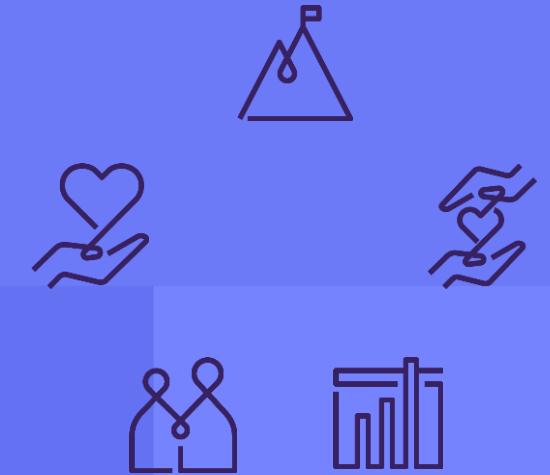


Maximizing Giving Day Impact with Peer-to-Peer Fundraising, Matches, and Challenges



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**™

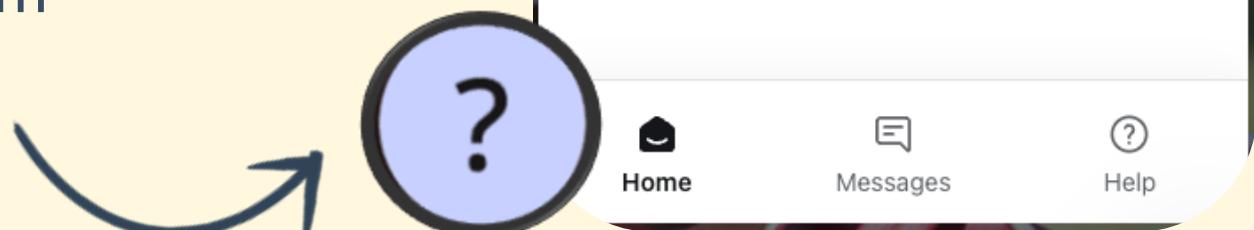
For the greatest good.

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 >



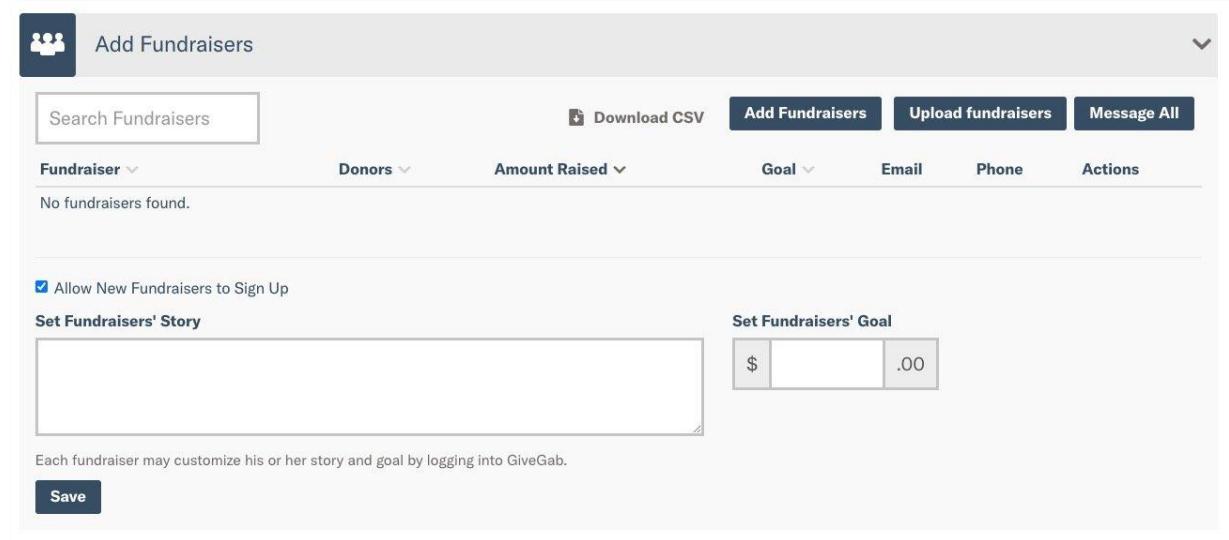
Add a 'Thank You' Message >



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



Add Fundraisers

Search Fundraisers

Download CSV Add Fundraisers Upload fundraisers Message All

Fundraiser	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

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.

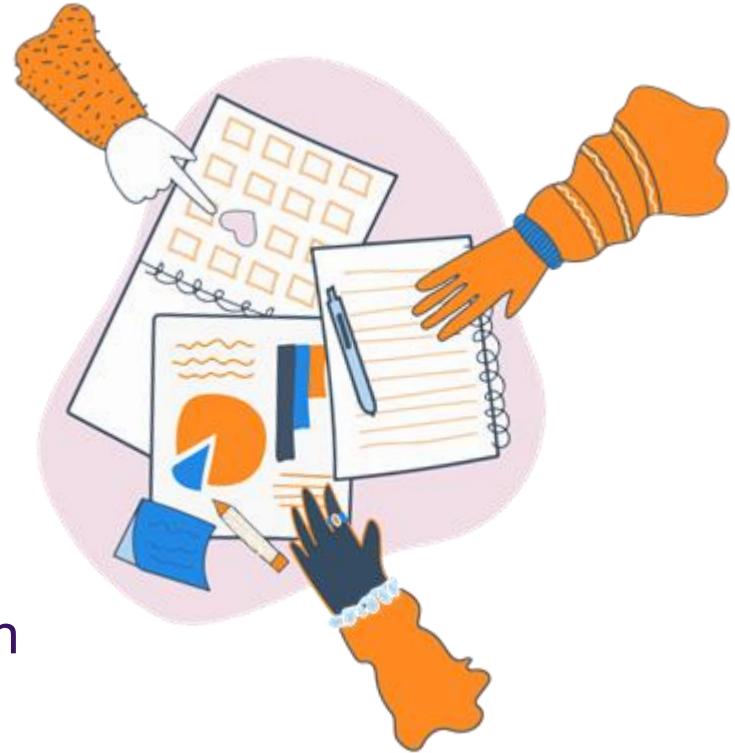


4 Steps to P2P Success

- 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

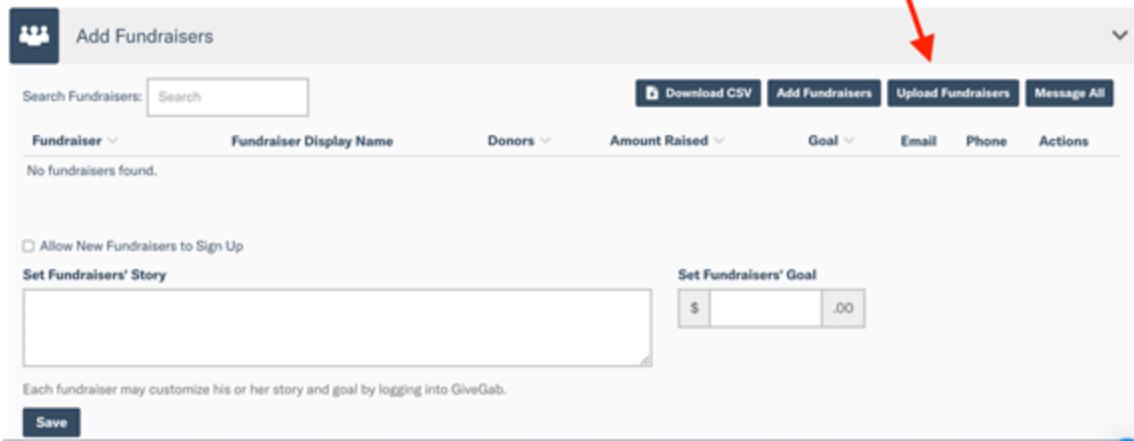
Set Fundraisers' Goal

\$.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.

