



# P2P Facts and Figures



In an average peer-to-peer fundraising campaign,

**15 to 18%**

of donations are referred directly from Facebook.



**14%**

of donors worldwide have created an online peer-to-peer fundraising campaign.

The average peer-to-peer donation amount is

**\$96.**



A participant who does the same peer-to-peer event 5 years in a row has 22 times the dollar impact of a one-time participant.



Their impact totals

**\$4,425**

on average.