



*Fundraising, digital media,
and **strategy** for non-profits
and other do-gooders*

Tips for an awesome peer-to-peer campaign

Peer-to-peer fundraising is still one of the most effective ways to find new donors by engaging your current supporters' friends and families. Whether it is around an event (like a sporting event), someone donating their birthday, or a fundraising campaign (like a 20th anniversary), most peer-to-peer campaigns need the following things to be successful.

- ✓ At least a month before you launch, create a core group of enthusiastic supporters that will commit to participating.
- ✓ Make it very clear what you want participants to do and why you want them to do it. Be specific with messaging and timeline.
- ✓ Have a platform where it is easy to create a personal fundraising page.
- ✓ Create all default language for your platform: automated thank yous, sample page language, and sample emails and social media posts. Make it easy for someone to fundraise for you!
- ✓ Don't forget to create images that can be easily shared on social media.
- ✓ Encourage participants to communicate in whatever way works best for them. Some feel more comfortable asking via email, some via social media. Don't make participants do things that are uncomfortable for them by mandating social media posts or phone calls, for example.
- ✓ Remind participants to communicate often and thank people publicly.
- ✓ Thank your participants publicly on social media. Congratulate them on all their hard work!
- ✓ Create deadlines, goals, and countdown to that finish line!
- ✓ Give your participants easy ways to thank their donors. Give them sample emails that highlight the success of the campaign and give them thank you notes to send via mail.
- ✓ Thank your participants. Make them feel proud of supporting you!
- ✓ Schedule a campaign update where you show the impact of the funds raised.