

# How To Rock A P2P Campaign During A Giving Day

**Sarah Willey Consulting**  
February 2021



# Housekeeping

1

**This is being recorded.** Our webinars are all recorded for future reference and placed into a special Resources section of all these workshops.

2

**We will be taking questions.** We want this to be an actionable resource for your organization, so please use the Q&A!

3

**We'll focus on practical experience, not high level data.** Social good organizations need practical guidance, which we'll be giving today with our expert!

4

**We're debuting the future today.** While there's a lot more coming, we're going to give a preview of some amazing P2P tools for our ecosystem's growth.

Margaret J. Wheatley (author)

There is no power for change greater  
than a community discovering what  
it cares about.

1. Learning Objectives
2. Giving Days and Peer to Peer
3. Recruitment and Enablement
4. After The Day - Then What?
5. Grow Together - Question Time

# Overview

**Target Audience:** Social good organizations either interested in or already hosting / participating in a community giving day.

## What You Will Learn:

- How peer to peer fundraising is becoming an important component to a giving day
- Tips to recruit and motivate your volunteer peer to peer fundraisers
- Important steps to take after launching a giving day centered P2P campaign
- How Neon Giving Days supports peer to peer fundraising

## What You Won't Learn:

- How to create virtual P2P events - this is focused around the giving day itself, which serves as your “event moment”
- How this syncs with Neon CRM - give us time on that one!

# Sarah Willey

## Sarah Willey Consulting

- Entered the nonprofit sector because of a passion for environmental conservation and animals.
- Gets really passionate about “small” and “mid-level” donors, giving as an act of community, and data.
- Holds a masters in nonprofit management and is now working on a doctor of business administration.
- Her favorite books usually involve vampires.



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Poll Time

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Giving Days and Peer to Peer



# What is a giving day?

A Giving Day is a powerful 24-hour online fundraising competition that unites a community around local causes. Hosted by the area's community foundation, the Giving Day raises money through a single online donation platform.

A Giving Day is a great way to build community, connect donors to local nonprofits, teach organizations to use digital tools and generate excitement about your community foundation.

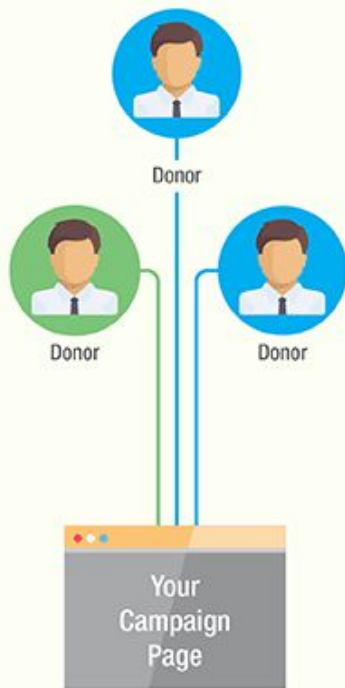


# What is peer to peer fundraising?

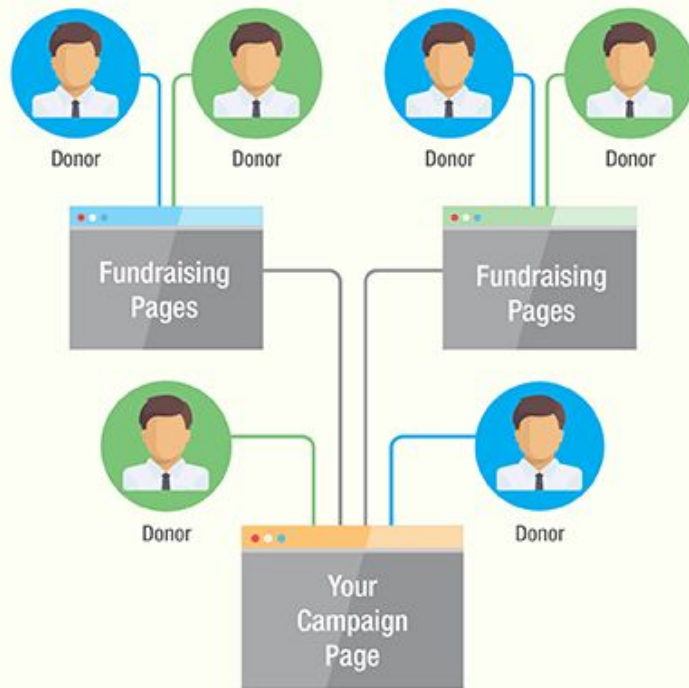
In peer-to-peer fundraising, or P2P, individuals ask their friends and family to donate to a cause, usually a nonprofit.



