

THE

4 PHASES

**OF AN EFFECTIVE
PEER-TO-PEER
CAMPAIGN**



TABLE OF CONTENTS

CHAPTER 1

Peer-to-Peer Fundraising Basics

PAGE 3

What is Peer-to-Peer Fundraising?

PAGE 4

Why does Peer-to-Peer Work so well?

PAGE 5

By the Numbers **PAGE 6**

CHAPTER 2

The 4 Phases of an Effective Peer-to-Peer Campaign

PAGE 7

Taking a Balanced Approach to Peer-to-Peer Fundraising **PAGE 8**

The Planning Phase **PAGE 12**

The Recruiting Phase **PAGE 19**

The Engagement Phase **PAGE 25**

The Finishing Phase **PAGE 30**

SUPPLEMENT

New! Peer-to-Peer Campaign Readiness Assessment

PAGE 34

Chapter 1

Peer-to-Peer Fundraising Basics

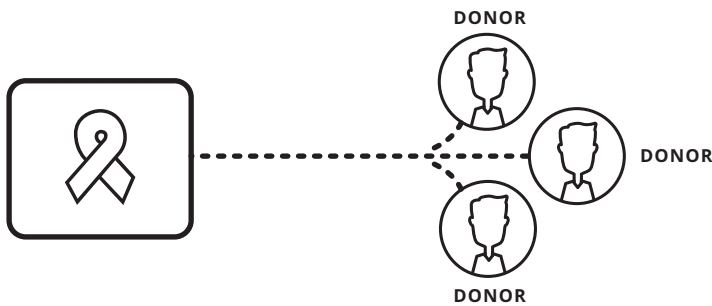


What is Peer-to-Peer Fundraising?

Peer-to-peer fundraising is a specific type of crowdfunding—“crowdfunding” being the term that’s commonly used to describe a collective effort to pool money together in support of a common goal. At Classy, we group crowdfunding efforts into two basic categories: single-tier crowdfunding and multi-tier crowdfunding.

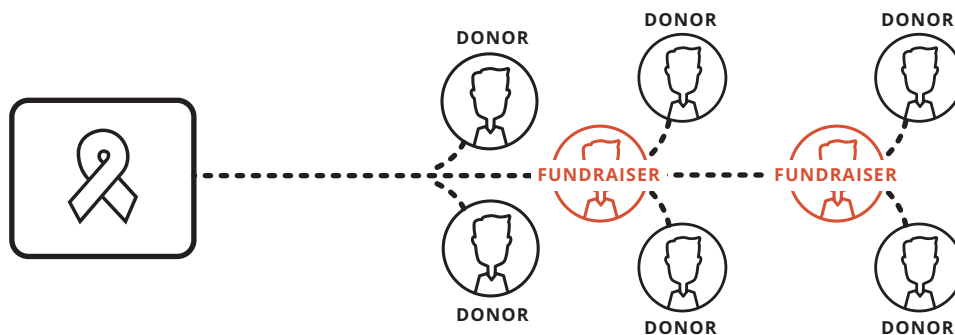
SINGLE-TIER

Crowdfunding sites like Kickstarter and Indiegogo are “single-tier” because the user sets up a single campaign page and then reaches out to his or her contacts for contributions.



MULTI-TIER

Peer-to-peer fundraising is “multi-tier” because after the user sets up a campaign page, other supporters then create individual fundraising pages tied to the main campaign page and share those individual pages with friends and family to request donations (hence “peer-to-peer”).



Why does P2P work so well?

P2P can be extremely effective for acquiring new donors. You can simply reach more people with peer-to-peer than you can with direct messaging. If your organization has a base of 5,000 supporters, then you can be sure that those 5,000 supporters will be connected to a much larger number of people. By drawing on your network's network, you can tap into this broader group of prospects.

Also, when you leverage individual supporters to do the asking, you are able to use preexisting relationships to increase the chances of securing new gifts. Think about it. Would you be more likely to give to a friend or family member, or a random organization that asks you out of nowhere? By having your supporters ask for donations, the trust that already exists between the asker and asked will increase the credibility of your appeal.

P2P fundraising also lets you leverage the considerable power of social media. The average Facebook user has 155 friends. Just by having one follower share a fundraising page through Facebook you can potentially reach 155 other people!¹ On top of that, p2p creates a perfect vehicle for self-expression. Supporters can express their personal passion for your cause and share that with their networks on social media. This social feedback element has helped p2p grow in popularity especially with younger supporters.

¹ DMR, "400 Facebook Statistics and Facts (November 2016)." <http://expandedramblings.com/index.php/by-the-numbers-17-amazing-facebook-stats/>

By the Numbers

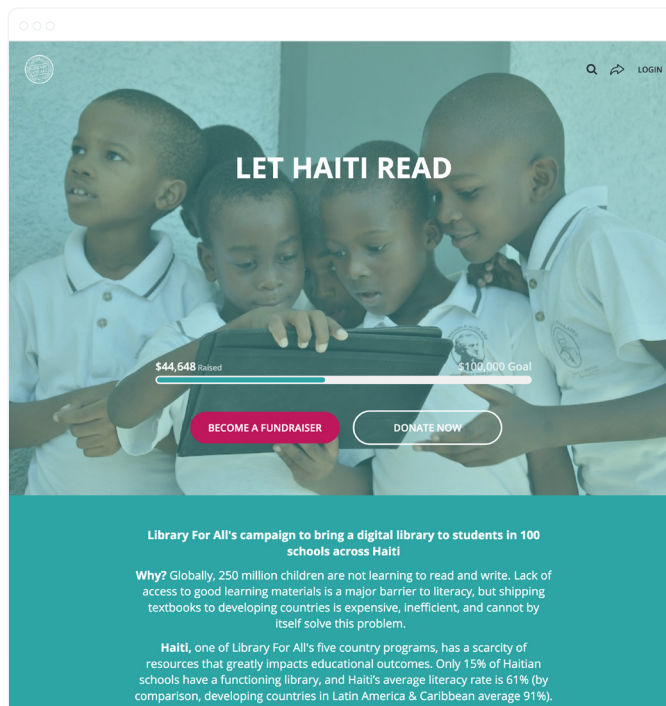
Don't just take our word for how great p2p fundraising is — the numbers speak for themselves.

