

8 PROVEN PEER-TO-PEER FUNDRAISING IDEAS



Running a peer-to-peer campaign is a great way to increase your nonprofit's visibility, bring in new donors and boost donations. You are likely familiar with peer-to-peer campaigns as part of athletic events, especially with run/walks. However, peer-to-peer fundraising can be used for so much more. There are many unique ways you can leverage fundraising ambassadors for your cause, and we're going to show you how! Let's take a look at several **creative peer-to-peer fundraising campaigns that delivered big results in new ways.**

1. Gala in the Garden Pajama Contest

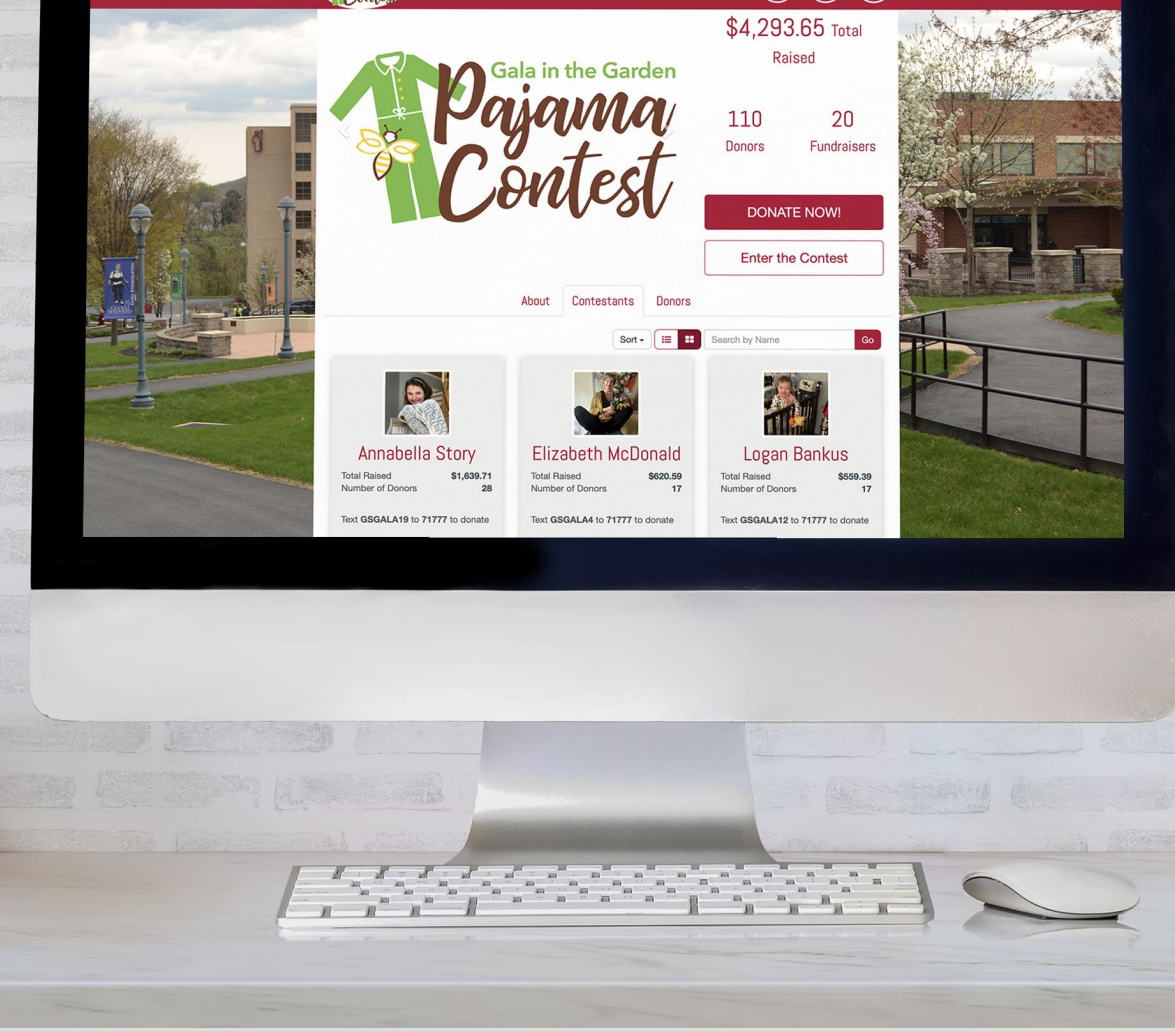
NONPROFIT: Good Shepherd Rehabilitation Network

WHAT: Contestants dress down in their best pajamas for their fundraiser photos. Then, friends and family "Donate to Vote" for their favorite to determine the contest's winner.

