

COLORING OUTSIDE THE LINES

Creative Approaches to Peer-to-Peer Fundraising

2021 EDITION



Cathexis
PARTNERS

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INTRODUCTION

The nonprofit sector has been innovating with peer-to-peer fundraising for some time now. Many organizations have been expanding their reach beyond traditional run, walk, and ride events. They're running everything from tribute/memorial campaigns to virtual food drives that take the peer-to-peer model even further.

It's a good thing, considering the challenges of 2020. Thousands of events had to be canceled or re-imagined as virtual events. Those organizations already familiar with running successful virtual campaigns were able to adapt quickly. And, while nothing can replace the atmosphere, spirit, and sense of community that comes with an in-person event, some nonprofits have been working with their technology partners to bring some of the in-person feeling into living rooms, neighborhoods, and back yards in a variety of ways.

These days, some nonprofits are starting to find ways to hold hybrid (virtual/in-person) events. Peer-to-peer fundraising platforms have responded with offerings such as livestream fundraising support and integration with fitness trackers, social media, user generated content (UGC), and Facebook fundraising, to name a few.

But no matter how the approach to in-person events changes, non-traditional peer-to-peer fundraising remains as a great way to drive support year-round (even between virtual and hybrid events) and helps nonprofits stay resilient in the future.

This paper highlights real-life 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.

Look no further than the Peer-to-Peer Professional Forum's Peer-to-Peer Thirty annual study and ranking of the 30 largest peer-to-peer programs in the U.S. to see the power of non-traditional peer-to-peer fundraising. The study found that while traditional peer-to-peer programs struggled across the board in 2020, a small number of programs that were already set up as virtual campaigns experienced significant growth. Here are a few highlights from the study:

- Children's Cancer Research Fund's Great Cycle Challenge USA vaulted onto the P2P Thirty list for the first time after posting revenues of \$15 million. That total represented an annual increase of 77.1 percent, or \$6.5 million, making it the fastest-growing Top Thirty program of 2020.
- St. Jude Children's Research Hospital's virtual gaming program, Play Live, reported 2020 revenues of \$14.1 million, up \$4.5 million, or 46.9 percent from 2019.
- It was joined by another video gaming program, Extra Life, which debuted on the Top Thirty list in 2019 and saw another record year despite the pandemic. Its revenues totaled \$17.3 million, up 17.3 percent, or \$2.6 million, from 2019.



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TAKING PEER-TO-PEER FUNDRAISING FURTHER

Nonprofits of all sizes and missions are finding creative ways to use the peer-to-peer fundraising model to raise money and engage supporters. Here are a few examples of approaches that can get your supporters involved beyond traditional events:



Challenge

Set up a “challenge” environment in which your supporters can sign up to do X if their friends and family donate a certain amount of money. Think “ALS Ice Bucket Challenge” and you’ve got the idea. There are virtually limitless “challenge” campaigns that you can create.



Tribute/memorial

These types of campaigns are often found in the “cause and cure” and “animal welfare” verticals of the nonprofit space. If you have a mission tied to supporting the fallen, injured, or lost due to disease, disorder, injustice, or war, consider providing your constituents with online tools to raise funds in the name of someone who has touched their lives.



Special Day

Everyone has special days, such as birthdays, weddings, baby showers, and other meaningful events in their lives. Ask your constituents to “give” their special day to your organization by asking friends and family to donate to your organization in lieu of presents.



Virtual Drive

Ask your supporters to get involved by creating their own virtual drives. Provide them with online tools and suggested email or social media content to help them ask their friends and family to donate. Set up the campaign on your website so that your supporters’ friends and family can place items in a virtual shopping cart that represent what you can do with the money they give with their donation amount. This approach can be used for food drives, clothing drives, houseware drives, etc.



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TECH TIPS FOR PEER-TO-PEER FUNDRAISING

As nonprofits have taken their in-person run/walk/ride events virtual, many are finding new ways to get the most out of those online events. For example:



FITNESS APP INTEGRATION

A great way to incorporate a sense of community in your peer-to-peer virtual event is to encourage participants to share their activity.

Apps such as fitbit, MapMyFitness, and Strava allow participants to share how they're training for walks, runs, rides, swims, climbs, and more.

Many platforms have integrated these apps into their platforms so that individuals can share their fundraising and fitness progress with their contacts. Platforms such as Funraisin, OneCause Peer-to-Peer Fundraising, and TeamRaiser by Blackbaud offer fitness application integration.



