

THE ANATOMY

OF A

PEER-TO-PEER FUNDRAISING PAGE

Get to know what makes a peer-to-peer fundraising page successful from top to bottom. Yellow circles indicate features that your fundraisers will use, so you can point them to all the right places.

Peer-to-peer fundraising has taken the nonprofit world by storm, helping total donation dollars grow

61%
FROM AUGUST 2014 TO AUGUST 2015¹



Each fundraiser raises

\$568
ON AVERAGE THROUGH THEIR PEER-TO-PEER DONATION PAGES.²



According to a recent Kimbia.com survey,

1 IN 4
SOLICITATION EMAILS FROM PEERS PRODUCED DONATIONS
WHILE **1 IN 1,250** FROM FUNDRAISING ORGS DID THE SAME.³

1 BRANDED URL
Your brand name in the URL provides a sense of security and helps to eliminate any confusion that arises when donors are directed away from your page.

2 HEADER
A branded header creates a cohesive look and feel for your page that keeps your organization top of mind.

BRANDED GIVING PAGES RAISE **6X MORE** THAN GENERIC PAGES.⁴

3 BANNER IMAGE
Your content can generate up to 94% more views when you use compelling visual images and graphics.⁵

4 FUNDRAISER'S NAME & THUMBNAIL IMAGE
This personalization strengthens the fundraiser's sense of ownership and helps potential donors identify the fundraiser's page in search.

5 IMPACT BAR
A progress bar provides a sense of urgency for potential donors as the fundraiser gets closer to his or her goal.

Dan Taylor
Help me raise money for my birthday!

DONATE

MY GOAL

RAISED SO FAR

6 DONATE BUTTON
A bold call-to-action button simplifies the process for donors. Customize the color of the button to make sure it stands out.

SHARE

DONORDRIVE FOUND THAT **42% OF DONORS** VISITED A DONATION PAGE MORE THAN ONCE BEFORE MAKING THEIR DONATION.⁶

7 SOCIAL SHARES
Fundraisers should share their page on social multiple times in order to remind potential donors about the opportunity. Share buttons also give supporters a simple way (two clicks) to promote a fundraiser's cause on their networks.

8 MEDIA
Organizations can create a visually stimulating experience for potential donors by presenting relevant campaign information in the form of videos and images. There are five spaces available so fill a few with your own media and leave a few blank to allow fundraisers to personalize their page.

9 SIDEBAR IMAGE
Pro users may use this space to feature key sponsors or add supplementary media with information about your cause.

Welcome to my fundraising page!

Help me support this organization for my birthday. I decided to dedicate to this cause because of my family history of...

10 MY STORY
Donors tend to give twice as much when they read a story about an affected individual versus reading about the issue as a whole.⁷ Here, fundraisers have an important opportunity to express their connection to your cause and inspire their network to donate. Provide fundraisers with a template of key facts and statistics to make it as easy as possible for them to reference your organization and the work you're doing.

11 LEADER BOARD
Stimulate a healthy sense of competition by featuring top fundraisers for your campaign.

TOP FUNDRAISERS	
	Bubba Blue Total Raised \$2,120
	Abbie Hoffman Total Raised \$1,090
	Forrest Gump Total Raised \$800

5 days ago
Jenny Curran donated \$50.00.
Comment

Dan Taylor - "Thank you Jenny!"
Comment

12 MESSAGE BOARD
Fundraisers can individually thank and recognize donors by commenting in this space.

SOURCES

- ¹ Classy platform data, 2015.
- ² [ibid].
- ³ Evertrue, "Why Peer-to-Peer Fundraising is the Future."
- ⁴ Network for Good, "The Ultimate Donation Page Course."
- ⁵ Hubspot, "12 Reasons to Integrate Visual Content Into Your Marketing Campaigns [Infographic]."
- ⁶ DonorDrive, "The State of Peer-to-Peer Fundraising, 2015."
- ⁷ Network for Good, "Storytelling for Nonprofits."

YOU'RE READY FOR A SMOOTH OPERATION

Now that you know what it takes, start your peer-to-peer fundraising campaign today!