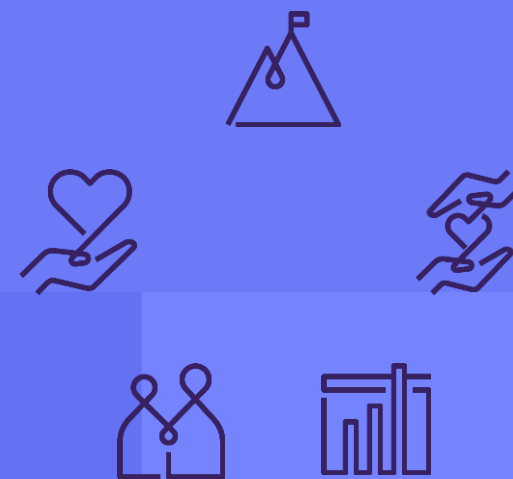


Maximizing Giving Day Impact with Peer-to-Peer Fundraising, Matches, and Challenges



Meet your Trainer...

Nickie Fredenburg

Project Manager



Submit Your Questions



Chat Box

To: ☒ All panelists

Type: ☐ All panelists and attendees



Q&A

Please input your question

☐ Send Anonymously

Send

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

This webinar will be recorded and posted to the Bonterra Academy Training Page

Agenda

- What is Peer-to-Peer Fundraising?
 - Who are your Peer-to-Peer Fundraisers?
 - Peer-to-Peer Fundraising Strategy
 - Signing up Peer-to-Peer Fundraisers
 - Timeline and Tools
-
- What are Matches and Challenges?
 - Benefits of Matches and Challenges
 - Creative Match and Challenge Ideas + Who to Ask for Support
 - Adding Matches and Challenges to your Profile
 - Q&A



CORPORATE SOCIAL RESPONSIBILITY

CyberGrants  WeSpire

FUNDRAISING AND ENGAGEMENT

 everyaction Network  for Good. GiveGab

 salsa  Mobilize  ActionKit

 DONORTRENDS

DonorDrive

CASE MANAGEMENT

 Social Solutions

are now



Bonterra™

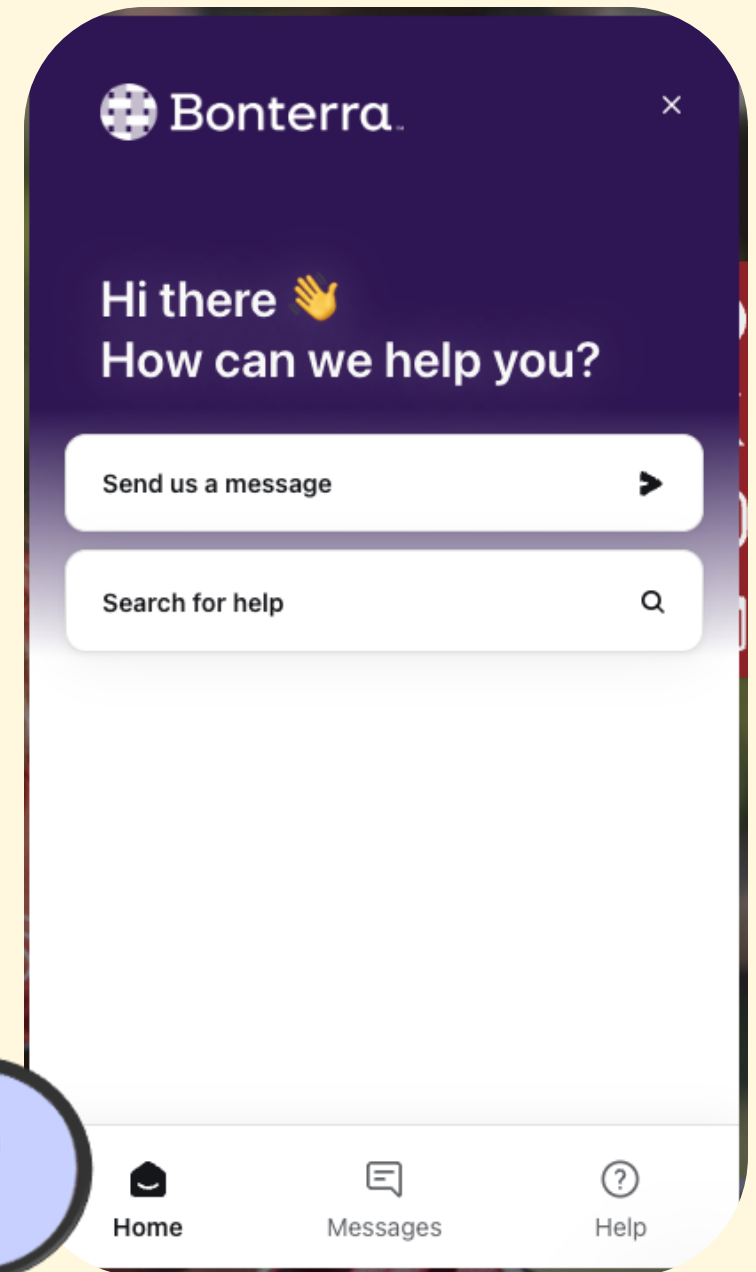
For the greatest good.

Giving Day Support & Resources

Visit our [Help Center](#)

Send us an email at
CustomerSuccess@GiveGab.com

Chat with our Customer Success Team



What is Peer-to-Peer Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your Giving Day profile. Their totals roll up into your totals!



Review: Your Giving Day Dashboard



Add Your Organization's Info



Add Your Story



Add Donation Levels



Add a 'Thank You' Message



Add Fundraisers



Invite Your Fundraisers

- Manage and oversee peer-to-peer fundraisers from your dashboard
- Each fundraiser has a personal page with totals rolling into your overall Giving Day total
- Fundraiser pages automatically match your organization's branding
- Flexible options to invite fundraisers or allow self-signup

The screenshot shows a web interface for managing fundraisers. At the top, there's a header bar with a group icon and the text 'Add Fundraisers'. Below this is a search bar labeled 'Search Fundraisers' and a 'Download CSV' button. To the right are three buttons: 'Add Fundraisers', 'Upload fundraisers', and 'Message All'. A table header is visible with columns: 'Fundraiser', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table body shows 'No fundraisers found.' Below the table, there's a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. Underneath, there are two sections: 'Set Fundraisers' Story' with a large text input area, and 'Set Fundraisers' Goal' with a currency selector '\$' and a numeric input field showing '.00'. At the bottom, there's a note: 'Each fundraiser may customize his or her story and goal by logging into GiveGab.' and a 'Save' button.

