

A group of people are sitting in a circle on the floor, with their hands raised in a gesture of agreement or discussion. The background is bright and out of focus, suggesting an indoor setting with large windows. The text is overlaid on the image in a dark blue, bold font.

The GiveMN Guide to Peer-to-Peer Fundraising

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Why Peer-to-Peer?

Peer-to-peer (P2P) fundraising is one of the most organic ways to raise support for your organization. It relies on individuals who care about your mission to spread the word about your good work and collect donations on your behalf.

P2P can look different at every organization, so it's important to develop a strategy that works for your staff, board members, volunteers, and audience. Some organizations run successful annual marathons while others might activate their board members to run P2P campaigns during Give to the Max season.

P2P is a great way to find new supporters, help current supporters feel empowered, and get more people involved with your work! **This guide will walk you through how to start building your P2P strategy, how to follow up with donors who give through P2P campaigns, and how to leverage GiveMN's Fundraiser tool.**



Where to Start

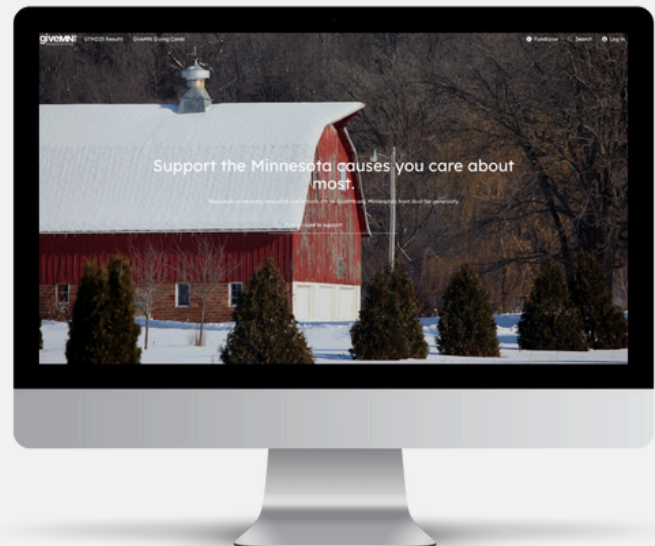
Some of the key questions to answer as you're building your strategy are the following:

1. **Who** could be a good volunteer fundraiser for our organization? Who is passionate about our mission and willing to advocate on our behalf?
2. **What** do we need to support volunteer fundraisers and help them be successful with their campaigns?
3. **When** are we asking people to fundraise for us? Will they be working towards a specific campaign?
4. **Why** should new supporters donate to our cause? What story should volunteer fundraisers tell?



GiveMN tip!

Peer-to-peer fundraising is a great way to acquire supporters who are new to your organization! It also offers an opportunity to engage your current donors by equipping them to spread the word about your mission and advocate on your behalf. That's a win-win!



Consider these questions and brainstorm using the space below:

1. Who could be a good fundraiser for your organization?

Think of your most supportive and engaged donors - they might be individuals who have been supporting your organization from the start, excited volunteers or board members...anyone in your circle!

2. What do your fundraisers need to be successful?

Some of the most important resources to equip your volunteers with are a good story, instructions on how to start their peer fundraiser online, and access to you or your team if they have questions along the way!

3. When are you asking people to fundraise for your organization?

If your campaign is happening during April, consider adding a specific date to help drive urgency and clarity around when people should give.

4. Why should new supporters donate to your cause?

One of the most helpful things you can do for volunteer fundraisers is help provide them with a compelling story about your organization. Consider putting together a story template or boilerplate language they can use to get started.

