MobileCause

How to Create a

PEER-TO-PEER FUNDRAISER TOOLKIT

What's Included

>> **PEER-TO-PEER TOOLKIT ESSENTIALS**
- Important Campaign Details
- Guidance on Campaign Set Up

>> **COMMUNICATION TIPS AND STRATEGIES**
- General Messaging Strategies
- Social Media Strategies
- Email Strategies
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>> **THANKING DONORS**

>> **SHARING YOUR TOOLKIT WITH FUNDRAISERS**

A comprehensive fundraiser toolkit should be an essential part of your nonprofit's peer-to-peer campaigns.

Peer-toPeer toolkits help volunteer fundraisers get their individual or team fundraising pages up and running quickly, keep them engaged throughout the campaign and make their continued support easy so they can cross the finish line and reach their goals.

When individuals volunteer to become a peer-to-peer fundraiser it's because they personally believe in your mission and want to make an impact. They want to be successful and raise as much money as they can for your cause! However, for many peer-to-peer fundraisers, spreading the word about your organization and reaching their fundraising goals may seem daunting. Asking for donations may be entirely new to them. Creating a peer-to-peer toolkit jam packed with resources, tips and templates helps fundraisers more effectively promote your campaign while maintaining your nonprofit's brand and voice. Think of your peer-to-peer toolkit as a training guide—a place where even the most inexperienced volunteer fundraiser can find materials and support to guide their fundraising journey.

Within these pages we provide the framework needed to pull together the materials your ambassadors will need before, during and after your campaign. This guide will assist you in creating an effective fundraiser toolkit, making it easy for fundraising ambassadors to share your campaign with their networks, stay aligned with your mission and increase donations.

PEER-TO-PEER TOOLKIT ESSENTIALS
Important Campaign Details

Open your toolkit with the most important information your fundraisers will need to set up their campaign easily and effectively. The first part of your toolkit will help them get oriented and be a touchstone throughout the campaign with general information, important deadlines, milestones and more.

Include the essentials needed for your peer-to-peer fundraisers to easily set up and begin their campaign.

Provide volunteer fundraisers with:

☐ Campaign overview: name, theme, dates, if tied to an event

☐ Information about how their participation is going to make a difference for your beneficiaries

☐ An overview of your fundraising efforts and how they fit into them

☐ A fundraising timeline that includes important dates and/or deadlines to keep in mind

☐ Information on ways for donors to give: online, text-to-give, checks, etc.

☐ Contact information for the point person at your organization to help with any troubleshooting throughout the campaign

☐ Information about how they will get notified about donations made on their personal pages

☐ A heartfelt thank you for joining your campaign and helping to achieve your goals

▶ **PRO TIP:** INCLUDE A **TABLE OF CONTENTS** IN YOUR TOOLKIT SO THAT FUNDRAISERS CAN EASILY JUMP TO THE SECTION THEY'RE LOOKING FOR.

PEER-TO-PEER TOOLKIT ESSENTIALS
Guidance on Campaign Set Up

Walk your ambassadors through each step of setting up their campaign so they can get to fundraising quickly and easily.

Provide volunteer fundraisers with:

☐ Clear, step-by-step instructions about how they can set up their personal fundraising page. Consider putting these instructions in video, infographic and/or written form

☐ Clear, step-by-step instructions about setting up a team or team page (if applicable)

☐ Guidance on setting a personal fundraising goal

☐ Advice about how to utilize their personal network to power their fundraising outreach

☐ Strategies for identifying what communication channels to use

☐ Instructions about the best way to share their fundraising page with their network, including how to share their personal text-to-donate keyword

☐ A list of prizes and incentives for meeting fundraising goals and/or hitting fundraising milestones (optional)

☐ Tips on creating a fundraising video and uploading it to their personal fundraising page and social media accounts

