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

Circles of Influence

ABC of prospects

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<th>Name</th>
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<th>Gift Amount</th>
<th>Number of Prospects</th>
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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