
CREATIVE PEER-TO-PEER CAMPAIGNS

That Attract and Engage Donors



SPEAKERS



Wyatt Lee

Vice President
Mars Planet Foundation



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Training Manager
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AGENDA

- Using Peer-to-Peer Fundraising for Your Nonprofit
- Strategies for Maximizing Your Peer-to-Peer Campaign
- Creative Peer-to-Peer Fundraising Examples
- Peer-to-Peer Fundraiser in Action: Mars Planet Foundation

POLL



Are you planning a **peer-to-peer fundraiser** in 2021?

1. Yes, and it's pretty creative!
2. Yes, but it's a typical P2P
3. Yes, but we can use some creative ideas
4. On the fence, curious to learn more
5. No, hasn't been or isn't right for us

USING PEER-TO-PEER FUNDRAISING FOR YOUR NONPROFIT



What Peer-to-Peer Can Do For You

- Leverages passionate ambassadors to fundraise on your behalf
- Expands reach beyond your immediate community
- Brings in new donors
- Boosts fundraising total
- Can be used for more than athletic events

\$634 average amount raised per fundraiser

\$103 average peer-to-peer donation

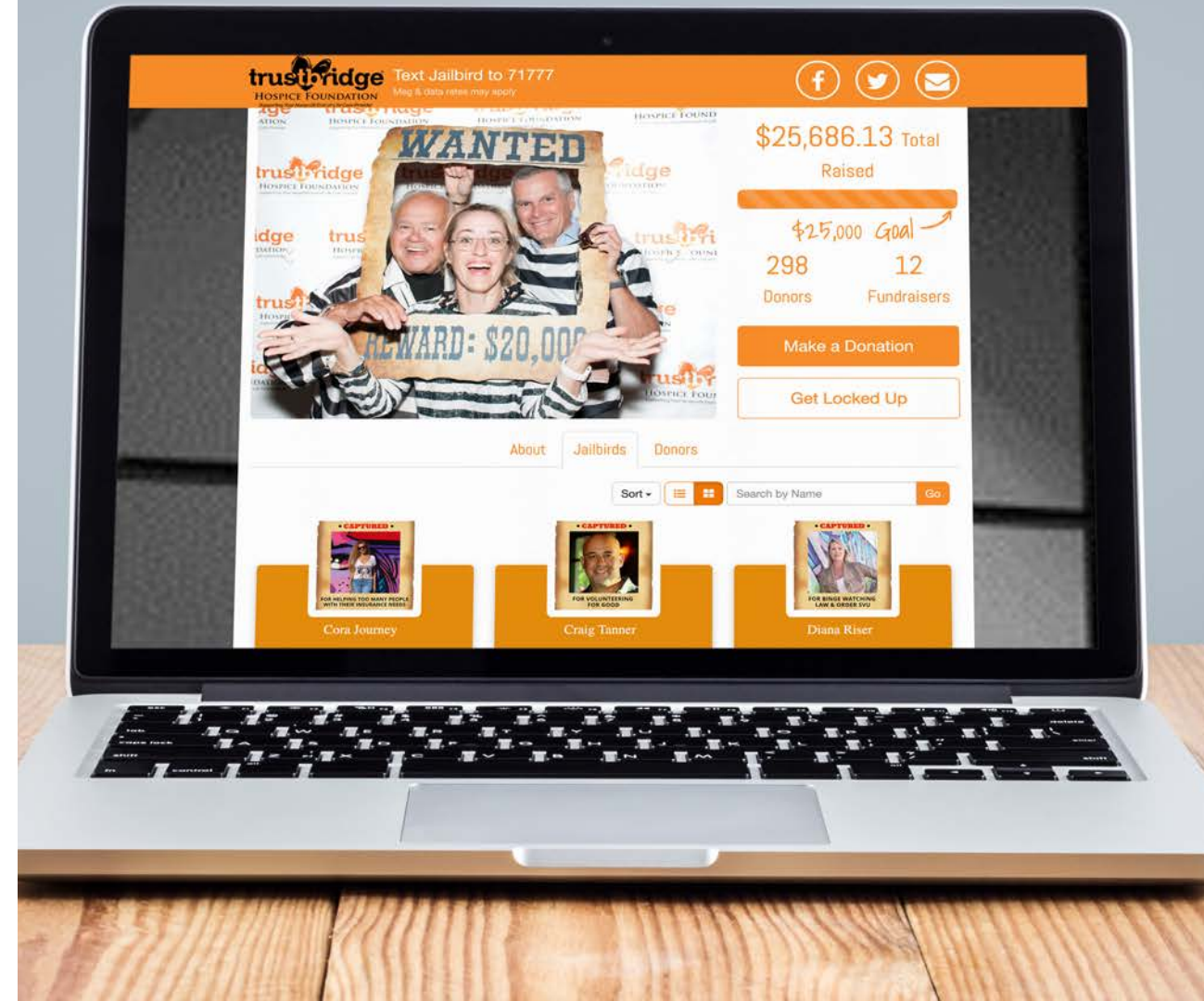
5.6 average number of donors per fundraiser

\$12,543 average amount raised per campaign

Source: MobileCause annual donor data year-ending 2020

Strategies to Maximize Your Peer-to-Peer Campaign

- Recruit fundraising ambassadors early
- Make personalizing and sharing fundraising pages easy
- Provide sample messaging for email, social and text
- Encourage fundraisers throughout your campaign
- Ask fundraisers to share different ways to give: text-to-donate, links, checks



