The GiveMN Guide to

PEER-TO-PEER FUNDRAISING

give **MAX** TO THE
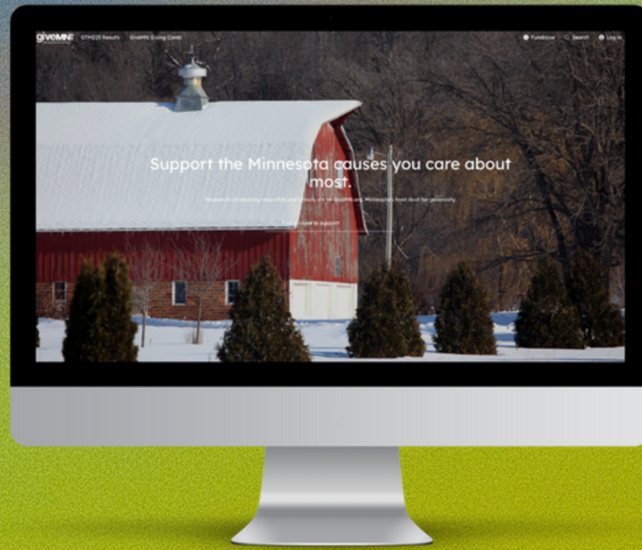Nov. 20, 2025

TABLE OF CONTENTS

Why Peer-to-Peer?

Peer-to-peer (P2P) fundraising is an organic way to raise support, relying on individuals who care about your mission to share your work and collect donations.

Every organization's P2P strategy looks different—some host annual marathons, others engage board members during Give to the Max. P2P helps you find new supporters, empower current ones, and grow involvement. This guide will walk you through how to start building your P2P strategy, how to follow up with donors, and how to leverage GiveMN's Fundraiser tool.

Let's get started!

Annual 5K Doggy Dash
A EVENT FOR HOMEWARD TRAILS

$34,197 RAISED
VIA 3 FUNDRAISERS & 286 DONORS

FUNDRAISING DEADLINE
21 DAYS LEFT

$30,000 GOAL

Where to Start

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

- Who could be a good volunteer fundraiser for our organization? Who is passionate about our mission and willing to advocate on our behalf?
- What do we need to support volunteer fundraisers and help them be successful with their campaigns?
- When are we asking people to fundraise for us? Will they be working towards a specific campaign?
- 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

1. **Who could be a good fundraiser for your organization?** Think of your most supportive and engaged donors - long time volunteers, board members, or anyone from 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!

3. **When are you asking people to fundraise for your organization?** 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?** Consider putting together a story template or boilerplate language that tells your organization's compelling story!
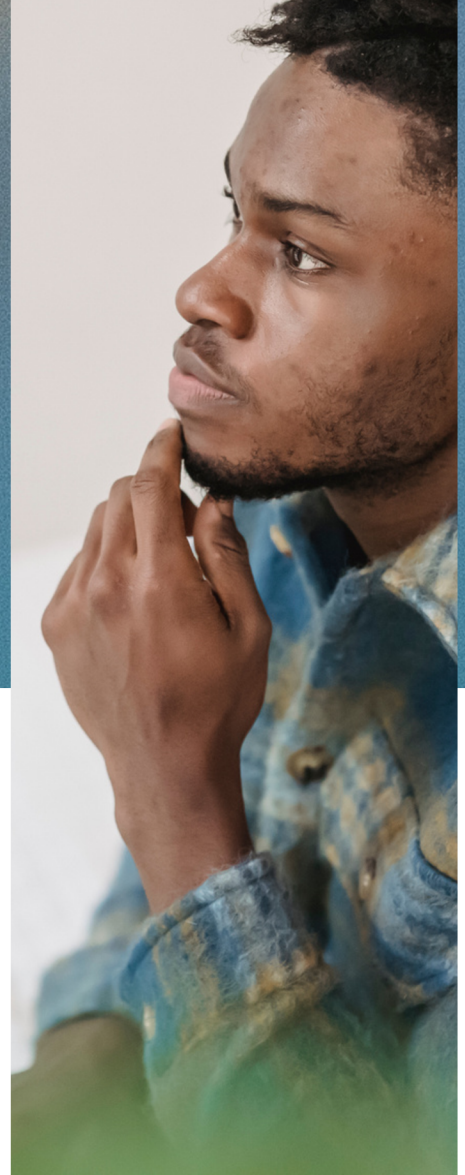
Building a Toolkit

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

Support the Minnesota causes you care about most.

Thousands of amazing nonprofits and schools are on GiveMN.org, Minnesota's front door for generosity.

Q Find a cause to support

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.
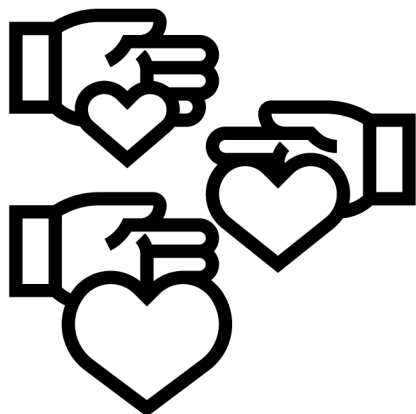
The following is broken into **three main parts:**

1. Instructions for volunteer fundraisers on **how to start their Fundraiser page**
2. Instructions for organization administrators on **how to manage Campaign fundraising pages**
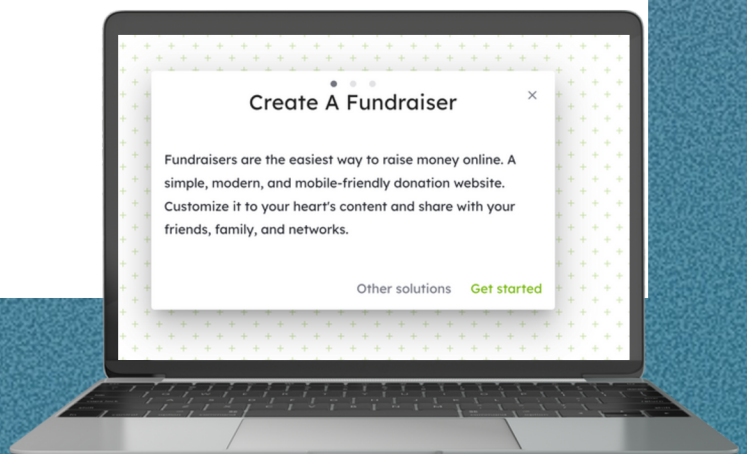3. Instructions for organization administrators on **how to set up a Fundraiser template.**

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 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 <u>GiveMN.org/search</u>. **Once you're on the page of your organization of choice, click the "Fundraise" button.***

Create A Fundraiser

Fundraisers are the easiest way to raise money online. A simple, modern, and mobile-friendly donation website. Customize it to your heart's content and share with your friends, family, and networks.

Other solutions   Get started

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:

- 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.
- 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.
- 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".**

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:
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.

- 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.

> **GiveMN 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.

What's next?

Want additional help developing your stewardship 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.

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