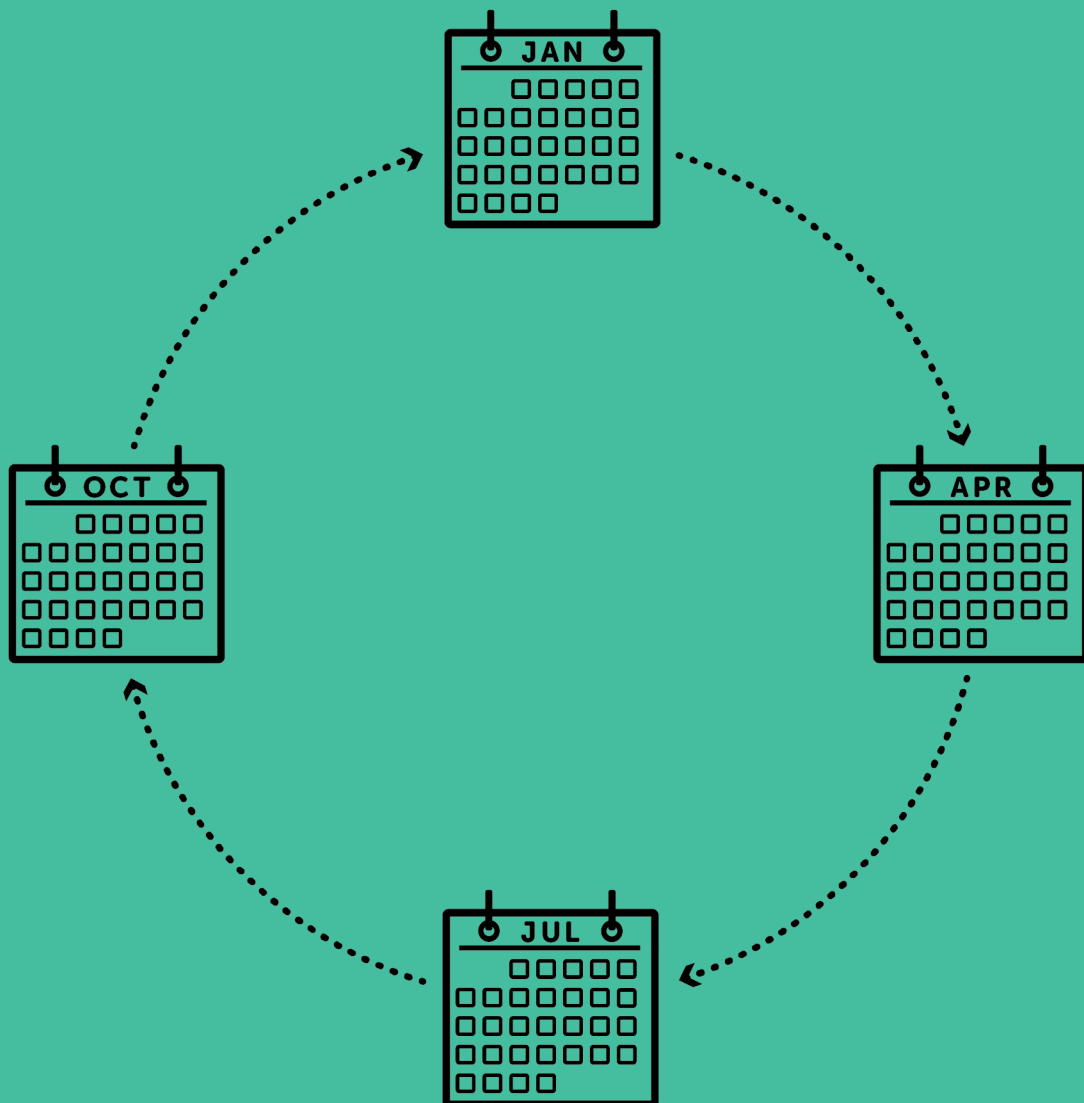


CREATING A YEAR ROUND PEER-TO-PEER FUNDRAISING MACHINE



Introduction

Peer-to-peer fundraising has rapidly become a favorite among forward-thinking nonprofits. By tapping into the power of your supporter base, you can reach more people, raise more money, and rapidly acquire new donors. And what could be better than that?