P2P Allows you to:

- Leverage your passionate supporters to champion your cause
- Host personal fundraising pages as a spinoff to your campaign
- Expand your reach by tapping in to P2P network
- Multiply your followers - and influence - on social media



Who are your potential P2P Fundraisers?

- Staff
- Board Members
- Volunteers
- Donors
- Community Members
- Businesses
- Friends and family



Why is P2P so effective?

- Multiplies your reach to potential donors
- Results in more authentic outreach and messaging
- Uses the power of social influence
- Increases your social media presence
- Establishes another avenue for engagement with your organization



Did you know?

Organizations who used P2P fundraising raise an average of 3.4x more than those who did not utilize P2P.



4 Steps to P2P Success

- 1 Select individuals who will be your loudest voices
- 2 Communicate that storytelling is vital, and can replace a direct “ask”
- 3 Steward your fundraisers
- 4 Make it fun



Strategize and Plan



Start Early

- Educate your fundraisers about Give-N-Day as early as you can

Be Clear

- Share your goals for the day and how they can help you reach them

Make it Easy

- Provide a guide or sample content for your fundraisers to use



Motivating your Fundraisers

- Set your fundraisers up for success!
- Set a default goal and story for their pages
- Set them up with social media and email templates
- Share Giving Day graphics with them
- Check in with them before and on the day
- Spark friendly competition between your fundraisers




Inviting Your Fundraisers



 Add Fundraisers 


Search Fundraisers:

 Download CSV


Add Fundraisers


Upload Fundraisers


Message All

Fundraiser 

Fundraiser Display Name

Donors 

Amount Raised 

Goal 

Email

Phone

Actions

No fundraisers found.

☒ Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

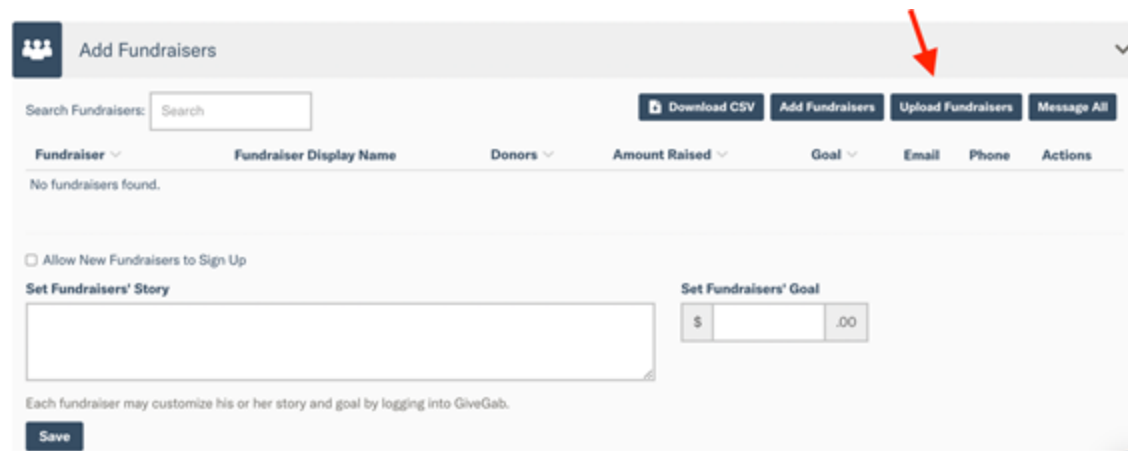
\$

.00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

- Navigate to your Fundraisers Tab in your Giving Day Dashboard.
- Set a default story and goal for your P2Ps
- Make fundraising invite-only, or open to anyone interested



Add Fundraisers

Search Fundraisers:

[Download CSV](#) [Add Fundraisers](#) [Upload Fundraisers](#) [Message All](#)

Fundraiser	Fundraiser Display Name	Donors	Amount Raised	Goal	Email	Phone	Actions
No fundraisers found.							

☐ Allow New Fundraisers to Sign Up

Set Fundraisers' Story

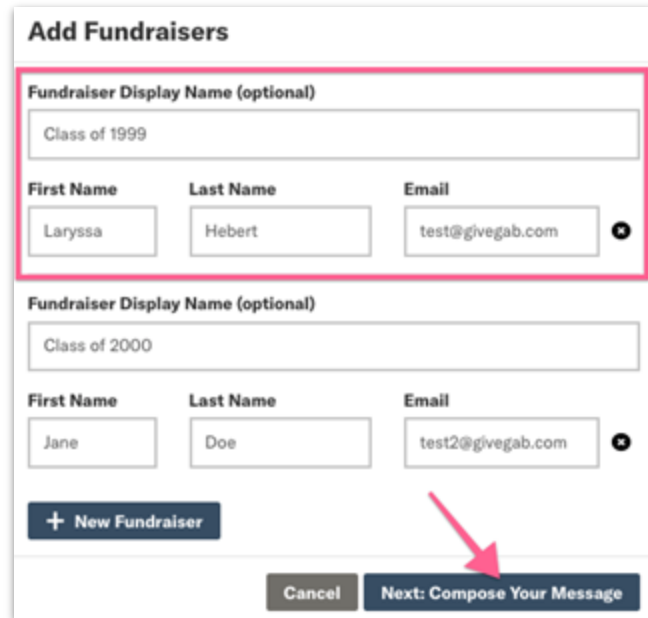
Set Fundraisers' Goal

\$.00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

[Save](#)

- Invite one or multiple fundraisers. You will need first name, last name, and email address.
- Upload a CSV to invite a group of fundraisers at once.



