*The GiveMN Guide to*

# PEER-TO-PEER FUNDRAISING



# 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 on your behalf.

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.




# WHERE TO START

*Before diving in, spend some time reflecting on the following questions to inform your peer-to-peer strategy.*

**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** **Why should new supporters donate to your cause?** Many P2P donors are meeting your organization for the first time. What do you want them to know about your work and why it matters? You can include your answers as sample language for your volunteer fundraisers.

**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** **What do your volunteers need to be successful?** Some of the most important resources for volunteer fundraisers are a good story, instructions on how to start their fundraiser online, and access to you or your team! Keep reading to learn how to build your own P2P volunteer toolkit.



## 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!

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# BUILDING A TOOLKIT

*Now that you've thought through the pieces of your strategy, let's run through a checklist of common resources for volunteer fundraisers. These resources can help volunteers 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



## GiveMN Tip

Before you start from scratch, check what templates, language, and graphics you already have. Modify as needed and save yourself the extra work!

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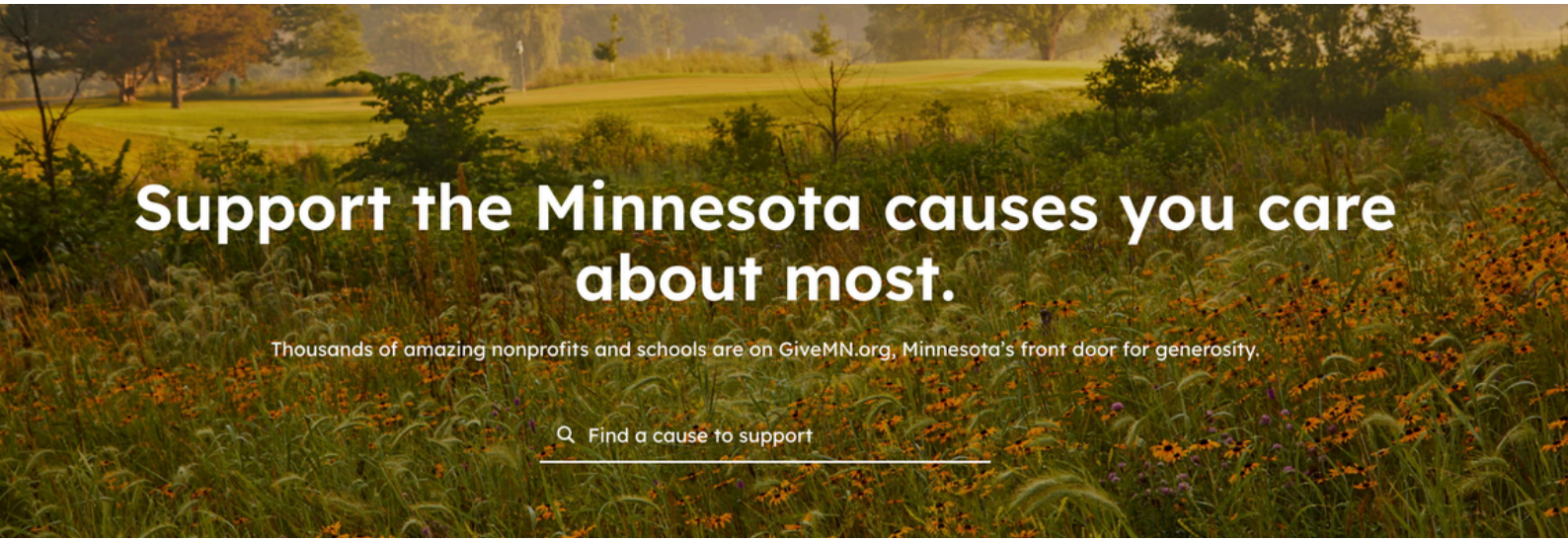
# GETTING SET UP ON GIVEMN.ORG




***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.***

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!

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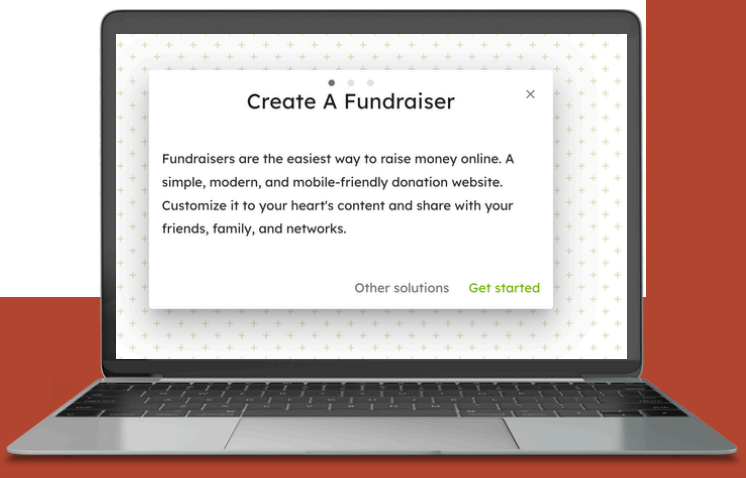
# INSTRUCTIONS FOR VOLUNTEER FUNDRAISERS