SOCIAL MEDIA INTEGRATION

Integrating social media into a peer-to-peer fundraising campaign can mean something different to each individual and each platform, so be sure to think through the needs for your specific campaign. For example, maybe start simply by linking your campaign to your social media pages. This can be done natively in some peer-to-peer platforms or for free via third-party apps, including AddThis or ShareThis.

The next level of social media integration is to include default sample social media posts — such as “I registered for...” or “I supported...” — on the automated thank you pages and emails you send out after someone registers for or donates to your campaign. Platforms such as OneCause Peer-to-Peer Fundraising take this approach a step further to display the social connections of other participants, donors, and team members on a participant's personal fundraising page.



FACEBOOK FUNDRAISING

It's hard to deny the power and success of Facebook fundraising. Based on this success, many peer-to-peer platforms have added Facebook fundraising integration. These platforms include Classy, Funraisin, GiveSignup by RunSignup, OneCause Peer-to-Peer Fundraising, QGiv, and TeamRaiser by Blackbaud.

Getting donor biographical information for donations made via Facebook fundraising remains a challenge, but at least the donations are applied to the participant's personal fundraising goal within the campaign as well as the overall campaign goal back on the peer-to-peer platform.



LIVESTREAM FUNDRAISING

If your organization has a connection with the gaming community, it's worth trying out livestream fundraising.

The Tiltify peer-to-peer fundraising platform was the first to offer a true integration with the livestream platform, Twitch. Since then, several other peer-to-peer platforms, including Blackbaud TeamRaiser, DonorDrive, and Funraisin, have added livestream fundraising capabilities to their integrations. Twitch also now offers [developer resources](#) to embed Twitch into your organization's website.



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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 from Cathexis Partners' clients of peer-to-peer fundraising campaigns that break out of the traditional box and get supporters involved in new ways.

GO₂ Foundation: Transition to Virtual Event

Here's an example of a successful transition to a virtual event: GO₂ Foundation for Lung Cancer turned their traditional in-person campaign into a virtual walk as a special virtual edition of their 10th annual event. In this event, participants are asked to set a step goal. They can then manually update their progress in their participant center. The participant pages show not only their fundraising progress, but also the step progress.

The image displays a collage of screenshots from the GO₂ Foundation for Lung Cancer website and participant interface. The main website header features the logo, navigation links (Spring Home, Event Home, About Event, Register, Donate, Sponsor, Your Impact, Swag, Resources, FAQ, Contact), and a user profile section for 'bwayne1'. A large photo shows four participants in event t-shirts. Below the photo are 'REGISTER' and 'DONATE' buttons. The 'SEARCH PARTICIPANTS' section includes input fields for first and last names. The 'SEARCH TEAMS' section includes a team name input field. A 'VIRTUAL STEP CHALLENGE - SATURDAY, MARCH 20, 2021' banner is visible. A registration form is shown with fields for steps pledged (2025), t-shirt size, and event awareness. A 'CAMPAIGN PROGRESS' section shows 13% of the \$50,000 goal raised (\$4,980). A 'STEPS FOR LUNG CANCER' section shows 21,401 steps taken out of a 1,000,000 goal. A 'DONOR HONOR ROLL' section is also visible. A 'Record Your Steps!' form is shown with a field for steps taken (201) and a 'Submit Your Steps' button. A hand-drawn orange pencil graphic is in the bottom right corner.

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Intermountain Foundation Primary Children's Hospital: Transition to Digital

Here's another example of a transition to an online campaign: Pennies by the Inch is a 98-year-old crowdfunding campaign that went digital for the first time in 2020. The digital campaign builds on the success of the traditional campaign by bringing it into the twenty-first century. Participants can instantly see the impact they are making in their community through progress meters and team leader boards.

The screenshot shows the Pennies by the Inch website. At the top, there's a navigation bar with links: HOME, ABOUT, PATIENT STORIES, IMPACT, FAQ, RESOURCES, GET STARTED, and GIVE. Below the navigation bar, there's a large banner for the 2019 Patient Champion, Teagun, with the text "Enjoys spending time with family and drinking chocolate milk". To the right of the banner is a photo of a smiling young boy. Below the banner, there are three buttons: CREATE A FUNDRAISER, FIND A FUNDRAISER, and DONATE. The main content area is titled "Pennies by the Inch 2020" and includes a section "I want to raise money:" with four icons: a hand holding a heart (In my Community), a hand holding a heart with a star (With a Business), an apple (With a School), and a dove (With a Congregation). To the right of this section is a "CAMPAIGN PROGRESS" box showing a heart-shaped progress meter with the text "Our Goal = \$1,000,000" and "Raised \$774,616.19". Below the progress meter is a "TOP TEAMS" table.