Add Fundraisers

Fundraiser Display Name (optional)

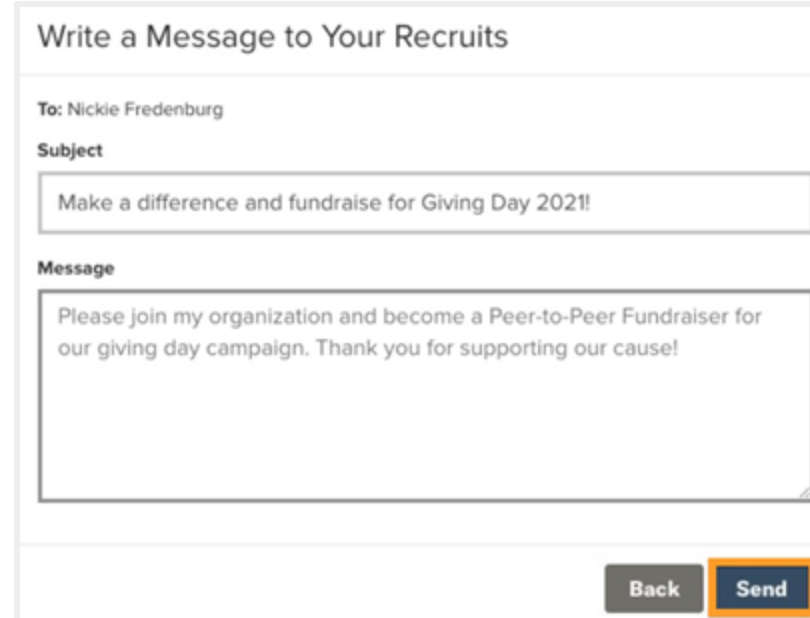
First Name **Last Name** **Email**

Fundraiser Display Name (optional)

First Name **Last Name** **Email**

[+ New Fundraiser](#)

[Cancel](#) [Next: Compose Your Message](#)



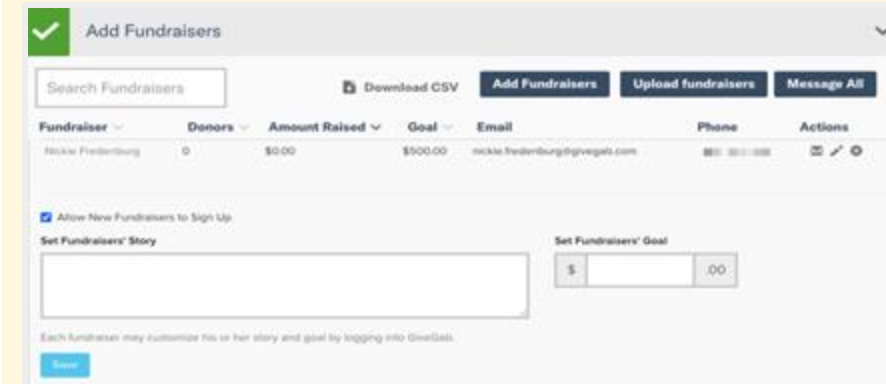
Write a Message to Your Recruits

To: Nickie Fredenburg

Subject

Message

[Back](#) [Send](#)



Add Fundraisers

Search Fundraisers:

[Download CSV](#) [Add Fundraisers](#) [Upload fundraisers](#) [Message All](#)

Fundraiser	Donors	Amount Raised	Goal	Email	Phone	Actions
Nickie Fredenburg	0	\$0.00	\$500.00	nickie.fredenburg@givegab.com	800-800-0000	Edit Delete Add

☒ Allow New Fundraisers to Sign Up

Set Fundraisers' Story

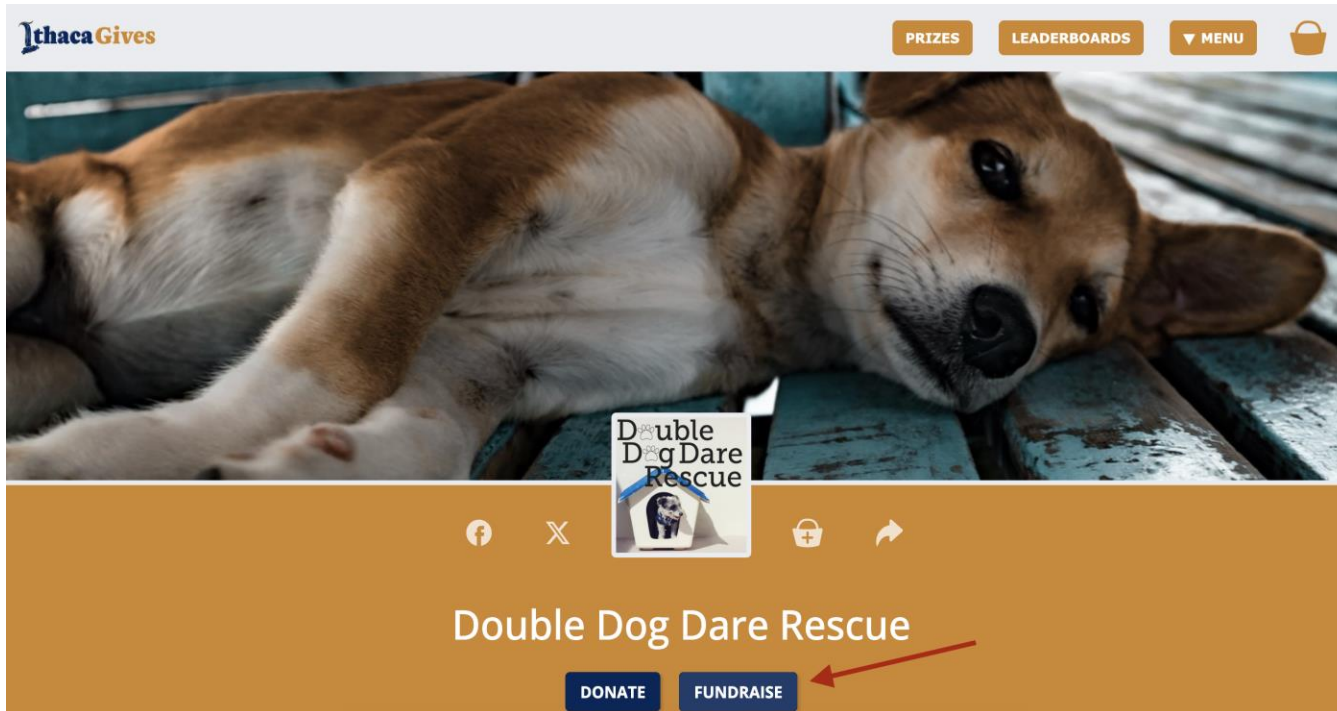
Set Fundraisers' Goal

\$.00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

[Save](#)

Fundraisers can sign up!



A screenshot of the sign-up form for Double Dog Dare Rescue. The form is titled 'Become a fundraiser for Double Dog Dare Rescue' and includes the following fields and options:

- First Name** and **Last Name** input fields.
- Campaign Name (optional)** input field.
- A note: 'If you'd like your fundraiser page name to be something other than your first and last name, enter that here.'
- Email** input field.
- Password** input field.
- A password requirement note: 'New passwords must be 8 characters and include a letter, a number and a special character (e.g. !,?, or \$).'.
- A link: 'Forgot your Password?'.
- CANCEL** and **SUBMIT** buttons.