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

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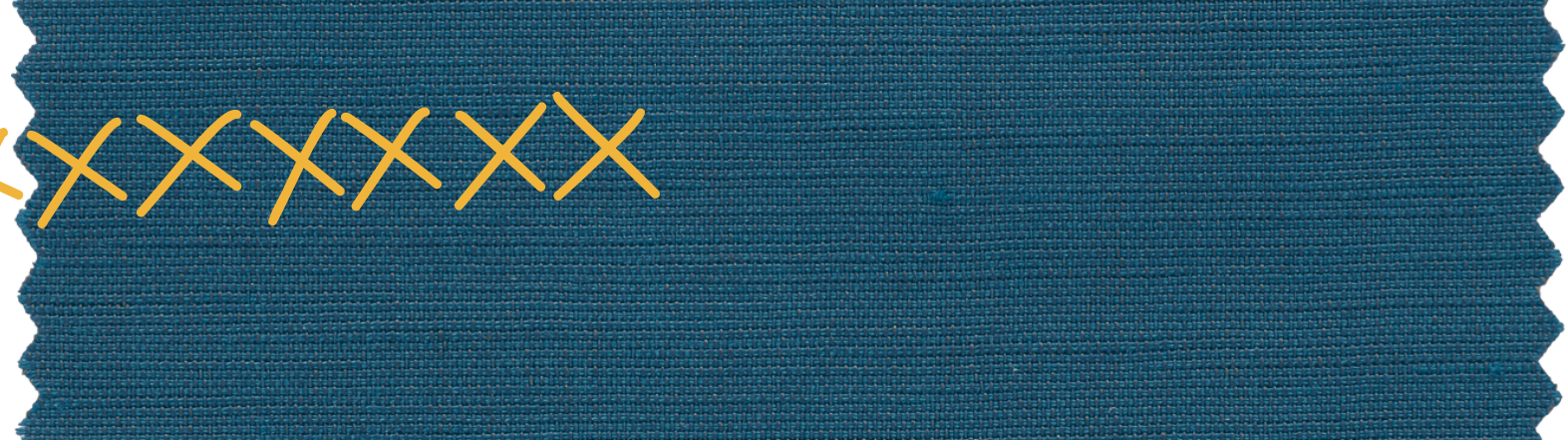

Now you've created your Fundraiser page – high five! From here, you can **customize your page to tell your story, enter a fundraising goal, add photos or video, and track who donates through your page.**

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.

**Sample P2P fundraiser email script:**

"Hi [first name/friends]! I'm a proud supporter of [Organization]. This Give to the Max Day, I'm raising [$ Goal] to [address your mission]. Will you join me in making a gift? [If applicable: Every dollar you give will be doubled until we reach our goal.] Thank you! [donation link]"

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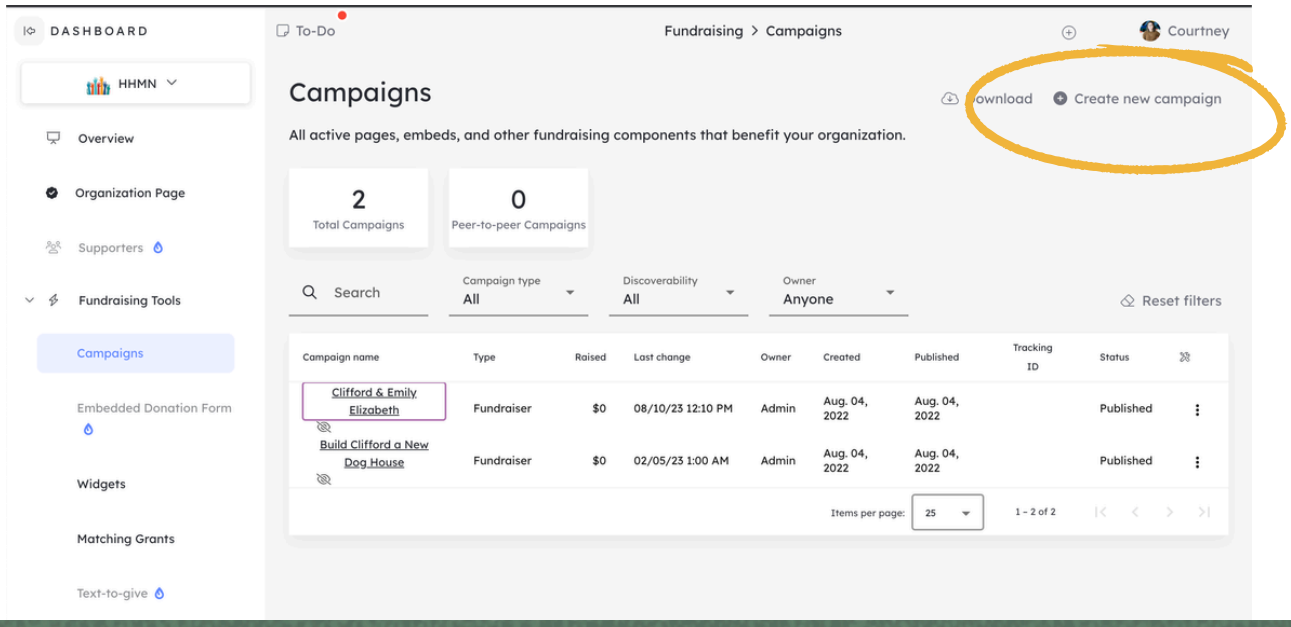
# INSTRUCTIONS FOR ORGANIZATION ADMINISTRATORS

In addition to donors, organization administrators on GiveMN.org can also create Fundraiser pages year-round! Unlike volunteer fundraisers, **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".**




## GiveMN Tip

Organization administrators can now opt-in to an approval feature for all fundraiser campaigns on GiveMN.org. Navigate to Fundraising tools > Campaigns > "+ Add a Process" to enable campaign content review. This means that any fundraiser set up on behalf of your organization must be approved by one of your organization administrators before it goes live. This may help you ensure individuals engaging in peer-to-peer fundraising on behalf of your cause are in alignment with your brand and values.

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***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.



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# 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.

## NEED MORE CAMPAIGN HELP?

*Reach out to our team of technology experts at Help@GiveMN.org anytime or visit the GTMD26 Resources Hub on GiveMN.org for more templates, guides, and tools to help make your campaign the best it can be.*

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