TOP TEAMS	
VIRTUAL TOY DRIVE FOR PRIMARY CHILDREN'S HOSPITAL	
OAKLEY-242	\$3,588
BRIGHTON BANK	\$3,350

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Roswell Park Alliance Foundation: Employee Giving Campaign

Here's a great example of getting employees involved with peer-to-peer fundraising: Roswell Park Alliance Foundation ran an employee giving campaign that offered a payroll deduction option in addition to standard credit card donations. In 2020, the 24-hour campaign raised over \$100,000 and made an enormous impact on the lives of cancer patients through donations to research.

In this campaign, employees could choose the area of research they wanted to donate to, which were set up as teams – such as Most Pressing Needs, Lung Cancer, and Breast Cancer. Once they selected their team, they had the option to pay online or initiate a payroll deduction. After selecting payroll deduction, they were able to choose an amount per payroll; that amount was calculated x 26 (number of pay periods), and employees were shown their total gift amount for the year. There was also a confirmation lightbox that asked employees to agree to the payroll deduction and double check the amount they selected.

Employees also had the option to set up personal giving pages to do additional fundraising. This resulted in 17 departments and 42 individuals setting up 25 personal fundraising pages.

The screenshot displays the 'Roswell Park Day of Giving 2020' website interface. The main header reads 'Roswell Park Day of Giving 2020' and 'Most Pressing Needs'. A large graphic on the left shows a silhouette of a person with the text 'ROSSELL PARK day of giving donate to what matters to you'. On the right, there are three buttons: 'Donate Now', 'Staff Payroll Deduction' (highlighted with a red box), and 'Join Team'. Below these is a 'Team Progress' section showing '\$0 Raised' and '\$5,000 Goal'. A modal window titled 'Select Gift Amount' is open, showing options for \$2, \$5, \$10 (selected), \$20, and \$40 per pay period. It also includes an 'Enter Amount' field and a 'Submit Gift' button. Another modal window titled 'Please confirm your gift' is also open, showing the total contribution of \$260.00 and asking for confirmation to authorize the payroll deduction. The background shows a form for 'Your Information' with fields for First Name, Last Name, Email, and Roswell Park Employee ID.



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North Texas Food Bank: Virtual Shopping Cart

The North Texas Food Bank's Virtual Food Drive takes a virtual food drive to the next level using an interactive virtual shopping cart. The shopping cart provides powerful visual examples of how donations can translate back to supporting the organization's mission. This approach is more compelling than simply asking for a specified amount of money. Donors can see how their donation will make a difference.