## CROWDFUNDING



## PEER-TO-PEER FUNDRAISING



# P2P Platform vs Giving Day P2P (NPO Perspective)

## Peer-to-Peer Platform

- Organization branding
- Organizational control
- Easy access to donor data
- Quick access to funds raised
- Cost to use platform

## Giving Day P2P

- Giving Day branding
- Can be set up without contacting organization
- Potential delay for receipt of funds
- Only available for Giving Day participants
- Free after joining giving day

# P2P Platform vs Giving Day P2P

## (Fundraiser and Donor Perspective)

### Peer-to-Peer Platform

- Events may need to be set up by NPO
- Will likely have support from nonprofit staff
- May be able to initiate campaign at any time
- Added to the organization's mail list

### Giving Day P2P

- The nonprofit may not be involved in getting any pages set up
- People must donate through the giving day site
- Extra steps to coordinate communications to the donor

# Finding Your Power Fundraisers Report

Neon One realized early on in the pandemic that something had changed in the way that organizations fundraise. In late 2020, we started working to create a special resource that focused on one of the most important trends we noticed.

## **Power Fundraisers**

These are the most passionate people who support your organization through peer to peer fundraising. They not only help drive money and interest in the work you do, but help push to make operations better for fellow fundraisers.

Tapping into the network effects of these individuals can be game changing. Here's what we found out.



# Report Results Preview

Through our internal research that focused on the highest performing peer to peer fundraising organizations using Neon Fundraise as well as total fundraising across all Neon Giving Days, we have collected the sector's most comprehensive analysis of Power Fundraisers in one spot.

2020 Peer to Peer Fundraising

**\$1158**

Amount Raised Per  
Fundraiser

2019 vs 2020

**-33.2%**

Number of Fundraisers Per  
Campaign

2019 vs 2020

**+120%**

Growth in Peer to Peer  
Revenue in Giving Days

# Recruitment and Enablement



We're kicking our **HOPE FOR THE HOLIDAYS** campaign off on Facebook on **#GivingTuesday** because Facebook has teamed up with **PayPal** to offer up to \$7 million in matching funds on **#GivingTuesday**. We want to grab as much of that pie as we can (terrible Thanksgiving pun intended).

We are thrilled to announce that we have ten new isolation kennels in a brand new intake room in the lower level at Tenth Life's adoption center! Of course, that means that we have space to bring in new kitties more quickly and we can't wait to be able to fill them with cats who need a little **HOPE**. But the only way we can do that is to raise the funds and we **HOPE** you'll consider helping by starting your fundraiser on Facebook and earning as much as you can on **#GivingTuesday** to really maximize your impact to give more cats the lives they deserve.

# How to prepare your volunteers

- 01 | HOW: Instructions for the giving day platform
- 02 | WHY: Help volunteers craft their story
- 03 | WHO: Volunteers should make a list of contacts
- 04 | WHEN and WHERE: Communications plans outlined for the fundraiser
- 05 | WHAT: Help volunteers set a goal

After The Day - Then What?

# Fundraising Effectiveness Project

## Highlights

Giving in 2020 saw a sharp increase as compared to 2019. This increase was spurred in large part by new and reactivated donors, as we continued to see a decline in overall donor retention.

- The average donation amount increased during 2020.
- Fewer donors gave to the same organization.
- Donations remain the highest in 5 years.



### Donors

(Year-to-date) **107.3%**

↑ **+7.3%**  
YTD Change



### Donations

(Year-to-date) **110.6%**

↑ **+10.6%**  
YTD Change



### Donor Retention<sup>1</sup>

(Year-to-date) **43.6%**

↓ **-4.1%**  
YTD Change

Revenue and retention metrics report on year-to-date (YTD) performance compared against the prior year total based on a panel\* of organizations selected from the Growth in Giving Database of 176 million transactions from more than 20,000 organizations and **\$80 billion in donations** since 2005.

# Fundraising Effectiveness Project

## Highlights

Compared to the metrics on the prior page, these retention metrics are reporting on the changes in the percentages and not the number of donors in each category.

With fluctuations in the numbers of donors these retention metrics are illustrative of how effective we are at engaging our donors.

Year-to-date response and retention metrics indicate how new single gift, existing, and elapsed donors are responding.



Repeat Donor  
Retention Rate  
(YTD) **50.8%**

↓ **+2.1%**  
YTD Change



New Donors  
Retention Rate  
(YTD) **16.4%**

↓ **-9.6%**  
YTD Change



Recapture Rate  
(YTD) **3.4%**

↑ **+0.7%**  
YTD Change

## Overall Donor Retention YTD



## Tom Ahern says:

“First time donors who receive a personal thank-you within 48 hours are four times more likely to give again.”



