



*charity*DYNAMICS

2018 STATE OF PEER-TO-PEER
FUNDRAISING REPORT

TABLE OF CONTENTS

4: Introduction

5: Peer-to-Peer Perspectives

6: Carrie Niemiste Stovall, Susan G. Komen

7: Colleen Wilson-Legge, Charity Dynamics

8: David Hessekiel, P2P Professional Forum

9: Elyse Meardon, Children's Miracle Network Hospitals

10: Gillian Gonzalez, Fisher House Foundation

11: Ingrid Gingras, The Ottawa Hospital Foundation

12: Jett Winders, Charity Dynamics

13: Jordan Winn, Colorectal Cancer Alliance

14: Kathy Kempff, Charity Dynamics

15: Linda McNeil Tantawi, Susan G. Komen Greater NYC

16: Meg Nolte, Ironman Foundation

TABLE OF CONTENTS

17: Meghan Dankovich, Charity Dynamics

18: Sandra Hijikata, JDRF International

19: Tracy Stoychoff Earll, National Hemophilia Foundation

20: Wendy Folk Vizek, Alzheimer's Association

21: Conclusions

22: Top 10 Takeaways

23: Top 10 Takeaways (continued)



In just five short years of working in the peer-to-peer fundraising industry, I've witnessed a number of major changes take place. The industry has become quicker to adopt technology, and new players like Facebook have emerged and significantly altered the landscape. However, at its core, peer-to-peer remains all about building strong relationships with supporters.

To get a better sense of where peer-to-peer is headed, I set out to interview thought leaders in the space and create a video series of relatable topics. Over the past eight months, I've talked with folks from all facets of the industry, from coordinators to CEOs, from national nonprofits to local chapters. And one thing I learned, aside from how exceptional peer-to-peer leaders are on camera — like scary good — is that in making these short videos, I'm leaving out a wealth of valuable advice.

So, I'm thrilled to present the 2018 State of Peer-to-Peer Fundraising Report, compiling the perspectives of 15 industry leaders on where peer-to-peer is now and where it's going. And I think you'll find that there's plenty to be excited about as we gear up for 2019.

Thank you to all who helped make this report possible.

Sr Director of Marketing
Charity Dynamics

The background features a grid of small, semi-transparent images of diverse people. Overlaid on this is a large, light blue star-like shape composed of several overlapping triangles. In the center of this star is a solid blue circle. The text is centered within this blue circle.

Peer-to-Peer
Perspectives

Susan G. Komen

“The wonderful thing about peer-to-peer is that it’s giving everyone a chance to support the charity of their choice.”

Susan G. Komen is very involved in the peer-to-peer space so we’re watching it on a regular basis and looking at what other organizations are doing.

Most organizations do have some type of platform around peer-to-peer fundraising so there is a lot of competition out there, but the wonderful thing about peer-to-peer is that it’s giving everyone that wants to a chance to support the charity of their choice.

And that means a lot as people are able to do what they want and raise money for charity, and I think that we would all say from the nonprofit world that we want people to participate in nonprofit programs.

Carrie Niemiste Stovall
Senior Director of Events



Charity Dynamics

“Look at your P2P programs more holistically and ask, what story can we tell about the entire portfolio?”

had not emerged as the power that they are now.

So, I would challenge my colleagues to look at their peer-to-peer programs more holistically and ask, what story can we tell about the entire portfolio?

Over the last several years, we've seen a decline in walk events, we've seen a decline in endurance events, and even somewhat of a decline in cycling events, and my challenge to organizations is this: Are you really looking at your whole portfolio in peer-to-peer? If you've seen a decline in walks, for example, is your investment in DIY helping to make up for that?