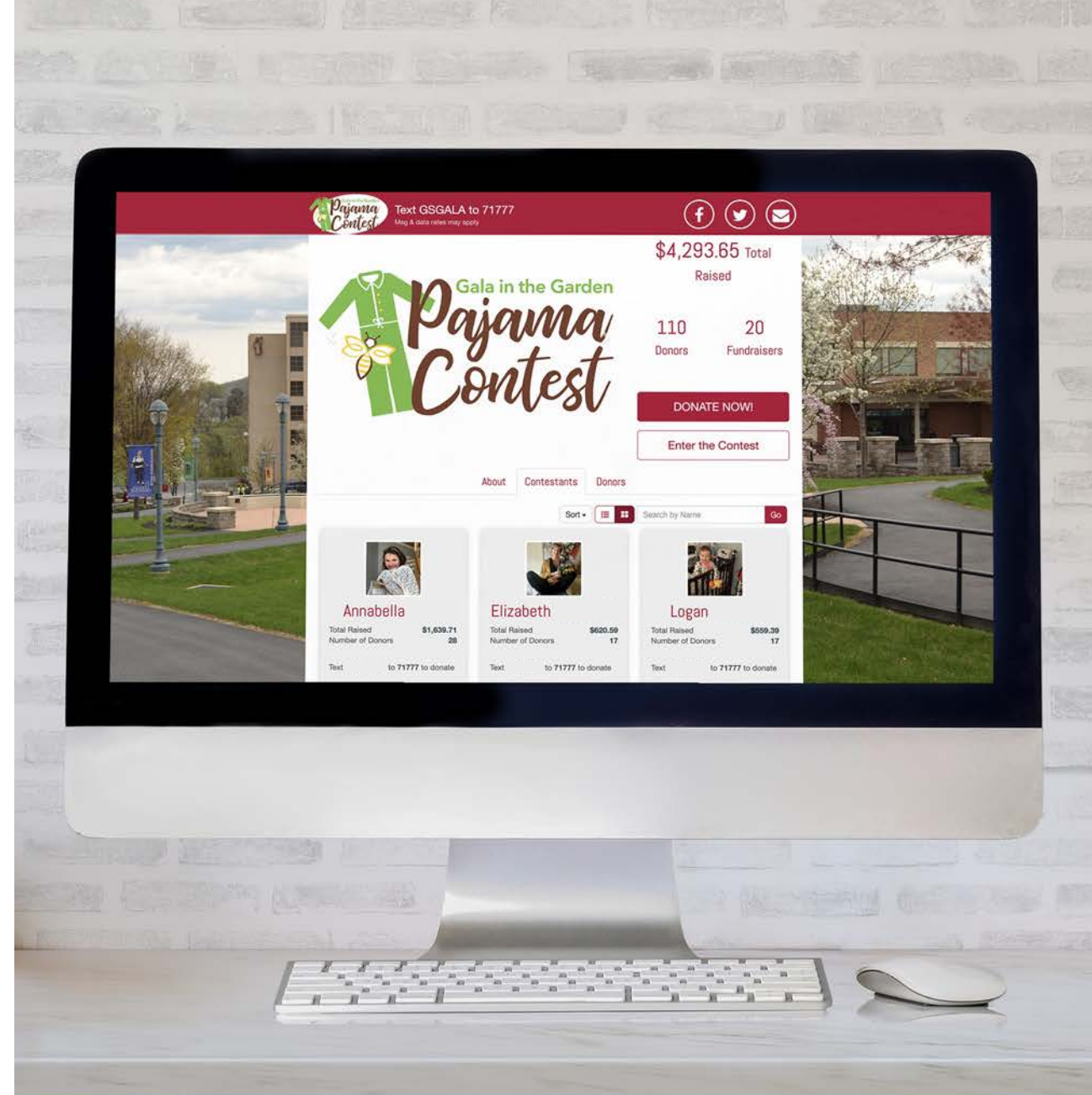


CREATIVE PEER-TO-PEER CAMPAIGNS THAT ATTRACT & ENGAGE DONORS

Good Shepherd Rehabilitation:

Gala in the Garden Pajama Contest

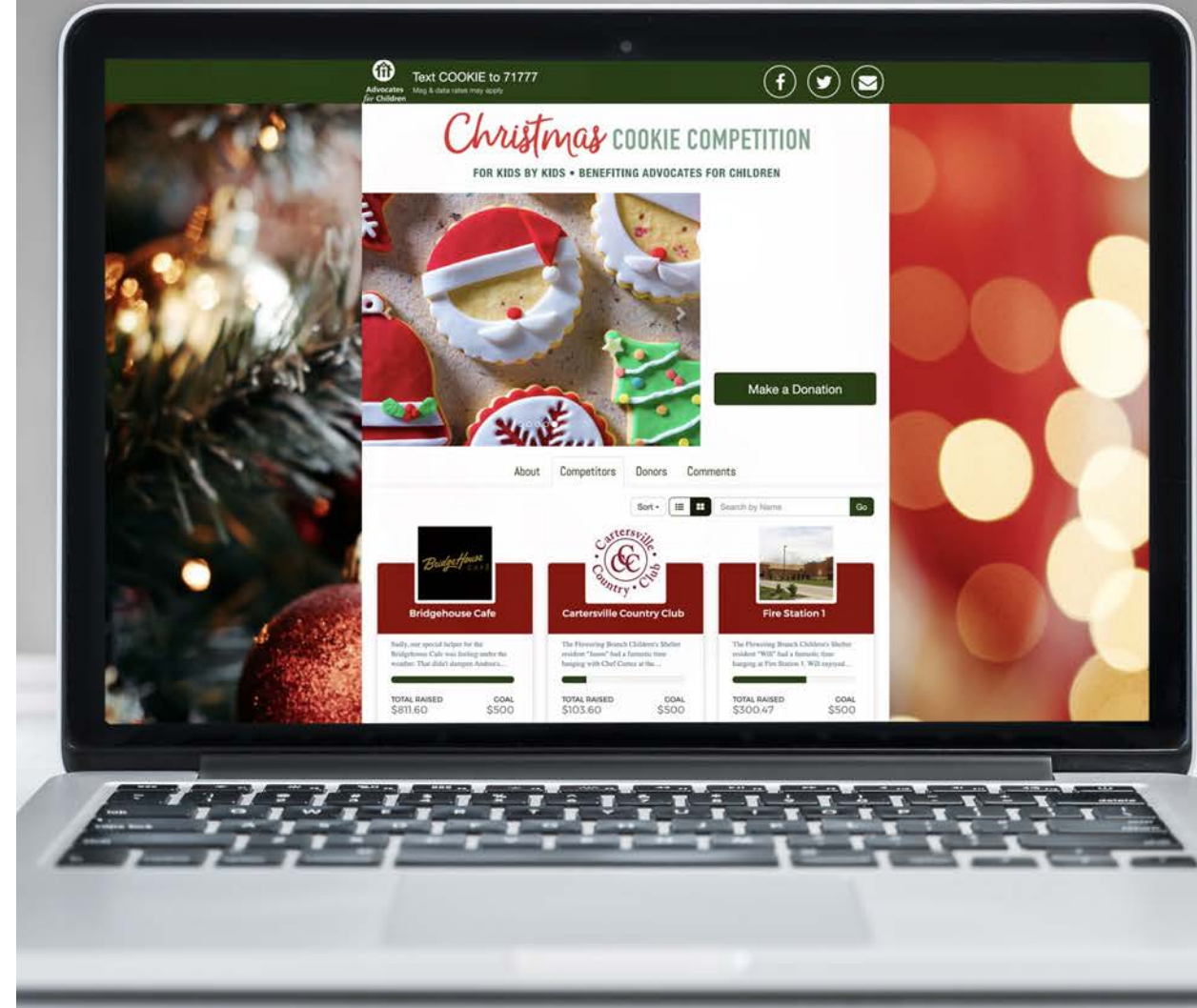
- Contestants wear their best pajamas in the fundraiser photos
- Individuals customize their fundraising page with their story, photo and connection to the cause
- Friends and family “Donate to Vote” for their favorite pjs
- Prizes awarded for who raises the most and gets the most votes



Advocates for Children:

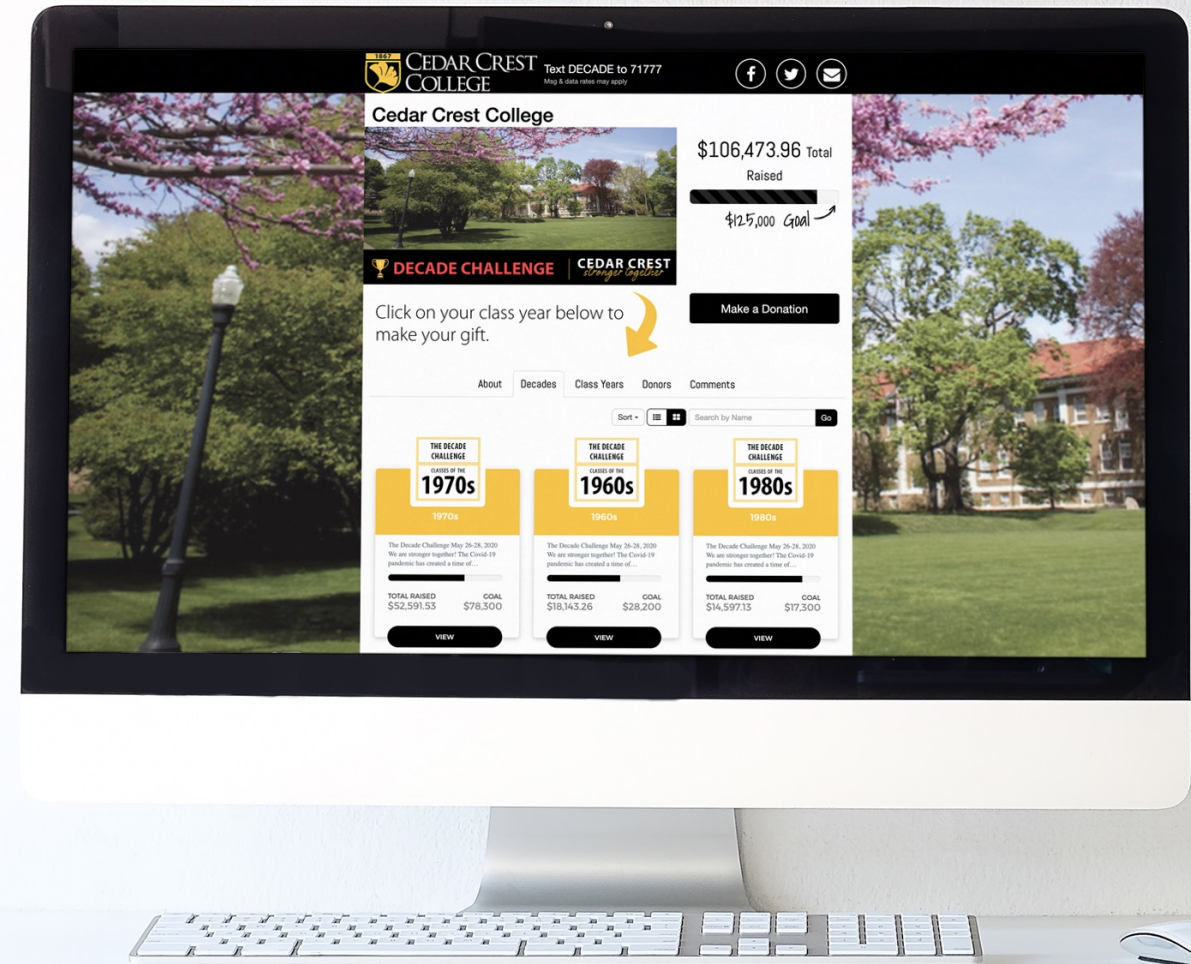
Christmas Cookie Competition

- 6 local chefs were paired with a child from Flowering Branch Children's Shelter
- Children range in age from 10-17
- Teams spent two weeks developing and decorating a cookie together
- \$1 donation = 1 vote
- Final score = 50% votes / 50% judges



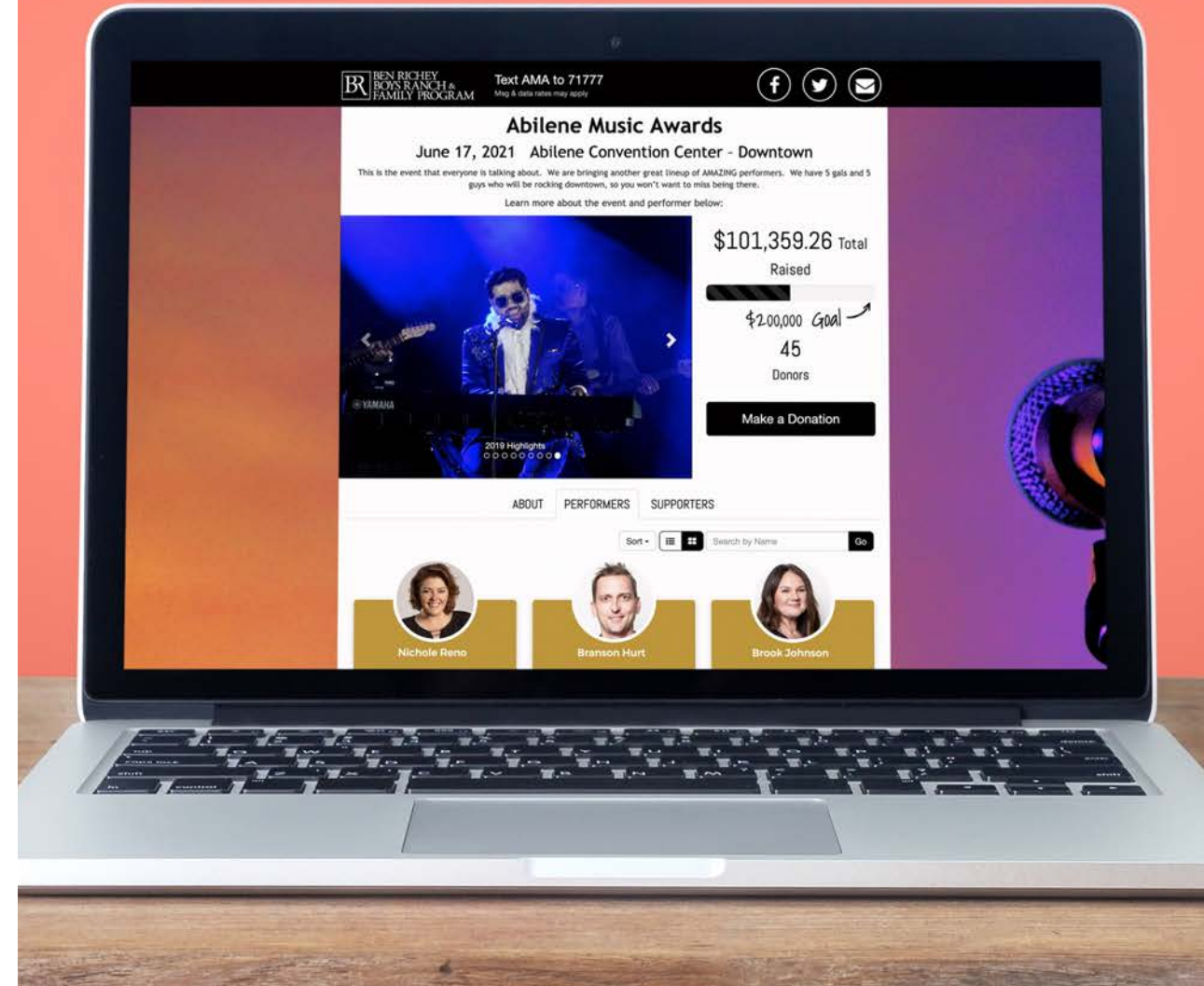
Cedar Crest College: Decade Challenge

- Alumni fundraising challenges for graduation decade and year
- Graduation classes from 1950-2019 to capture the broadest audience
- Raise the most or highest percentage of goal
- Winners awarded from both decade and year
- Prize includes an engraved paver for winning class
- Raised over **\$106,438**