# How Giving Days are different: Give STL Day Case Study



Gift TO Community Foundation

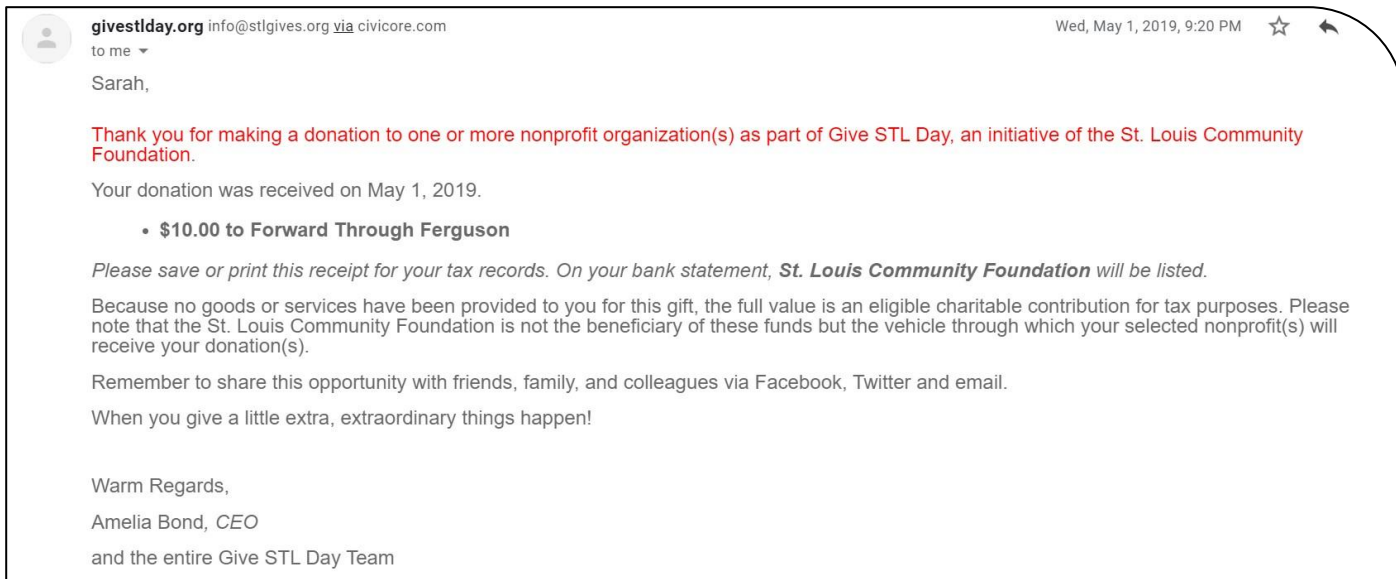


Money to nonprofit later from Community Foundation



None of the automatic systems in place at your organization will apply

# How Giving Days are different: Give STL Day Case Study





# How Giving Days are different:

## Give STL Day Case Study - Secret Shopper



23 GIFTS



17 TO NEW  
ORGANIZATIONS



ANIMAL, HUMAN  
SERVICE,  
ENVIRONMENT,  
HEALTH



MICRO, SMALL,  
MEDIUM, LARGE

## How Giving Days are different: Secret Shopper - One Week Later



3 emails



0 cards/letters



0 phone calls

## How Giving Days are different: Secret Shopper - One Month Later



5 emails



4 cards/letters



0 phone calls

## Some Ideas For You

# Immediate Thank You



Some Ideas For You

## **Sharing Impact With Donors**



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Neon Giving Days + Neon Raise

## Further Resources

# Next Webinar:

## Creating The Perfect Online Donation Experience

- March 10 @ 2pm ET
  - Nic Miller, Fundraise Up
- Hear about our new Fundraise Up integration!



**Fundraise Up**



# Join a Spring Neon Giving Day!

Giving Day Name	Date(s)	Giving Day Website
AZ Gives Day	April 6, 2021	<a href="https://www.azgives.org/">https://www.azgives.org/</a>
GiveNOLA Day	May 4, 2021	<a href="https://www.givenola.org/">https://www.givenola.org/</a>
WyobraskaGives	May 4, 2021	<a href="https://www.wyobraskagives.org/">https://www.wyobraskagives.org/</a>
North Platte Giving Day	May 5, 2021	<a href="https://www.northplattegivingday.org/">https://www.northplattegivingday.org/</a>
Washington Gives	May 5-6, 2021	<a href="https://www.givebigwa.org/">https://www.givebigwa.org/</a>
The Big Payback	May 5-6, 2021	<a href="https://www.thebigpayback.org/">https://www.thebigpayback.org/</a>
Give STL Day	May 6, 2021	<a href="https://www.givestlday.org/">https://www.givestlday.org/</a>
SOLA Gives Day	May 6, 2021	<a href="https://www.solagivingday.org/">https://www.solagivingday.org/</a>
Go Big Give!	May 6, 2021	<a href="https://www.gobiggive.org/">https://www.gobiggive.org/</a>
Great Give Day	May 13, 2021	<a href="https://www.greatgiveday.org/">https://www.greatgiveday.org/</a>

# Neon One Resources

## Giving Day Peer to Peer Fundraising

A collection of resources that will help your organization with these peer to peer champions.



### Social Media From Scratch

You should be leveraging the power of social media, but what happens if you aren't sure where to start? [Read what Neon One Partner of the Year Julia Campbell has to say.](#)

### Running A P2P Campaign

Fellow Neon One consultant Cathexis Partners has outlined the top four items to consider when planning a P2P campaign. [Read it on our blog here.](#)



### P2P Fundraiser Recruitment

Finding your power donors can only come if you have amazing fundraisers invested into your mission. Neon One has developed a [guide on how to find those folks.](#)



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Built for Good.