View Current Fundraisers and Sign up from the Giving Day Website

Ithaca Gives

PRIZES LEADERBOARDS ▼ MENU

HOME
PRIZES
LEADERBOARDS
MATCHES
FUNDRAISERS
BUY AN ECARD
DONOR FAQ
ECARD FAQ
EVENTS
FAQ
NONPROFIT TOOLKIT
LOG IN

Ithaca Gives Fundraisers

Find your friends and colleagues to help support your favorite organizations!

Search by name... **SEARCH**

« 1 2 ... 4 »

Aaron Aaron is a fundraiser for
[Double Dog Dare Rescue](#)

\$0 RAISED \$500 GOAL

VIEW PROFILE **DONATE**

Bridget Cafaro is a fundraiser for
[Double Dog Dare Rescue](#)

28%
\$1,375 RAISED \$4,900 GOAL

VIEW PROFILE **DONATE**

Become a fundraiser for Ithaca Gives

First Name Last Name

Campaign Name (optional)

If you'd like your fundraiser page name to be something other than your first and last name, enter that here.

Select Organization (optional)

Email

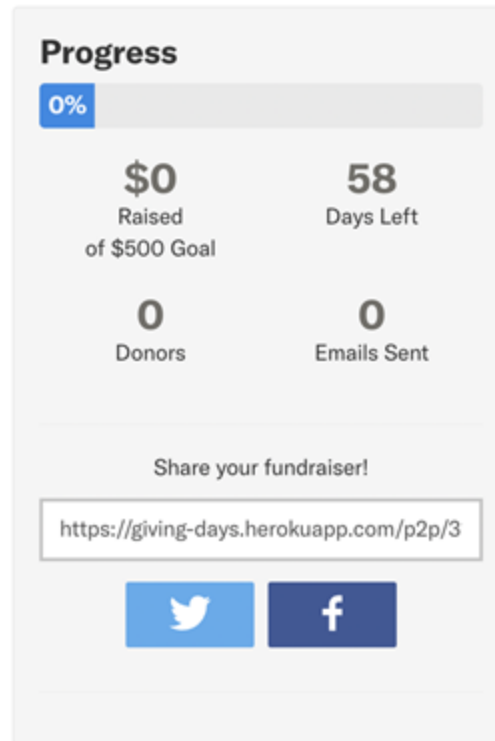
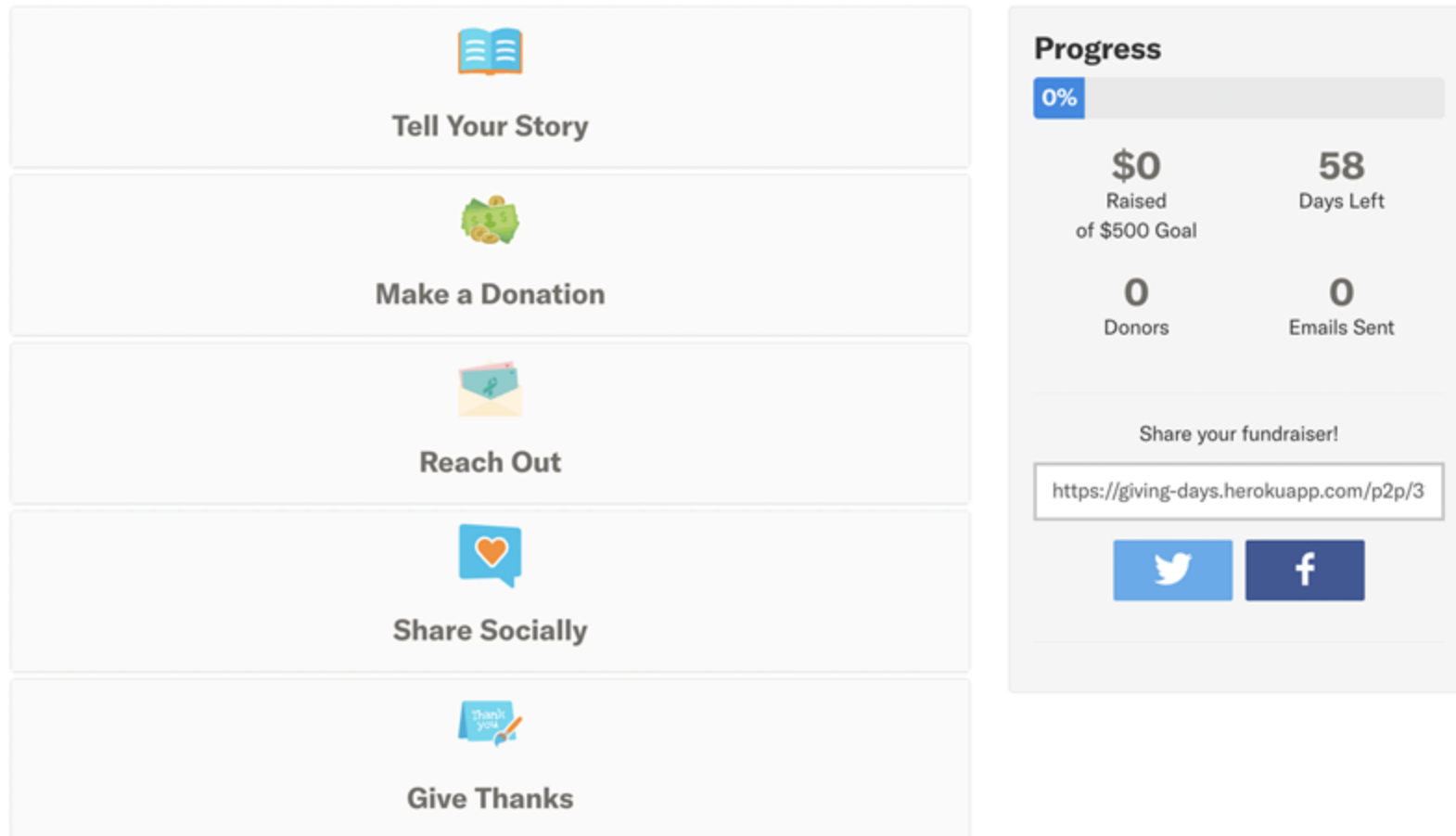
Password

New passwords must be 8 characters and include a letter, a number and a special character (e.g. !,?, or \$).