HOW: Individual fundraisers customized their peer-to-peer pages with their own story, photo and connection to the cause.

Prizes were awarded for who raised the most and who received the most votes for their pajamas.

RESULTS: Good Shepherd's Pajama Contest brought in 20 fundraisers and 110 donors, engaged their community and created more opportunity to continue their good work.



Did You Know? \$634 is the average amount raised by volunteer peer-to-peer fundraisers.¹

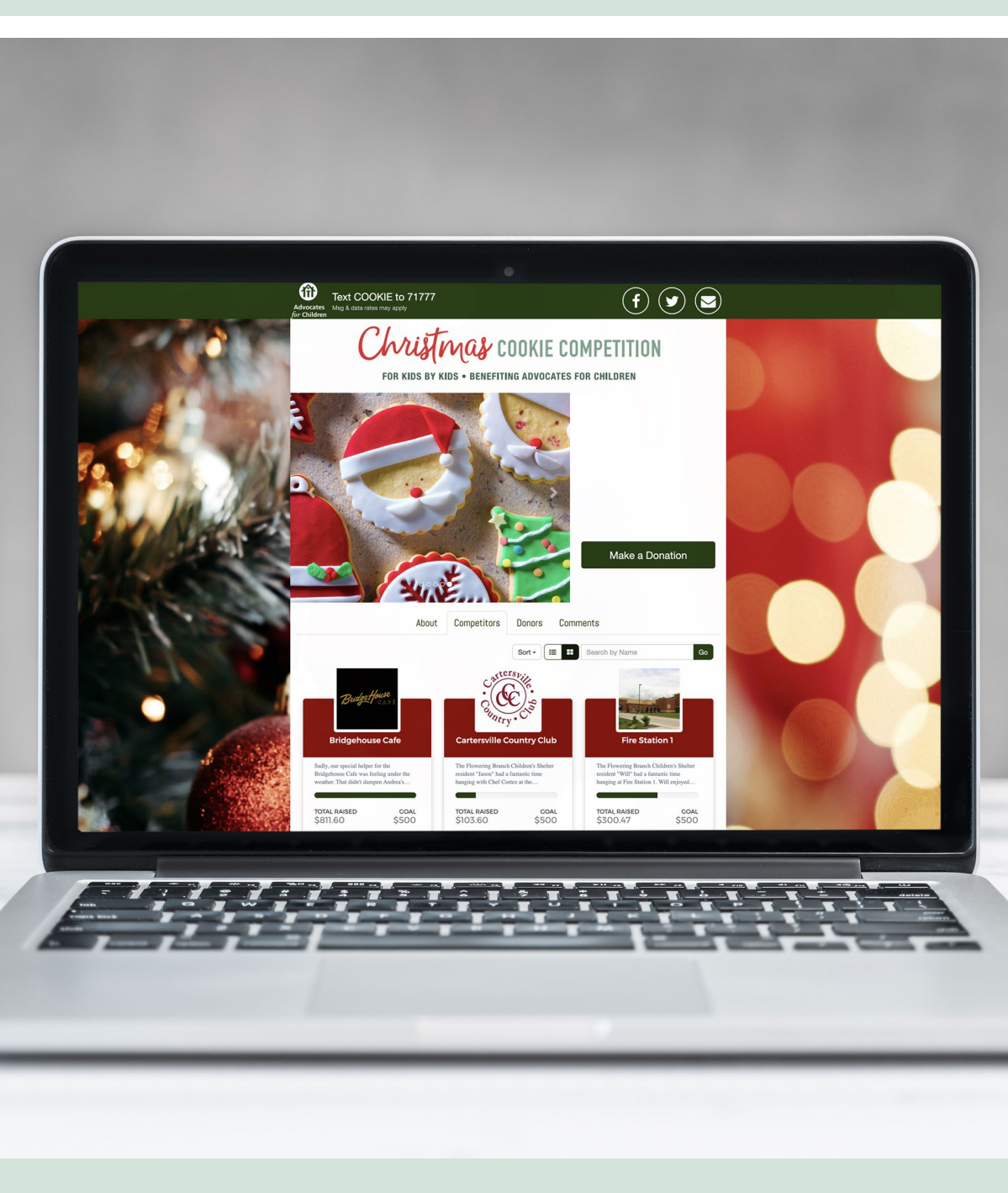
2. Christmas Cookie Competition

NONPROFIT: Advocates for Children

WHAT: Six local chefs were paired with a child from the Flowering Branch Children's Shelter to spend two weeks together developing the recipe for and decorating a special Christmas cookie.

HOW: Volunteer fundraisers solicited donations with \$1 equating to one vote for their creation. The final score was calculated by the most votes/fundraising dollars and the judge's decision (50/50). Winners received bragging rights, a trophy and a special outing with the Children's Shelter.

RESULTS: Advocates for Children raised necessary funds for their mission, created a special event for the children in a local shelter and brought in new donors with their creative peer-to-peer fundraiser.



Pro Tip: To maximize your results, be sure to recruit fundraising ambassadors early in your campaign.