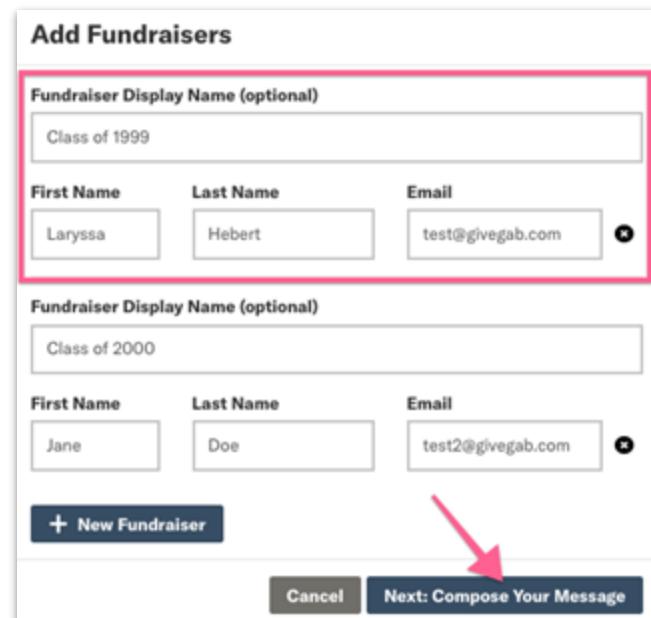
Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

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

Save



Add Fundraisers

Fundraiser Display Name (optional)

Class of 1999

First Name: Laryssa Last Name: Hebert Email: test@givegab.com

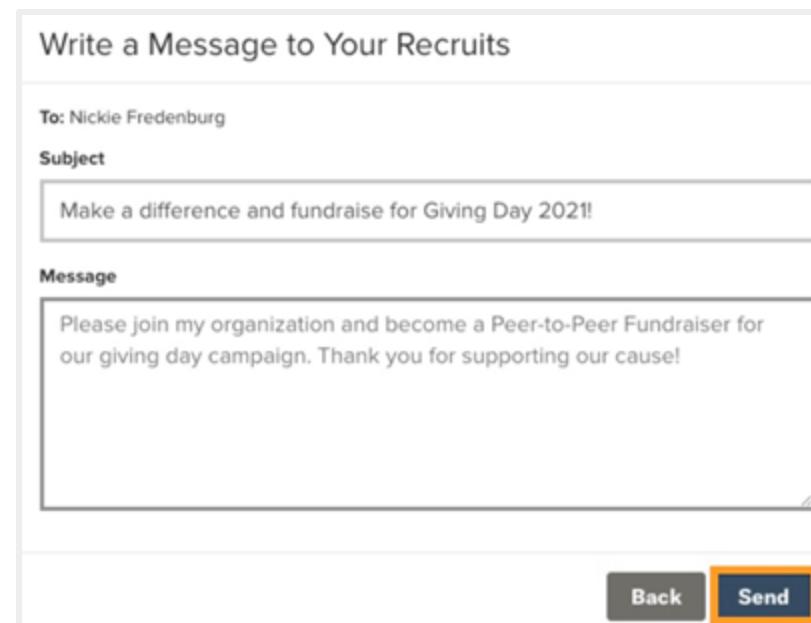
Fundraiser Display Name (optional)

Class of 2000

First Name: Jane Last Name: Doe Email: test2@givegab.com

+ New Fundraiser

Cancel Next: Compose Your Message



Write a Message to Your Recruits

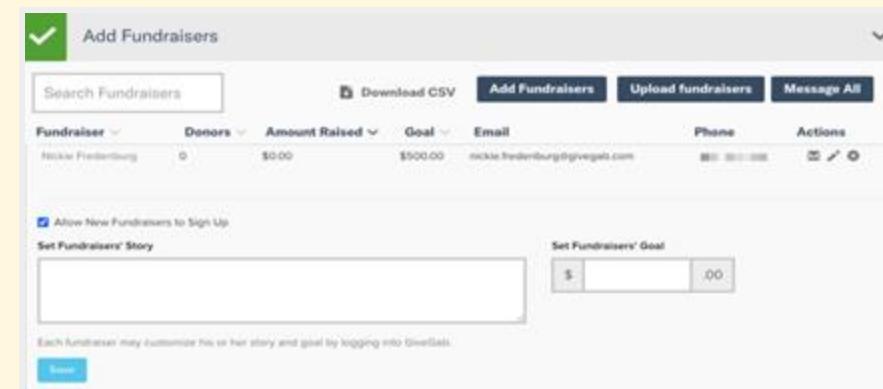
To: Nickie Fredenburg

Subject: Make a difference and fundraise for Giving Day 2021!

Message: Please join my organization and become a Peer-to-Peer Fundraiser for our giving day campaign. Thank you for supporting our cause!

