Best Practices of Peer-to-Peer Teams

Overview

Peer-to-peer fundraising is a great technique to raise a lot of money in a short period of time. It is a more personal approach than direct mail and e-appeal. The success rate (# of people asked: # of gifts are also higher because you are tapping into personal networks. You are also mobilizing many people to fundraise for you not just your staff and board. It is also a great way to start build or reinforce a fundraising culture within your organization. It is a great way to have program participants and members get involved in fundraising and increase their ownership of your organization.

Objectives

After this lesson participants will have more understanding and skills to:

- how to motivate people to fundraise for their organizations
- run a successful peer-to-peer/crowd-funding campaign

Requirements

Although not required, participants who are ready to use peer-to-peer fundraising are more able to optimize these best practices. Participants who are considering, will see be vast benefits of this methodology.

Materials

For participants:
- paper and pen

For presenter:
- Slide deck
- Worksheets: Circle of Influence, ABC of Prospecting, Donor Range Chart

Description

OUTLINE

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<thead>
<tr>
<th>Time</th>
<th>Description</th>
<th>Materials, Props</th>
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<tbody>
<tr>
<td>5</td>
<td>What is peer-to-peer? Early days – walk-a-thon: paper and check Nowadays – nearly any activity: online, instantaneous</td>
<td>FLIP CHART</td>
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<td>10</td>
<td>Why Peer-to-peer? • many people involved in fundraising not just your development team and ED • campaign style and many people --&gt; raise lots of money in a short time • personal ask and close networks usually --&gt; bigger gifts • great way to involve program participants --&gt; increase sense of ownership • more people involved and increase ownership --&gt; fundraising culture --&gt; stronger grassroots fundraising --&gt; more stable and diverse income.</td>
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BEST PRACTICES

1. Create an internal and external case
   • have a consistent goal and message
   • everyone knows why you are doing this and is saying the same thing
   • have a clear start and beginning

2. Plant the seed early and water regularly
   • prepare people (convey your goals, their relationship to the goals)
   • be sure you have the energy and resources to see this through

3. Provide Skills, Tools and Methods
   • don't assume people will know what to do.
   • Provide specific fundraising tools for them to set their goals:
     • circle of influence
     • ABC of prospecting
     • donor range chart
   • a list of ways to outreach – email, social networks, in-person

4. Determine Benchmarks
   • three sets of benchmarks to get to your $ goal
     • individuals – donor range chart
     • teams – derived from individuals
     • pick a team leader to help with cheerleading
     • organizational – derived from teams
   • does it add up?

5. Gaming Strategies to motivate – Challenge, Match or Gift
   • for donors: difference between a challenge and a match
   • for fundraisers: team &/or individual trophies, recognition on website, social media (use gaming strategies)

6. Align Your Logistics and launch
   • does everyone know how to set up their pages
   • are you prepared for the follow-ups? Thank you emails, letters, notification to fundraisers when donor gave, offline donations
7. Keep Up the Momentum  
   • send cheerleading messages;  
   • get team leaders to send encouraging emails  
   • send progress  
     • benchmarks (___ % to goal with ___ weeks left!)  
     • leaderboard  
   • send suggestions of outreach  

8. Celebrate  
   • give out trophies  
   • public acknowledgement of donors and fundraisers  

9. Evaluate  
   • send reports to fundraisers  
   • ask them what went well and what can be improved for next time  

10. Continue to Engage Donors  
    • learn more about the donors by asking fundraisers about them  
      • who to bring closer in, engage in program  
      • any potential major donors?