Ben Richey Boys Ranch & Family Program: 6th Annual Abilene Music Awards

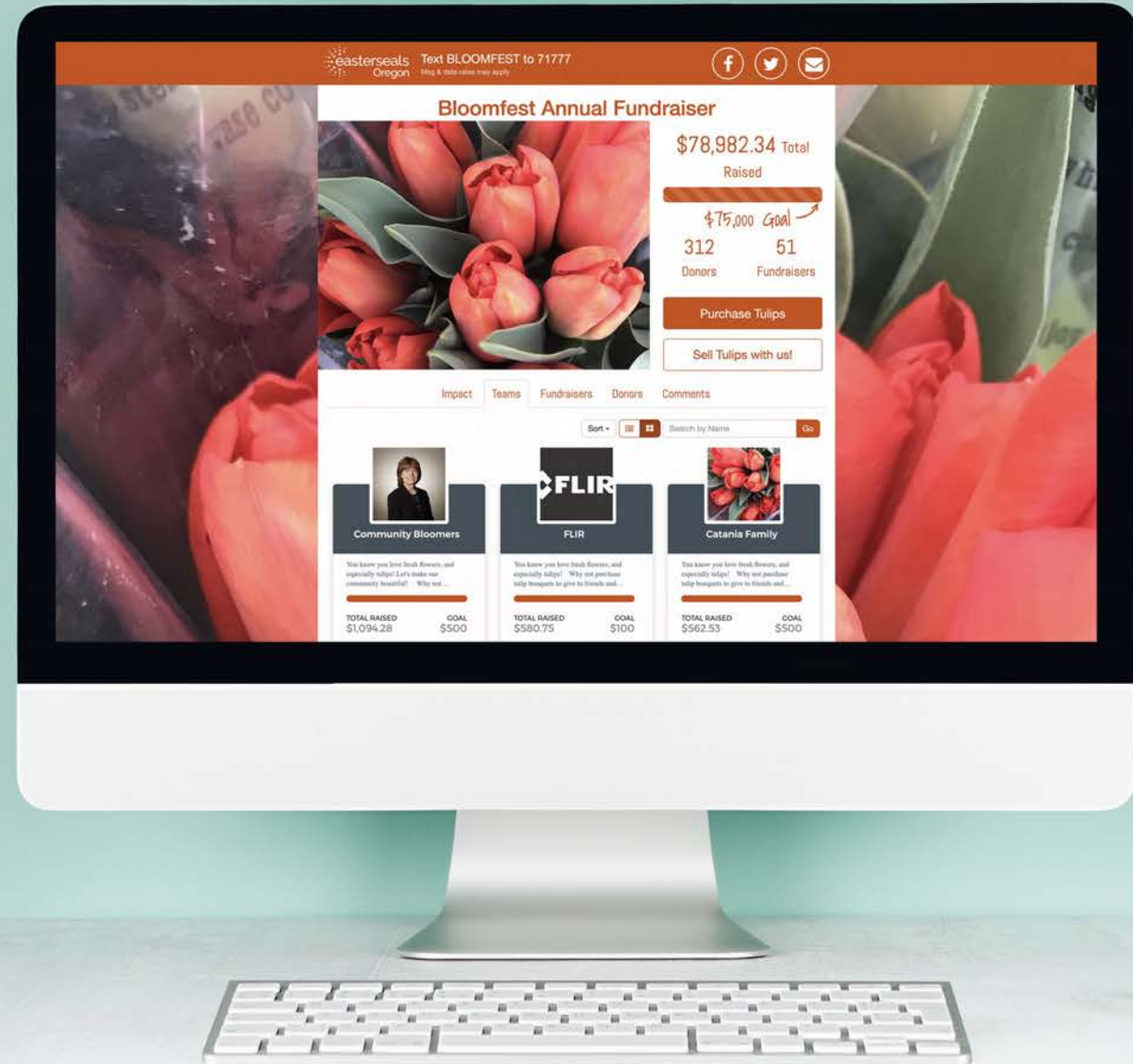
- Upcoming on June 17th at the Abilene, Texas Convention Center
- 10 performers competing for votes to be named the best singer, as they fundraise for the organization
- Competitors introduce themselves on 'Performer' peer-to-peer pages
- Prizes for best singer and top fundraiser
- Already raised over **\$101,359**



EasterSeals Oregon:

Bloomfest Annual Fundraiser

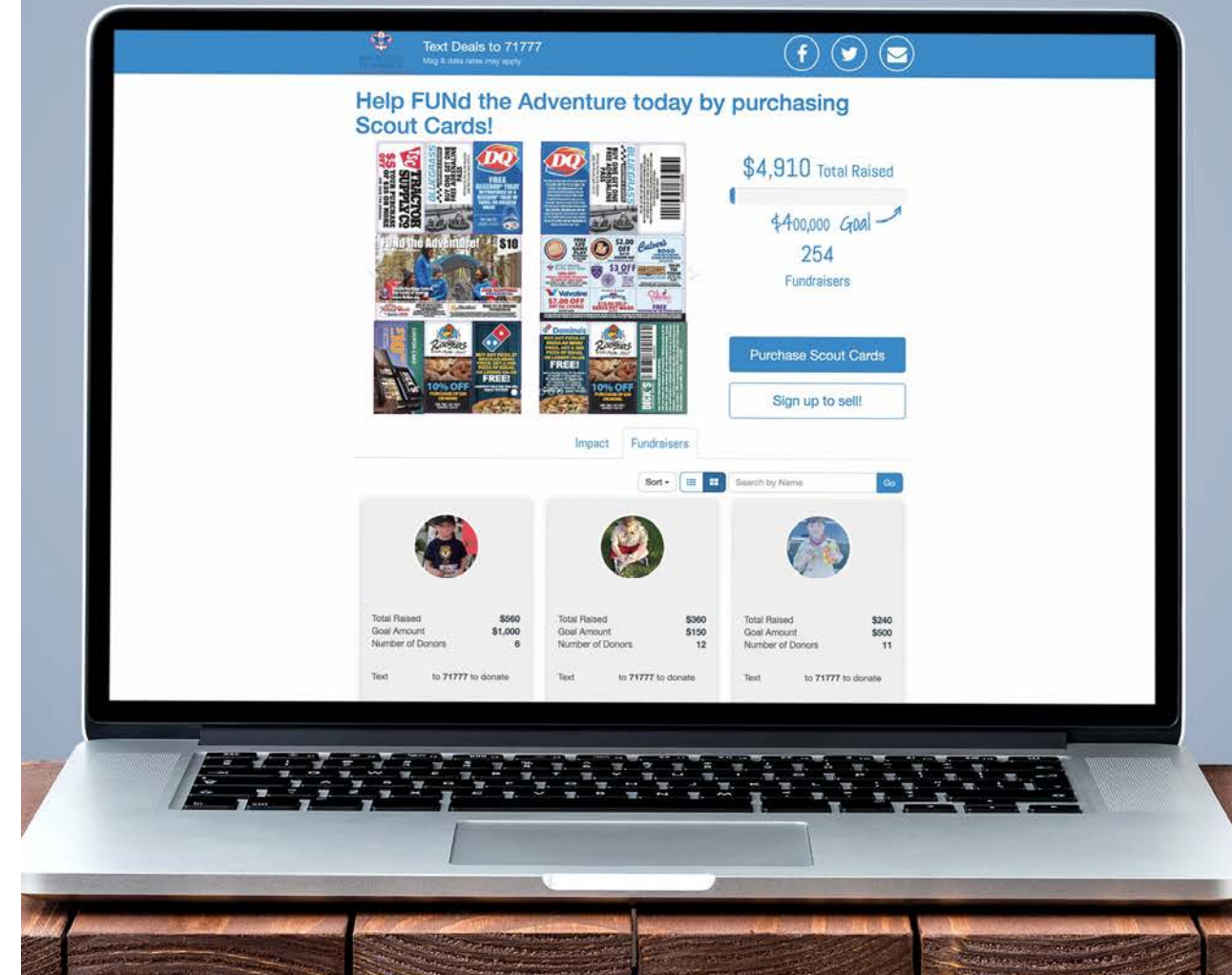
- Selling tulip bouquets to celebrate spring
- Team fundraisers were both families and businesses
- Hosted a “day of” tulip sale in person
- Sent text reminders about the deadlines
- Surpassed their goal and raised **\$78,982**



