

# Peer-to-Peer Campaign Best Practices

# Step 1

## Have clear internal and external case

### Internal Case:

#### Fundraising Culture

- everyone has a stake in organization's financial sustainable
- increase grassroots fundraising to diversify income source
- value diverse levels of donors

### External Case: Campaign

- - raise money \$10,000 for year-long leadership development program
- - train 16 emerging activists to become community organizers
- - past graduates credit project as instrumental in their leadership trajectory

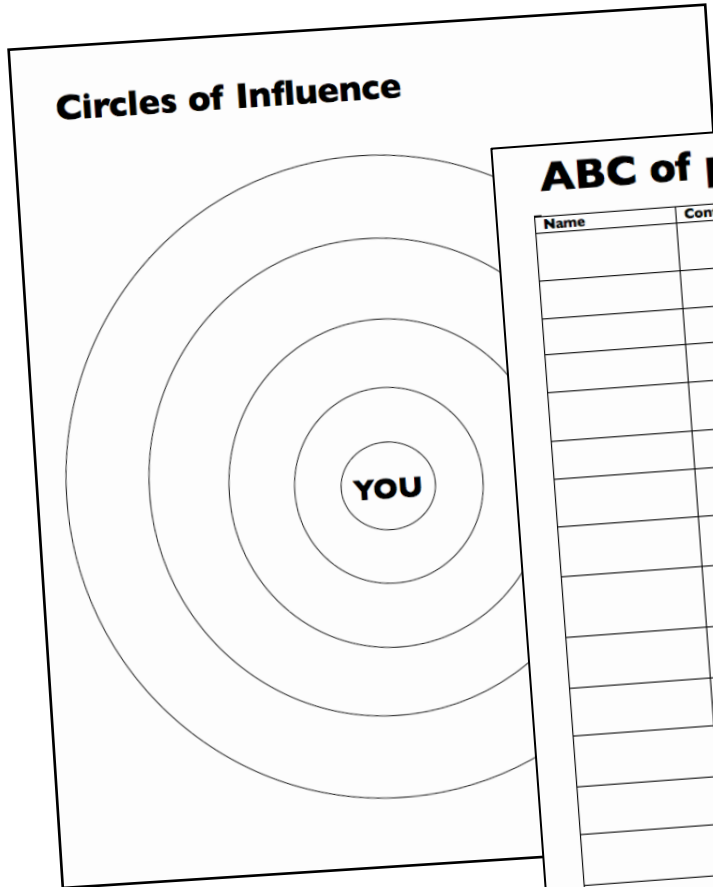
## Step 2

# Plant the seed early and regularly



# Step 3

## Skills, tools, and methods



**ABC of prospects**

| Name | Contact Info | Contact | Belief | Ability | Amt |
|------|--------------|---------|--------|---------|-----|
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**Gift Range chart**

| Gift Amount  | Number of Prospects | Number of donors | Total       |
|--------------|---------------------|------------------|-------------|
| 250          | 3                   | 1                | 250         |
| 125          | 5                   | 2                | 250         |
| 75           | 8                   | 3                | 225         |
| 50           | 10                  | 4                | 200         |
| 25           | 12                  | 5                | 125         |
| <b>TOTAL</b> | <b>38</b>           | <b>15</b>        | <b>1050</b> |

# Step 4

## Determine benchmarks



# Step 5

## Challenge, Match, and Incentive



### Challenge GIFT

= receive challenge gift only when goal is met

**\$10 = \$10**

### Match GIFT

= Donor will match gift given by another donor



### Incentive

= reward for team or person for meeting goal

# Step 6

## Align your logistics and launch!



# Step 7

## Keep the momentum up





# Step 8

## Cross the finish line and celebrate!



# Step 9

## Continue discussions with team members



# Step 10

## Continue to engage your donors