▶ **FUN FACT:**

CAMPAIGN PAGES WITH PERSONAL VIDEOS RAISE

150% more

THAN THOSE THAT DON'T HAVE VIDEOS.[1]
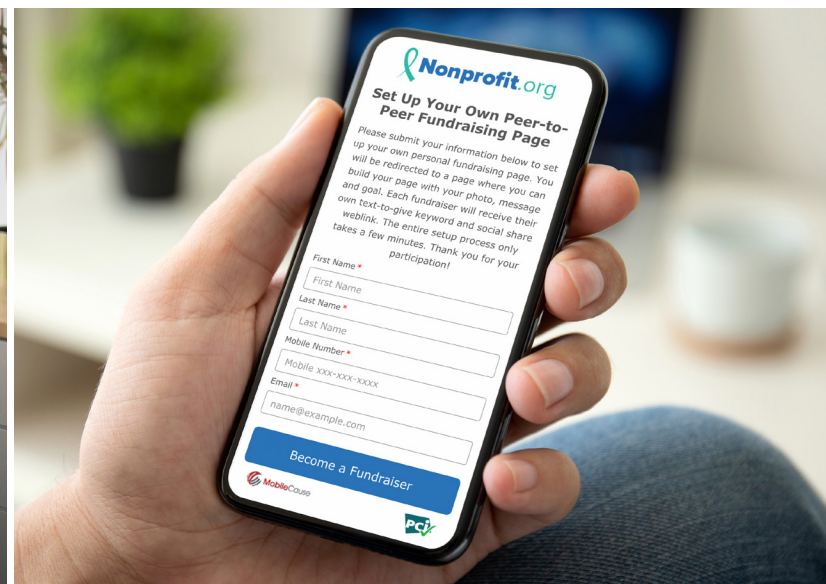
COMMUNICATION TIPS AND STRATEGIES
General Messaging Strategies

Equip peer-to-peer ambassadors with templates, tips and strategies for messaging their networks on a variety of communication channels. Include templates and guidelines to help ambassadors formulate their communication strategy including when to reach out and what to include in posts, emails and text messages.

Provide volunteer fundraisers with:

☐ A sample communication calendar based on the timeline of your campaign

☐ Talking points about your organization and its impact on the community that will allow fundraisers to speak about your organization with confidence

☐ Any graphics or links they can include in their email, social and text communications

☐ Instructions on how to personalize their campaign with their own story or connection to your cause

☐ Compelling statistics or stories that will help inspire giving

☐ Advice on how to use their personal text keyword to secure gifts from mobile devices

▶ **FUN FACT:** **PEER-TO-PEER FUNDRAISERS BRING IN AN AVERAGE OF**

5.6 donors per campaign[2]
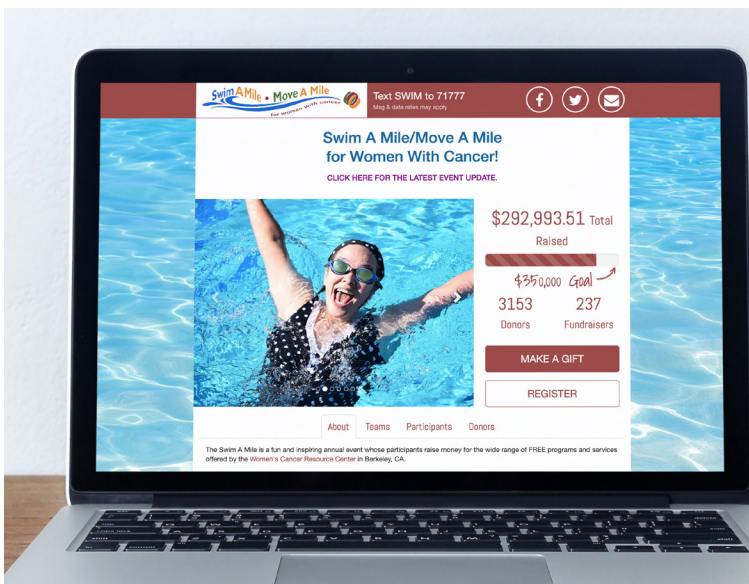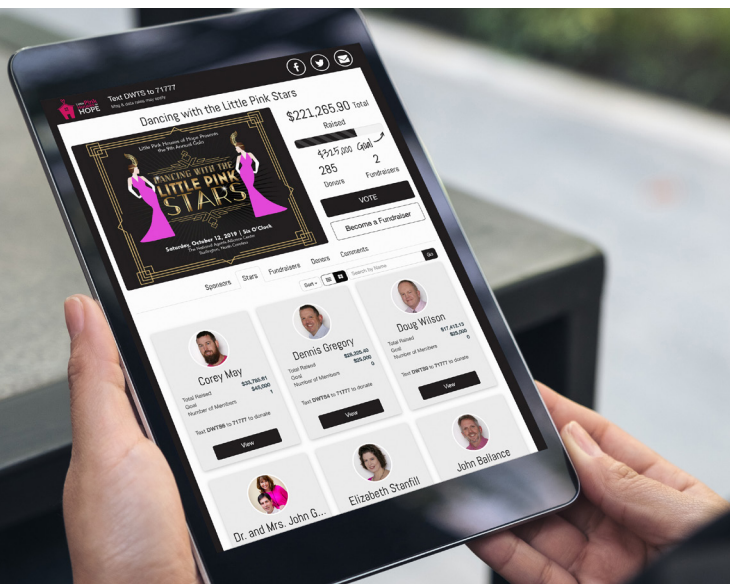
COMMUNICATION TIPS AND STRATEGIES
Social Media Strategies