On average, an active fundraiser (one who creates a fundraising page and raises at least \$1) will raise \$568 from 7 donors. Of these 7 donors, 4 will be brand new to your organization.²

Library for All's campaign to raise money for children in Haiti is a great example of a successful peer-to-peer push. With just 13 active fundraisers, Library for All was able to raise more than \$18,000 online over the course of a few weeks. Including offline donations, the campaign raised a total of \$44,000.

This shows you how a relatively small group of fundraisers can

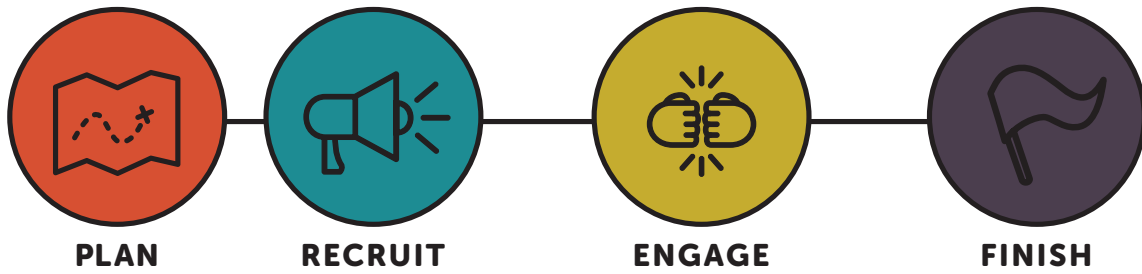
pull in a much wider pool of donors to raise substantial sums of money quickly. Simply put, peer-to-peer fundraising empowers nonprofits to reach exponentially more people, raise exponentially more money, and acquire exponentially more donors.



² [classy.org](https://www.classy.org) fundraising data

Chapter 1

The 4 Phases of a Successful Peer-to-Peer Campaign

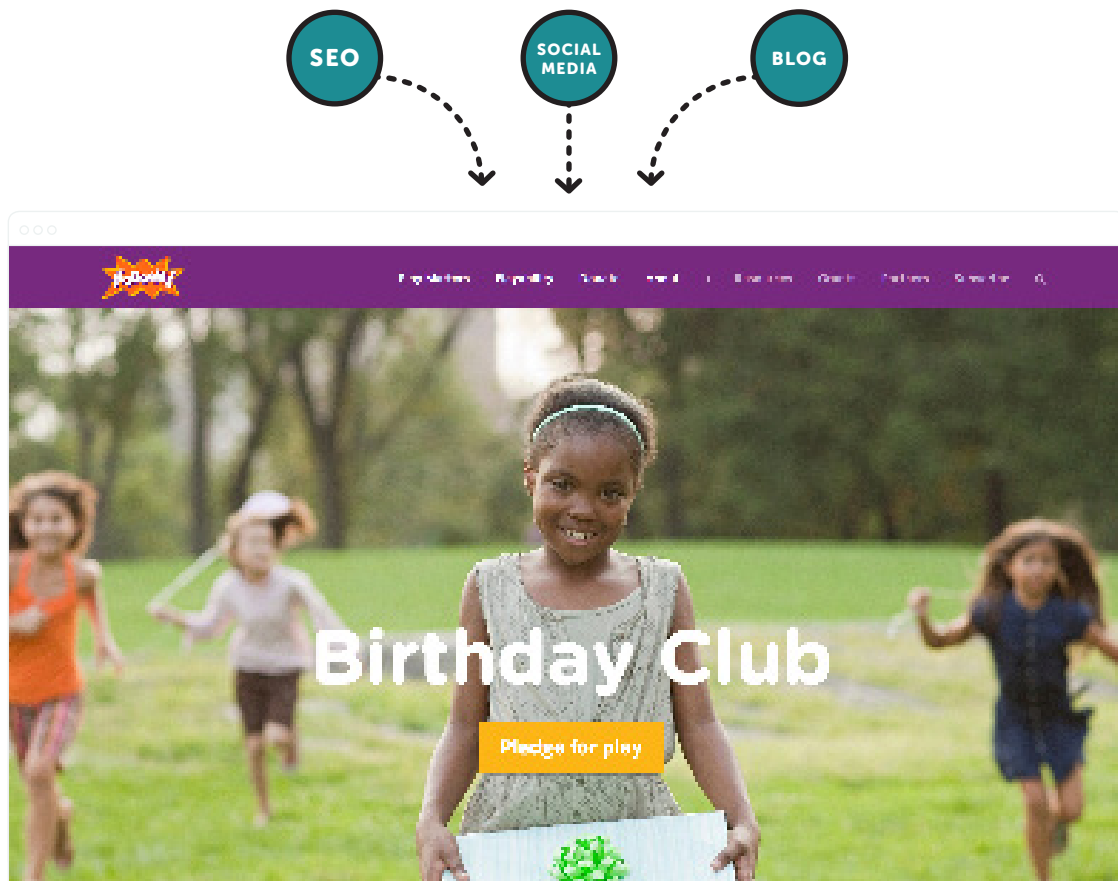


Taking a Balanced Approach to P2P Fundraising

The Two Types of Peer-to-Peer Fundraising

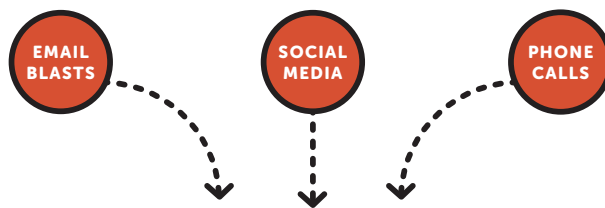
There are two main types of p2p campaigns: **rolling campaigns** (year-round), and **time-based campaigns** (usually 4-8 weeks). For the purpose of this guide, we will be focusing on the latter type, but it's still helpful to understand the relationship between the two basic campaign variations.

Rolling, or year-round campaigns revolve around your supporters' life events. From birthdays to anniversaries, or athletic events, year-round campaigns allow supporters to choose how, why, and when they want to fundraise for your organization. Because they are more passive in nature and they last all year long, these campaigns are a natural fit for softer inbound marketing tactics.



Time-based campaigns, on the other hand, are limited to a specific length of time (generally 4-8 weeks).