Well, only one thing really-- leveraging these powerful benefits all year round.

This guide will show you how to do just that. Get ahead of the curve, engage younger donors, and build deeper grass roots support, by creating your own peer-to-peer fundraising machine!

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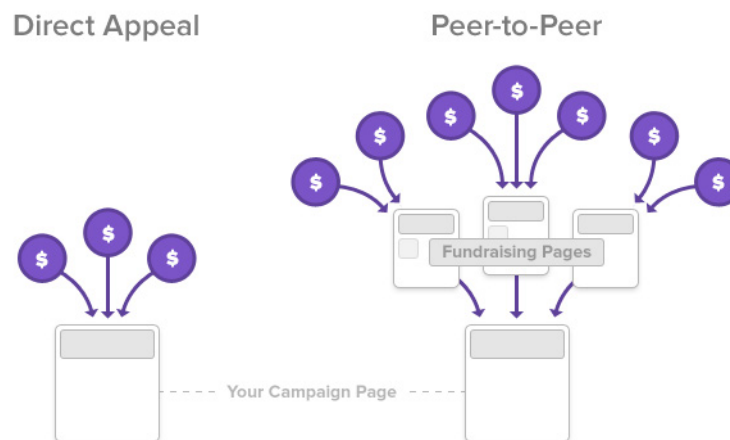
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Chapter 1

Why Have a Year-Round P2P Program

In the past decade, online giving has gained an increasingly prominent place in the fundraising plans of nonprofits of all sizes. The percentage of charitable donations made online has increased each year and the most fast-acting organizations have already doubled down on their online fundraising programs.

Among these nonprofits, peer-to-peer fundraising has emerged as a favored method of conducting online campaigns—and for good reason. High fundraising yields and increased donor acquisition are just two of the unique benefits peer-to-peer fundraising provides.



Why peer-to-peer fundraising?

- Each active fundraiser (one that raises at least \$1) brings in an average of \$568 through his or her fundraising page¹
- Each active fundraiser (one that raises at least \$1) brings in an average of \$577 through his or her fundraising page²

- When friends or family members are doing the asking, people are much more likely to give
- Younger supporters are often more willing to fundraise for a nonprofit than make a large contribution

As other nonprofits catch up and start to implement their own p2p campaigns online, another trend has begun to emerge. Instead of just using peer-to-peer as a method for conducting one-time campaigns or for increasing event revenue, the most forward-thinking organizations are **adopting peer-to-peer as a year round fundraising strategy**. By adding permanent fundraising options to their websites, these organizations are freeing up their supporters to start fundraising **anytime they want to**.

So why would you want to develop a year-round p2p program?

- To transform every birthday, holiday, and other milestone into an opportunity to support your nonprofit.
- To forge deeper connections with your supporters by tying your fundraising to the events in their lives.
- To reap all of the benefits of p2p throughout the entire year, raise more money, and help advance your mission.

Year-Round P2P and Younger Supporters

71% of Millennials (those born in 1981 or after) have fundraised for a nonprofit organization. An additional 13% of Millennials said they'd be willing to fundraise for a nonprofit, they just haven't been asked yet.⁴

With approximately 80 million Millennials in the United States, nonprofits need to figure out effective ways to reach and build support among this critical segment of the population. As the statistics above show, one way that Millennials are getting involved with the causes they care about is by raising money online.

An attractively displayed peer-to-peer fundraising option on your organization's website can be a **great way to engage these younger supporters**.

Millennials spend a lot of time on the Internet. They are comfortable raising money online for the causes they care about, and they don't mind asking their friends and family members to support their efforts. And while they may lack the personal resources to cut large checks to nonprofits, they want to help out. Individual fundraising provides a very attractive way for these younger supporters to get involved.

When you adopt a year-round p2p fundraising program, you also help provide something else Millennials are looking for-- **personalization**. By giving Millennials the option of fundraising around events

Millennials view their embrace of technology as a defining feature of their generation⁵





75% of Millennials use social networking sites compared to 50% of Gen Xers and 30% of Boomers⁶
70% of Millennials prefer to give online⁷


84% of Millennials that raised money for a nonprofit asked their friends for donations and 80% asked family members


that are significant in their own lives (like birthdays, weddings, road races, etc.), you are letting them integrate their personal stories with your organization's story. This feeling of personal connection creates a more gratifying experience for the fundraiser.

