

# COLORING OUTSIDE THE LINES

**Creative Approaches to  
Peer-to-Peer Fundraising**



**Cathexis**  
PARTNERS

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## Creative Approaches to Peer-to-Peer Fundraising

### INTRODUCTION

It's an exciting time in fundraising! Nonprofit organizations are finding creative and effective new ways to use peer-to-peer tools and approaches to raise money and engage supporters.

The same tools that were originally intended for traditional peer-to-peer events are now being used for everything from virtual food drives to mission trips to fraternity events to blood drives to the increasingly popular do-it-yourself (DIY) events. Using these new approaches, organizations of all sizes and missions are raising funds and other types of support year-round.

### Non-Traditional Campaigns Take Peer-to-Peer Even Further

Now, let's make no mistake. Traditional run, walk, and ride events aren't going anywhere. The simple truth is — the model works. Each year, Peer-to-Peer Professional Forum, an organization focused on providing resources for organizations looking to raise funds using the peer-to-peer model, issues its Peer-to-Peer Fundraising 30. This annual study lists the top peer-to-peer fundraising programs in the United States in terms of fundraising results. What it shows? You guessed it: Most of the programs on the list continue to be traditional runs, walks, and rides.

But, non-traditional peer-to-peer campaigns have an important place in fundraising, too. They're typically less expensive to pull off than run, walk, and ride events. They can be an effective way to supplement traditional peer-to-peer events, especially during the months between events. And, for organizations using a peer-to-peer platform for registration and participant fundraising for traditional events, using the same platform for additional, non-traditional campaigns is an efficient use of the tool that's already in place.

This paper highlights real-world examples of creative approaches to peer-to-peer campaigns — giving you fresh ideas and inspiration on how you can color outside the lines with your next campaign.



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### REAL-WORLD EXAMPLES

There's nothing like seeing examples from other organizations to get the creative juices flowing. Following are examples of approaches to peer-to-peer fundraising campaigns that break out of the traditional box and get supporters involved in new ways.

#### Water Aid Canada

This will be the tenth year of the Aveda Walk, Water Aid Canada's successful fundraising event. The organization already used a peer-to-peer platform for the walk, and decided to leverage it for a non-traditional campaign, Donate Your Special Day. In this campaign, supporters can "donate" their birthday, wedding, or other special event, and ask friends and family to donate to WaterAid in lieu of presents. The campaign landing page also offers other creative ideas about how supporters can raise funds for the organization.

WaterAid then took non-traditional peer-to-peer campaigns to a whole new level, offering the Bucket List Adventures campaign. In this campaign, the organization offers a different campaign each year in which supporters pay an initial registration fee, raise a minimum amount, and then can participate in the activity for that year. In the image below, you can see the organization offered a Mount Everest Base Camp Trek. In future years, the organization has planned a Zambezi River Adventure, a Kilimanjaro Climb for Life, and a Cycle Challenge in Cambodia.



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### Parkinson Canada

In another twist on the “adventure/bucket list” idea, Parkinson Canada aimed to reach a new audience — younger people who may not know about Parkinson’s. The organization’s Life Lists Challenge focuses on an active, positive experience, encouraging supporters to sign up for an exciting activity, select a person with Parkinson’s to fundraise on behalf of, and then raise enough funds to qualify to complete the activity.

Throughout the course of the participant’s Life Lists Challenge, he or she receives information about what life is like for their partner with Parkinson’s, giving the participant a better understanding of the broad impact of the condition, and building a lasting connection with the organization’s cause.

**PARTNERS**

## MEET THE PARTNERS WITH PARKINSON'S

Sometimes living with Parkinson's means having some dreams you may never fulfill. Hear their stories, then choose your life list partner. Share your dream.

**OUR PARTNERS WITH PARKINSON'S**

Hugh O'Neill, Janice Fabert, Maureen Thun, Larry Livesey

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**OUR PARTNERS WITH PARKINSON'S**

**Larry Livesey**  
 Kingston, Ontario  
 73 Years Old  
 Diagnosed in 2008  
**Values adventure in life**  
 Choose Larry as a partner by selecting your event

**READ BIO**

- Scuba Diving
- Bungee Jumping
- Crossed Train Car Leasing
- Zip Lining
- Hot Air Ballooning
- Paragliding

Dear Jon,

You've just committed to live a dream as part of the Life Lists Challenge for Parkinson's.