This type of campaign is usually based on a specific activity or theme, such as a holiday campaign or one that funds a specific program. Time-based campaigns have tangible results and provide great teambuilding opportunities. Unlike rolling campaigns, they utilize more aggressive and targeted marketing tactics. When you have a limited period of time to reach a specific fundraising goal, you will naturally rely on a more proactive reach out strategy to increase exposure and support for your campaign.



The screenshot shows a fundraising page for 'World Suicide Prevention Day 2016 Campaign'. At the top left is the logo 'TO WRITE LOVE OUTLIVE SUICIDE | AND SO I KEPT LIVING:'. At the top right are icons for search, share, and login. The main content area has an orange background with the title 'World Suicide Prevention Day 2016 Campaign'. Below the title is a progress bar showing '\$99,150 Raised' and '\$85,000 Goal'. Two buttons are visible: 'BECOME A FUNDRAISER' and 'DONATE NOW'. Below the progress bar, the text reads: 'Suicide is at a 30-year high in America. This is our chance to push back against the rising tide, the lies we tell ourselves, and the myths we believe that keep these issues silent. World Suicide Prevention Day is September 10.'

All Campaigns Work in Concert

Ideally, both types of p2p campaign will operate together. When you're trying to build a balanced online fundraising program, it's important to mix time-based campaigns with more stable, fixed options that will bring in money on a continual basis. We suggest combining rolling p2p fundraising (which will always be on your website) with anywhere between 2-4 time-based campaigns per year.

Each time-based campaign provides a limited window when you can put forth a concerted effort to get your community of supporters excited and involved. As each targeted campaign comes to a close, it will feed back into your more passive rolling p2p program. This provides your supporters with a break from the more direct promotions involved in time-based campaigns and lets them start fundraising whenever they might feel inspired to!



The Online Fundraising Trap

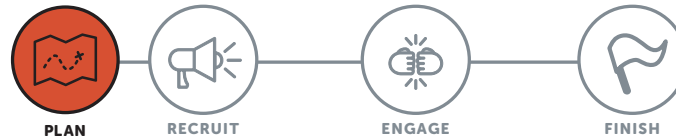
Even though peer-to-peer fundraising is highly effective, all forms of fundraising require effort! Although in a very real sense your supporters will be driving your p2p campaigns, you shouldn't expect them to lead them too. **It is *your* job to promote your campaign effectively and fuel engagement from your supporters.**



For example, during Invisible Children's KONY 2012 campaign, the organization's online video reached a whopping 100 million people in just a few short days. It happened so fast that it almost seemed like

the campaign worked automatically. What most people don't realize though, is that there was nearly a decade of grassroots activism that set the stage for that success. Without this previously established supporter framework, the video would not have reached as many people or gone as viral as it did. **The basic lesson is that just because your fundraising is taking place online, don't assume that it will succeed without your effort!**

The next part of this guide will take you through a framework we've developed for organizing your campaign ideas and efforts. Put in the time and follow the steps and you'll be on your way to a successful fundraising effort in no time!

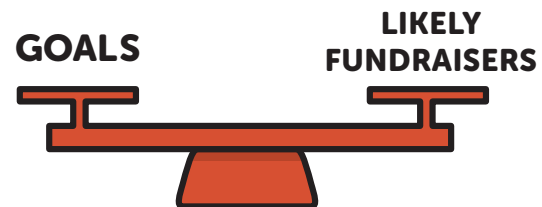


The Planning Phase

Many organizations make the mistake of jumping right into fundraising without any preparation. This is much like building a house without a foundation. The planning phase is all about getting organized and doing your preliminary homework to prepare for a successful campaign launch.

1. Set Your Campaign Goal

Begin by clearly defining the goal for your campaign. What exactly are you trying to fund? Is it a tangible programmatic outcome – such as funding 10 new wells in Nicaragua – or are you going to use the funds in a more diffuse manner, such as funding your operations for the next six months? Once you know what you want to fund, figure out how much that will cost—that's your initial goal.



Next you want to try to determine your likely base of support. Start by counting up your core supporters and evangelists—the people you *know* will get involved. Then assemble your email list and social media following. Add them to your group of core supporters. Do some quick back of the napkin math to see how much each fundraiser would have to raise to reach the initial campaign goal you established? Is it a realistic figure? **For context, individual fundraisers raise an average of \$577 through online & offline donations on the Classy platform.**

Keep in mind that this is only an approximation. Smaller organizations might have significantly higher rates of participation from their lists. You are basically trying to sanity check your fundraising goal to see if it's attainable.

Pro Tip: *By setting a realistic goal you will set supporters up for success. As the campaign progresses, seeing the finish line get closer and closer will motivate your supporters to work harder to make it a success story. We will dive into this more later.*

2. Establish Your Campaign Theme

Next, you need to establish your campaign theme. You can think of this as your basic marketing concept for the campaign. Your theme will include the campaign title, your 30-second elevator pitch of what the campaign is all about, and the basic framework for your communications. Together these elements form your campaign theme.

In general, there are two types of campaign themes you can choose from: **outcome-driven themes** or **activity-driven themes**.

OUTCOME-DRIVEN THEMES

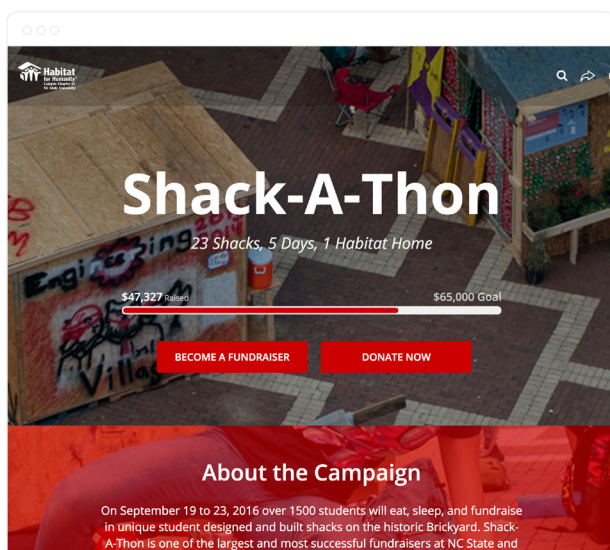
With an **outcome-driven theme**, the specific goal of your campaign – what you are trying to fund – provides the message you use to rally your supporters. One of the benefits of this approach is that it is much easier to motivate people when a tangible outcome is in play. A tangible goal provides supporters with a concrete image of the impact that the campaign will have. On the flipside, this approach limits your use and distribution of funds to the specific purpose you lay out in the campaign.

buildOn uses an outcome-driven Classy Peer-to-Peer page to raise money for a new school abroad. Individual and team pages for this campaign successfully funded this primary school in Nepal.