Social media is likely the most popular way your ambassadors will connect with both their personal and professional networks to fundraise. Although your supporters are probably on social media, they might not be as confident using it to promote a fundraiser. Use the following chart as a starting point for your social media instructions:

DOS	DON'TS
Use the Share buttons on your fundraising page	Post the exact same content in multiple places or multiple times
Tag [Nonprofit] in your posts	Reply to others' posts with duplicate or unsolicited content
Use the hashtag #[HASHTAG]	Make every post an ask. Share inspiring and positive anecdotes as well
Tag your friends who have donated to say, "thanks"	Post any derogatory or suggestive images related to the campaign

Provide volunteer fundraisers with:

☐ Pre-written messaging templates for tweets and social posts so fundraisers can easily cut-and-paste and customize

☐ Links to branded social media profile frames created for the campaign with clear instructions about how to add them to their photographs

☐ Instructions or suggestions on how to thank people on social media

☐ Any hashtags you'd like them to include in their social media posts to help spread the word about your campaign and help you track social media engagement

☐ Links to all of your organization's social media accounts and instructions on how to 'tag' them

☐ How to share text-to-donate information on social media

▶ **DID YOU KNOW?**

39.5%

OF RESPONDENTS SAID THEY DISCOVER THE NONPROFITS THEY DONATE TO ON FACEBOOK[3]

COMMUNICATION TIPS AND STRATEGIES
Email and Text Message Strategies

Email is a tried and true way of communicating with friends, family and colleagues. Email is still the number one way nonprofits raise money online. Encourage your peer-to-peer fundraisers to use email as an additional way of getting in touch and sharing the news of their campaign. This channel is best used for longer messages detailing the mission of your organization, their personal connection to the campaign, storytelling and campaign updates.

Provide volunteer fundraisers with:

☐ Email templates about your mission and campaign that fundraisers can personalize

☐ Email templates with campaign updates and how the money raised is being used

☐ Email-ready links to stories, articles, impact statements or videos about your nonprofit

☐ Thank you email templates

▶ **FUN FACT:** **26% OF DONORS SAY THAT EMAIL IS THE COMMUNICATION TOOL THAT MOST INSPIRES THEM TO GIVE** [4]

Text message is both the most personal and most immediate form of communication for your peer-to-peer fundraisers to use. It's a great way to announce the launch of a campaign, share links to stories and videos and encourage giving. It's also a great communication tool for reminders of important dates and campaign updates. The key to successful texts is to keep messages short and sweet and always include links to more information.

Provide volunteer fundraisers with:

☐ Strategies on how often and when to text for best results

☐ How to find the link to their online donation form

☐ Links to your mission, stories and videos

☐ Short, customizable text templates for campaign announcements and updates, stories of impact, links to videos, ways to give and more

▶ **DID YOU KNOW?**   **98% OF TEXT MESSAGES ARE READ AND 45% ARE RESPONDED TO** [5]

THANKING DONORS

Did you know that 70% of donors have a better recall of receiving a thank you letter than an appeal?[6] That is the power of acknowledging supporters, thanking them for their contribution and sharing how donations are being used. Encourage your volunteer fundraisers to send out heartfelt messages of gratitude by including thank you tips and strategies.