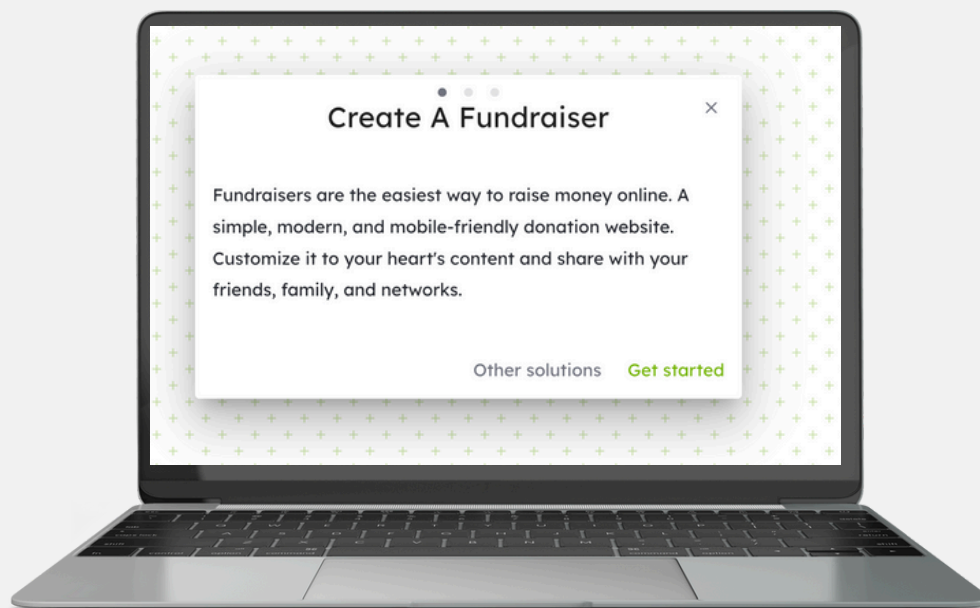


Building a Toolkit

Now that you've thought through the various pieces of your peer-to-peer strategy, let's go through a checklist of common resources for volunteer fundraisers. These resources often help individuals who may be less experienced hands-on fundraising for your organization feel more equipped and confident to ask for support on your behalf!

Consider putting together the following resources for your volunteer fundraisers...

- A one-pager outlining your expectations and goals for P2P campaigns
- Contact information of the person(s) volunteers can reach if they have questions
- Boilerplate language or a sample call-to-action for volunteers to use on their P2P page
- Pre-built social media graphics and captions, email templates, and phone call scripts for volunteers to use when asking their network for support
- Instructions for volunteers on how to build their P2P page on GiveMN.org
- Other



Getting Set Up on GiveMN.org

GiveMN's Fundraiser tool is available to nonprofits and donors alike all year round! It's a tool that is offered at no-cost to help organizations (and the people that love them) raise money to power their mission work.

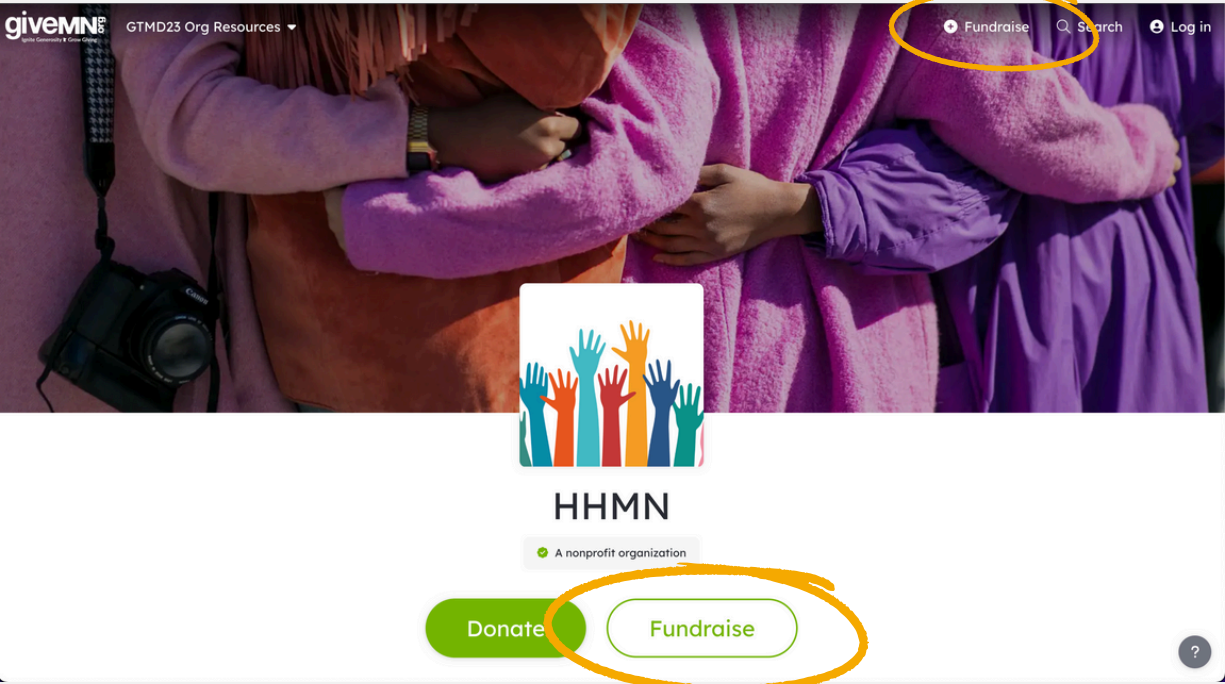
The following is broken into three main parts: instructions for volunteer fundraisers on how to start their Fundraiser page, instructions for organization administrators on how to manage Campaign fundraising pages, and instructions for organization administrators on how to set up a Fundraiser template.