[Forgot your Password?](#)

CANCEL **SUBMIT**

Fundraiser Dashboard



P2P's have their own dashboard to easily manage their page!

Pro Tip: View and share the Fundraiser Toolkit for all your P2P needs:

- Templates
- Downloadable graphics
- Resources for your team and your P2P fundraisers
- Training videos for fundraising strategies!

Completed P2P Profile



Timeline for P2P Recruitment



Tools for Success



Tools for Organizations:

- How to identify and add fundraisers
- Support articles & videos for engaging P2P fundraisers
- Email templates for recruiting fundraisers

Tools for P2P Fundraisers:

- How to sign up
- Resources & support articles
- Communication guides & templates
- Link to downloads page

Check out the Fundraiser Toolkit!

- Email Templates
- P2P Guide
- Social Media Posts
- Downloadable Graphics

Matches & Challenges

What is a Matching Gift?

- An additional donation pledged for each gift a donor makes to your giving day campaign
- Matches allow donations to be doubled on a 1:1, 2:1, or 3:1 ratio
- Time-based to create a sense of urgency
- A promotional tool to incentivize donors of all capacities

Debbie's Pet Supply: Giving Tuesday Match!

Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!

\$50 MATCH

\$50 REMAINING

What are Challenges?

- Challenges allow funds to be added to the organization's total once a goal is reached
- Challenge goals can be a Donor Count, Donations Count, or Dollar Amount
- Rally supporters around a common goal

Lizzy's Pet Supply: Let's boost Logan's Pups!

When Logan's Pups reaches its goal of \$100,000, Lizzy's Pet Supply will give an extra \$10,000!



\$21,298.13 more unlocks **\$10,000!**

Wag: Happy Pups Challenge

Help us unlock an extra \$5,000 to Logan's Pups with your donation!



115 more donors unlocks **\$5,000!**

What are the benefits of Matches & Challenges?

- Incentivizes your donors, as their gift will have a greater impact.
- Opportunity to highlight your business sponsor or contributing donor(s)
- A new way of engaging existing relationships with potential sponsoring donors, and a great opportunity to ask your Giving Day donor base to come back and give again!
- More storytelling and campaign marketing content





Did you know?

Organizations with matching funds raise 4.5x more on average than organizations without a match!

Potential Sponsors

For examples of where to start with bring sponsors on board for your Giving Day, consider contacting:

- Board Members
- Major Donors
- Local Businesses
- Corporations
- Community Members



Types of Matches

Power Hour Matches

- Set match parameters to a specific time frame, creating a greater sense of urgency during the day
- Opportunity to stimulate donors during non-peak hours
- Great for featuring smaller matches and multiple sponsors

Donation Matches and Challenges

Anonymous: Twice Is Nice Match

Pawnee Gives (Support)

All donations up to \$100 made from 2 to 2:59 pm will be DOUBLED thanks to our generous sponsor, Debbie's Pet Supply!

\$10,000 MATCH

\$10,000 REMAINING



Social Engagement Matches

- Encourage more online engagement through a social media match through liking and sharing
- Opportunity to cross promote with match sponsors existing social media network and your own



Councilman Jeremy Jamm: Match Me On The Gram

Pawnee Gives (Support)

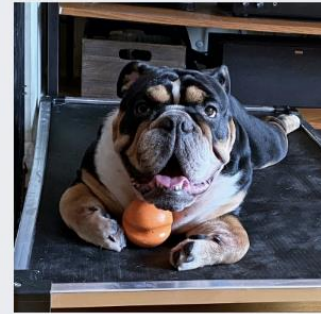
For every like our Giving Day's IG post receives, our very own Councilman Jeremy Jamm will donate \$1 up to \$1,000! Like and tag your friends today only and help us make a difference!

\$1,000 MATCH

\$1,000 REMAINING

New Donor Matches

- Motivate those who have not yet supported your cause to take the first step in making a difference
- Great way to capture new donors and build new relationships with them after the day



Debbie's Pet Supply: Fresh Faces Match

Pawnee Gives (Support)

Have you been waiting for the perfect opportunity to make your first donation to Logan's Pups? Now's your chance! First time donors will have their gift DOUBLED thanks to a match from Debbie's Pet Supply!

\$5,000 MATCH

\$5,000 REMAINING

Creative Challenges

Challenge Goal Criteria

- Dollar-based Challenges unlock funds once a dollars raised milestone is met
- Donor-based Challenges unlock funds once a number of **donors** milestone is met
- Donation-based Challenges unlock funds once a number of **donations (gifts)** milestone is met

Excite your supporters!

Motivate your donors and supporters to reach the challenge goal so that their support can go even further.



Get Local Businesses Involved!

Example:

- The SPCA has a \$3,000 fundraising goal for their campaign
 - PetSmart agrees to contribute \$1,000 if the SPCA reaches their \$3,000 goal
 - As soon as the SPCA reaches their goal, PetSmart's \$1,000 donation is released to their total funds raised
- This is a Dollar-based Challenge
- ***Pro Tip:*** Engage a business this year and start the relationship now. You'll tee yourself up for an ask next year!



Create Donor Challenges

Example:

- Alternatively, the SPCA has a goal of 100 donors for their campaign
- PetSmart agrees to give \$1,000 to the SPCA once 100 unique donors have made gifts
- As soon as the SPCA reaches their goal, PetSmart's \$1,000 donation is released to their total funds raised
- This is a Dollar-based Challenge