Back **Send**

- 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

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

Allow New Fundraisers to Sign Up

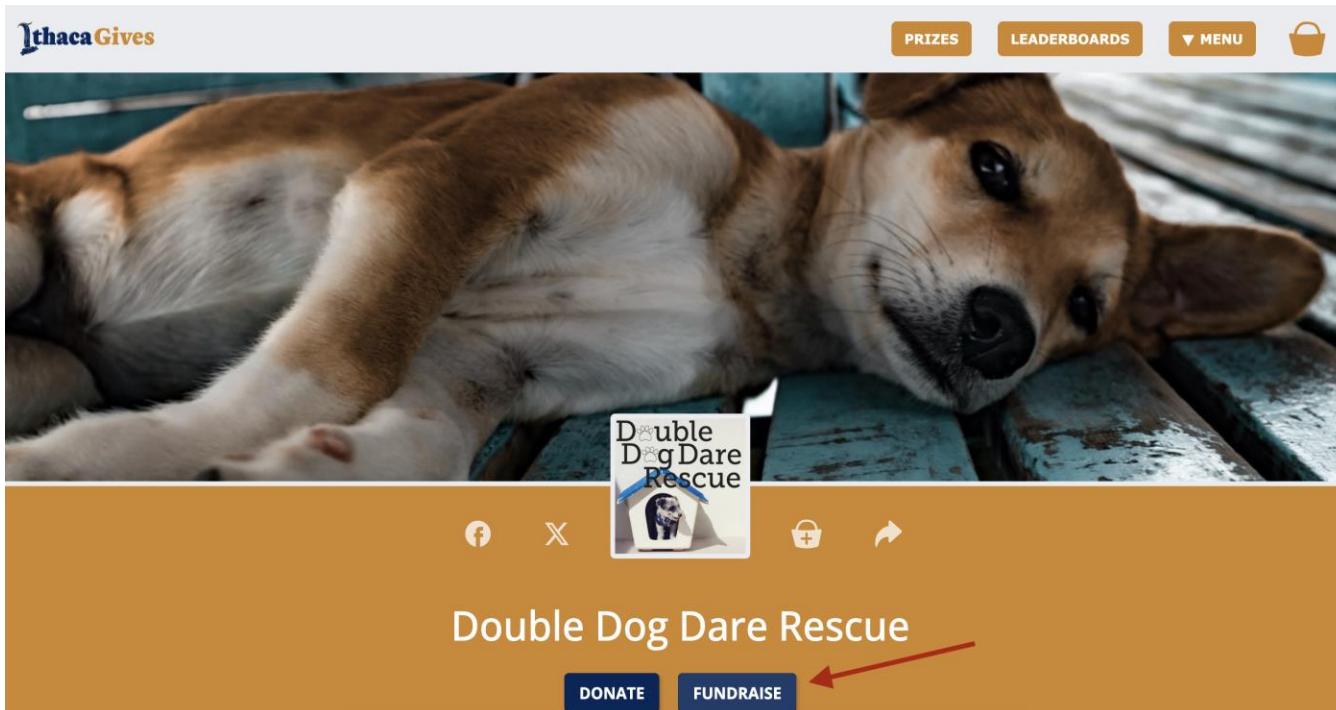
Set Fundraisers' Story

Set Fundraisers' Goal

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

Save

Fundraisers can sign up!



Double Dog Dare Rescue

Become a fundraiser for Double Dog Dare Rescue

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.

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**

DONATE **FUNDRAISE**

View Current Fundraisers and Sign up from the Giving Day Website

The image shows a screenshot of the Ithaca Gives website. The top navigation bar includes links for PRIZES, LEADERBOARDS, and a MENU. The MENU is expanded, showing options like HOME, PRIZES, LEADERBOARDS, MATCHES, and FUNDRAISERS, with the FUNDRAISERS link highlighted by a red box and arrow. Below the menu, a banner reads "Ithaca Gives Fundraisers" and "Find your friends and colleagues to help support your favorite organizations!". A search bar with "Search by name..." and a "SEARCH" button is present. The main content area displays two fundraiser profiles for "Double Dog Dare Rescue". The first profile for "Aaron Aaron" shows \$0 raised towards a \$500 goal. The second profile for "Bridget Cafaro" shows 28% raised (\$1,375) towards a \$4,900 goal. Each profile includes "VIEW PROFILE" and "DONATE" buttons. To the right, a "Become a fundraiser for Ithaca Gives" sign-up form is shown, with the "FUNDRAISERS" link from the menu highlighted. The form fields include First Name, Last Name, Campaign Name (optional), Select Organization (optional), Email, and Password. It also includes a note about password requirements and "Forgot your Password?" and "SUBMIT" buttons.

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 »

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

\$0 RAISED **\$500 GOAL**

VIEW PROFILE **DONATE**

Double Dog Dare Rescue 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)

Search

Email

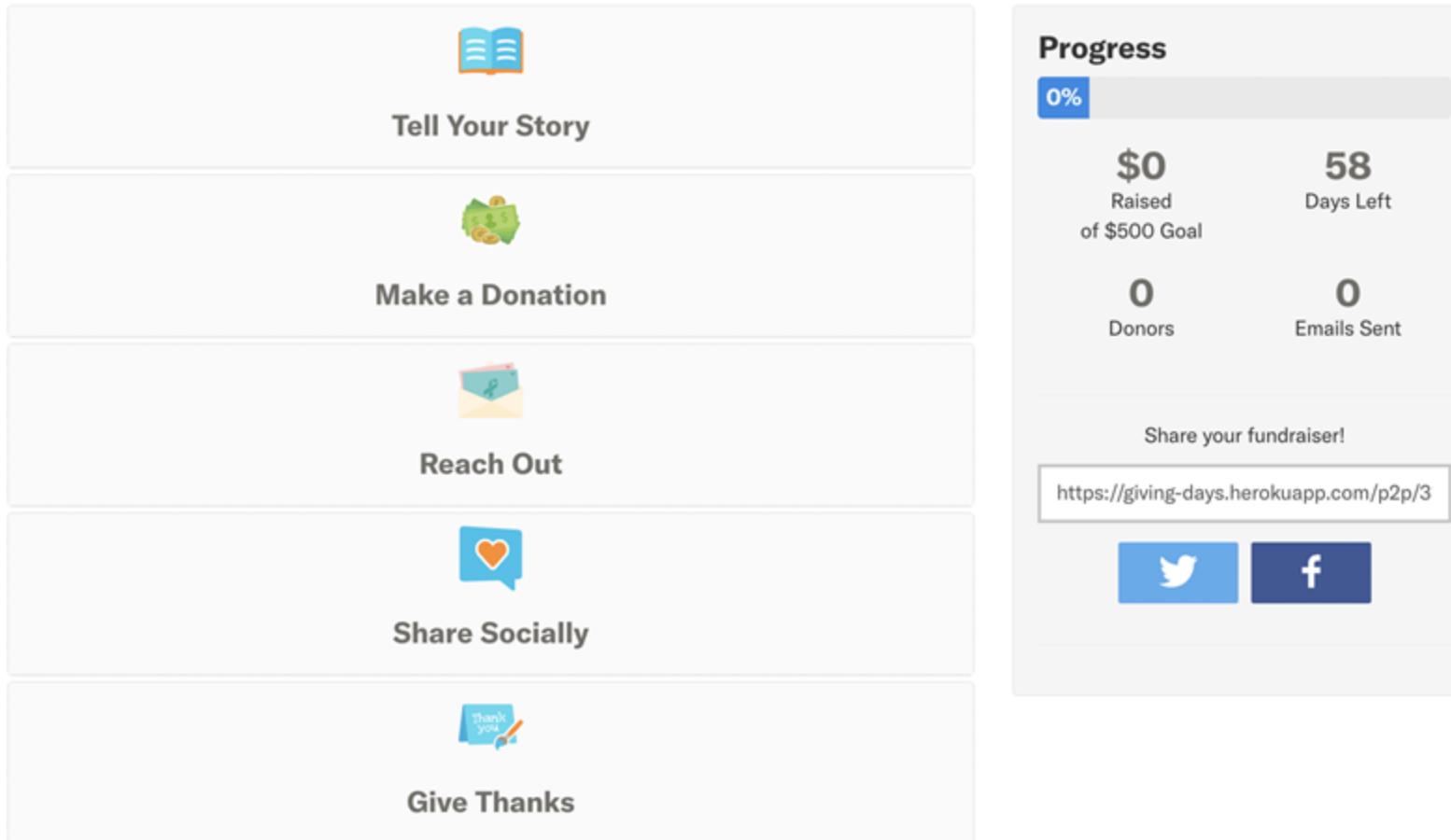
Password

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



The dashboard features a sidebar with five main sections: 'Tell Your Story' (book icon), 'Make a Donation' (cash icon), 'Reach Out' (envelope icon), 'Share Socially' (heart icon), and 'Give Thanks' (thank you note icon). To the right is a central progress bar with the following data:

Progress	
0%	<div style="width: 100%;"></div>
\$0	Raised of \$500 Goal
58	Days Left
0	Donors
0	Emails Sent

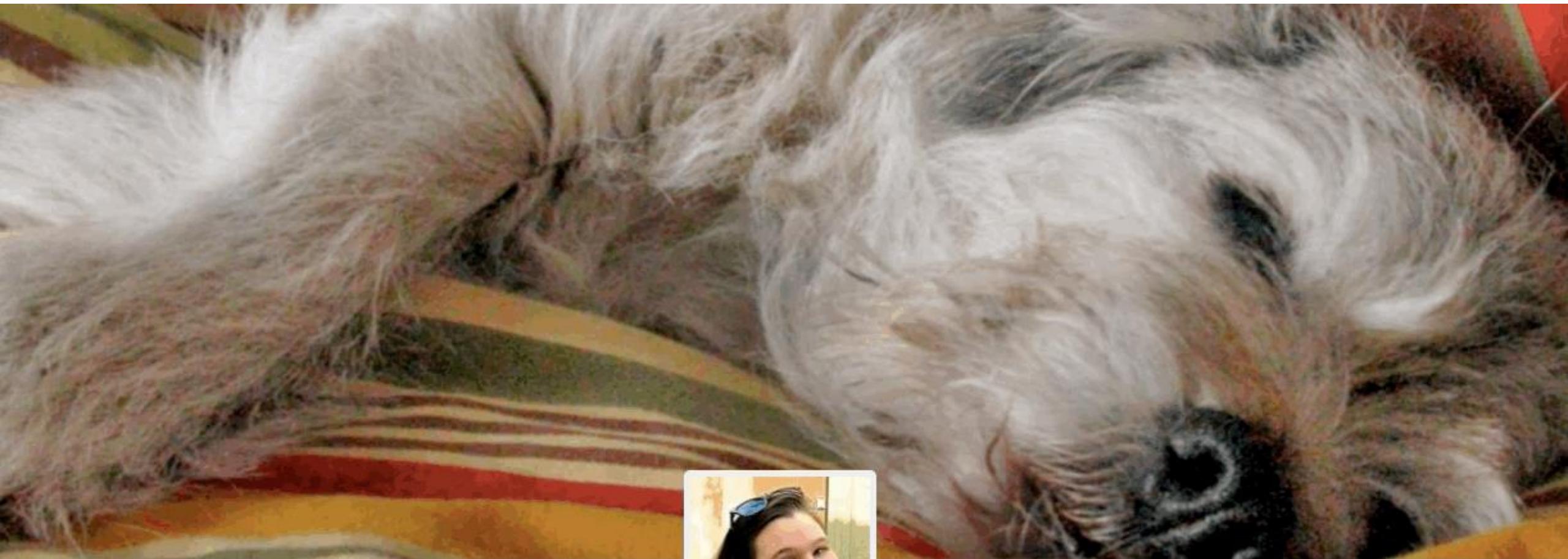
Below the progress bar is a 'Share your fundraiser!' section with a URL: <https://giving-days.herokuapp.com/p2p/3> and social sharing buttons for Twitter and Facebook.

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

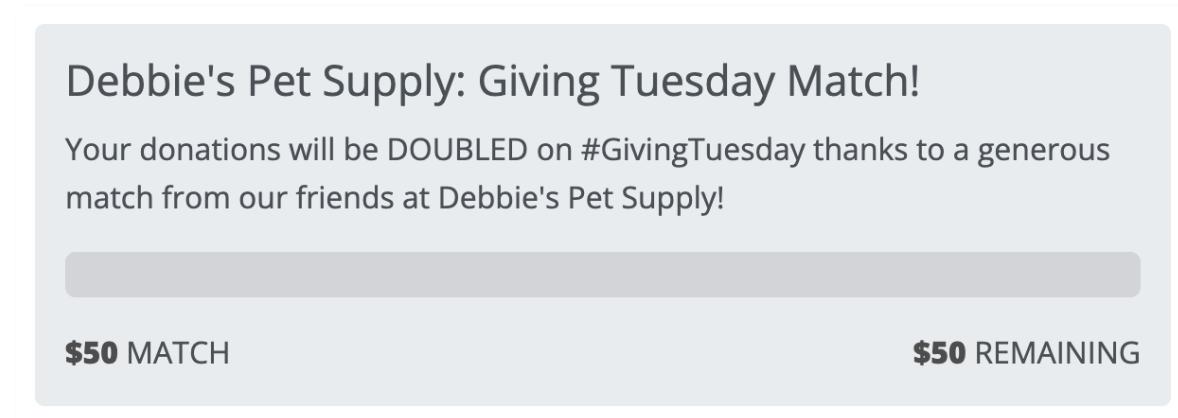
Check out the Fundraiser Toolkit!

- 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



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!