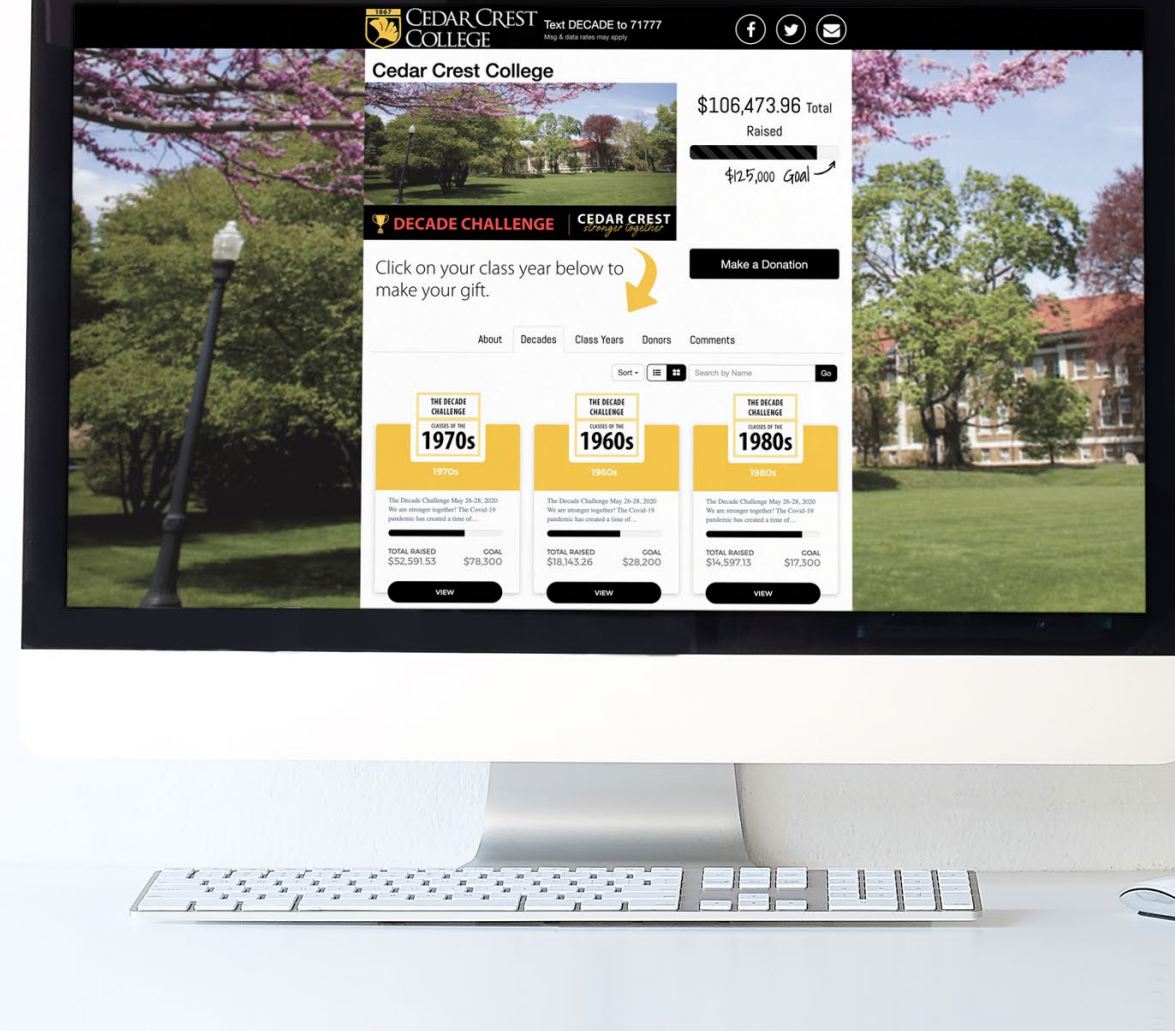
3. Alumni Challenge

NONPROFIT: Cedar Crest College

WHAT: Alumni fundraising challenges were created using both graduation year and decade to see which would raise the most. The graduation classes spanned from 1950 to 2019 in order to broaden their audience and engage the most alumni.

HOW: Winners were awarded from both decade and year challenges for the most raised and highest percentage of their goal. Prizes included an engraved paver for the winning class.

RESULTS: Cedar Crest College went on to raise over \$106,438, engaged a broad donor base and generated needed support during the uncertain times of the COVID-19 pandemic.