By registering to bungee jump for the Life Lists Challenge, you will be helping hundreds of people like me by funding additional education programs and understanding about Parkinson's. I use my participation in soccer to raise funds and awareness here in Belleville. You are motivating our local Parkinson's Community to do more, so good luck on your Life Lists journey. I am a proud and inspired Partner in your dream, Jon.

Now that you have registered, you can log in and go to your **participant center** where you can customize your personal page and use the online tools to send emails to your friends and family asking for their support.



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### Colon Cancer Challenge Foundation

Here's another example of using the peer-to-peer fundraising tool you already have: Colon Cancer Challenge Foundation leveraged its peer-to-peer platform to offer multiple peer-to-peer campaign options — including do-it-yourself tributes and eCards — in one landing page, with a single progress meter for the organization's overall fundraising goal. Throughout the year, this page also highlights campaign ideas to keep supporters thinking about what they could be doing to raise funds.



### Mustard Seed Communities

Mustard Seed Communities offers mission trips in which supporters can reserve a future trip, put down a deposit, and then raise funds for themselves or their team to pay for their mission trip. Supporters have the online tools they need to raise funds to pay for their trip, making it easier for supporters who otherwise may not be able to afford a mission trip to participate. For those who can and want to do so, the website also allows supporters to make direct donations for their own trip and/or team.



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### Second Harvest Central Florida

Second Harvest Central Florida offers supporters a way to start their own virtual food drives through their Summer Hope for Kids campaign. Through the campaign, the organization has created a virtual shopping cart that represents what the organization can do with each donation amount.

As part of the campaign, the organization uses multiple communication channels, including social media and personalized direct mail and email targeted to specific audiences. In addition, the organization offers a variety of tools — including posters, brochures, and a guide on how to raise funds — to help supporters promote their own campaigns.

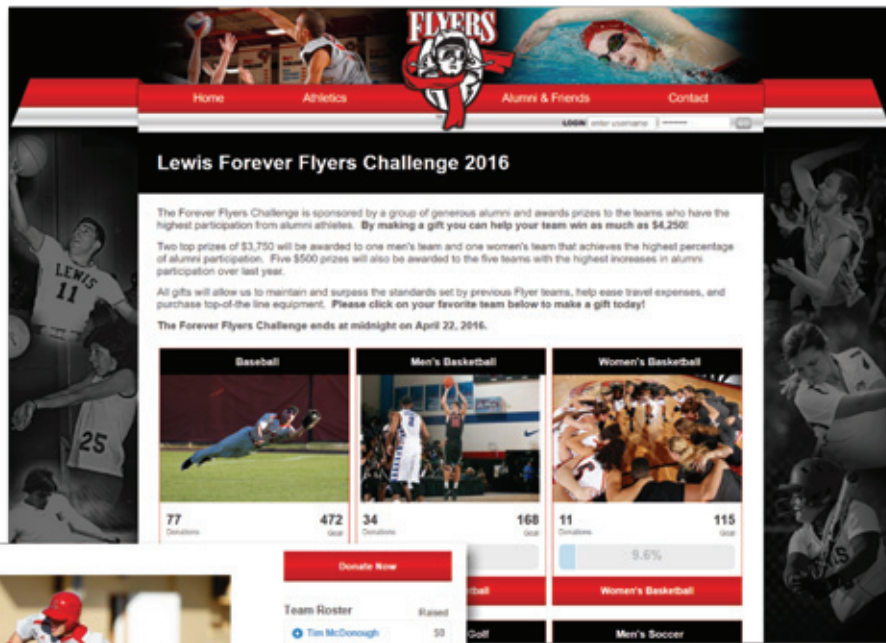



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### Lewis University

Lewis University created the Lewis Forever Flyers Challenge, which poses a challenge to Lewis University's sports teams to raise funds on behalf of the university. Using this approach, the organization was able to tap into the natural pride of students for their university, as well as create friendly competition between teams, to raise funds.





**Coach, Tim McDonough**

Lewis Baseball needs your support. Our players are some of the hardest working students on campus, and I know that you want to encourage them in their efforts. They work hard every day to balance their love of the sport with the demands of the classroom, but their experience as a college athlete and a Lewis Flyer will build character and skills that last a lifetime!