Of course, we want to see growth over everything, but sometimes that's simply not our space because it's become so saturated. When I started in peer-to-peer at [Leukemia & Lymphoma Society's] Team in Training 15+ years ago, it was one of the only spaces to intersect with when it come to the run, walk, ride mentality - and walks

Colleen Wilson-Legge
Principal Consultant



Peer-to-Peer Professional Forum

“ DIY programs ... are the green shoots that will lead to growth in peer-to-peer fundraising. ”

are the green shoots that will lead to growth in peer-to-peer fundraising. But they are many smaller programs, as opposed to the traditional peer-to-peer, which was a number of really large programs, and that's been difficult for the industry to digest. But each year we're making more and more progress, and each year we're also seeing the faces of those leading programs that are coming up through the ranks change to people who are more digitally comfortable and for whom this transition will work even better.

I see the state of the industry as being a little bit schizophrenic. Our annual study, the P2P Top 30, shows that many of the biggest programs, especially those toward the top of the list in excess of \$75 million, have shrunk.

Some of those numbers might give a negative view of peer-to-peer fundraising; however, the other side of the coin is that the industry is actually growing and there's tremendous creativity, especially of more localized programs and more adventurous programs doing different types of activities.

And DIY programs, in which you're giving people the rein to do what they want, when they want,



David Hessekiel
President

Children's Miracle Network Hospitals

“With Gen Z, we’re going to have to be more nimble in how we’re marketing to them.”

At Children’s Miracle Network Hospitals, we see peer-to-peer fundraising as being very strong. We haven’t experienced a lot of the lapse that we’ve seen throughout the rest of the industry, such as registration going down or some peer-to-peer fundraising opportunities going away.

But, overall, I do think the state or health of peer-to-peer work would have to get a lot savvier with how we market to younger people. I think that we’ve relied so much on these tried-and-true best practices for so long, especially with Gen X and Millennials, that now with Gen Z, we’re going to have to be more nimble in how we’re marketing to them and how we’re getting them to come and engage with us.

I think that we’re going to have to go out and engage with them first. So, it will be interesting to see how recruitment and marketing either picks up or ticks down in the next five to 10 years and if we’re able to adapt to the marketplace or not.

Elyse Meardon
Managing Director, Strategic Partnerships & Dance Marathon



Fisher House Foundation

“We’ve started some new programs this year and it’s great to see what people want to do and how creative they are.”

The current state of peer-to-peer fundraising is really an exciting time. At Fisher House, we’ve started some new programs this year and it’s great to see what people want to do and how creative they are.

There’s no limit to what they can come up with and just to hear people’s ideas of what they want to do is really exciting to me. There are so many platforms now that you can integrate into different things.

It’s truly an exciting time for going peer-to-peer.

Gillian Gonzalez
Director of Peer-to-Peer Fundraising



The Ottawa Hospital Foundation

“In Canada we’re seeing fewer and fewer people giving, but the people who do give are giving in larger amounts.”

I think peer-to-peer fundraising and donations as a whole are really parallel. In Canada we’re seeing fewer and fewer people giving, but the people who do give are giving in larger amounts. I think peer-to-peer might be the same.

You have people who might be involved in many different activities and they’re finding a cause that’s really important to them and becoming more and more engaged, as opposed to having a large group of people doing a little bit. Now, you’re able to find these really great advocates and ambassadors for your cause.

Ingrid Gingras
Marketing Director



Charity Dynamics

“ [One priority] is to ensure our top fundraisers have all the tools and engagement they need to be successful. ”

One trend that I've seen for a lot of peer-to-peer programs is total participation is shrinking each year, but in many cases, they're still raising more for the event overall. And that's because those who are participating, on average, are raising more.

So that puts into focus two priorities for organizations: One is to recruit new audiences, and the second is to ensure our top fundraisers have all the tools and engagement they need to be successful.

Jett Winders
Vice President, Strategic Services



Colorectal Cancer Alliance

“We’re really excited to embrace the DIY trend that people across the country are seeing.”