ACTIVITY DRIVEN THEMES

The other type of campaign theme is the **activity-driven theme**. With this approach, the theme emerges as a function of your general mission and the particular fundraising activity you choose to implement. When you pick a fun and engaging activity to frame your campaign around, you give people a reason to get excited and get involved. This helps drum up participation.

Take this example from Habitat for Humanity of Wake County. Their “Shack-A-Thon” event, which mobilizes student fundraisers to build shacks on NC State’s campus, fits right into their overall mission—



to build and raise awareness for affordable housing. The participatory nature of a campaign like “Shack-A-Thon” is the hallmark of campaigns with activity-driven themes.

Once you’ve settled on a campaign theme, you can move onto creating your actual fundraising pages.



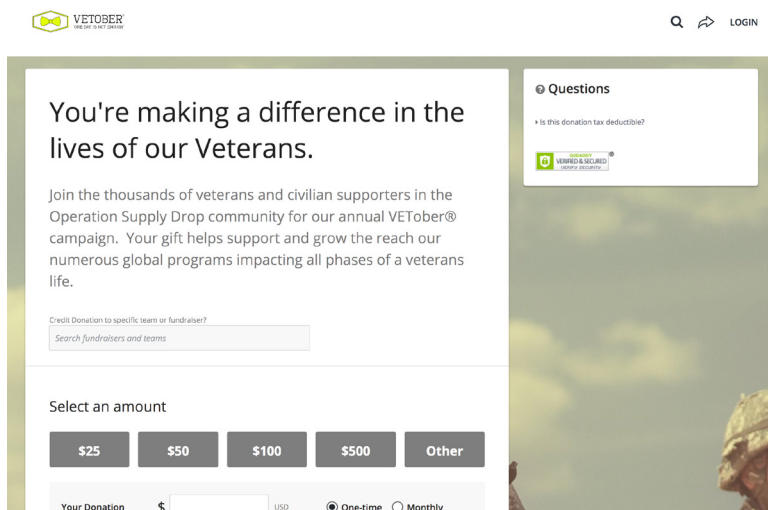
3. Design Your Campaign, Fundraising, and Checkout Pages

When designing your campaign page, keep in mind that this is the first page that supporters will be hitting. Highlight your campaign theme prominently and establish branding that compliments your other marketing assets. Include evocative images and videos that will foster an emotional connection with your audience and help people get involved with the campaign.



An example of Operation Supply Drop's peer-to-peer campaign on Classy.

Next, create your fundraising page template. When designing this (or any other) page, it's important to carry over your branding in order to create a cohesive experience. The key to this page is making sure potential donors understand very quickly (in a few seconds) what this fundraising effort is all about. Include different options that will help them understand, such as impact stats outlining the scope of the problem, or a short one-minute video looking deeper into the issue and furthering the emotional connection you're looking to foster.



As you lead donors from the fundraising page over to the final checkout page, maintaining your branding is extremely important. According to one study, **branded checkout pages receive 55 percent larger average donations.**³ Keeping a consistent aesthetic can also help maximize conversions. By creating a

seamless branding experience across your campaign, fundraising, and checkout pages you will help minimize drop off and maximize contributions.

³ Network for Good. "The Digital Giving Index." <http://www.networkforgood.com>

4. Create Your Campaign Incentives

Everyone loves free stuff, and offering gear and other swag can help pump up your supporters and get them to participate in your campaign. You can promote some of these incentives at the start of the campaign, but make sure you save a handful for the middle of your campaign when there is often a lull in activity.

Keep in mind that not all incentives have to be tangible items that fundraisers receive for hitting their goals. Both fundraisers and donors love to see their dollars going further; a great way to leverage this to your advantage is to offer donation matching periods during the campaign. If you've secured a \$10,000 gift from a corporate sponsor, use that to create a matching period of up to \$10,000 to help energize and motivate your individual fundraisers. Another great way to get fundraisers more involved is to show them some recognition; highlighting top fundraisers on a website leader board is a popular strategy.

Pro Tip: *Although offering donor tangible premiums can be a productive part of your fundraising strategy, it might not be as simple as it first may seem. In order to avoid being perceived as wasteful try framing the premium as something that benefits the cause.⁴ For example you're not just giving away a sweatshirt, you are helping supporters spread awareness all year long!*

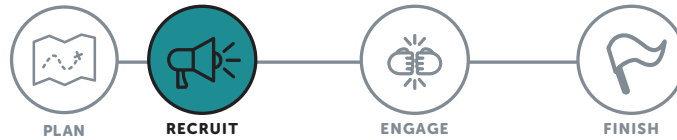
⁴ Dooley, Roger. "Charities: Don't Thank Your Donors with a Gift." <http://www.forbes.com/sites/rogerdooley/2012/08/08/donor-gifts/>



5. Create the Majority of Your Campaign Collateral Ahead of Time

For the final part of the planning phase you will assemble the content assets that you will be using throughout the campaign. It will become much more clear what this actually entails as we move through the other phases of the campaign, but campaign collateral generally includes things like your onboarding email series, individual impact stories, new incentive announcements for mid-campaign, videos, and photos. You will gather some of your collateral organically during the campaign (fundraiser stories, campaign updates, etc.) but it's important to set yourself up for success by preparing as many of the promotional materials as you can at the beginning.

As we've stressed before, completing the five parts of the planning phase is equivalent to laying the foundation of a house you are going to build. It's not glamorous, but it tees up everything that comes next. Once you've taken the time to develop your plan, you will be ready to turn to a more exciting part of your campaign **the recruiting phase**.



The Recruiting Phase

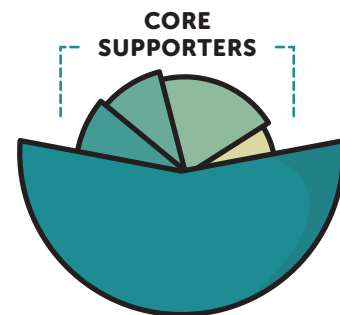
The recruiting phase covers the beginning of your campaign when you are looking to bring as many potential fundraisers into your campaign as possible. For a typical eight-week peer-to-peer campaign, the recruitment phase will last about two weeks. Regardless of your particular timeframe, however, we advocate splitting the recruiting stage up into two distinct periods, the **soft launch** and the **hard launch**.