Please help Baseball with a gift of any size. Your gift will go a long way to helping us improve the learning experience for our students. We will use any gifts to purchase equipment, provide new training opportunities, and travel to competitions. Specifically, Baseball hopes to provide:

- New hitting screens
- Indoor pitching mounds
- Sound system for game announcements and music

**Donate Now**

Team Roster	Raised
Tim McDonough	\$0
Jon Drahos	\$0
Mike Vacko	\$0
Michael Bangas	\$0
Karl Becker	\$0
Ethan Bloom	\$0
Brendan Collins	\$0
Samuel Couch	\$0
Earn Cor	\$0
Sam Czubski	\$0
Dylan Cyrenski	\$0
Nehobas Davis	\$0
Bradley Elmore	\$0
Michael Enriquez	\$0
Ryan Fox	\$0
Cam Gagnon	\$0
Taylor Glenn	\$0
Thomas Helwick	\$0
James Hobbs	\$0
Dalon Hottle	\$0
Kyle Kozak	\$0
Mark Komacker	\$0
Kevin Lamberton	\$0

**Mike Barajas #7**



I am proud to be a Flyer and to represent Lewis University as a member of the Men's Baseball Team! I promise to play hard and work hard for Lewis, but I need your support to allow me to be the best athlete that I can be. Please consider making a gift of any size to help us achieve our goals and have a great season.

I would be honored and grateful if you would appear in my personal honor roll of donors!

**Go Flyers!**

**2014 Highlights:** All-GLVC First Team, ABCA Gold Glove Second Team, played and started 44 games at shortstop, second on the team in batting average (.304) and on-base percentage (.430), recorded four hits and two stolen bases vs. Quincy (March 10) and vs. Maryville (March 22), scored three times with three hits and two RBIs vs. LSI (April 12), touched in four runs on four hits vs. Union (April 22), walked twice, scored twice and stole twice at McKendree (April 26).

**2013 Highlights:** Started in 52 games at shortstop for the Flyers, named All-GLVC Second Team, had three hits against Quincy (April 30), McKendree (March 30) and Ashland (May 18), two of which were doubles, picked up a career-high five RBIs against Hartsville (August 14).

**Donate Now**

**Baseball**

**Personal Progress:**

0% of goal \$0 raised

**Fundraising Honor Roll**



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### Alzheimer's Association

Alzheimer's Association built The Longest Day campaign around the longest day of the year — the summer solstice — to drive support. In the 2015 campaign, more than 2,300 teams raised more than \$3.5 million by planning their own unique fundraising activity leading up to the summer solstice, and then united in the spirit of Alzheimer's awareness on the longest day of the year to honor those facing Alzheimer's.

**THE LONGEST DAY**  
alzheimer's association

LOG IN

ABOUT THE EVENT REGISTER TO GET STARTED DONATE TO THE CAUSE FIND A TEAM

WHAT WILL YOU DO TO FIGHT ALZHEIMER'S ON JUNE 20?

Diana is baking to fight Alzheimer's.

JOIN THE FIGHT START RAISING FUNDS

**ABOUT THE DAY**

- What is The Longest Day?
- Get Started
- Activity Ideas
- Fundraising
- Where the Money Goes

**FIGHTING ALZHEIMER'S FROM SUNRISE TO SUNSET**

1 DAY  
June 20, 2016

1000s OF TEAMS joining together

RAISING MILLIONS to honor those facing Alz

REGISTER NOW

**PARTNERS**

JOIN US AS A GLOBAL PARTNER

Learn More

Meet our Partners

**2016 TOP TEAMS**

TEAM NAME	FUNDS RAISED
"No One Walks Alone"	\$22,830
Team National Board	\$12,400
Cape Cod Athletics	\$12,395
Mickey's Mania	\$11,896
Bridges Club of Atlanta	\$7,769

**2016 TOP PARTICIPANTS**

PARTICIPANT NAME	FUNDS RAISED
Dona Domestici	\$22,505
Melba Meehan	\$12,395
Jane Whelan	\$10,705
Sara Macka	\$7,769
Erin Howard	\$6,635





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### Canadian Blood Services

Giving people a way to provide support without donating money, Canadian Blood Services took the peer-to-peer fundraising model in a new direction, using it as an approach to get more people to commit to giving blood. The organization encourages supporters to set up teams and ask their personal networks to sign up to give blood. The supporters can easily direct their friends and family to an online form for booking an appointment to give blood.