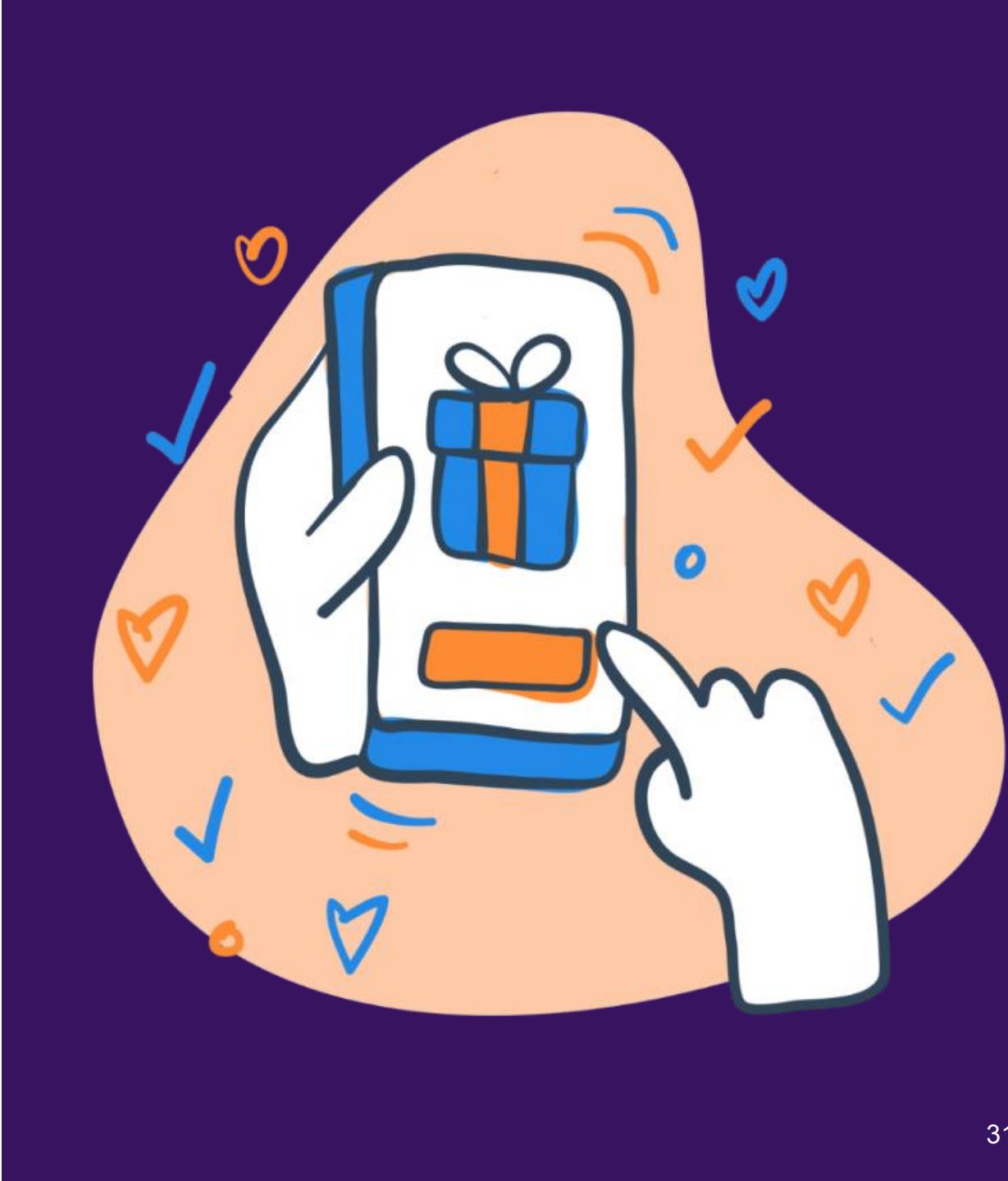
Wag: Happy Pups Challenge

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 bringing 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