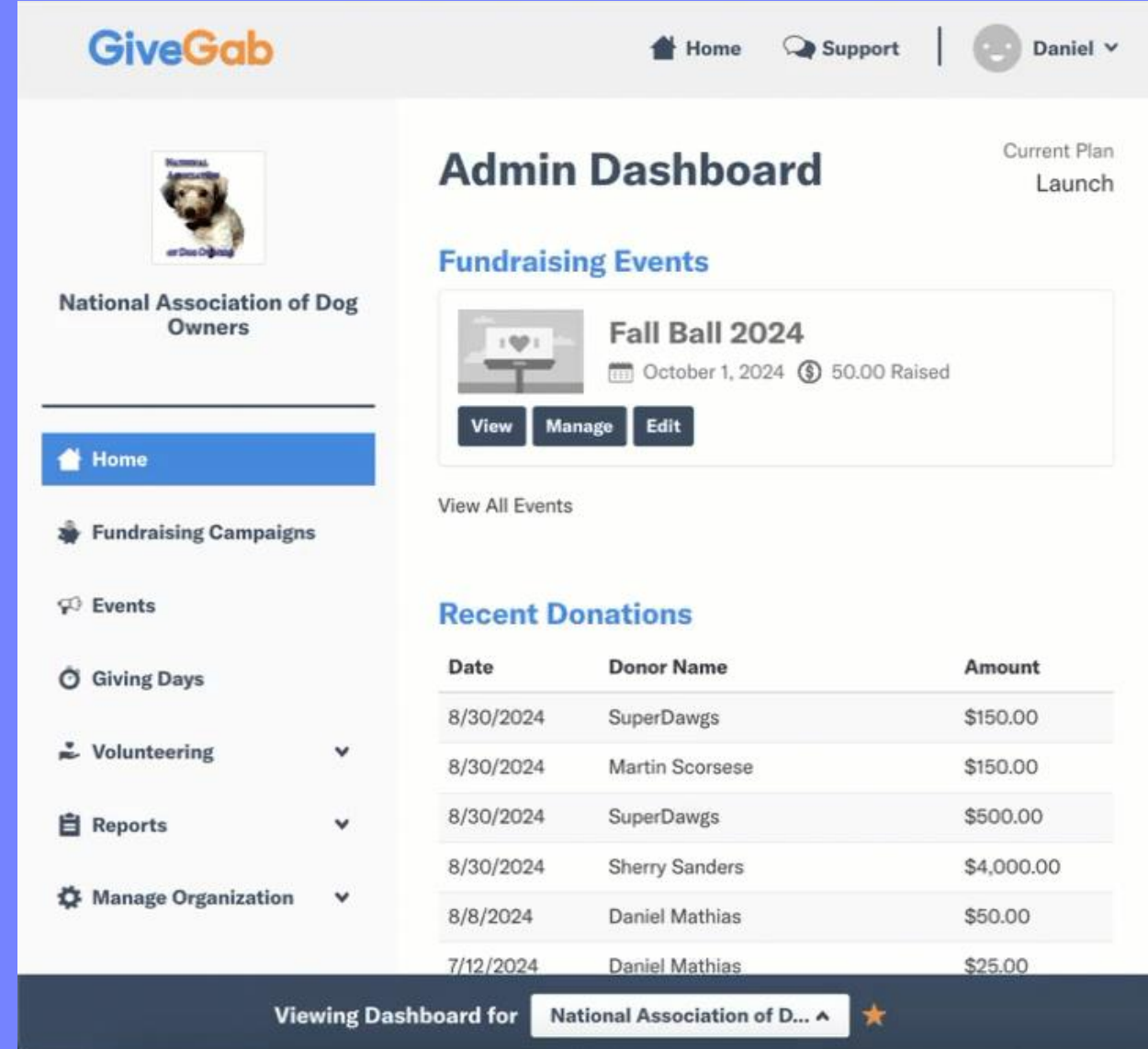
Note: Your nonprofit is responsible for gaining and receiving funds from the sponsor. Bonterra does not collect the matching or challenging funds from your sponsor on your behalf. Bonterra simply reports the amount raised.



Adding A Matching Opportunity

Adding Matches

- Log in to GiveGab and select **Giving Days** from the left-hand menu
- Choose the Giving Day you're participating in
- Scroll down and select **Manage Matches** and Challenges to review your matches



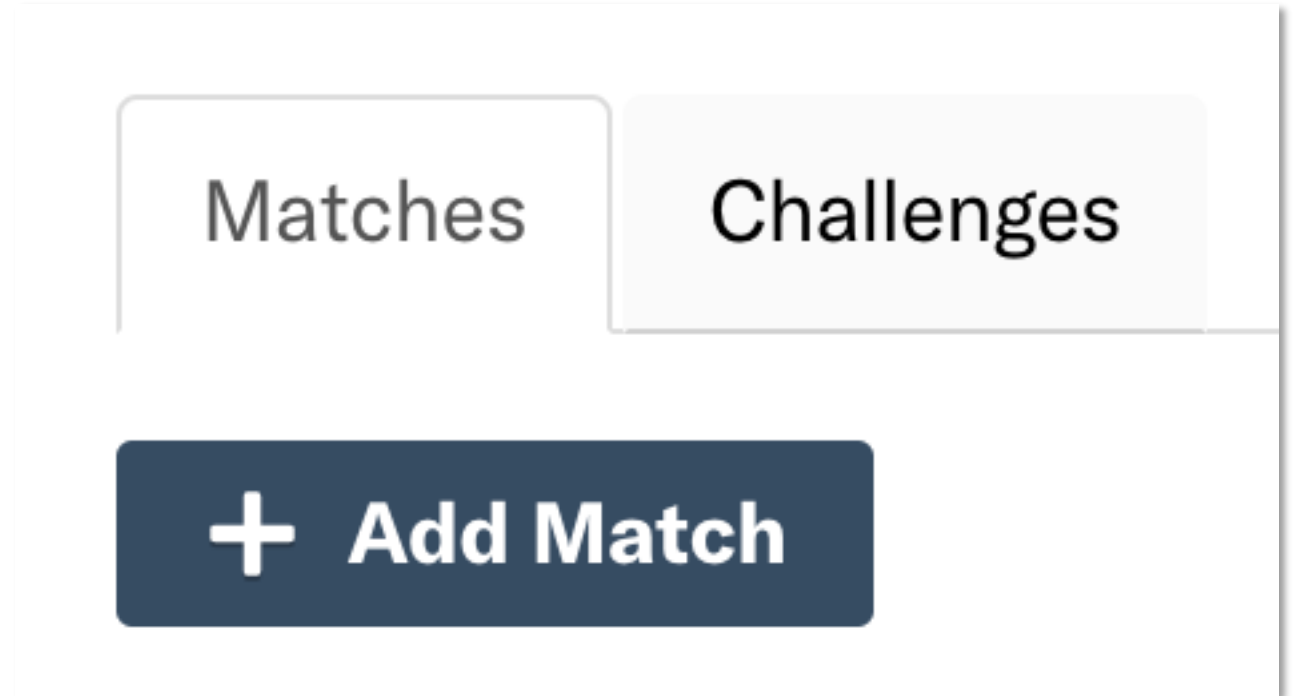
The screenshot shows the GiveGab Admin Dashboard for the National Association of Dog Owners. The dashboard includes a sidebar with navigation options: Home, Fundraising Campaigns, Events, Giving Days, Volunteering, Reports, and Manage Organization. The main content area displays the 'Admin Dashboard' for the 'Fall Ball 2024' event, which is scheduled for October 1, 2024, and has raised \$50.00. Below this, there is a 'Recent Donations' table.