1. The Soft Launch

We like to call this period the “campaign within the campaign” because the **soft launch** is when you recruit core supporters into the campaign before opening it up to a wider audience. To help understand why this a valuable approach let’s take a brief look at a study that puts the value of the soft launch into perspective.

KIVA STUDY

In 2008, researchers Cryder, Lowenstein, and Seltman conducted a series of studies on generosity and charitable giving. One of these studies focused on the online micro-finance platform Kiva.⁵



During the Kiva study, the researchers measured the rate of contributions (how many gifts were given within a given timeframe) to projects on Kiva.org. They hypothesized that the giving rate would increase as the project neared its ultimate fundraising goal. And as it turned out, they were

⁵ Cryder C. & Loewenstein G. (2011). The Critical Link Between Tangibility and Generosity. In Olivola C., & Oppenheimer D. (Eds.), *The Science of Giving: Experimental Approaches to the Study of Charity*. New York, USA, Taylor and Francis Group LLC.



absolutely right. The closer a project got to its fundraising goal (e.g. 75% raised vs. 25% raised), the *more likely people were to give*.

The researches chalked the results up to something called the **goal proximity effect**. This refers to the increasing feeling of impact donors get as the project comes closer to reaching its total fundraising goal.

Think about it this way. You'd feel good about making a \$1,000 donation at the beginning of a \$50,000 campaign, but wouldn't you feel even better if you gave the last \$1,000 that tipped the campaign over the finish line?

That increasing subjective feeling of “making an impact” is the goal proximity effect. It's this phenomenon that helps explain why people are more likely to give as a fundraising effort comes closer to its goal.

There's also another factor to consider; people always want to be part of a winning story! When a potential fundraiser sees a huge campaign goal with no progress, it invites doubts about whether the campaign will be successful. If potential donors and fundraisers can see that there's *already momentum built up*, however, they will be more likely to get behind the campaign.

A soft launch allows you to build some initial momentum before you start promoting your campaign more widely. This momentum helps create a frame of success that will motivate more members of your general audience to get involved in the campaign because of (i) the goal proximity effect, and (ii) the “winning story” factor.



RECRUITING CORE SUPPORTERS

So how exactly do you build this initial momentum? Simple, you start by recruiting your core supporters to help you start fundraising.

Your “core supporters” are your biggest advocates, the people you feel *very confident* will get behind your campaign in a big way. Generally this group includes people like passionate volunteers, social media evangelists, and (especially) supporters that have gone above and beyond in past fundraising campaigns.

You will want to reach out to these folks *personally*. Ideally you should call them on the phone, but at least send them a personal email. **Try framing the ask as an invitation to be a part of the campaign’s “inner circle.” You want to make your core supporters feel special (because they are) and let them know that they are part of a select group that will help ensure that the campaign is successful.** This type of personal grassroots outreach helps bring as many core supporters into the fold as possible and it breeds a sense of shared ownership among your top performers.

Spend the first half of the recruitment phase (generally about one week) reaching out to your core supporters and getting them up and fundraising. As you wind down the soft launch period, you will have some very motivated people fundraising already. This will help create the initial momentum that will set your main campaign launch up for as much success as possible.



2. The Hard Launch

Now comes the big kickoff. The **hard launch** is when you open up your campaign to as wide an audience as you can possibly reach. You will want to take a “kitchen sink” approach and use every marketing channel you can to get the word out to your supporters.

Among the many promotional options, however, there is one that will be especially important—*your opening email series*. The backbone of your reach out strategy should be a three part opening email series that you send to your full list of supporters over the course of the second half of the recruitment phase.

Why a series of emails? Well, a study performed by M&R Strategic Services compared one-off emails appeals to email series and the results showed that 2-3 part email series had four times the response rate and almost double the average donation size.⁶ Since many emails go unopened or unread, you can maximize recruitment into your campaign by sending a few emails during the hard launch period of your campaign.

Take a look at the following section to get a breakdown of what to write in your email series.

⁶ Cryder C. & Loewenstein G. (2011). The Critical Link Between Tangibility and Generosity. In Olivola C., & Oppenheimer D. (Eds.), *The Science of Giving: Experimental Approaches to the Study of Charity*. New York, USA, Taylor and Francis Group LLC.



Writing Your 3-Part Email Series



EMAIL #1: Direct Call to Action to Join the Campaign

- Introduces what your campaign is about (theme, goal, basic marketing message)
- Includes a direct call-to-action to create a personal fundraising page.



EMAIL #2: Softer Message with a Link to a Content Asset

- Comes a couple of days after your first email
- Softer than first message, may contain a personal story of someone affected by the cause or a message from your staff
- Email includes a way to immediately create a fundraising page
- Links out to a larger piece of content which hits all of your campaign themes (e.g. a blog post about the community being helped by the fundraising effort)
- Content also contains call to action to start fundraising



EMAIL #3: Quick Email, Direct CTA

- Comes at the end of the recruitment period
- It's a quick "last chance" message that creates urgency
- Includes a prominent call to action to create a fundraising page

PROMOTING ON SOCIAL MEDIA AND YOUR WEBSITE

In addition to your targeted email outreach, you should also be directing inbound traffic towards your fundraising campaign. One way to do this is by giving your fundraising effort some prime real estate on your website during the campaign.



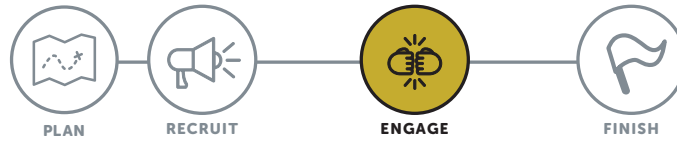
During its “Texting to Save Lives” campaign, the Trevor Project placed a banner promoting the campaign right on its homepage. This is a great way to invite anyone visiting your website to join the campaign.

You will also want to make sure you promote the campaign heavily on social media during this period.

Keep in mind though, that you can’t just repeatedly post calls to action to “start fundraising.” This will just annoy your followers.