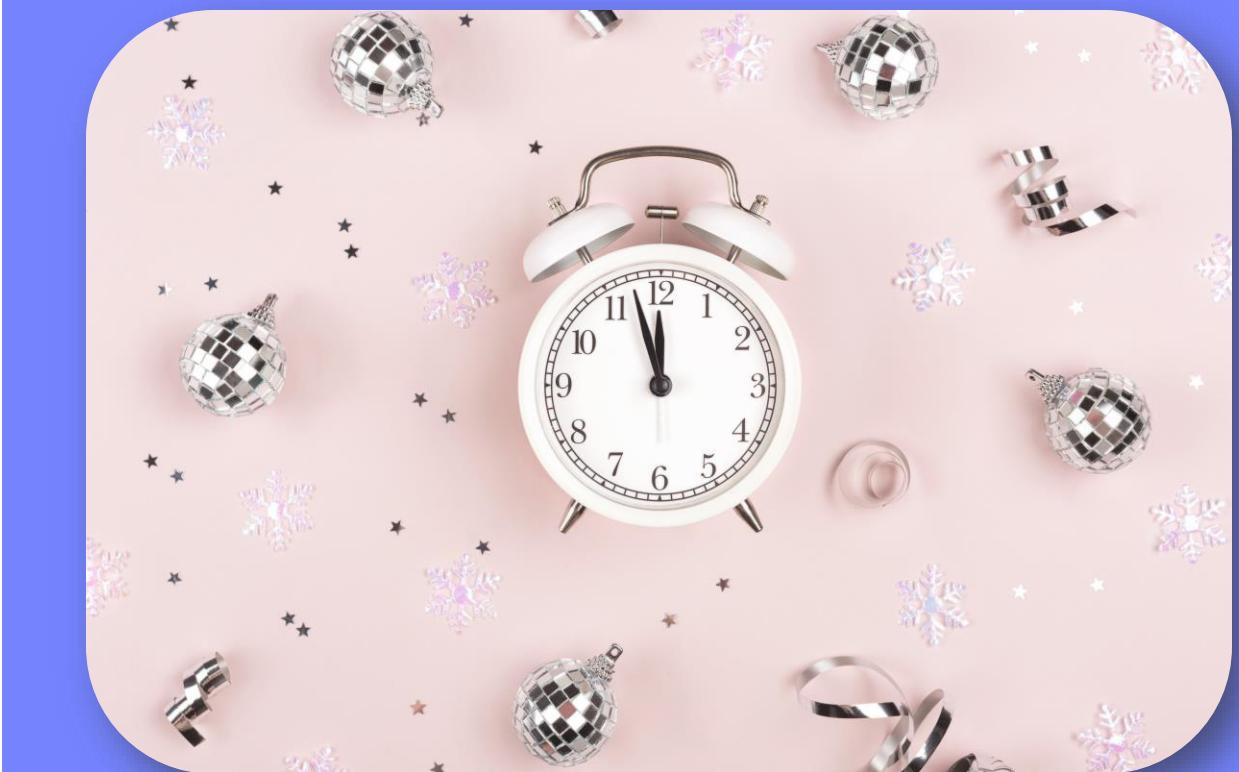
Donation Matches and Challenges

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!***



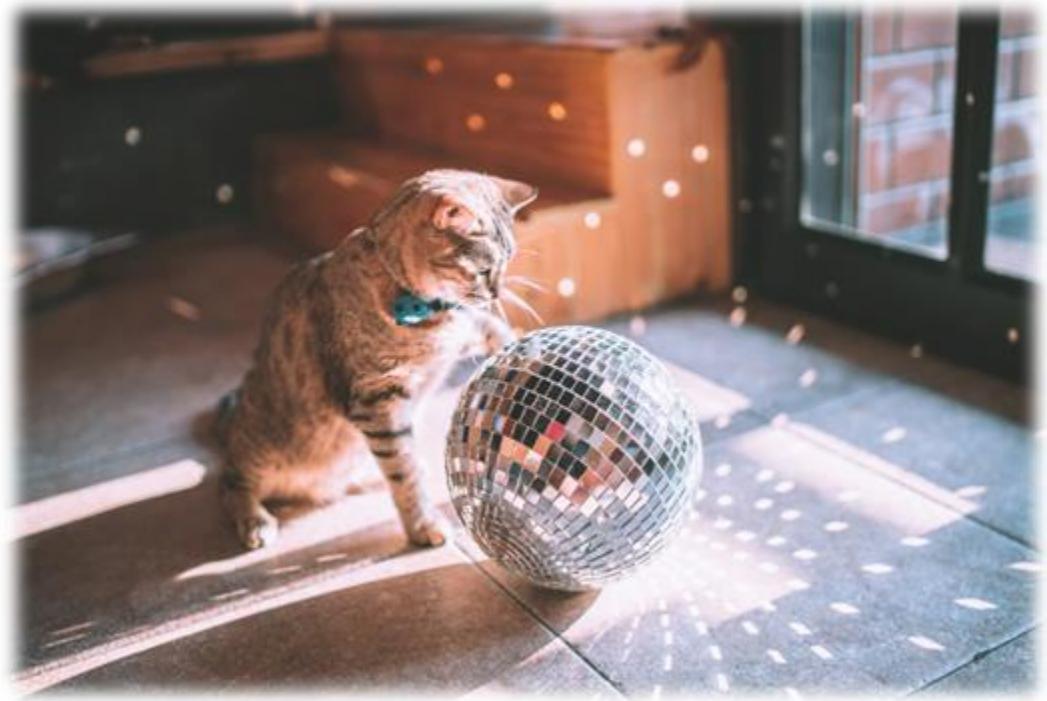
Create Donor Challenges

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



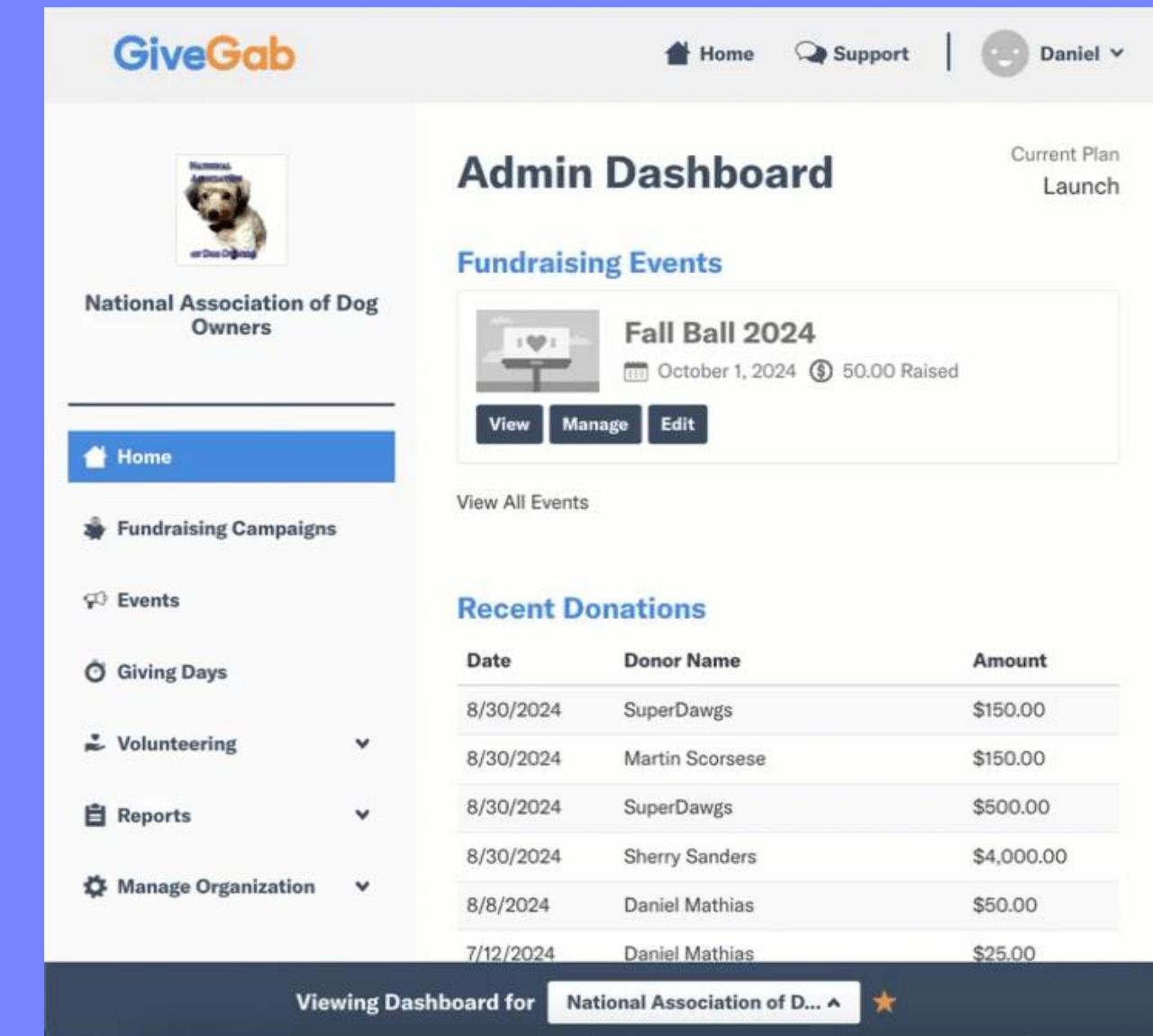
Note: Your nonprofit is responsible for gaining and receiving funds from the sponsor. Bonterra does not collect the matching or challenging funds from your sponsor on your behalf. Bonterra simply reports the amount raised.



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

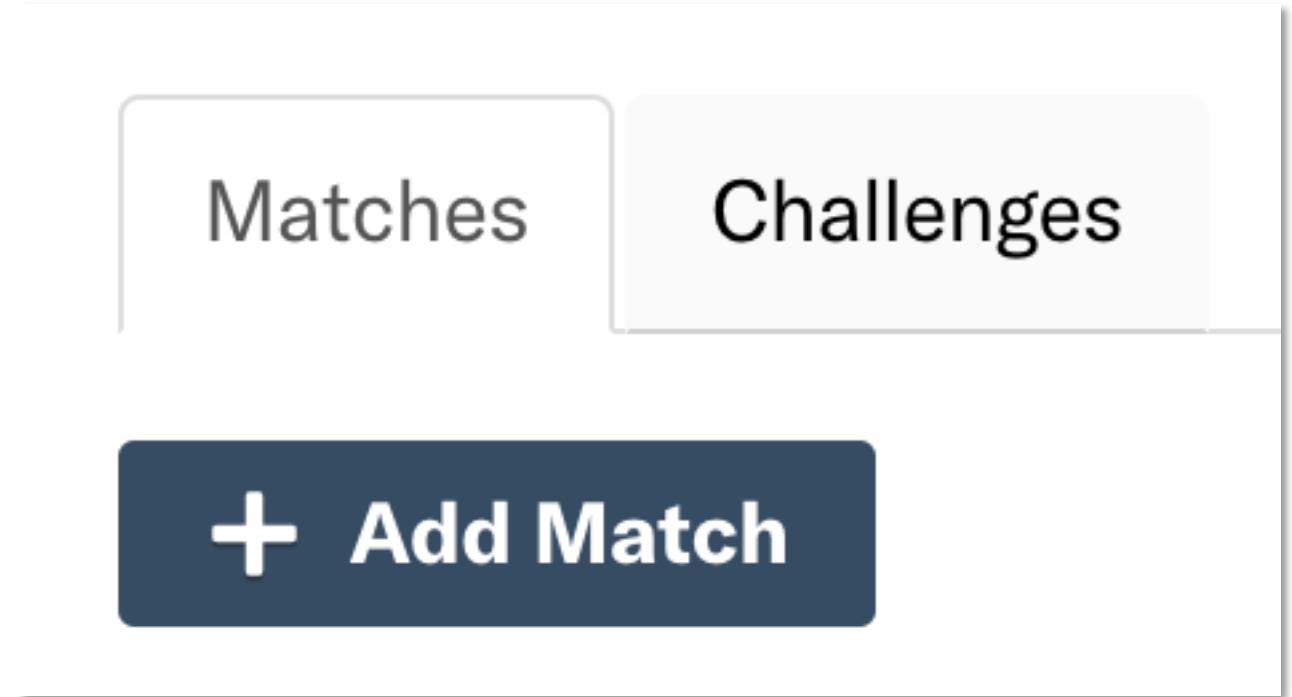


The screenshot shows the GiveGab Admin Dashboard. At the top, there are links for Home, Support, and a user profile for Daniel. On the right, there's a "Current Plan Launch" button. The main content area has a header "Admin Dashboard" and a "Fundraising Events" section featuring a card for "Fall Ball 2024" (October 1, 2024, \$50.00 Raised) with "View", "Manage", and "Edit" buttons. Below that is a "View All Events" link. The left sidebar has a logo for "National Association of Dog Owners" and a navigation menu with the following items: Home (selected), Fundraising Campaigns, Events, Giving Days (selected), Volunteering, Reports, and Manage Organization. At the bottom, a footer bar says "Viewing Dashboard for National Association of D...".