Provide volunteer fundraisers with:

- ☐ Thank you templates for email, social media and text messages

- ☐ Encouragement to tag individual donors on social media to say thank you

- ☐ Impact metrics and information on how donations will be used

- ☐ Links to any thank you videos from your organization that ambassadors can share

- ☐ Links to the main campaign landing page with overall progress bar and donor wall

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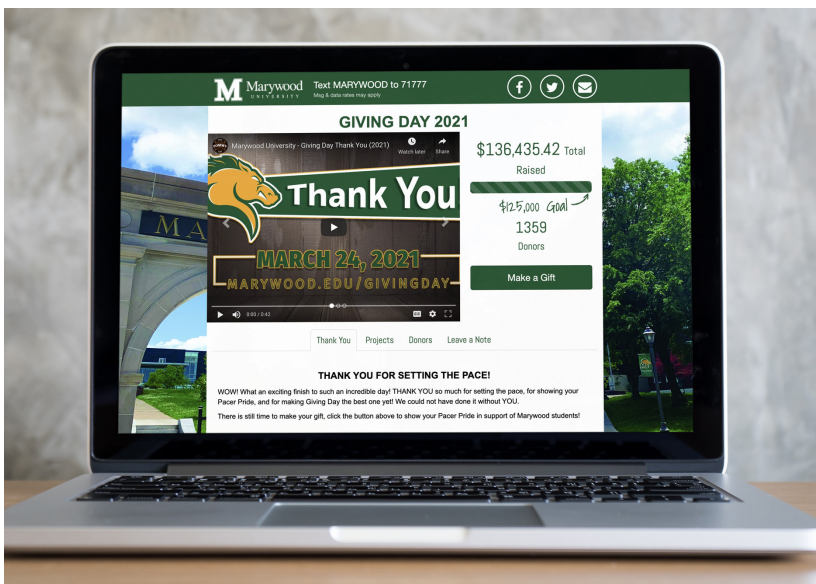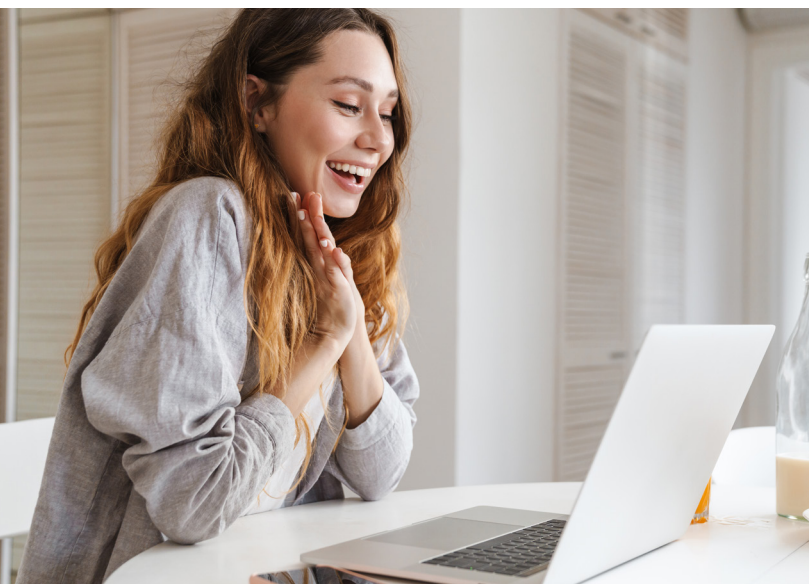**FUN FACT**
▼

44%

OF DONORS ARE MOTIVATED TO GIVE AGAIN AFTER PROMPT ACKNOWLEDGEMENT OF THEIR GIFT[7]