Feel free to share these instructions with your volunteer fundraisers, colleagues, and others who may be interested in advocating on your behalf!

Instructions for Volunteer Fundraisers

- **Log in to, or create, your free [GiveMN.org](https://www.givemn.org) user account.**
- Proceed with **one of the following options:**
 - At the top of your screen, click the “**+ Fundraise**” icon and select “Start a Fundraiser.” The screen will then ask you to select which nonprofit or school you would like to support with your Fundraiser. At this time, Fundraiser pages can only support one organization at a time.
 - Navigate to the organization of your choice by entering the URL directly into your browser or find a cause at [GiveMN.org/search](https://www.givemn.org/search). **Once you're on the page of your organization of choice, click the “Fundraise” button.**





- Now you've created your Fundraiser page – high five! From here, you can **customize your page to tell your story, enter a fundraising goal, add photos or video, and track who donates** through your page.
- On the left side of your screen, you'll see various settings options including, “Fundraising Tools” and “Checkout.” Here, you can **customize a thank you message, pre-set suggested donation amounts, and create a link to your page that can be embedded on any compatible website.**

Pro tips for volunteer fundraisers:

1. Make your story personal and meaningful. Share why you're fundraising on behalf of your organization of choice and let others know why you think their support is important, too.
2. Follow up with people who donate through your page. Let your friends and family know that you appreciate their support! A simple thank you goes a long way.
3. When in doubt, contact the organization you're fundraising for. If you have questions, want help with your story or need a good photo for your page, getting in touch with a staff person or other volunteer will be your best resource.



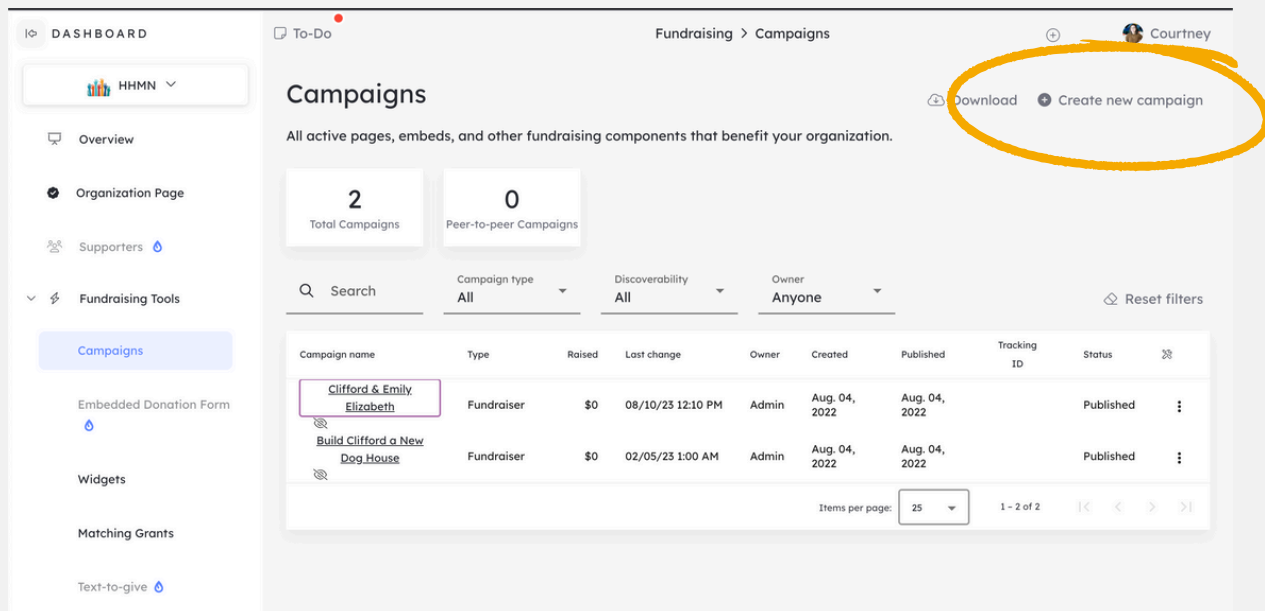
Instructions for Organization Administrators and Fundraising Practitioners