Boy Scouts of America Lincoln Heritage Council:

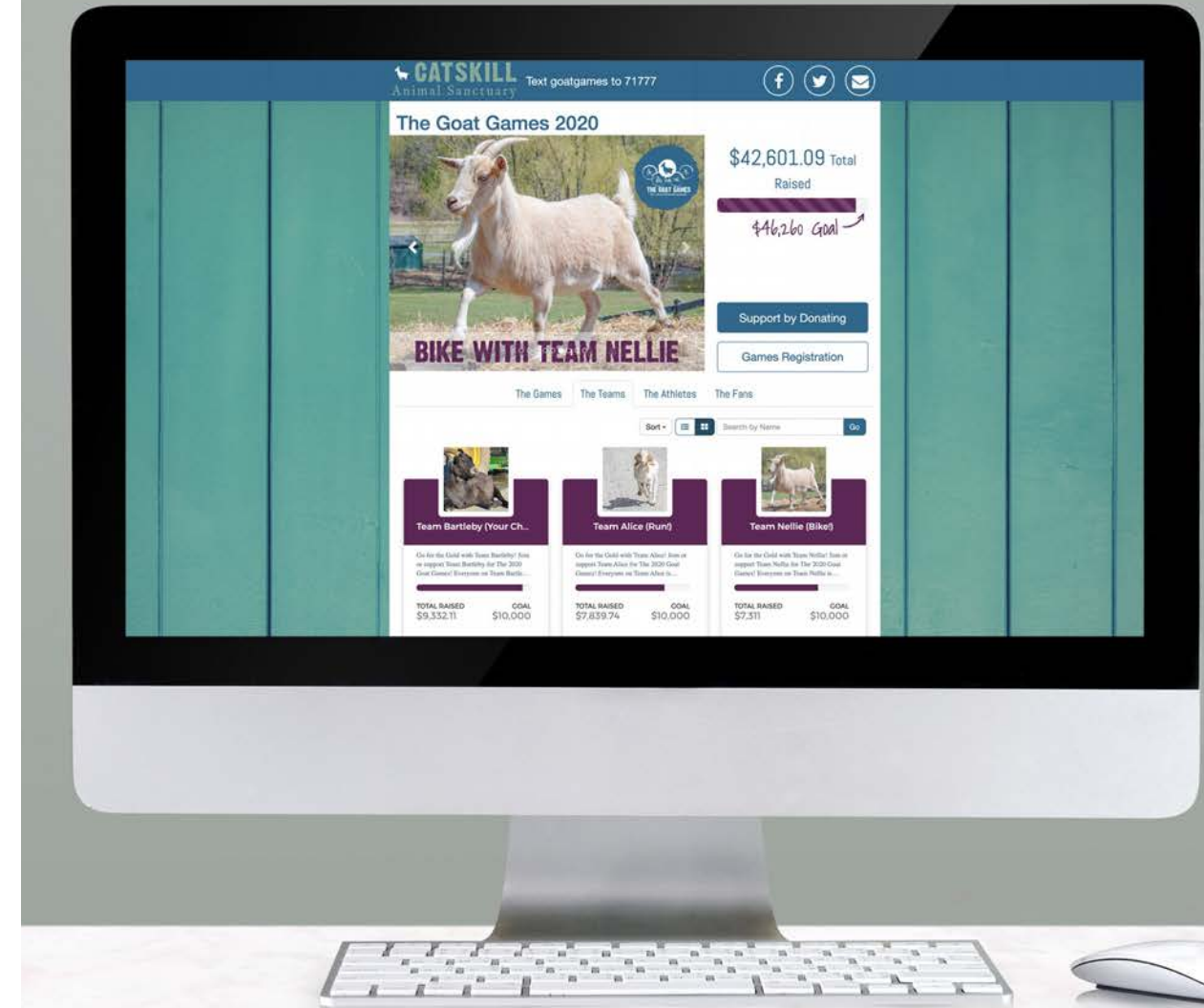
Scout Cards

- Purchase Scout Cards with discounts to local stores and activities
- Promotion on Facebook spurred friendly competition
- Shared unique individual text-to-donate keywords for each individual fundraiser



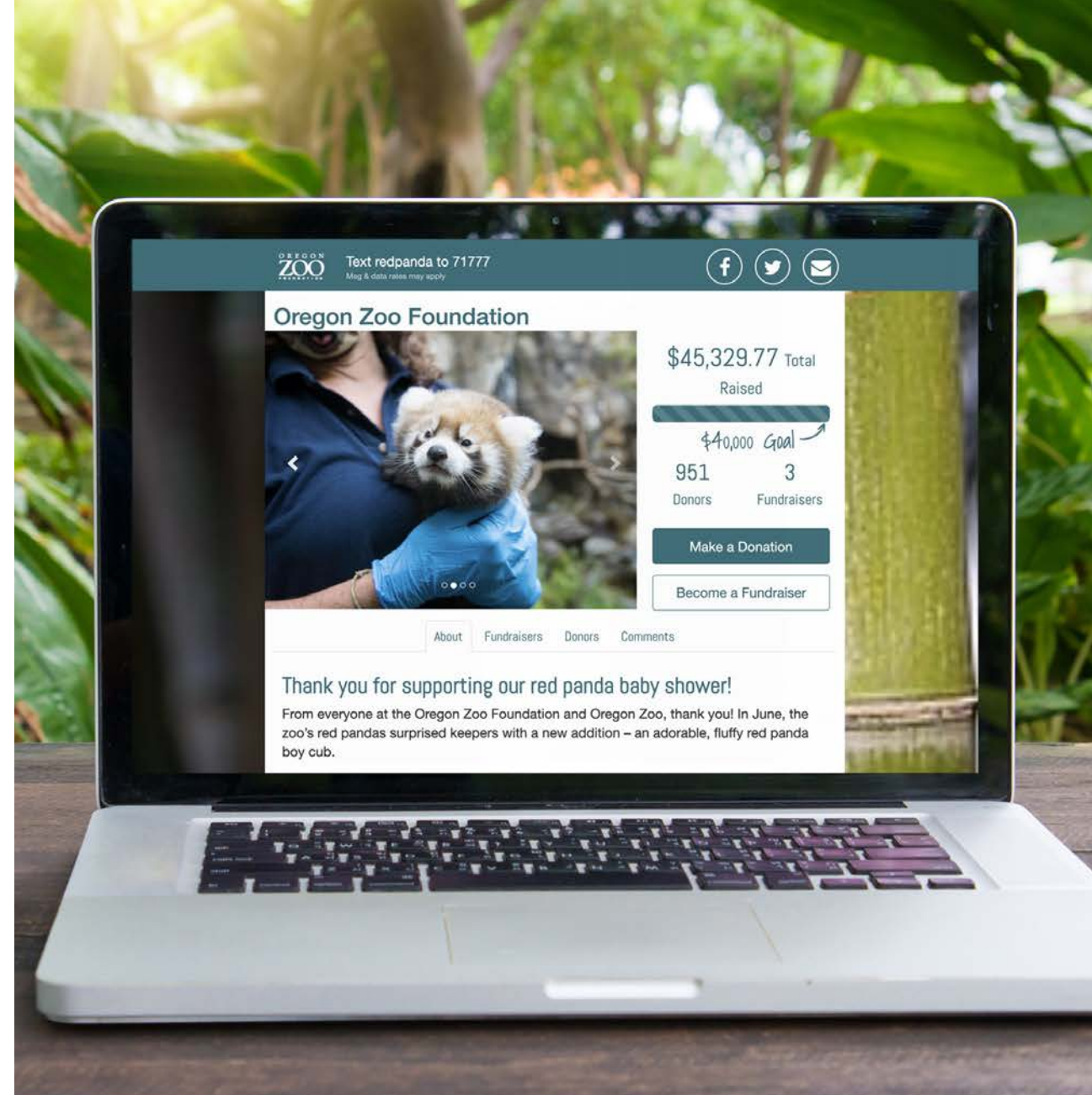
Catskill Animal Sanctuary: The Goat Games 2020