PRO TIP
▼

A THANK YOU FROM YOUR VOLUNTEER FUNDRAISER IS WONDERFUL, BUT BE SURE TO ALSO SEND YOUR OWN MESSAGE OF GRATITUDE TO ALL DONORS FROM YOUR CAMPAIGN AND WELCOME THEM INTO YOUR ORGANIZATION.
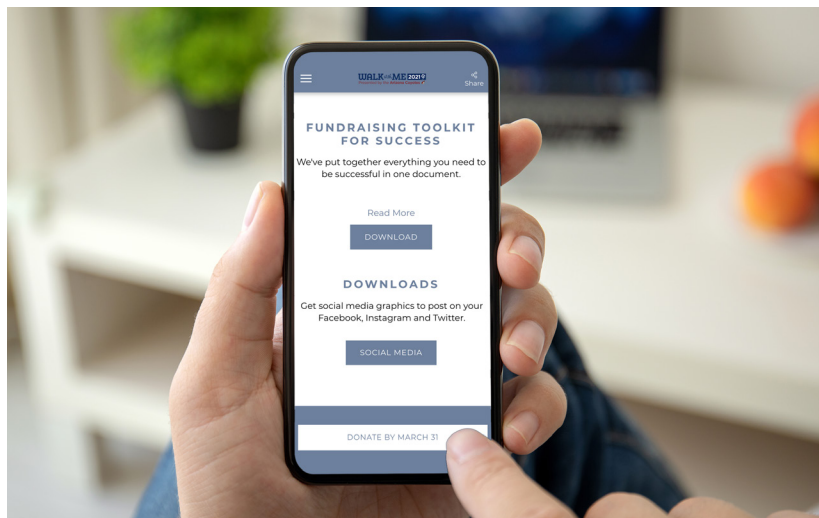
SHARING YOUR TOOLKIT WITH FUNDRAISERS

Providing your toolkit to volunteer fundraisers should happen as soon as possible after recruiting them—to help ambassadors get up and running when they are most motivated.

How to Share your Toolkit:

There are many ways you can share your toolkit to make it easy and convenient for your fundraisers:

☐ Host your toolkit as a downloadable pdf document with working, clickable links on your website

☐ Include your toolkit on your campaign Event Page

☐ Make your toolkit accessible through a shared drive (Google Drive, Dropbox) and provide a link

☐ Text fundraisers with a link to your toolkit so they get their toolkit when they need it

☐ Send your link in the body of an email or attach your pdf to the email directly

☐ Use social media to create awareness for your fundraiser toolkit and you are promoting your campaign at the same time!

Your peer-to-peer fundraiser toolkit is just the beginning of your communication with your ambassadors. Even though you are providing them with great tools to get started, you should continue to communicate with fundraisers throughout your campaign to maximize your success.

Be sure to provide them with ongoing encouragement, applause, incentives, and thanks. With these tips, checklists and strategies, you'll be on your way to running a peer-to-peer campaign that simplifies fundraising for your ambassadors and helps them raise more.

About MobileCause

MobileCause is more than simply comprehensive online and event fundraising software. We offer nonprofits one-on-one expert strategy from our Digital Fundraising Specialists plus 24/7 customer support that's there when you need it most. MobileCause has become the trusted fundraising partner for nonprofits looking to scale their fundraising quickly and efficiently, without paying any transaction fees, so you can grow your mission like never before.

To speak directly to a fundraising consultant about implementing MobileCause online and event fundraising software and strategy for your nonprofit, please call **(818) 962-5463** or visit **mobilecause.com** to **request a demo**.

SOURCES

1. "Online Crowdfunding Statistics for Nonprofits." Nonprofits Source.

2. MobileCause annual donor data year-ending 2020.

3. "The Data-Backed Guide to Nonprofit Marketing." Campaign Monitor.

4. 2020 Global Trends in Giving Report, Nonprofit Tech for Good.

5. Pemberton, Chris. "Tap Into the Marketing Power of SMS." Gartner. November, 2016.

6. Gail Perry Fundraising Associates.

7. Burk, Penelope. "Donor Centered Fundraising: How to Hold Onto Your Donors and Raise Much More Money: Second Edition." Cygnus Applied Research.

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