And this is when the collateral you prepared before the campaign comes in handy. You should already have a few stories about people impacted by the cause up your sleeve. Post these stories on your blog, use striking images in your social media posts, and direct people back to your site to read the full story. By adding calls to action to join the campaign on your blog you can create a mini-web of interactive content that will help you draw more people into your campaign.

After you’ve finished your initial promotional push and recruited as many fundraisers as possible, it’s time to turn to the **engagement phase**.



The Engagement Phase

Once you've recruited your fundraisers it's time to get to the heart of your campaign. The engagement phase makes up the bulk of your fundraising effort. In a typical eight-week campaign, the engagement phase will run for about five weeks. During this time, you will narrow your focus from the full universe of potential supporters to the ones who are actually bringing value to *this campaign*.

1. Segment Your Initial Communications

At this point, you've (hopefully) been able to get a bunch of supporters to setup personal fundraising pages. Some of these people will be **active fundraisers** (who have raised at least \$1), while others will be **inactive fundraisers** (who haven't raised anything yet). You will want to segment your initial communications with your fundraisers so you can craft messages targeting each group.

INACTIVE FUNDRAISERS

The first step is communicating with your inactive fundraisers so you can spur them to action. You know they cared enough to set up a fundraising page in the first place, but for some reason or another they haven't taken the next step. Your job is to encourage them to do so.

Customizable Fundraising Tips Sheet

Download this tips sheet, customize it to your brand, and send it off to your fundraisers.

[Download Now](#)

Use email to reach out to your inactive fundraisers and offer them tips to help them get started.

Remember, it's all about helping fundraisers secure that first donation – once they have reached that initial milestone they will have more confidence, motivation, and a higher chance of success.

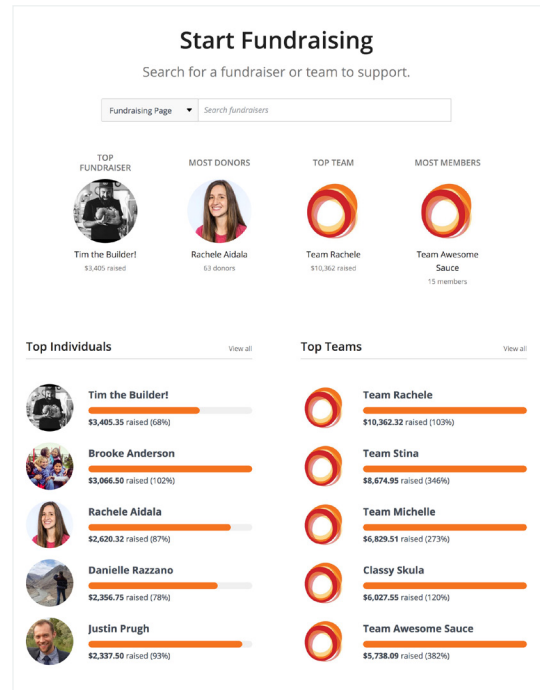


ENGAGE

POWER FUNDRAISERS

After you've reached out to your inactive fundraisers, it's time to shift your focus to your power fundraisers. Power fundraisers are your top performing fundraisers. You should send out personal emails (or even better make phone calls) to your best fundraisers. The idea is to identify top performers early and let them know how much you appreciate their efforts and the difference that they are making. This personal connection helps get your best fundraisers even more fired up so they will reach greater heights throughout the rest of the campaign.

During the eight-week "25" campaign the Invisible Children staff dedicated a lot of time to calling up and personally recognizing its fundraisers. This attention to detail and recognition of active fundraisers was one of the many factors that helped Invisible Children raise over **\$1.7 million to fund its programs**.



Classy's Peer-to-Peer Campaign showcases your top supporters.



ENGAGE

2. Start Rolling Out Your Campaign Collateral

As you're reaching out to your most active and least active fundraisers, you will also want to start rolling out some of the campaign assets you prepared ahead of time during the planning phase. Here are some ideas for content you might want to have ready to roll out as you move through the heart of the campaign:

- Blogs sharing personal stories of the community you are helping
- Images highlighting your on the ground efforts
- Humorous or inspiring video messages from key members of your staff
- Stats and information about the goal you are collectively trying to achieve

You will use these content assets to keep fundraisers involved and engaged (hence “*engagement phase*”) throughout the middle portion of your campaign. It's important to take a *multichannel approach* to delivering this content. In general, we recommend sending one or two emails each week, updating social media channels multiple times each day, and blogging multiple times each week. Delivering this content through different channels allows you to reach more of your active fundraisers and to keep them connected to the underlying purpose of what they are doing (through the stories you choose to tell).

Also, keep in mind that only *some* of the content you deliver will be prepared ahead of time. Every campaign has a life of its own. You should keep any eye out for interesting fundraiser stories that arise during the campaign and plan on delivering regular campaign updates to keep everyone apprised of the progress you are making!

Above all, focus on creating *interesting and engaging* content that will keep your fundraisers' spirits high. There's no point in bombarding supporters with boring information. Strive to create content that people will actually *look forward to receiving*. That's how you keep fundraisers engaged!



3. Battling the Mid-Campaign Blues

You've had a great kick-off to your campaign, segmented your initial communications, and started rolling out your awesome content, but then something bad happens! Things start slowing down...

Don't worry. The vast majority of campaigns experience a lull in activity at some point. Fundraising naturally tends to spike at the beginning and the end of a campaign. If you find activity dropping off in the middle of your campaign, that just means it's time to pull out a of the couple tricks that you've hidden up your sleeve.

The middle of your campaign is a great time to unroll additional incentives. Remember that during the planning phase you should have held back a few incentives from your fundraisers. Now is the time to unroll those incentives to inject some life back into your campaign.

One of the most effective incentives we've seen for generating activity during the middle of a campaign is offering *donation matching periods*. If you can secure a corporate sponsor or two ahead of the campaign launch, you will be able to get your fundraisers excited by letting them know that all donations will be doubled for a certain period of time (or up to a certain amount). Fundraisers love this and so do potential donors. It's an awesome way to power through a mid-campaign slump.



If a matching period isn't possible, try to do something exciting and creative for your mid-campaign incentive announcement. For example, over five weeks of Invisible Children's 25 campaign, the organization offered trips to Uganda for the top fundraiser of the week. This was a great incentive choice for a couple of reasons.