- Goats used as mascots for Team activities
- Activity categories: hiking, biking, running, swimming and “everything else”
- Used Team, Athlete and Fan pages for fundraising



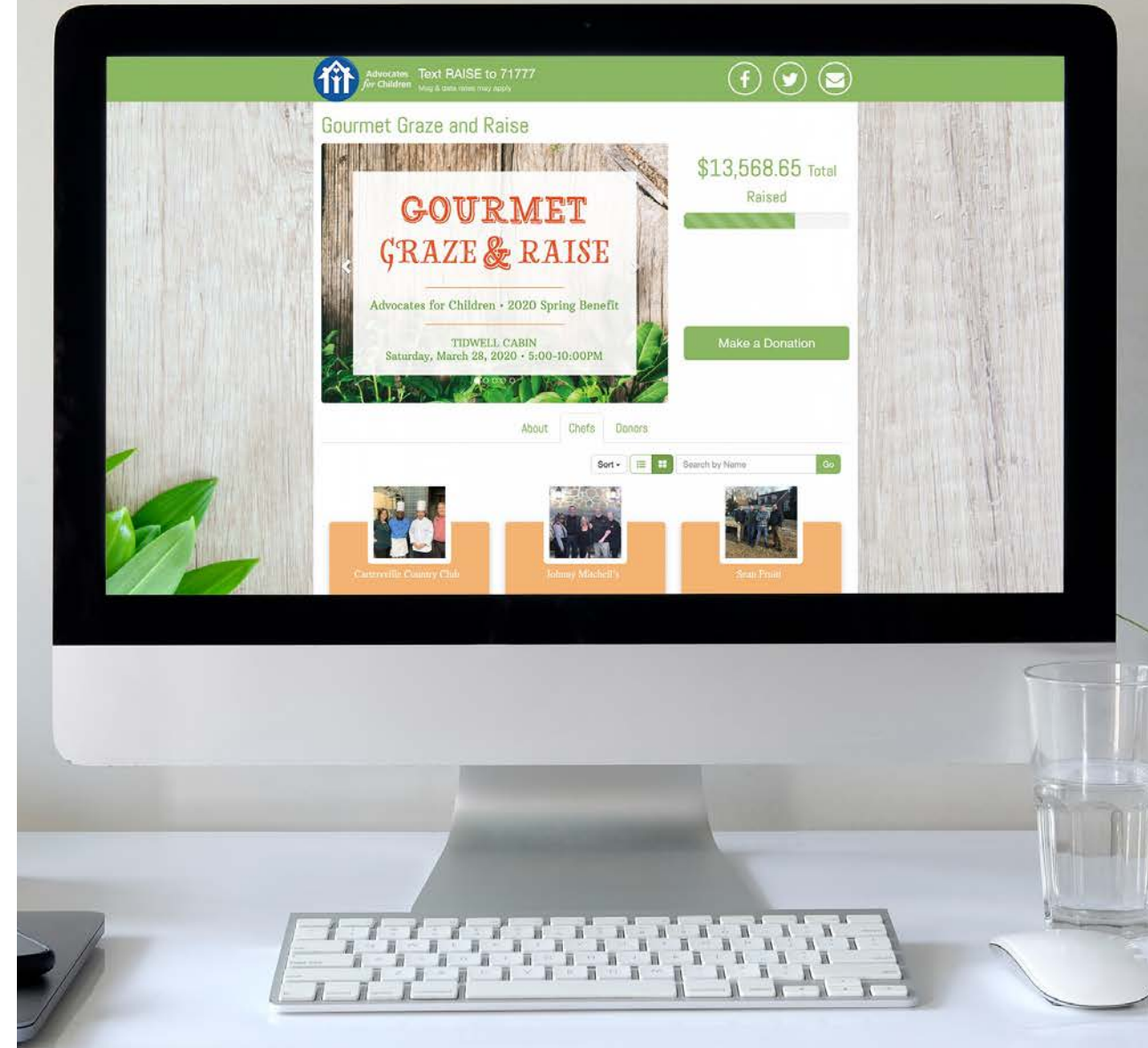
Additional Creative Peer-to-Peer Fundraisers

- **Oregon Zoo Foundation:**
“Red Panda Baby Shower for Mei Mei”
 - Exceeded goal of \$40,000 in just five days
- **Westford Friends of East Boston Camps:**
“Walk on the Wild Side Challenge”
 - Donate fixed amount or based on number of miles or trails hiked
- **Friends of Children’s Hospital:**
“Over the Edge”
 - Used Teams and individual “Edgers” fundraising pages



Additional Creative Peer-to-Peer Fundraisers

- **No Dogs Left Behind:**
“Bring Them Home” campaign
 - Used dogs' names and photos to represent fundraising teams
- **Advocates for Children:**
“Gourmet Graze and Raise”
 - Peer-to-peer voting on best chef
- **Safe Haven:**
“Dancing with Statesboro Stars”
 - Peer-to-peer voting on best dance duo with live competition



PEER-TO-PEER FUNDRAISER IN ACTION: THE MARS PLANET FOUNDATION



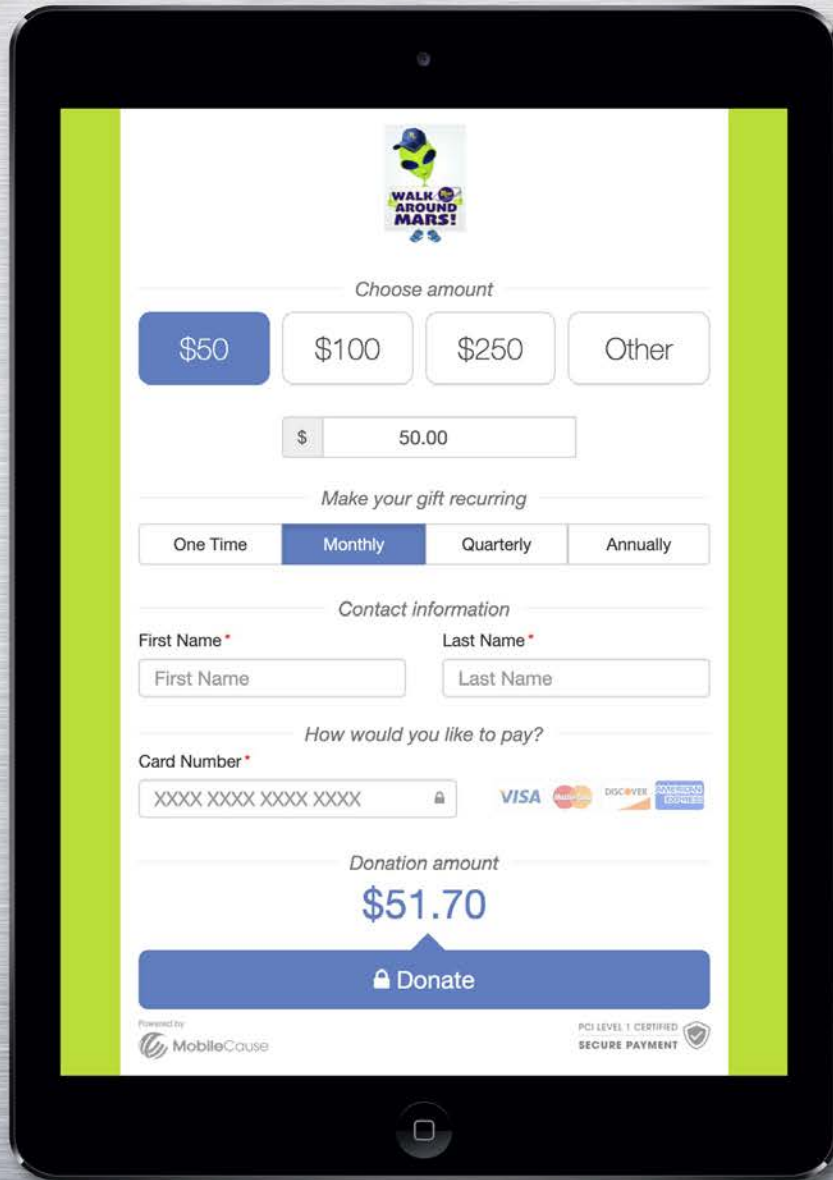
Wyatt Lee
Vice President
Mars Planet Foundation