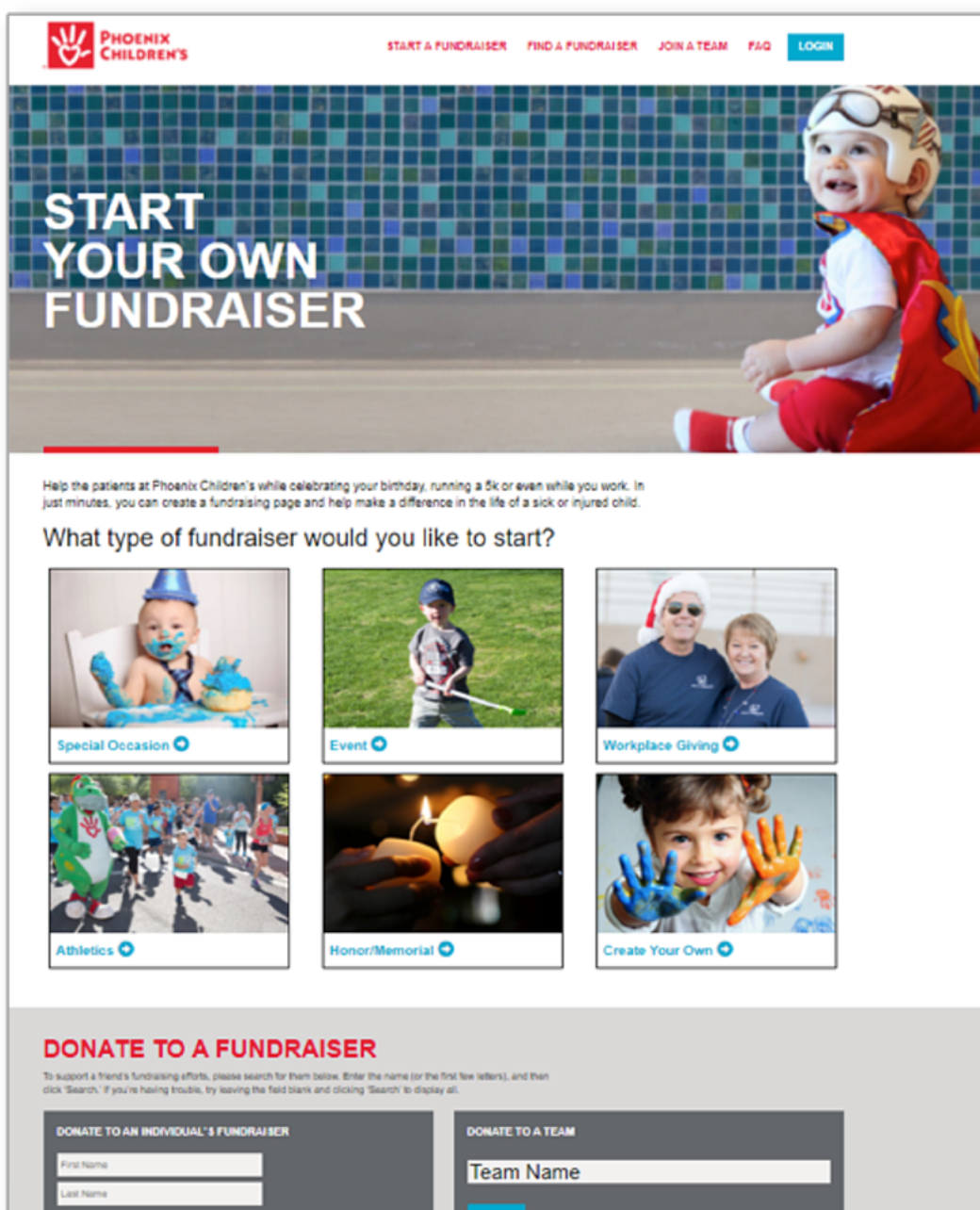


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Phoenix Children's Hospital: Do-it-Yourself (DIY) Campaign

Here's a great example from Phoenix Children's Hospital of a DIY peer-to-peer fundraising campaign. DIY campaigns give your constituents a way to fundraise for your organization in the manner that suits them. In Phoenix Children's Hospital's Start Your Own Fundraiser campaign, participants help the patients at Phoenix Children's while celebrating their own birthday, running in a 5k, working, or just because they want to make a difference in the life of a sick or injured child.



PHOENIX CHILDREN'S

START A FUNDRAISER FIND A FUNDRAISER JOIN A TEAM FAQ LOGIN

START YOUR OWN FUNDRAISER

Help the patients at Phoenix Children's while celebrating your birthday, running a 5k or even while you work. In just minutes, you can create a fundraising page and help make a difference in the life of a sick or injured child.

What type of fundraiser would you like to start?

- Special Occasion
- Event
- Workplace Giving
- Athletics
- Honor/Memorial
- Create Your Own

DONATE TO A FUNDRAISER

To support a friend's fundraising efforts, please search for them below. Enter the name (or the first few letters), and then click 'Search'. If you're having trouble, try leaving the field blank and clicking 'Search' to display all.

DONATE TO AN INDIVIDUAL'S FUNDRAISER

First Name

Last Name

DONATE TO A TEAM

Team Name

[SEARCH](#)