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

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

[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

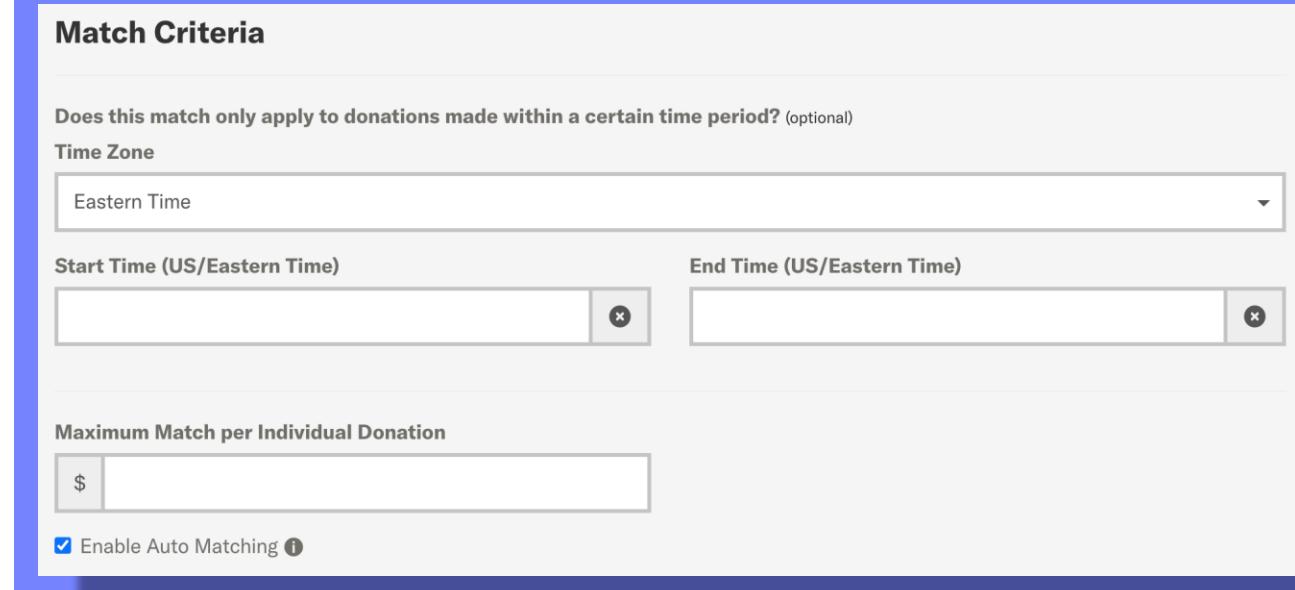
Start Time (US/Eastern Time)

End Time (US/Eastern Time)

Maximum Match per Individual Donation

\$

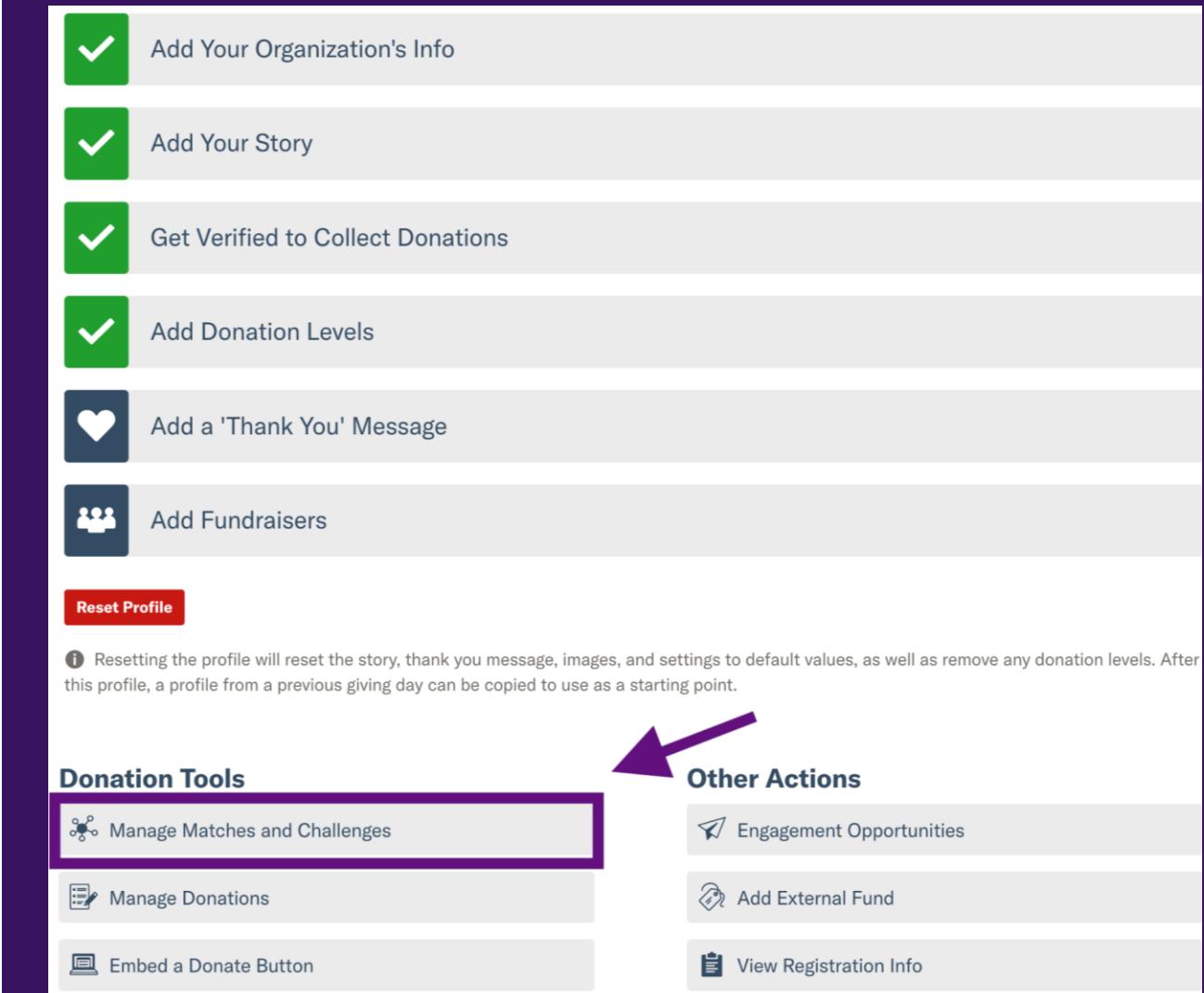
Enable Auto Matching ⓘ



Adding a Challenge

Your Giving Day Dashboard

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



The screenshot shows the Bonterra Giving Day Dashboard. At the top, there is a vertical list of setup steps, each with a green checkmark icon and a title:

- Add Your Organization's Info
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers

Below this list is a red "Reset Profile" button. A note below the button states: "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." A purple arrow points from the text "Manage Matches and Challenges" to the "Other Actions" section.