Millennials want to do more than just make a donation. That's why a free-form online fundraising option can be such a powerful avenue for engaging these younger supporters.

Uncovering the Power Fundraisers in Your Midst










Fundraiser

Tim the Builder!

Share   

\$3,405 Raised \$5,000

DONATE

Help me Build a School in Nepal!!


My Story

Halloween Donations


Update #4 | October 31, 2016

Hey Friends,

Happy Halloween. I know, I know you are probably getting tired of hearing from me, but we are getting so close to hitting our \$30,000 goal to fund a school. Donate if you can, share if you can, help me hit my goal. Thank you! ~Creepy Panda~




My Team



Team Michelle
\$6,830 / \$2,500

Campaign



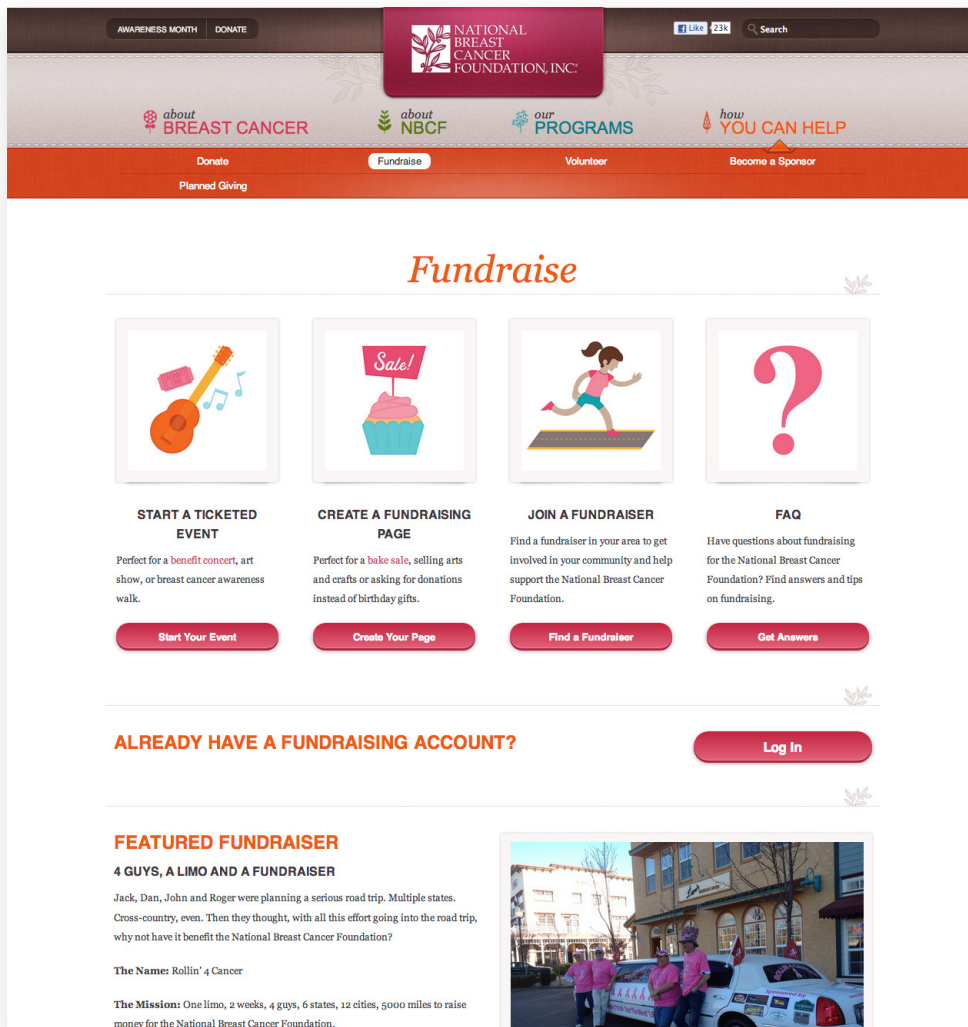
#Classyis buildOn for Nepal
\$51,548 / \$44,500

Chapter 2

Adding P2P to Your Website

What does a year round P2P presence look like?