Date	Donor Name	Amount
8/30/2024	SuperDawgs	\$150.00
8/30/2024	Martin Scorsese	\$150.00
8/30/2024	SuperDawgs	\$500.00
8/30/2024	Sherry Sanders	\$4,000.00
8/8/2024	Daniel Mathias	\$50.00
7/12/2024	Daniel Mathias	\$25.00

Viewing Dashboard for National Association of D... ⭐

Adding A Match

Click the “Add Match” button to create a new matching opportunity to feature right on your Giving Day profile



Entering Your Match Information

You'll be asked to enter information for your:

- Match Name
- Match Description
- Matching Funds Available
- Matching Ratio
- Image (optional)

Match Details

Match Name

Giving Tuesday Match!

Description

Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!

Total Matching Funds Available ⓘ

\$ 50.00

Matching Ratio ⓘ

- ☒ **1:1** example: \$10 donation is matched by \$10
- ☐ **2:1** example: \$10 donation is matched by \$20
- ☐ **3:1** example: \$10 donation is matched by \$30

Image

 match_commitment_image_9939217026_img

Select Image

Remove

Tip: Disable adblockers on this page for the best image uploading experience.

Adding Sponsor Information

Always confirm how your sponsor wishes to be listed, but we can then list:

- Sponsor Name
- Sponsor URL (optional)
- Or keep your sponsor anonymous

Sponsor Donor Details

Sponsor Donor Name

Sponsor Donor Name is for your reporting purposes and will not display publicly unless you check the box below.

☒ Display Sponsor Donor Name Publicly

Sponsor Business URL (optional)

Customizing Your Matches

- Update Match Parameters
- Match Start Time (optional)
- Match End Time (optional)
- Maximum Match per Donation
- Auto Matching
 - Enables donation matching to eligible online gifts in real time

Match Criteria

Does this match only apply to donations made within a certain time period? (optional)

Time Zone

Eastern Time

Start Time (US/Eastern Time)

End Time (US/Eastern Time)

Maximum Match per Individual Donation


\$


☒ Enable Auto Matching ⓘ


Adding a Challenge


Your Giving Day Dashboard


From your Giving Day Dashboard, click “Manage Matches and Challenges”


 Add Your Organization's Info

 Add Your Story


 Get Verified to Collect Donations

 Add Donation Levels


 Add a 'Thank You' Message


 Add Fundraisers


Reset Profile

 Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After this profile, a profile from a previous giving day can be copied to use as a starting point.


Donation Tools


 Manage Matches and Challenges


 Manage Donations

 Embed a Donate Button

Other Actions

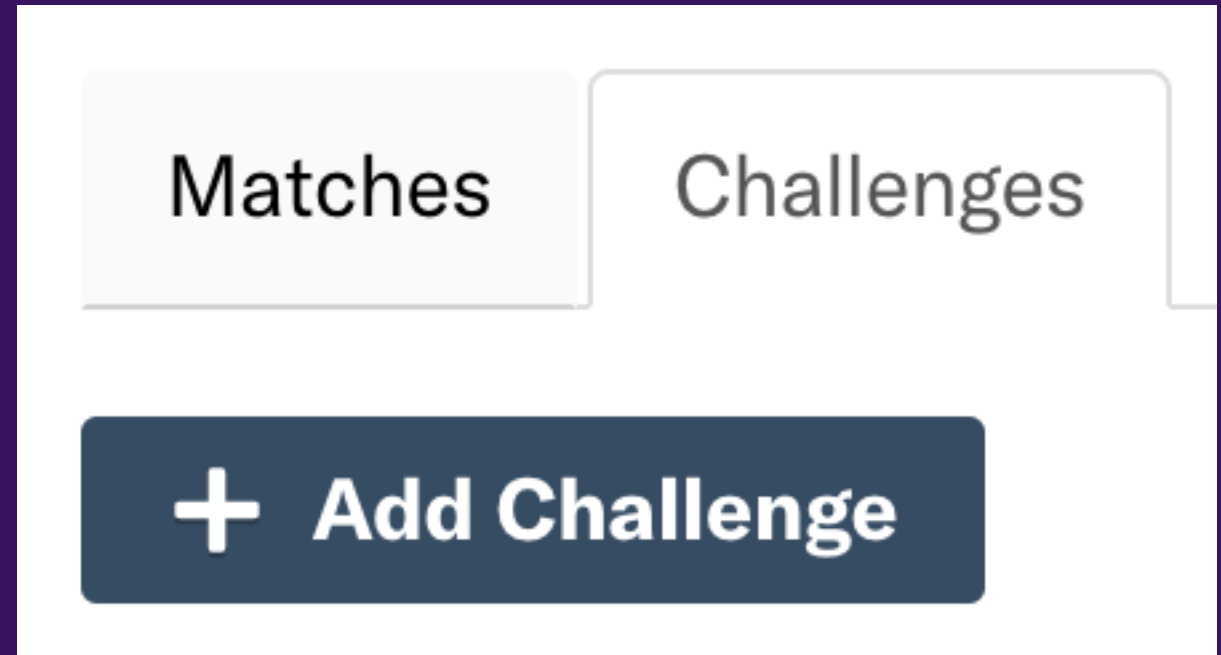
 Engagement Opportunities

 Add External Fund

 View Registration Info

Add a Challenge

Click the “Add Challenge” button to create a new matching opportunity to feature right on your Giving Day profile



Add a Challenge

- Challenge Name
- Challenge Description
- Challenge Unlock Amount
- Image (optional)

Challenge Details

Challenge Name

Giving Tuesday Challenge!

Description

When we reach 10 donors, \$50 will be unlocked thanks to a generous donation from our friends at Debbie's Pet Supply!

Challenge Unlock Amount ⓘ

\$ 50

Image



Select Image

Remove

Tip: Disable adblockers on this page for the best image uploading experience.

Enter Sponsor Information

Sponsor Donor Details

Sponsor Donor Name

Sponsor Donor Name is for your reporting purposes and will not display publicly unless you check the box below.