The image displays two screenshots of the Canadian Blood Services website and social media campaign. The left screenshot shows the main website interface with a header, navigation menu, and a large graphic of diverse hands. Below the graphic are three main action buttons: 'Start a Give Life Team', 'Join a Give Life Team', and 'Join as an Individual'. A 'Search Participants' section is visible on the left, and a 'My Give Life Team' section is on the right. The right screenshot shows a social media-style interface with a 'Share Me' button, a 'JOIN THE MOVEMENT' banner, and a 'Book your appointment to Give Life!' section. Below these are three circular graphics representing different campaign elements: '100k new donors needed', 'Join the movement!', and '#TearItOff and Give Life'. Each graphic includes a brief description and social media sharing options.

**Canadian Blood Services**  
it's in you to give

ABOUT HOW DO I DONATE SPREAD THE WORD FAQS

Thank you for Giving Life!

**Start a Give Life Team**  
Create your very own Give Life team and start recruiting today!

**Join a Give Life Team**  
Search for an existing Give Life team and sign up to join them!

**Join as an Individual**  
Don't have a team? Don't worry! Join ours... pick the Canadian Blood Services Give Life Team.

**Search Participants**  
First Name  
Last Name  
Search Teams  
Team Name

**My Give Life Team**

**THE MOVEMENT TO GIVE LIFE STARTS TODAY, RIGHT NOW.**

It's a fact. In 2016, about 100,000 new blood donors will be needed to meet the needs of Canadian patients who require blood transfusions. 1 in 2 Canadians will either need blood or know someone who will at some point in their lives. 1 in 2 people are eligible to donate, yet only 1 in 10 actually does. That means 4% of Canadians sustain the blood system for all Canadians.

From now until March 31 more than 20,000 new blood donors are needed. This is the challenge. Help by starting a Give Life team today.

How many people can you inspire to learn more about the need and to make their first blood donation? That number is your Give Life team goal. Ask your friends, family, and colleagues to join your team, you don't have to be a blood donor to do this and take action.

**Top Teams**

Team Name	Target
Give Life Team	1000
Lancaster Lifesavers	100
Budapest Donors	100
Community Living Ontario - Clarington	20
The Power Pack	25
De Postville	25
London Blood	25

**Share Me** BOOK NOW

**JOIN THE MOVEMENT**

**Life Together. There is Power in Numbers.**

Book your appointment to Give Life!

**BOOK AN APPOINTMENT**

**100k new donors needed**  
Right now, somewhere in Canada, someone needs a blood transfusion to survive. You have the power to give them life.  
Share this video

**Join the movement!**  
When you donate blood, you answer the call to arms. Literally. That's why we give you a special red bandage when you donate.  
Share this video

**#TearItOff and Give Life**  
How do you tear off your badge of honor when the time comes? Quality and quantity? Or size and strength? We want to know!  
Share this video

Have a Tweet on us - Click & Share      What others are Tweeting



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## Creative Approaches to Peer-to-Peer Fundraising

### TAKE YOUR PEER-TO-PEER CAMPAIGNS TO NEW HEIGHTS

There's virtually no limit to the number of ways you can use the peer-to-peer model to raise funds and engage supporters. With a little inspiration, some time, and the right peer-to-peer tools for the job, you can take your campaigns in exciting new directions.

At Cathexis Partners, we help nonprofits like yours to implement and use technology to raise funds and spread the word about their mission more effectively and more efficiently. Our services include peer-to-peer fundraising software implementation and strategy.

#### Discover More Tips & Insights

Visit [www.peertopeerworld.com](http://www.peertopeerworld.com) to view recorded sessions from the virtual conference, It's a Peer-to-Peer World. You'll learn tips and tricks on everything from how to brand your events and think outside the box, to how to harness community and use mobile and analytics to grow your campaigns.

**Contact us today, and let's talk about how you can take your peer-to-peer fundraising to new heights.**

**[www.cathexispartners.com](http://www.cathexispartners.com) | 773.274.0769**