There's no one perfect way to set things up, but you should keep in mind that your year-round fundraising program will be a **permanent fixture on your website**. It should fit in with your overall site design and aesthetic. It should also make it very easy for your supporters to take action and start fundraising. Here's a good example from the National Breast Cancer Foundation:



← Make it easy to find from your homepage.

← Make the landing page simple to figure out.

← Use graphics to reinforce your text.

← Include prominent calls to action.

← Highlight possible events for fundraising (road races, birthdays, etc)

How to Add P2P Fundraising to Your Website

Depending upon the software you're using, setting up a permanent fundraising section on your website can take anywhere from a few minutes to a few days. We've included the three basic options we provide our clients below to give you an idea of how simple getting up and running can be (and what some of your advanced options might be).

PLUG AND PLAY

At one end of the spectrum, you have the plug and play option. This is as easy as it gets. All of your campaigns, events, and checkout pages on Classy come with their very own unique URL. You can plug these links directly to your website through a button or hyperlink that already exists on your site.

1. Use Classy's "Get Involved Page" and link it to your site (5 minutes), or
2. Create a fundraising campaign and link the fundraising page creation button to a start fundraising button on your website (5-15 minutes)



Become a Fundraiser

Plug and play is probably the best option for smaller organizations with limited technical resources.

CUSTOMIZED DESIGN

The NBCF example from above falls into this category. If you've got a web developer, or use an outside firm to design and manage your website, then this is a great option. Creating a unique landing page that fits in with the rest of your site's aesthetic (while it may take longer) is the best way to present your year-round p2p program. All you need to do is design the page, create a peer-to-peer campaign on Classy, and link the relevant buttons to the fundraising page creation process. The actual hookup to Classy is done through links and requires no development work. The time variance comes in on the design side as you put together the actual landing page.

API INTEGRATIONS

At the advanced end of the spectrum we have API access for more customized displays. Using Classy's API, you can create customized fundraiser experiences that align perfectly with your brand and environment.

Chapter 3

Launching Your Year-Round Fundraising Program

The Easiest Way to Get Started

If you build it, they won't come...at least not automatically.

Unless you're an organization with a large supporter base that gets significant traffic to your website every day, you're probably going to have a difficult time recruiting fundraisers out of thin air. You will need to do more than just create a permanent fundraising option on your website. You'll need to **market and promote your yearlong fundraising program** to create awareness and get people excited about participating. Fortunately, there's a really easy way to do this.

If only there was something that everyone has, that could easily be leveraged to provide fundraising opportunities for your nonprofit all year long...

Oh wait, there is. Birthdays.

Many organizations have sustained extremely successful fundraising programs simply by inviting their supporters to "give up their birthdays" and fundraise for the cause instead. This is one of the key strategies that has helped charity: water raise millions online through its year-round peer-to-peer efforts.

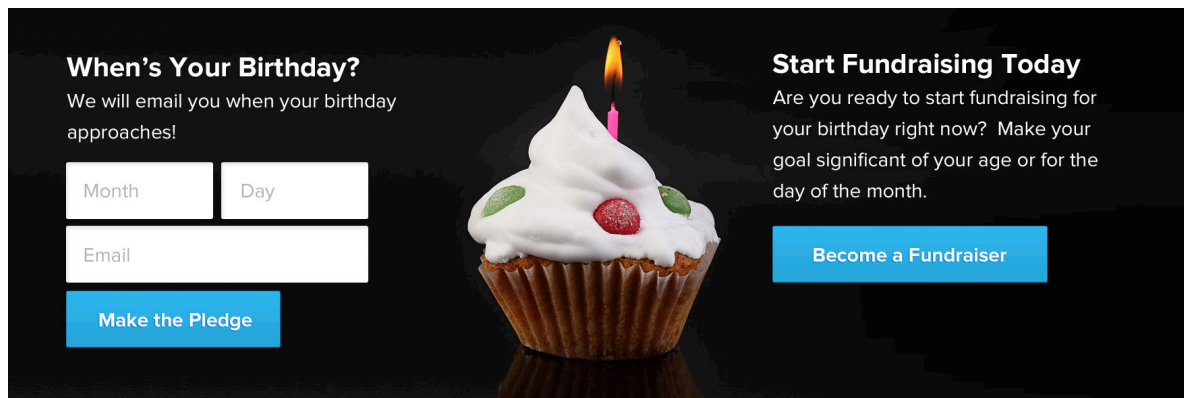
There are a couple of nice things about starting off your yearly p2p program with a birthday campaign. First, your supporters' birthdays will be distributed throughout the year, ensuring that you'll always have an audience to pitch your fundraising appeal to. Second, people (especially younger people) are already familiar with, and like, the concept. A birthday marks a natural point of celebration and people get a lot of happiness out of turning that personal day of celebration into a reason to support a larger cause they care about. Birthdays also make the