The way the incentive was structured helped keep things fresh throughout the campaign. Each week the fundraising tally would reset and fundraisers would have a brand new chance to win the trip. Also, the destination wasn't just randomly chosen; Uganda is the home base of Invisible Children's programs in Africa. Because the destination aligned with the organization's mission, the reward created an opportunity to connect top fundraisers on a deeper level with the nonprofit's efforts on the ground.





The Finishing Phase

Congratulations, you've made it to the final phase of your campaign; it's time to finish strong!

Just like you did at the beginning of the campaign, you are going to want to focus back on your power fundraisers. After all, who better to rely on during the final phase to help push you across the finish line? Call up your top fundraisers and let them know how much you appreciate them, then invite them to help you make as strong a finish as possible.

A two-part email closing series for the final week of the campaign is also great way to make a big final push. Try this:



FINISH

In parallel with the closing emails, you will also want to ramp up your social media promotions, rallying the troops for a grand finale!

The best campaigns tend to build to a crescendo as they near the finish line. For example, Invisible Children's 25 Campaign ended on the 25th of April to commemorate the 25th year of the war in central Africa. Everybody who participated in the campaign pledged to stay silent for 25 hours on the final day of the campaign, a unifying gesture that brought the whole campaign to a powerful conclusion. Creative touches like these can go a long way towards making your finishing phase stronger than it otherwise would be.

1. The "X" Factor

Like most things in life, you can't control everything that happens in your campaign...no matter how well you've planned ahead. Thankfully, there is one thing that you can always rely on to power your campaign through any obstacle you encounter.

So what's this X factor that we're referring to?

Your creativity.

Always remember that even though your supporters are the ones doing the fundraising, it is *your job* to create an engaging experience that will propel your fundraisers throughout the campaign and lead to a successful conclusion. If things come up, you need to rely on your own ingenuity to make pivots and keep everything moving forward.



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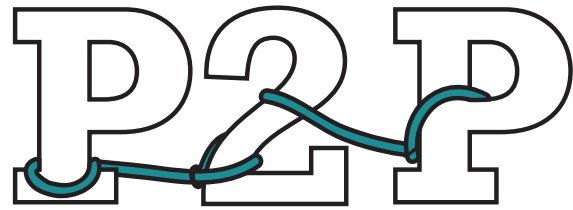
Invisible Children's Frontline Campaign provides a great example of this truism. With the deadline looming for the campaign and a long way to go towards its two million dollar goal, the Invisible Children team decided to get creative and shake things up. One of its team members, Timmy, created a personal fundraising page and decided to put himself in a cage in the Invisible Children office until the campaign goal was met (don't worry it was a human sized cage). To make a truly original idea even more noteworthy, the organization streamed the entire event online. What followed was 24-hour coverage of Timmy in a cage interacting with an audience of rotating viewers and continuously exhorting them to get involved with the campaign. While Timmy "only" raised \$26,000 through his personal page, the excitement that he generated helped the organization close a ton of room towards its overall goal (ultimately \$1.7 million was raised).

Needless to say, this particular idea was way out of the box—but it was exactly what the organization needed to generate excitement around their campaign.

Invisible Children knew it had to step things up a notch, so it created an engaging and interactive experience that would keep people involved. If you want to give yourself the best chance of hitting your own campaign fundraising goal, you need to be willing to take creative steps like this to keep the excitement high!

2. Tying it All Together

Peer-to-peer fundraising can be an incredibly effective way to raise funds and grow your base of support. To get the most out of it, however, you have to *put in the effort*. Planning, persistence, and a willingness to adapt are essential to maximizing the benefits of p2p.



This fundamental point can be boiled down into one maxim: **even though you are fundraising online, don't neglect basic grassroots fundraising principles.** In order to run a successful campaign, you must be willing to call people, to take a proactive role in your own success, and to lead with your creativity!



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Peer-to-Peer Campaign Readiness Assessment

To do or not to do?

Your nonprofit's time and resources are precious and limited. You want to ensure the effort you put into any venture is worth the time investment. This worksheet will help you assess whether peer-to-peer fundraising is the right strategy to devote your energy to at this time.

Let's find out if peer-to-peer fundraising makes sense for your organization with the following quiz.

Section 1: Are You Ready for Peer-to-Peer Fundraising?

This section will help you determine if peer-to-peer fundraising is a good fit for your organization today. Check off the appropriate box for each of the categories below. Then total your checkmarks for each of the three columns. Your score will determine whether you will move on to the next stages of this worksheet.

	WE DON'T HAVE THIS.	WE WILL HAVE THIS SOON.	WE DEFINITELY HAVE THIS.
Annual event (run/ walk, golf tournament, backyard BBQ, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The manpower to plan and execute a campaign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prior P2P fundraising experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loyal supporter base	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Software to support online P2P fundraising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loyal volunteer base	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organizational social media accounts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Donors comfortable with technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Donor cultivation events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recurring giving campaign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total Scores:			

TALLY YOUR ANSWERS

Number of “We don’t have this.” × 1 =

Number of “We will have this soon.” × 2 =

Number of “We definitely have this.” × 3 =

Grand total

SCORING

0-15 Hold Off: Given your current resources, it may not be the best time to take on peer-to-peer fundraising. Instead, focus on improving your events and growing your donor base. You should also build online donation forms, a recurring giving platform, and your overall online presence. By developing these other pieces of your strategy, you will set yourself up for even greater peer-to-peer fundraising success down the road.

16-30 Test Out a Campaign: You have many of the necessary components to run a successful peer-to-peer campaign, so let’s dip your toes in before making the big jump. Test out an internal peer-to-peer campaign with your staff or board to fully understand your software and fundraising potential before launching a larger one with your broader community.

In the meantime, these resources will help you prepare for your campaigns and set you up for success.

- [Why Nonprofit Board Members Make Great Fundraisers](#)
- [How to Recruit Early Adopters for Your Peer-to-Peer Fundraising Campaign](#)
- [Kick-Start Your Peer-to-Peer Fundraising Program](#)

31+ This is for You: You have all of the necessary components to launch a peer-to-peer campaign. Complete the next sections of this worksheet to get a sneak peak of what you can accomplish through your first big campaign.

If you scored 31 or higher, you're in a great place to implement peer-to-peer fundraising successfully. Follow the steps below to determine if you are truly ready for your first peer-to-peer campaign.