Did You Know? \$103 is the average amount of a peer-to-peer donation.¹

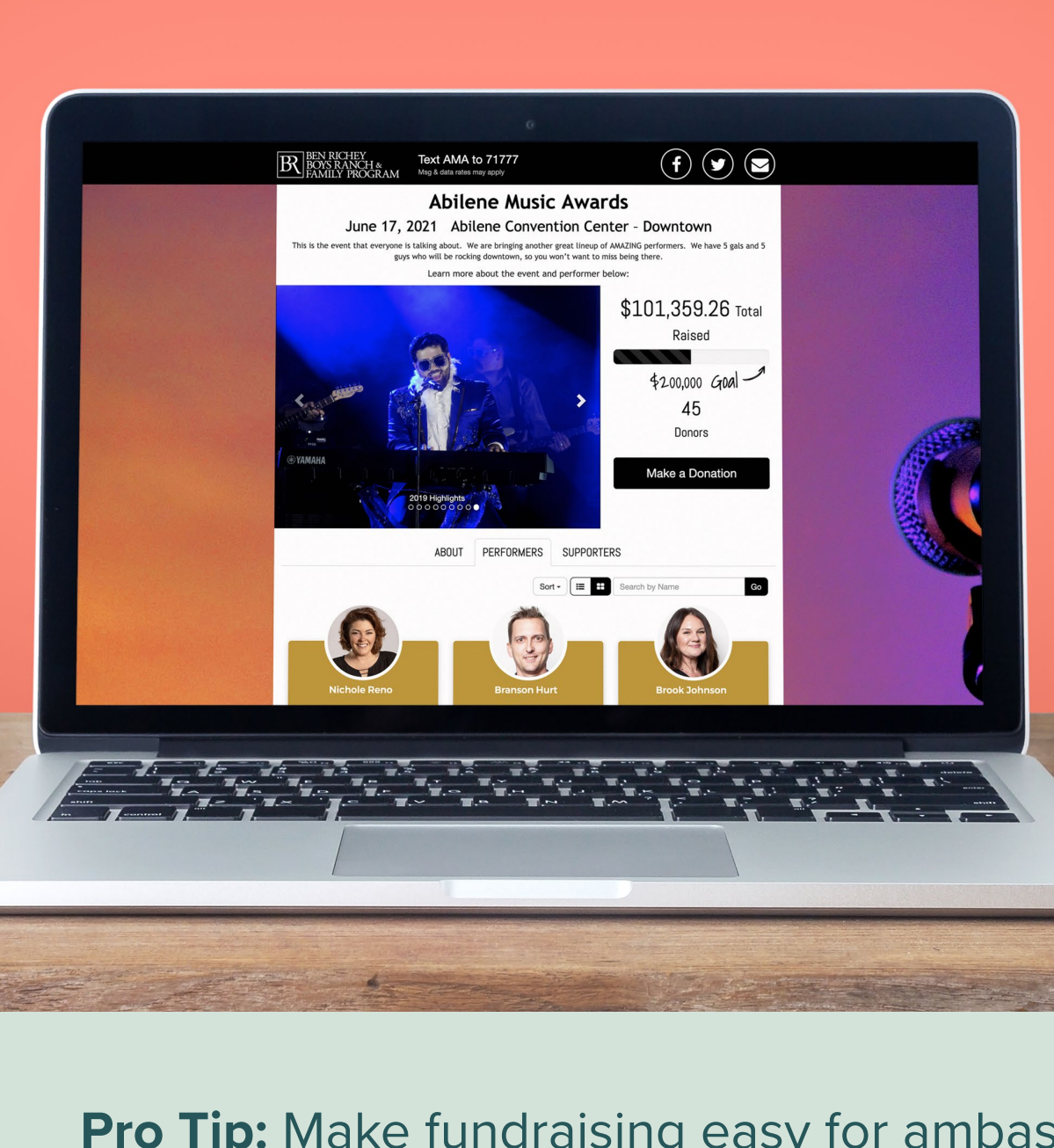
4. 6th Annual Abilene Music Awards

NONPROFIT: Ben Richey Boys Ranch & Family Program

WHAT: The music contest features ten performers who will compete at the Abilene, Texas Convention Center to be named best singer, all while fundraising for the organization.

HOW: Competitors introduce themselves on their peer-to-peer Performer pages and solicit fundraising dollars. Prizes are awarded for best singer and top fundraiser.

RESULTS: This upcoming event has already raised over \$101,359 using peer-to-peer fundraising, created a fun and entertaining competition for their community, and put the spotlight on local talent.



Pro Tip: Make fundraising easy for ambassadors by providing them sample messaging for email, social and texts.

5. Bloomfest Annual Fundraiser

NONPROFIT: EasterSeals Oregon

WHAT: An annual event selling tulip bouquets to celebrate springtime and benefiting children, adults, seniors and veterans with disabilities and special needs.

HOW: Families and local businesses created teams and set up customizable peer-to-peer pages to sell tulips and fundraise. They also hosted an in-person "day of" tulip sale and promoted it by sending text reminders to fundraisers and supporters about important deadlines.

RESULTS: EasterSeals Oregon surpassed their fundraising goal and went on to raise \$78,982 from 312 donors and 51 fundraisers while bringing the joy and beauty of spring to supporters.



Did You Know? A peer-to-peer fundraiser receives donations from an average of 5.6 donors.¹