fundraising experience easier. It's pretty hard to say no when a friend or family member asks you for a donation instead of a birthday present!

Launching and Marketing Your Birthday Campaign

You really only need a couple things to create a birthday peer-to-peer campaign. You'll have to have peer-to-peer software so supporters can create personal fundraising pages. You'll also want to have a form for people to pledge their birthdays to the cause. By creating a pledge form you are able to capture interest when you initially market your campaign and follow up with interested supporters in the run up to their birthdays.

Once you've got your landing page setup, you'll be ready to kick off your first long-term p2p initiative.



When's Your Birthday?
We will email you when your birthday approaches!

Month Day

Email

Make the Pledge

Start Fundraising Today
Are you ready to start fundraising for your birthday right now? Make your goal significant of your age or for the day of the month.

Become a Fundraiser

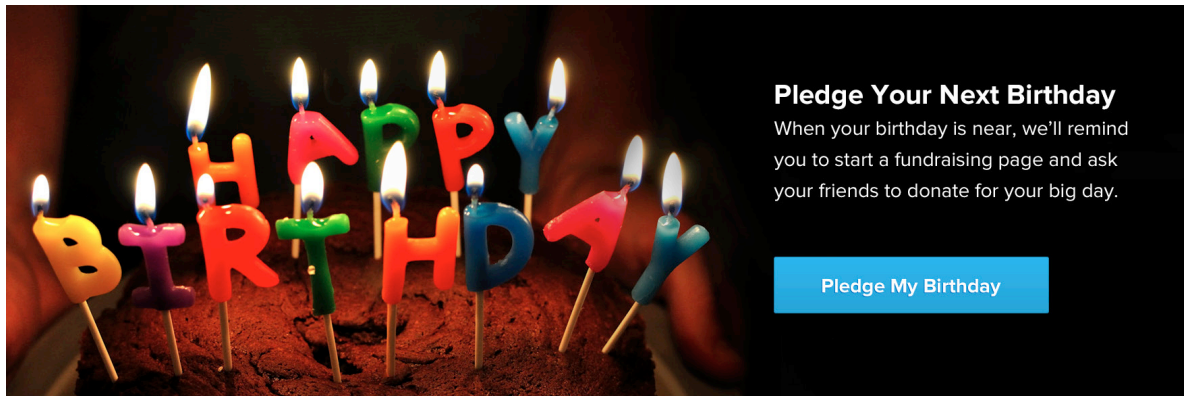
1. THE LAUNCH

Just like any other fundraising campaign, you need to let your supporters know about your new birthday campaign. You should plan on sending at least one dedicated email to your supporters and posting several reminders through social media.

A great way to advertise your birthday campaign is by highlighting that the leaders of your organization (board members, executive staff, etc.) have already pledged to donate their birthdays and then inviting supporters to pledge theirs.

2. WEBSITE REAL ESTATE

If you've got a rotating banner or a news section on your website, then you should give your new campaign some prominent space there to help your supporters learn about the initiative.



3. NEWSLETTER PLACEMENT

Make a reminder to “donate your birthday” a permanent fixture in your monthly newsletter. This way, you’ll have a nonintrusive way of staying top of mind throughout the year. Each month you’ll be able to remind donors with birthdays coming up of the opportunity they have to make an impact.

4. REMINDER MESSAGES

Finally, for everyone who does pledge their birthday, make sure you follow up with a short reminder email from a staff member about a month before their birthday. Thank them for pledging their birthday and provide a direct link to create a fundraising page.