In addition to donors, organization administrators on GiveMN.org can also create Fundraiser pages year-round! Unlike volunteer fundraisers though, **organization administrators may want to think about using their Fundraiser page a little differently.**

While donors share their page to encourage their network to donate, Fundraiser pages hosted by an organization are usually **best suited for specific and/or time-constrained fundraising campaigns.**

For organization administrators, proceed with the following steps:

- **Log in to, or create, the free [GiveMN.org](#) account you use to manage your organization.**
- On your dashboard, navigate to **“Fundraising Tools”** and then **“Campaigns.”**
- Select **“Create a new campaign.”**



The screenshot shows the GiveMN.org dashboard for a user named Courtney. The main section is titled "Campaigns" and displays two summary cards: "Total Campaigns" with a count of 2, and "Peer-to-peer Campaigns" with a count of 0. Below these cards are filters for Campaign type (All), Discoverability (All), and Owner (Anyone). A table lists two active campaigns:

Campaign name	Type	Raised	Last change	Owner	Created	Published	Tracking ID	Status	
Clifford & Emily Elizabeth	Fundraiser	\$0	08/10/23 12:10 PM	Admin	Aug. 04, 2022	Aug. 04, 2022		Published	⋮
Build Clifford a New Dog House	Fundraiser	\$0	02/05/23 1:00 AM	Admin	Aug. 04, 2022	Aug. 04, 2022		Published	⋮

At the bottom of the table, there is a pagination control showing "Items per page: 25" and "1 - 2 of 2". In the top right corner of the dashboard, the "Create new campaign" button is circled in orange.



- After creating your campaign, you can **customize** to your heart's content!
- Additionally, in your GiveMN.org donation reports, you can see who gave through your organization page versus your campaign page. **We'd encourage you to consider sending a custom thank you** to donors that choose to give via your campaign page, especially if you're fundraising for a specific initiative or project!

Pro tips for organization administrators:

1. You may be wondering which page you should use – your organization page or a campaign page. We'd suggest using your organization page unless you're fundraising for a very specific initiative or program and want to tell the story of that project.
2. You can track who starts a fundraiser for your organization in the “Campaigns” section of your dashboard! When volunteer fundraisers create Fundraiser pages on your behalf, you can see their progress and reach out to them to thank them for their advocacy.



Fundraiser Templates

A final step you can take to help volunteer fundraisers create the best page possible is to create a Fundraiser template.

Fundraiser templates give organization administrators the option to pre-fill a Fundraiser page so that when individuals start a Fundraiser, they are prompted to use the organization’s pre-approved language and photos. This can be a great way to make sure the messages your volunteers are sharing are on-brand and values-aligned with your mission. Having a Fundraiser template also helps make fundraising a little less intimidating – it’s easier to work from a template than to start with a blank page!

Creating Your Template

Proceed with the following steps to get your fundraiser template up and running:

- While logged in to the GiveMN.org account you use to manage your organization, navigate to your dashboard and **select “Fundraising Tools” and then “Fundraiser Templates.”**
- At the top right of your screen, **select “+ Create”**
- Here, you can add a note about your template, upload a photo or video, provide fundraising copy writing, and more!
- Now, when individuals click “Fundraise” on your organization page, they’ll be prompted to use the template you’ve provided.

Pro tip: You can have **more than one template** at any given time! Use the star icon to favorite a template and make it the default template individuals will see when creating a Fundraiser page. Or, send a direct link to a template to volunteer fundraisers. For example, you may want to have a template just for board members. You can have a default template available to everyone *and* send a link to a custom board template. A win-win!



What's Next?

This guide can help anytime you want to run a peer-to-peer campaign! Consider some of these ideas:

- Asking board members or volunteers to run Fundraiser pages on GiveMN.org to help support your Give to the Max Day campaign
- Ask current supporters to host a P2P fundraising page and introduce their friends and family to your cause
- Use an Event page on GiveMN.org for your next fundraising event, marathon, or other gathering!
- Create a friendly competition amongst your audience by leveraging Teams pages to track who raises the most money for your mission

Want additional help developing your P2P strategy?? We'd love to help!



Reach out to our team of technology experts at Help@GiveMN.org anytime or visit GiveMN.org for more free-to-access resources and workbooks.