Debbie's Pet Supply

☒ Display Sponsor Donor Name Publicly

Sponsor Business URL (optional)

- Sponsor Name
- Sponsor URL (optional)
- Or keep your sponsor anonymous

Customize Your Challenge

Challenge Criteria

Select the time period applicable for this challenge

Time Zone

Eastern Time

Start Time (US/Eastern Time)

End Time (US/Eastern Time)

Challenge Type

Donor Challenge

Challenge Goal

10

A **Dollar Challenge** is fulfilled and an offline donation is created when a certain amount is raised. A **Donor Challenge** is fulfilled and an offline donation is created when a certain number of unique donors have given. A **Donation Challenge** is fulfilled and an offline donation is created when a certain number of qualifying donations have been made.

☐ Archive i

Save

Cancel

- Start Time
- End Time
- Challenge Type
 - Dollar
 - Donor
 - Donation
- Challenge Goal

Important Tips for Your Success




- A Match or Challenge will remain active for the entire length of the set date and time parameters
- If you did not meet the amount necessary to deplete the match, but wish to release the entire sponsored amount, select “Deplete Match”
- If you no longer wish to display your match or challenge, select “Archive”


Giving Tuesday Match!


Sponsored by **Debbie's Pet Supply**


Total Amount	Amount Remaining	✓ Auto-Matching Enabled
\$50.00	\$50.00	

Your donations will be DOUBLED on #GivingTuesday tha...

 Edit

 Archive

 Remove

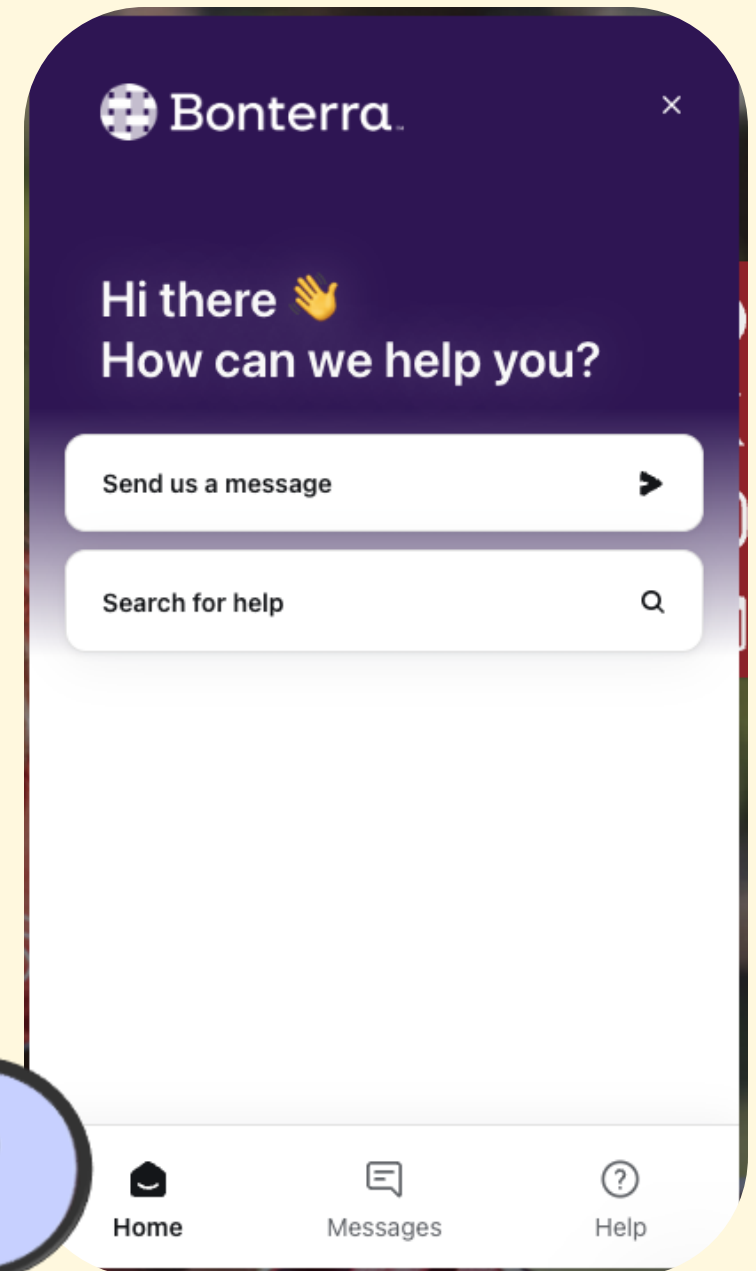
 Deplete Match

Giving Day Support & Resources

Visit our [Help Center](#)

Send us an email at
CustomerSuccess@GiveGab.com

Chat with our Customer Success Team




Don't Forget!


The **Nonprofit Toolkit** has valuable resources for all your Giving Day needs.

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!
- Visit our help center!


1. Getting Started



Basic Info
[FAQ](#)




Training Sessions
[Learn More](#)




Key Dates
[View](#)


2. Next Steps



Peer-to-Peer Fundraisers
[View](#)




Communication Guide
[View](#) | [Printer Friendly Version](#)




Building Board Support
[View](#)


3. Spread the Word



Social Media Tips & Tricks
[View](#)




Sample Email Content
[View](#)




Graphics & Downloads
[View](#)


4. Give Thanks




Stewardship Email Templates
[View](#)




Sample Stewardship Social Media Posts
[View](#)



Stewardship Tips
[View](#)

 Bonterra English

All Collections > Help Articles



Help Articles

Search our collection of written help resources to get answers to your questions!

444 articles

Getting Started

- Getting Help & Contacting Support >
- How do I create a user account on GiveGab? >

Giving Day Training Videos

- [Creating the Perfect Profile](#)
- [Telling Your Story](#)
- [Goal Setting Strategies](#)
- [Engage Your Board](#)
- [Peer-to-Peer Fundraising](#)
- [Social Media Strategies](#)
- [Matches & Challenges](#)
- [Stewarding your Giving Day Donors](#)
- [Virtual Engagement](#)

Key Takeaways

- **Peer-to-peer fundraising** empowers your supporters to fundraise on your behalf and expand your reach
- Fundraisers create and host their own fundraising page right within your profile
- Leveraging supporter networks increases visibility, credibility, and social influence
- **Matches and challenges** incentivize giving and increase donor impact
- Matches create opportunities to highlight sponsors and re-engage donors
- Strong storytelling and incentives work together to drive Giving Day success



Q&A Time!



Thank You for Attending!