4 More Marketing Ideas for Your Year-Round Fundraising Efforts

1. FOLLOW THE SEASONS

If you need some inspiration when you're coming up with different marketing pushes to promote your permanent p2p fundraising program, one option is to let the seasons be your guide. When spring comes around send out an email (or include a section in your newsletter) about running road races for your organization. When spring turns to summer, encourage people to incorporate fundraising into their backyard barbeques. In other words, remind people that they can use the seasonal activities they enjoy every year as opportunities to support a good cause too!

2. HIGHLIGHT INDIVIDUALITY

Many organizations highlight their top fundraisers or fundraisers that raise money in unique or compelling ways. As you get your year-round fundraising program up and running, be on the look out for interesting stories you can use to promote your supporter-fundraising initiative. Sharing inspiring personal stories in your newsletter or on your blog can help energize more people to get involved.

3. CREATE ROLLING COMPETITIONS

As an extension of the previous idea, you might also consider holding monthly competitions. Each month you can announce a new prize or incentive that the top fundraiser for the month will receive. If you want to break it up even more, you could do a small prize for the top fundraiser each week. Switching out incentives and adding a sense of competition is another way you can keep things fresh with your supporters. Plus it gives you a good reason to keep reminding supporters about your fundraising program.

4. ROTATE IN DIFFERENT PROJECTS

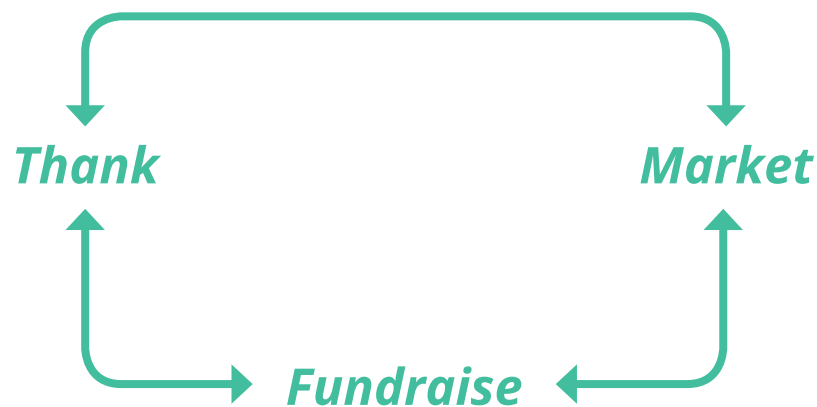
Instead of (or on top of) using incentives to promote your fundraising program, you could also change where the funds are going every so often. For example, you could establish quarterly projects that will be funded (in whole or in part) by the proceeds from your supporter fundraising program. Your first quarter project might be building a family a new home. Your second quarter project might be drilling a well for a remote village, etc., etc. Alternatively, if you have multiple programs in place, you could give supporters the option of choosing which program they want their funds to go towards.

Keep Your Fundraisers Coming Back

Most nonprofits recognize the fact that it's a lot less expensive to keep your existing donors than to acquire new ones. And that makes a lot of sense. It takes more time and effort to convince a new person to donate to you than it does to get someone to give again. Well, guess what? The same basic principle is true for your fundraisers.

Once you've got your year-round p2p program up and running, it's important to develop a well thought out follow up strategy to keep these fundraisers in the fold. It doesn't have to be anything complicated, but you should be proactive about thanking your fundraisers.

It's especially important that you separate out your top fundraisers and send them personal notes of thanks. Let them know what type of impact they are helping the organization make. This is the easiest way to "close the loop" and cement a positive relationship between your organization and your top fundraisers. Make them feel like a part of the family and they will keep on coming back to raise money for you year after year.



Endnotes

1. Classy 2012 Active Fundraiser Data
2. Id.
3. Id.
4. 2012 Millennial Impact Report, by Achieve and Johnson, Grossnickle and Associates, p. 27, <http://www.themillennialimpact.com/research-2012>
5. Millennials: A Portrait of Generation Next, by the Pew Research Center, p. 25, <http://www.pewsocialtrends.org/files/2010/10/millennials-confident-connected-open-to-change.pdf>
6. Id. at p. 28
7. 2012 Millennial Impact Report, by Achieve and Johnson, Grossnickle and Associates, p. 24, <http://www.themillennialimpact.com/research-2012>
8. Photos by: Droid Gingerbread's Flickr & Will Clayto

The Starter Kit for Year-Round P2P

You've learned the ins and outs of year-round peer-to-peer fundraising and have the right software in place to get started with your first program. This checklist will help you determine the different fundraising ideas you can suggest to supporters, the marketing efforts needed to promote your program, and the steps you need to take before launching it. Let's get started!