At Colorectal Cancer Alliance, we’re definitely seeing a lot of growth in the peer-to-peer arena. I would say that a major trend is that people think that the run/walk piece is in a bit of a decline, but the great thing about peer-to-peer is that it provides a way for all of our donors to engage with us on a deeper level.

So, in addition to financially supporting our cause, they are getting really invested in other pieces of the mission. When they’re able to do something like a do-it-yourself fundraiser, which is a shift of sorts from the run/walk to something that better suits their needs, we’re seeing them engage with us for the entire year, rather than for that one siloed event that might happen in their town.

So we’re really excited to embrace the DIY trend that people across the country are seeing. And we’re trying to do it in a way that provides tools and resources to those champions, team captains, and supporters so that they can be successful in what they’re trying to accomplish.

Jordan Winn
Senior Manager of Individual Giving



Charity Dynamics

“We have to continually be thinking about how we can differentiate between other event programs out there.”

As the peer-to-peer industry has evolved over the last several years, one of the things we really need to keep in mind is that we have to keep innovation top of mind and we need to think outside the box and be creative.

For example, just having a mobile responsive website or a mobile app is no longer what's going to turn the needle and make your event successful. You have to continually be thinking about how you can differentiate between other event programs out there so that you can attract those participants and those potential donors, so your event can really stand out at the top.

Kathy Kempff
Sr. Vice President, Product



Susan G. Komen Greater New York City

“We spend a lot of time on technology, on customization, and on strategy, and we put an emphasis on corporate teams.”

“With regard to the lifecycle of a peer-to-peer program, Susan G. Komen is clearly in the mature stage and some of the races are actually on the decline.

In New York City, we have been flat for the last couple of years. But we consider flat as the new up, even though we fight every day to keep our revenues up — and it is a fight and a battle that we wage every day.

We spend a lot of time on technology, on customization, and on strategy, and we put an emphasis on corporate teams, as it's better to get one corporation to send 700 people than to get 700 individuals to race.

So we focus extensively on corporations, and more than half of our revenue comes from corporations between sponsorships and corporate teams.”

Linda McNeil Tantawi
CEO



Ironman Foundation

“ [Organizations that fundraise] are having to stand out among their colleagues and that’s really hard to do. ”

The state of peer-to-peer fundraising is very competitive. As I talk to our existing charity partners and meet new people, I’m finding that there are a lot of people who are fundraising, and while those organizations are not necessarily trying to go after the same type of fundraiser, in general, they’re having to stand out among their colleagues and that’s really hard to do.

So, overall, there are a lot of people who are doing peer-to-peer, there are a few who are doing it really, really well, and there are a few who are looking to understand how to do it even better.

Meg Nolte

Former Senior Director, Partnership Services



Charity Dynamics

“It’s important to think about how we might steward our constituents from one program into another.”

another and not be afraid to do that. Ideally, we’re keeping people in the family somehow through some channel. If we can activate them through multiple channels, wonderful, but let’s at least not lose them.

There have been a lot of conversations this year in the peer-to-peer space about the lifecycles of peer-to-peer events and how they might be becoming shorter. Some nonprofits have even gotten brave enough to sunset programs that are no longer meeting the needs of the organization and are no longer providing a viable experience for their constituents.

So in light of that topic, it’s even more important that we understand our constituents and whether there is some natural journey through which they come to our organization.

It’s also important to think about how we might steward our constituents from one program into

Meghan Dankovich
Director of Client Success



“ We need to differentiate [JDRF] around the participant experience, and make it very positive one. ”

they want to keep coming back year after year, or year after year somewhere within JDRF's big picture, then we can hold on to our participants. And if we hold on to our participants, then we hold on to their donors, because their donors are giving to them vs. the organization because that's where the relationship is.

We don't think peer-to-peer fundraising is going away at any time, as it is our bread and butter. But I will say, peer-to-peer fundraising is more competitive and there are so many people in the field. And with more and more organizations, it is making it harder for an organization like JDRF that happens to have a fairly small base of individuals who are supporting it, given that there are only 1.25 million people who have type 1 diabetes.