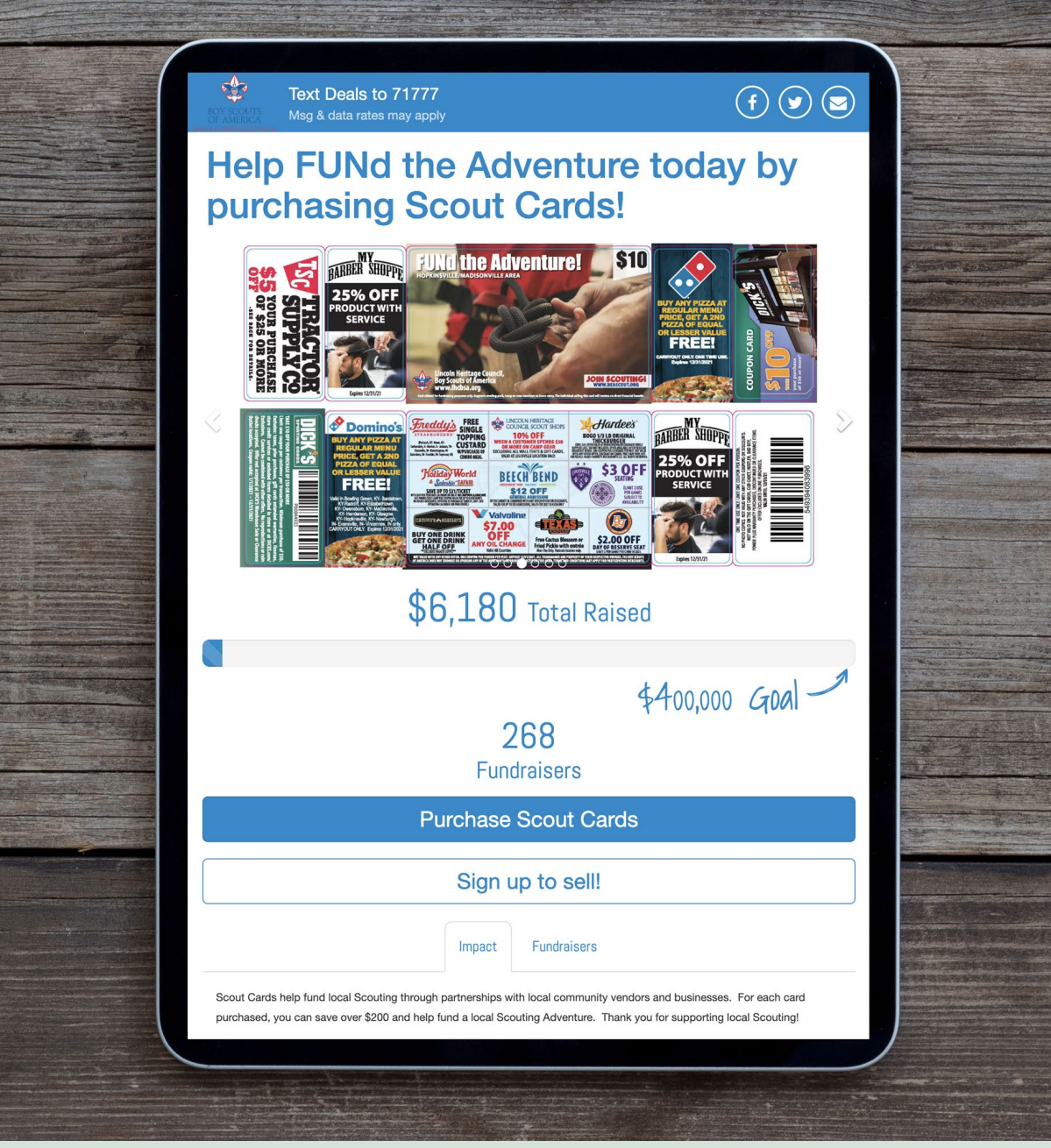
6. Scout Discount Cards

NONPROFIT: Boy Scouts of America Lincoln Heritage Council

WHAT: Scouts sell Scout Cards that include discounts to local stores and activities.

HOW: The organization focused their promotion on Facebook in order to spur friendly competition. Individual fundraisers used unique text-to-donate keywords to make giving easy for supporters.

RESULTS: This ongoing campaign has engaged an incredible 260 individual fundraisers, raised awareness for their organization and boosted visibility within the community.



Pro Tip: Ask fundraisers to share the many ways donors can give: text-to-donate, link to giving form, checks, etc.