Choose Your Events

Use the list below for inspiration and to determine which events you'd like to showcase. Put a check next to the events you'd like to add as an option on your website. Keep in mind that you can also lump multiple events into one catch-all category such as "Celebrate" or "Compete."



Keep the demographics of your audience in mind when you decide which events to highlight as options for your fundraisers. For example, if millennials make up the vast majority of your supporter base, you might consider fundraising themes such as birthday, baby shower, bridal shower, Giving Tuesday, challenges, and races.

- | | |
|---|--|
| <input type="checkbox"/> Birthday | <input type="checkbox"/> Bridal Shower |
| <input type="checkbox"/> Athletic Event (Golf Tournament, Bowling Competition, Weightlifting Competition) | <input type="checkbox"/> Anniversary |
| <input type="checkbox"/> School Fundraiser | <input type="checkbox"/> In Memory of Someone |
| <input type="checkbox"/> Religious Event (Bar or Bat Mitzvah, First Communion) | <input type="checkbox"/> Company |
| <input type="checkbox"/> Graduation | <input type="checkbox"/> Bake Sale |
| <input type="checkbox"/> Holiday | <input type="checkbox"/> Giving Tuesday |
| <input type="checkbox"/> Wedding Gift | <input type="checkbox"/> Challenge (Food Challenge, Social Media Challenge, Endurance Challenge) |
| <input type="checkbox"/> Baby Shower | <input type="checkbox"/> Race (Walk, Run, Bike, Swim) |
| | <input type="checkbox"/> Third-Party Event (Wine Tasting, Backyard BBQ) |

EVENTS TO INCLUDE:

Create a Marketing Plan

After you've determined which types of events you will include as part of your year-round fundraising program, it's time to plan how you will spread the word. These ideas are a good way to both acknowledge your fundraisers throughout the year and help keep your program top of mind.

- ☐ Send seasonal fundraising campaign ideas to your supporters
- ☐ Create email nurture tracks for donors based on levels of giving
- ☐ Promote top-fundraising stories through your website, social media, and email
- ☐ Send user experience surveys after a donation is made to gain insight into how you can simplify/improve the online donation process
- ☐ Share personal stories about your fundraisers that will resonate with you readers in your newsletter and blog
- ☐ Create an incentive/prize for the top fundraiser of the month
- ☐ Create a monthly competition
- ☐ Share impact statistics on social media, in email newsletter, and on your site of what your organization can accomplish with peer-to-peer fundraising donations (ex: One peer-to-peer campaign helps fund a year of education for 150 students)
- ☐ Provide fundraisers with social sharing images for social media accounts (ex: images for reaching 25% to their goal, 50% of their goal, etc.)
- ☐ Send personal thank you cards to top fundraisers
- ☐ Send personalized thank you emails to every person who donates
- ☐ Send fundraisers a peer-to-peer fundraising tip sheet to help them succeed

MARKETING EFFORTS TO FOCUS ON:

To-Do List for Your Program Launch

Now that you have an idea of how to draw attention to your program throughout the year, it's time to get started. Here are the steps you need to take to launch and maintain a successful year-round fundraising program.

1. Add a permanent fundraising option to your website.

- The right software should make this easy.

2. As a team, create an internal plan for how you'd like to promote and grow your program.

- Determine which target audiences to reach out to.
- Set an internal goal for fundraiser recruitment. This will help you establish the pace at which you want to grow your program. (e.g., recruit five fundraisers a month)
- Establish what success looks like for your fundraisers, so you can effectively coach them to achieve it. (e.g., You might want each fundraiser to raise at least \$500.)

3. Use your marketing plan from the previous page to promote your year-round fundraising program continually.

4. Keep the spotlight on your supporters throughout the year.

5. [Optional] Consider whether incentives make sense for your organization.

- Free swag
- T-shirts
- Jackets



Classy

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Create a branded, year-round
peer-to-peer fundraising machine.

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