So what we've identified as one of the really critical factors is that we need to differentiate ourselves — and we need to differentiate ourselves in particular around the participant experience. And if we can take that participant experience and make it such a positive one that

Sandra Hijikata
Chief Development Officer



National Hemophilia Foundation

“It’s really about how much more we can engage our participants and can bring the mission into it.”

I would not be here today [at the Peer-to-Peer Professional Forum] if I did not believe fully in my heart that peer-to-peer is still the way it is or the way to be in the fundraising sphere. And working with our chapters, I know that there’s so much more potential. It’s really about how much more we can engage our participants and can bring the mission into it.

For a long time I felt that we were talking at a high level to participants and that we weren’t really meeting them where they were – we were talking at them instead of hitting their hearts and talking directly to them. And I feel we’re going to continue to progress if we start to bring participants into our communication and engage them where they already are, instead of reaching them where we

want to reach them or where we think it’s easier to reach them.

So I really believe that adding DIY into our platform and looking at moving into the endurance space present an opportunity for us to go out and find our participants doing what they’re already doing instead of expecting them to come to us and fit into the mold that we’ve laid out for them.



Tracy Stoychoff Earll
National Director, Unite For Bleeding Disorders

Alzheimer's Association

“ I'm also excited about the trend in volunteerism, as we see more people get engaged.

”

as we see more people get engaged – whether it's on a committee, day of, or in any form or fashion with any fundraising events or our organization.

In my opinion, there are two big pieces going on right now. I think the DIY movement is really big as organizations have really put staff and resources there. And we have too, with our second signature event, The Longest Day. So we're watching what other DIY events are doing and seeing where that goes.

But also as a big piece, I know there's a common perception that walk is dead or walk is over; however, I firmly disagree with that. I know our walk program and many others are still doing very well when the basic blocking and tackling is done well.

I'm also excited about the trend in volunteerism,

Wendy Folk Vizek
Senior Director, Constituent Events





Top 10
Takeaways

Top 10 Takeaways

10

Learn more about your supporters and their journey to your organization. Why do they care about your organization? How can you stay on this journey together?

9

Get your supporters to invest in your mission with volunteer opportunities. Use event days, committees, hands-on projects – whatever best fits your mission and energizes your supporters!

8

Meet supporters where they are, not where you want them to be. For many, DIY is where it's at. See what's working and don't try to fit all supporters into one mold.

7

Provide deeper, more meaningful engagement with your supporters. Talk directly to their hearts! Make them feel connected to your mission – that they can make a difference.

6

Distinguish your organization around your participant event experience. Make it positive and meaningful! And keep it easy and simple to get involved.

Top 10 Takeaways (cont'd)

5

Stand out in a competitive field through innovation and creativity. Look at localized DIY programs for adventurous and creative activities. These are often more agile than traditional P2P events.

4

Develop advocates and ambassadors for your cause. Event participation may be down for certain events, but fundraisers are raising more money on average. Encourage deeper involvement for your top fundraisers!

3

Provide the technologies and resources that can help your fundraisers succeed. Having a mobile app is expected, so what will take your organization to the next level for tech-savvy participants and donors?

2

Walk is not dead! But examine your P2P portfolio as a whole. If walk events aren't performing, what is? Or can you use something in another area to improve the walk events?

1

Champion P2P in your organization! P2P continues to evolve, with plenty of room for growth, especially in DIY and through social channels. Keep on recruiting new supporters and building those relationships!

charityDYNAMICS

(512) 241-0561

info@charitydynamics.com

Learn More About Our Peer-to-Peer Program Services:

- Who We Are
- P2P Expertise
- Platform Knowledge
- Holistic Approach
- Dedicated Project Teams
- Sample Work

[Download Solution Sheet](#)