About Mars Planet Foundation

- The Mars Planet Foundation is a community based, educational foundation that is dedicated to enriching, enhancing and supporting the students of the Mars Area School District.
- Provides Teacher Grants, Scholarships or Special Projects through fundraising efforts.



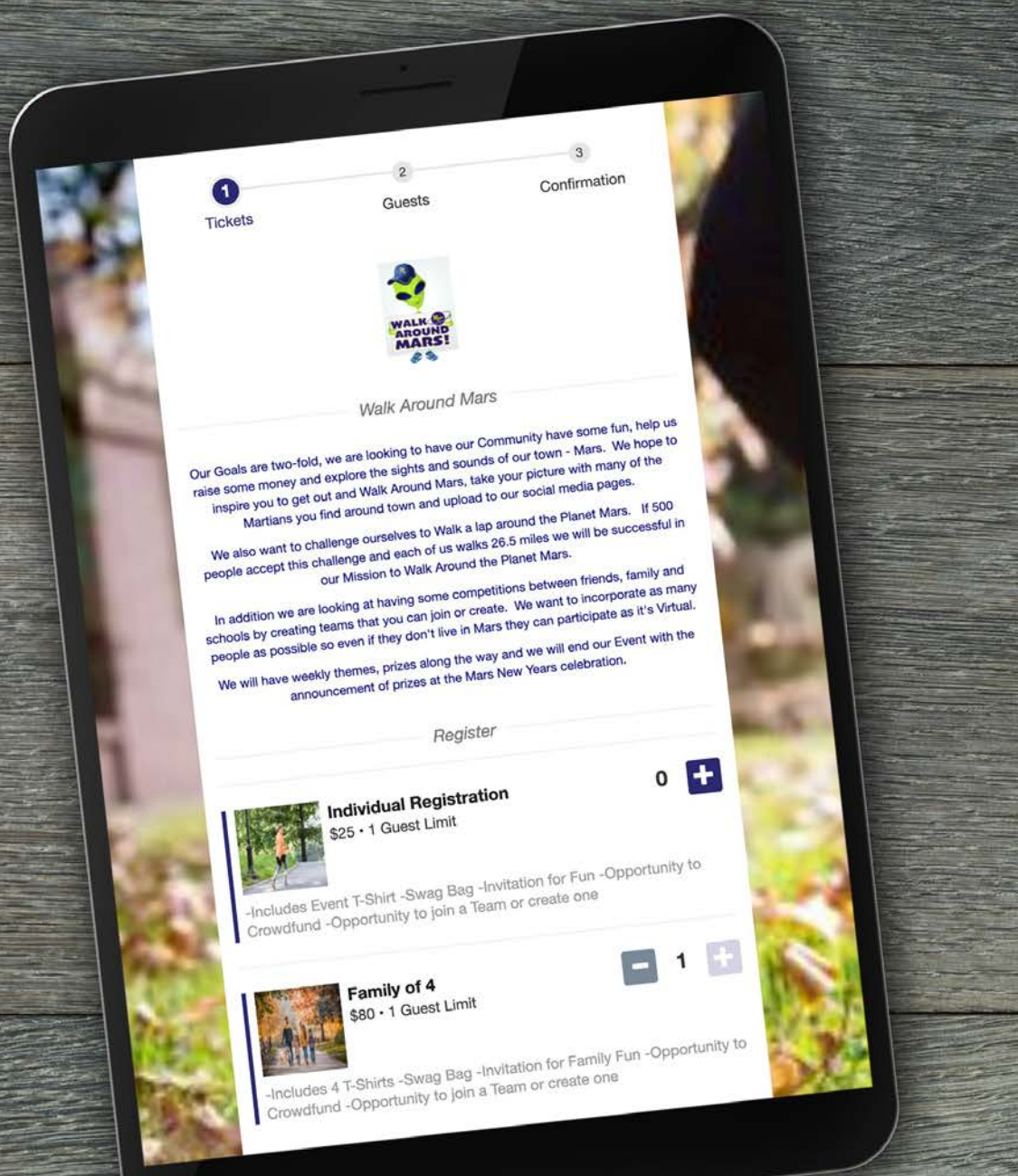
Event:

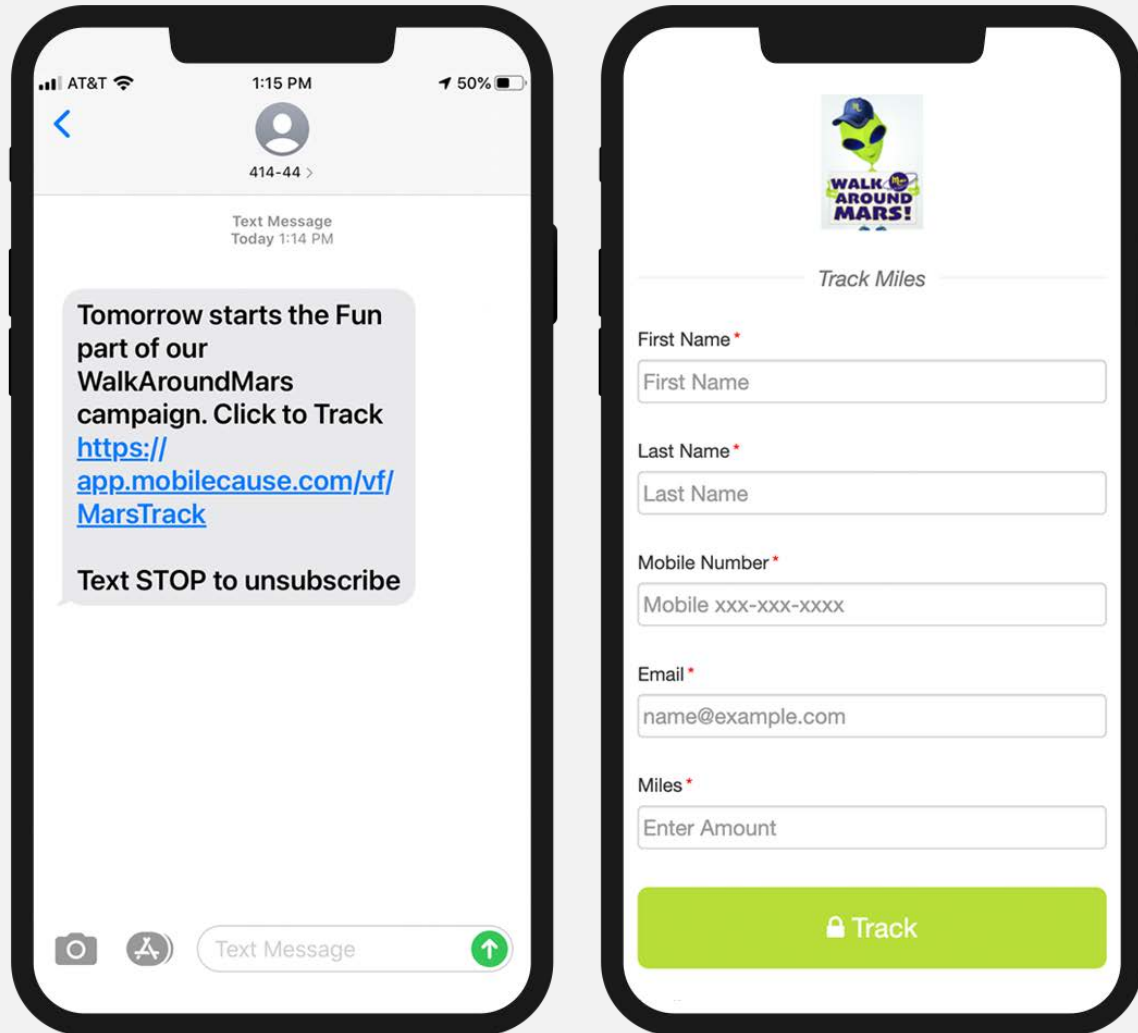
Walk Around Mars

- Replaced annual golf outing that would raise \$15-20,000
- First time hosting Walk Around Mars
- 6 week campaign
- Goal to walk around town of Mars and equal one lap around planet Mars
- Entrants pledge to walk 26.5 miles over 6 weeks
- Goal to raise \$25,000

Event Set Up

- Supported both Teams and Individual fundraisers
- Default donation set to monthly to boost recurring giving
- Included the option to Pay Processing Fees for registrations and donations
- Set up a form for participants to enter miles walked
- Targeted community businesses as sponsors





Event Promotion

- Leveraging social accounts: Twitter, Instagram and Facebook
- Posted QR code on signs for easy registration
- Sent campaign information via text message
 - How to convert steps to miles for accurate computation
 - Reminders to participants

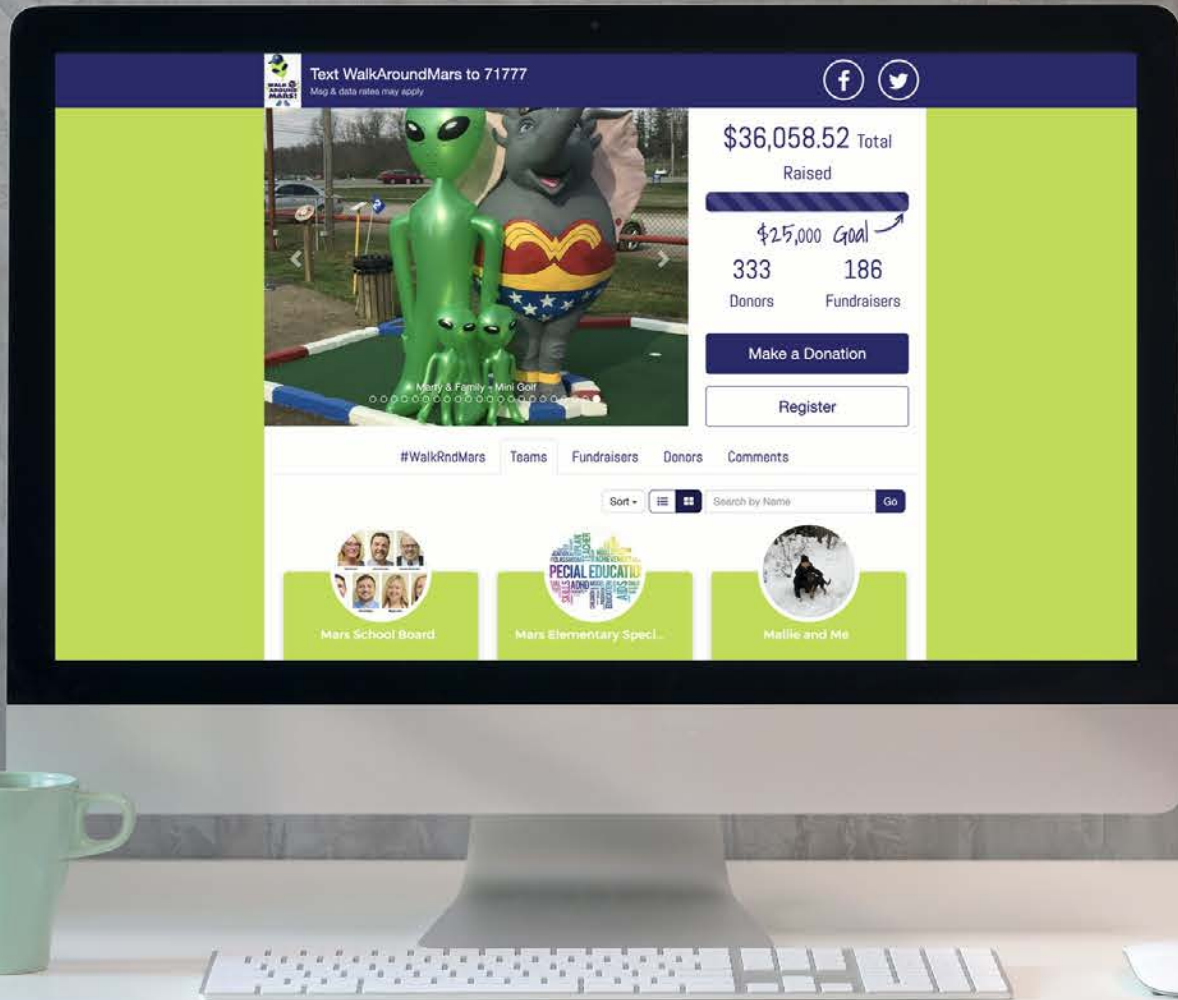


Weekly Challenges

- Goal is to keep people engaged week to week
- **Crazy Costume Week** - win prizes for most likes on the photo
- **Find Marty the Martian Week** - Marty hidden in local businesses for \$50 donation
- **Show Us Where Spring Has Sprung Week** - share pics on social
- **Alumni Spotlight week** - showcase Mars graduate participation

Campaign Results

- Raised **\$36,247.09** from 333 donors
- Engaged **186 peer-to-peer fundraisers**
- **\$35-36,000** from walk, ~\$4,000 from other donations to the organization
- Raised **\$21,000** from sponsors
- Added new likes to Facebook page to grow our presence





Going Forward

- Want to hold this event every year or every other year
- Will try going higher with sponsorship levels

We hope these creative **peer-to-peer campaign ideas** have inspired you to try out new ways to boost your fundraising with volunteer ambassadors.

QUESTIONS & ANSWERS



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MobileCause



Wyatt Lee
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Work on your campaign with our Digital Fundraising Strategy team: <http://mobilecause.me/dfsinfo>



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Customer Support Team:
support@mobilecause.com