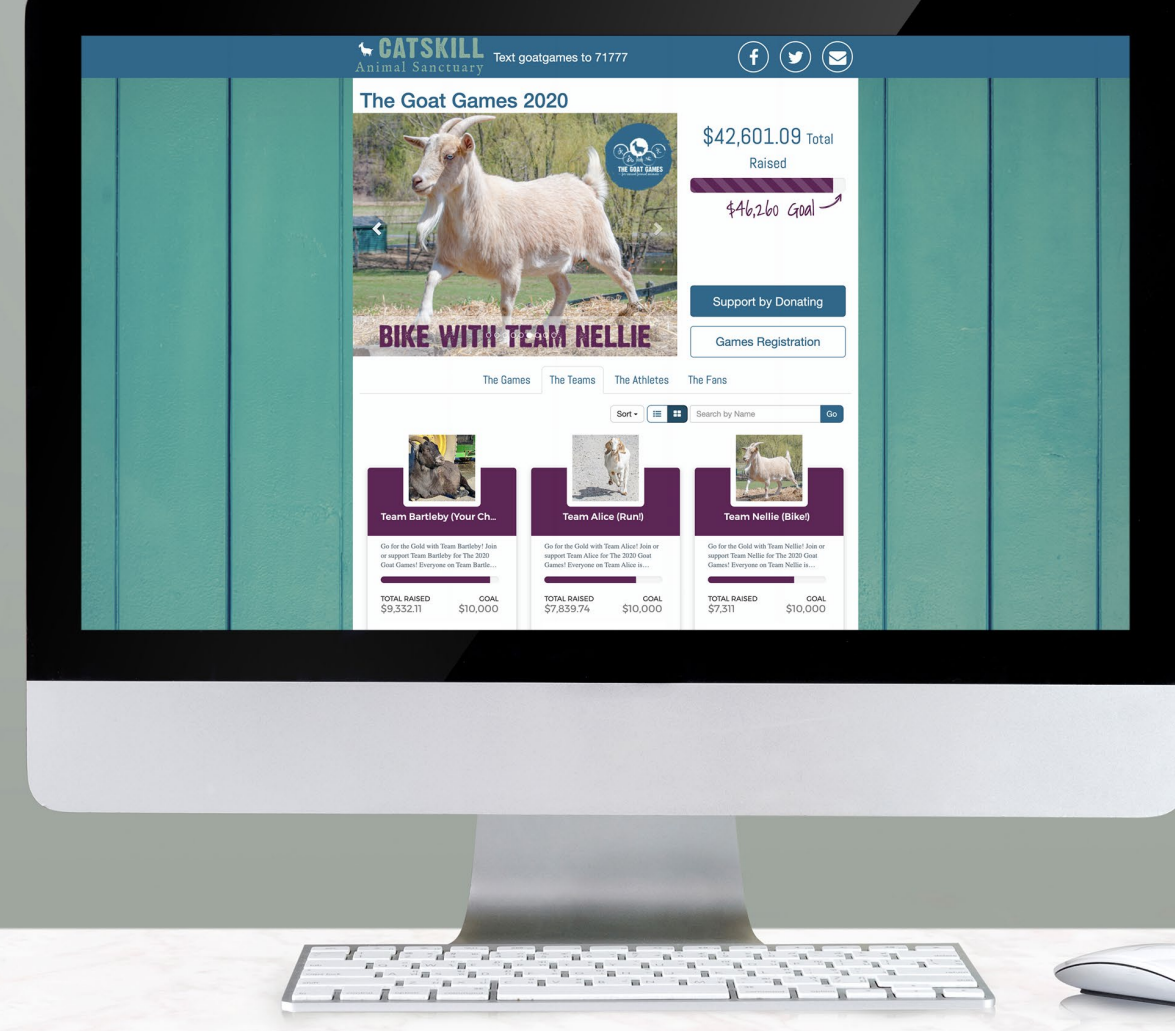
7. The Goat Games 2020

NONPROFIT: Catskill Animal Sanctuary

WHAT: This Animal Sanctuary used their goats as mascots for team fundraising activities such as hiking, biking, running, swimming and "everything else."

HOW: Registrants joined a team or as an Athlete or Fan to participate in activities and raise funds for the cause. Supporters were encouraged to share pictures of themselves in competition bibs on social media and on a special section of their website.

RESULTS: The Goat Games 2020 raised over \$42,601 for their animals while creating a unique twist on the usual run/walk athletic event.



Did You Know? \$12,543 is the average amount raised by peer-to-peer fundraising campaigns.¹

