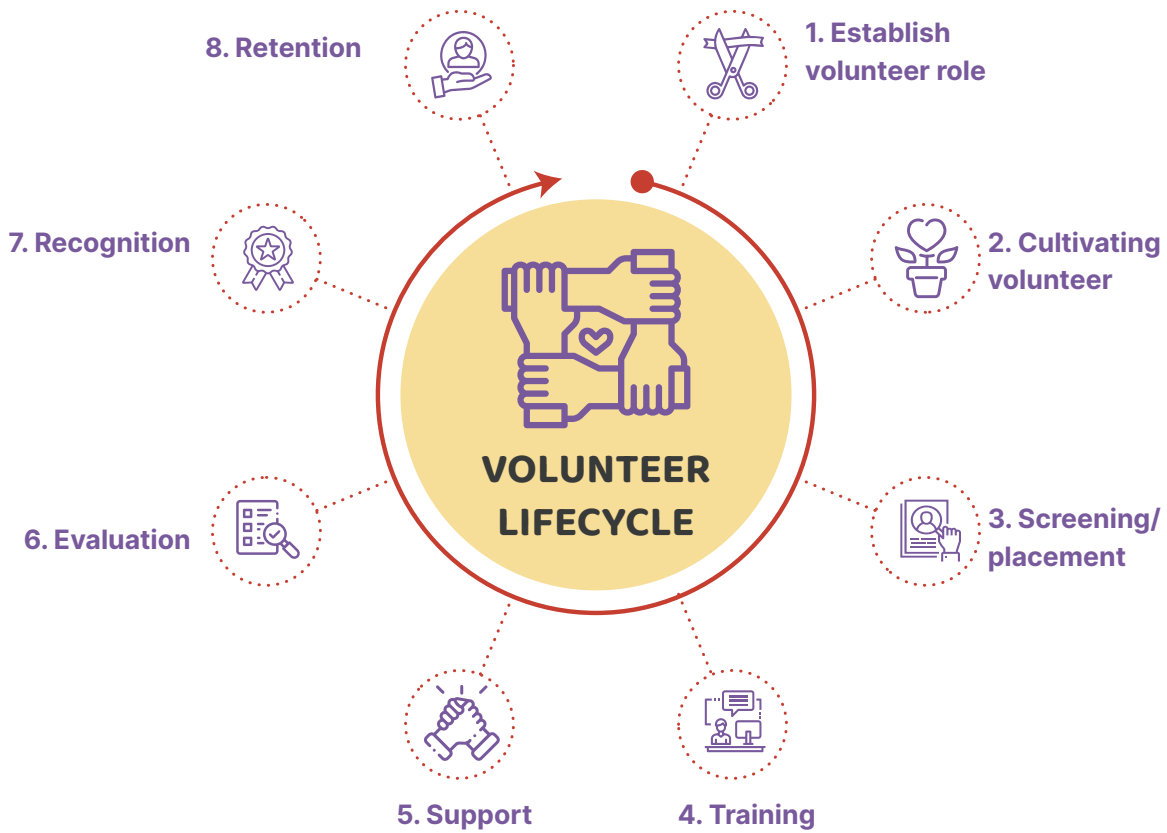
There's no such thing as thanking a donor or volunteer too much!

Our friends at AFSC have mastered the art of the relationship. Following each of their bi-annual walk-a-thons, they invite their volunteers to a group 'thank you' luncheon which also serves as a planning meeting for the next year's event.



Worksheet #5

THE VOLUNTEER LIFECYCLE



Keep the energy up from the volunteer kick off through the campaign's ending. Spend some time brainstorming ways that you can incentivize volunteers and personalize their connection to your organization.

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If you can afford to bring people together to recognize their service when the campaign ends, we encourage you to do it! Annual volunteer appreciation events strengthen relationships and retention. If you opt for a virtual gathering, consider making it special by sending a cocktail or snack kit to each volunteer to share during the recognition event.

UNCOMMONGOOD'S P2P CAPABILITIES

UncommonGood offers user-friendly marketing, fundraising, and project management tools for nonprofits driving social change. Empower your advocates to raise money for your cause anytime, online.

Supporters can easily create a custom fundraising page through UncommonGood's platform and share it with their family and friends on social media and through email. Their page will explain why they're raising money for your organization, goals they want to hit, and updates on their progress. If they don't want to make their own page, they can easily share the one your nonprofit makes.



UncommonGood also allows supporters to track their peer-to-peer fundraising progress and encourages healthy competition among other participants to see who can raise the most! All the while, it provides a visual tracker of your nonprofit's overall fundraising goal and how your campaign is performing against the goal for public view. On the backend, you'll have additional metrics and analytics so that you can gain insights on how to improve the campaign in real time and for the future.

An added benefit is that there is a growing community of donors that visit UncommonGood's website regularly and discover nonprofits that they want to support. That means your campaigns can also be discovered by new supporters all over the world.

Doing Good just got easier!

Register Now for a 30-Day Free Trial