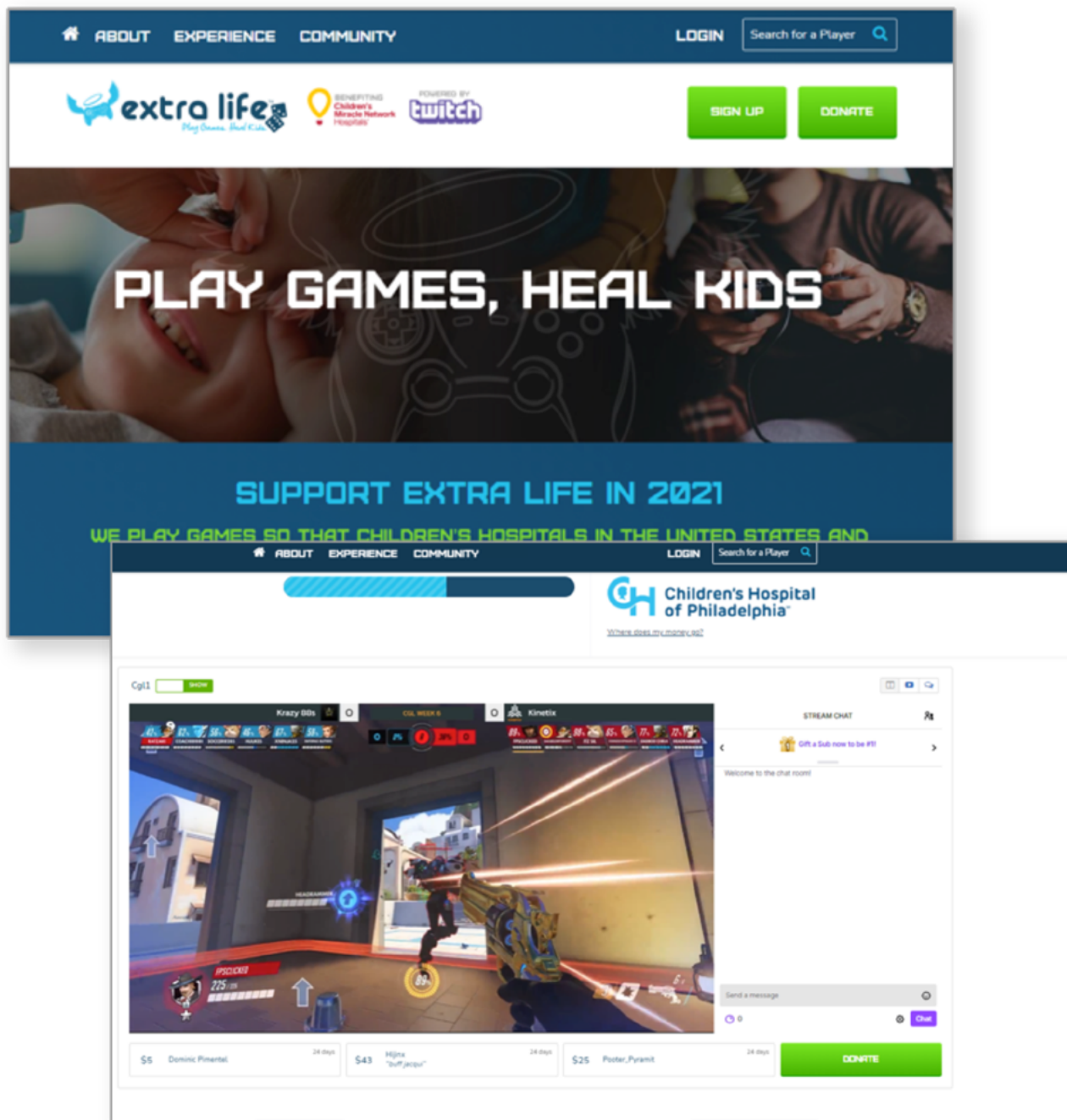


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Extra Life: Livestream Fundraising

Children's Miracle Network Hospital's Extra Life campaign is a model for livestream peer-to-peer campaigns everywhere. Participants are encouraged to play video games while livestreaming on Twitch. "Donate" buttons are available without leaving the environment so viewers don't miss any of the action.



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Greater Good Charities: User Generated Video Content

The power behind peer-to-peer fundraising comes from people sharing information and driving support from their networks for a cause they believe in. So, while this is not a peer-to-peer fundraising campaign in the strictest sense, it is a great example of expanding awareness by allowing constituents to help the organization by sharing their stories.

Greater Good Charities was initially collecting constituent videos on an individual, ad-hoc basis — but, they didn't have a streamlined process for content submissions and editing. Now, using Gather Voices, Greater Good hosts a webpage on their Girls' Voices campaign website where stories are collected; it's part of a campaign to connect communities and support girls during the COVID-19 health crisis. By using the Gather Voices solution, Greater Good achieved outstanding results, including:

- Influencing a higher engagement rate from Greater Good's audience with easier uploading, editing, and streaming processes
- Connecting an international group of young women online in response to the global pandemic quarantine
- Creating excitement for the Girls' Voices platform, which is now launching weekly creative challenges for their community*



* <https://www.gathervoices.co/case-study/girls-voices-greatergood>



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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 inspire new ways to raise funds and engage supporters. With some creativity, 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 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 to view recorded sessions from the virtual conference, It's a Peer-to-Peer World. You'll learn tips and tricks on all things peer-to-peer fundraising.

CONTACT US TODAY

and let's talk about how you can take
your peer-to-peer fundraising to new heights.



www.cathexispartners.com



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