Section 2: Calculate the Readiness of Your First P2P Campaign

PART 1: SUPPORTER REVENUE

Your campaign results depend on the success of your individual fundraisers. The following table will help you evaluate how much they will potentially raise on your organization's behalf.

First, consider who your cause champions are and how many you have. These individuals are your biggest advocates. Because of their loyal support, you will rely on them to become your top fundraisers during your peer-to-peer campaign. How much do you anticipate these supporters to raise through their personal networks?

Beyond this dedicated group is the rest of your fundraising community. Consider how many of these supporters you believe will actually fundraise and how much they will bring in.

Now fill in the table below with your projected number of fundraisers, how many friends and family will potentially donate to their campaigns, and the projected size of these donations. Set realistic expectations for each section. This will give you a ballpark figure of how much revenue your campaign will generate, as well as the number of new donors your organization can acquire.

	AVG # OF FUNDRAISERS		AVG # OF THIRD-PARTY DONORS PER FUNDRAISER		AVG DONATION AMOUNT		FUNDRAISING TOTAL
Core Champions		x		x		=	
Everyone Else		x		x		=	
			# NEW DONORS PROJECTED				TOTAL MONEY RAISED BY SUPPORTERS

PART 2: DETERMINE STAFF RESOURCES

To plan and execute a successful peer-to-peer campaign, you need human capital. Your staff must design, prepare, launch, troubleshoot, and monitor your entire campaign. Use the table below to determine the total hours of time your staff will need to spend on the effort.

	OWNER	HOURS PROJECTED
Marketing/Communications		
Fundraiser Engagement		
Administrative		
Campaign Planning		
Campaign Page Setup		
		TOTAL HOURS PROJECTED

PART 3: READINESS SUMMARY

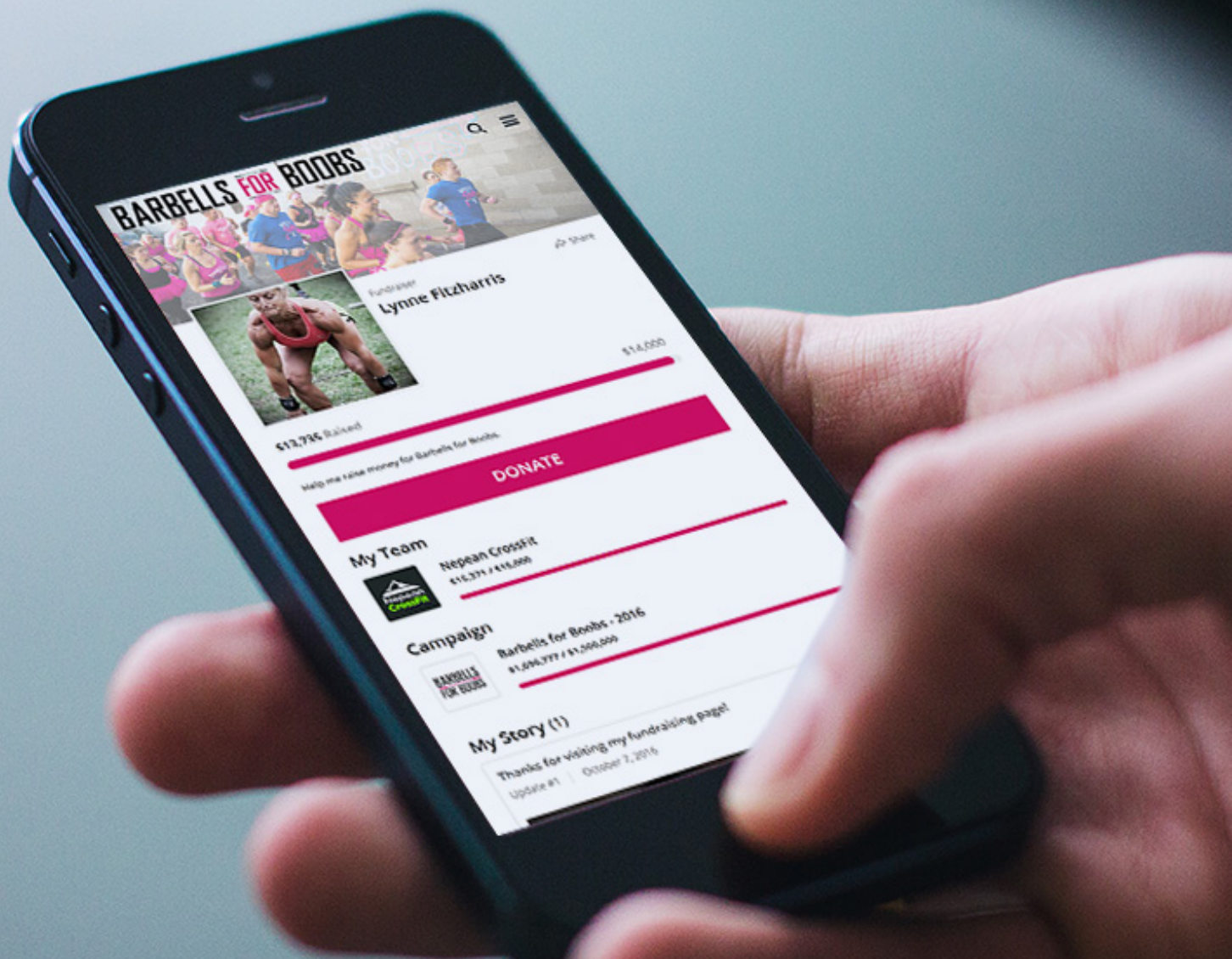
Now that you've calculated your potential campaign revenue, the number of new donors you might attract, and the time it will cost your staff to execute the campaign, compare these numbers side by side.

RETURNS		COST
TOTAL MONEY RAISED BY SUPPORTERS (PART 1)	# NEW DONORS PROJECTED (PART 1)	TOTAL HOURS PROJECTED (PART 2)

Carefully review the projected returns—and the cost—of your peer-to-peer campaign. After looking at the potential rewards, consider the time and resources they will require and whether your staff can build this into their schedules and workloads.

If you don't have the means to prepare and execute this campaign, you may want to hold off and work on strengthening another component of your fundraising strategy, such as your online presence or donor retention tactics.

If you do have the available time and resources, peer-to-peer fundraising is a great next step for you. You have all of the components in place to run a campaign that powers your organization's growth. Get ready to acquire new donors and raise exponentially more money.



Classy

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