Donation Tools

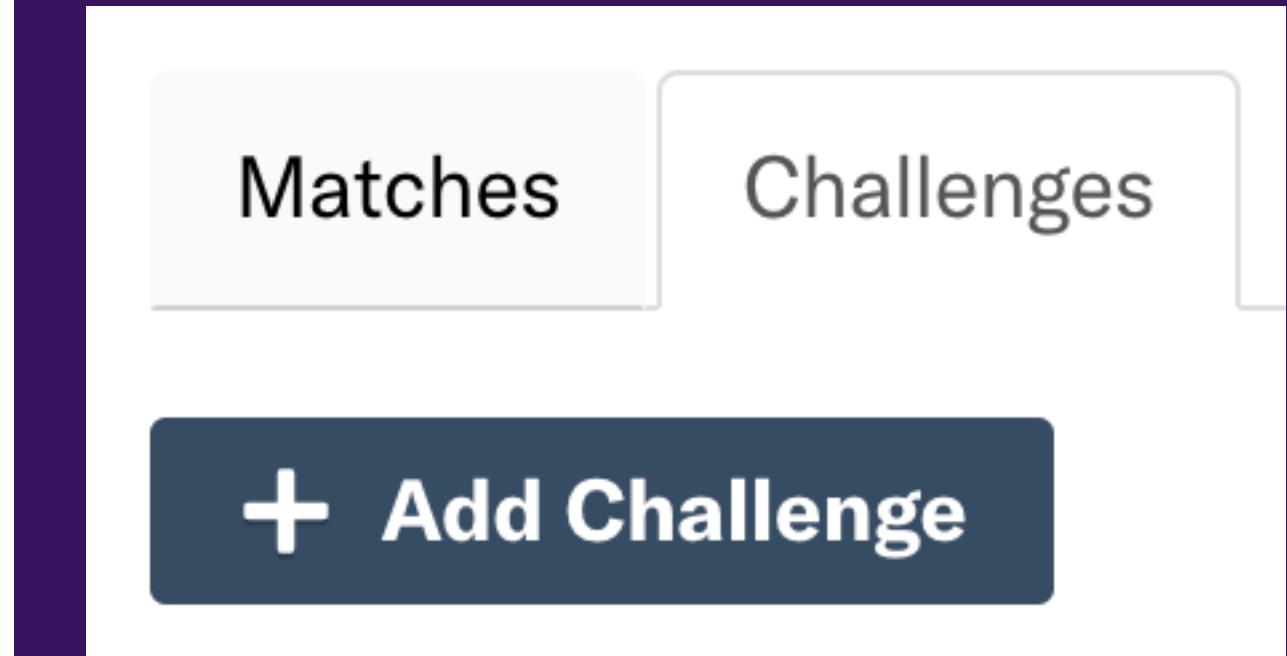
- Manage Matches and Challenges (highlighted with a purple border)
- Manage Donations
- Embed a Donate Button

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

Image
 Select Image Remove

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 ⓘ

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.

 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

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 ⓘ

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	<input checked="" type="checkbox"/> Auto-Matching Enabled
\$50.00	\$50.00	

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

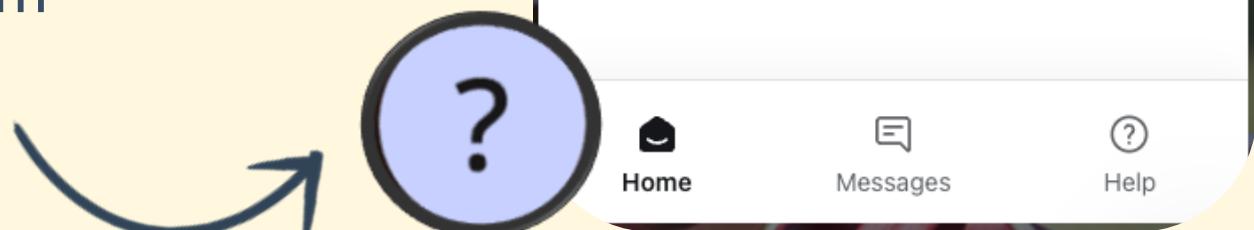
 Edit  Archive  Remove  Deplete Match

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](#)

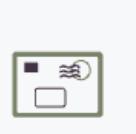


Sample Email Content
[View](#)



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](#)

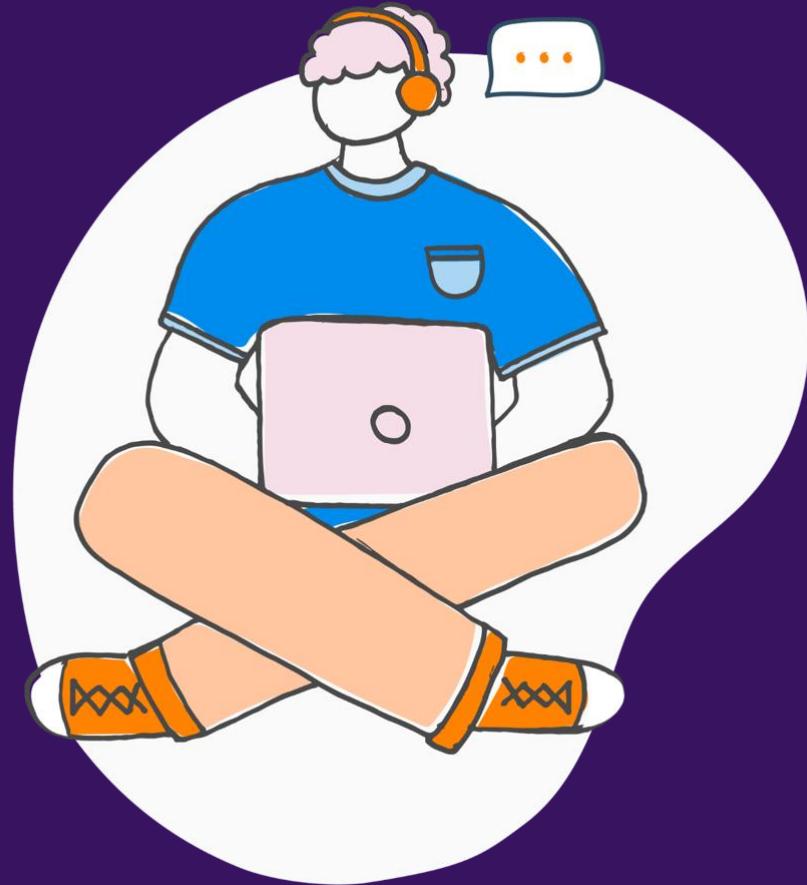
[How do I create a user account on GiveGab?](#)

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!