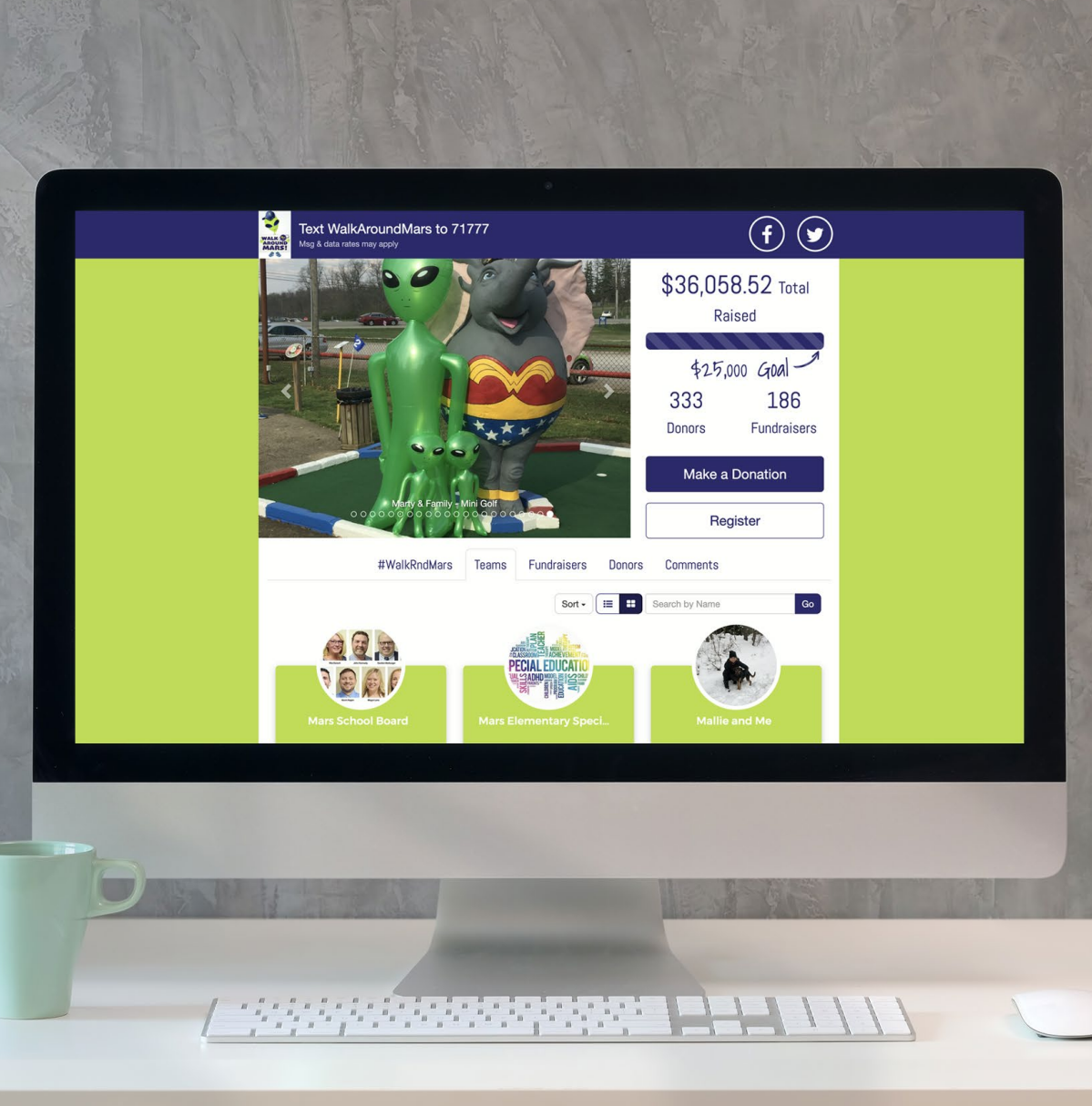
8. Walk Around Mars

NONPROFIT: Mars Planet Foundation

WHAT: A six week campaign with the goal for each participant to walk 26.5 miles around the town of Mars, Pennsylvania and collectively total one lap around the planet Mars.

HOW: Walk Around Mars used both teams and individual fundraisers and created an online form for registrants to enter their miles. They also promoted the campaign on social media, engaged local businesses and used Weekly Challenges and text messaging to encourage participants.

RESULTS: The Mars Planet Foundation raised over \$36,247, nearly double their goal, from 333 donors. They also engaged 186 peer-to-peer fundraisers and grew their social media presence.



These proven peer-to-peer campaign ideas helped their organizations increase reach and giving while creating unique ways to connect with their supporters.

We hope you are inspired to try out a creative peer-to-peer fundraiser during your next campaign, so you too can continue to achieve your goals.