

THE VALUE OF PEER-TO-PEER FUNDRAISING

Organizations all over the world are finding ways to gain fundraising success by using community of supporters. The biggest reason for this success is that peer-to-peer fundraising makes it easy for all involved to make their own contribution to the cause.

BUT FIRST, SOME DEFINITIONS...

CROWDFUNDING



Typically a project or cause with thousands of small donors, crowdfunding campaigns are "open to all" and the individuals who fundraise have been doing so before. Fundraisers reach out to their friends and family with the goal of getting each to contribute.

PEER-TO-PEER FUNDRAISING



A "hub and spoke" network where supporters are able to help one another, but no one fundraising page was established. Everyone can help raise money. It's helping that those fundraising campaigns grow naturally with no need for a manager, social media expert, and other team members.

PEER-TO-PEER BY THE NUMBERS



*Charity performance 2015
 *Source: Campaign Monitor, Giving Research Group and other fundraising data, Inc. 2015
 *The 2014 Online Fundraising Report released by FundRazr 2015

P2P IS THE YEAR-ROUND FUNDRAISING SOLUTION

Peer-to-peer fundraising offers nonprofits an easy and effective way to raise money. It's a year-round solution that allows you to reach your supporters whenever and wherever they want. It's a simple, effective way to raise money for your cause.



GIVE YOUR SUPPORTERS A CHANCE TO GET CREATIVE

Supporters can use their talents and imagination to help you raise money for your cause. The more creative your supporters are, the more money you'll raise. Encourage your supporters to get creative and share their ideas with you.



GET THE WORD OUT

Now that you know the value of peer-to-peer fundraising, it's time to get the word out. Share your fundraising campaign with your supporters and help them get the word out to their friends.

DONATE

FUNDRAISE

INCLUDE A FUNDRAISE OPTION ON YOUR WEBSITE

SEND A CAMPAIGN APPEAL EMAIL

SHARE ON SOCIAL MEDIA