

We will get started soon!

- Please use Mozilla Firefox or Google Chrome Browsers for this webinar
- We will send a replay recording of the webinar tomorrow
- Don't forget to enter questions in the chat area throughout the webinar
- For connectivity issues, try the red "Reconnect" button at the top of your screen.

3rd Annual Board Engagement Survey

 boardable

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 BONFIRE

onecause®



CONCORD
Leadership Group

CLAIRIFICATION

The background features a light orange gradient with abstract brushstroke patterns in a darker orange hue. A grid of small, dark orange squares is positioned in the upper right quadrant, while larger, more irregular brushstrokes are scattered across the lower half of the page.

Simple Peer-to-Peer Fundraising Ideas You Can Use in 2021

ABOUT BONFIRE

Founded in 2012, Bonfire began as an easy solution for communities to fundraise online with t-shirts. We're a free online platform where anyone can design, sell, and buy custom products. We handle payment processing, order fulfillment, and customer service so you can focus on connecting with your community. We've helped thousands of individuals, groups, and nonprofits raise money for the causes they care about.

1. Overview

- a. What is P2P
- b. Benefits
- c. Seven Steps
- d. Best Practices

2. Types & Examples

- a. Time-based
- b. Recurring
- c. Giving Days

**Have you held a
walkathon or other
team-based event?**

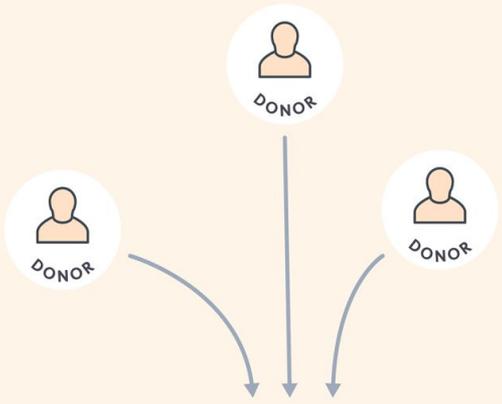


Peer-to-peer fundraising is a social fundraising strategy that gives individuals the ability to raise money on behalf of a nonprofit organization

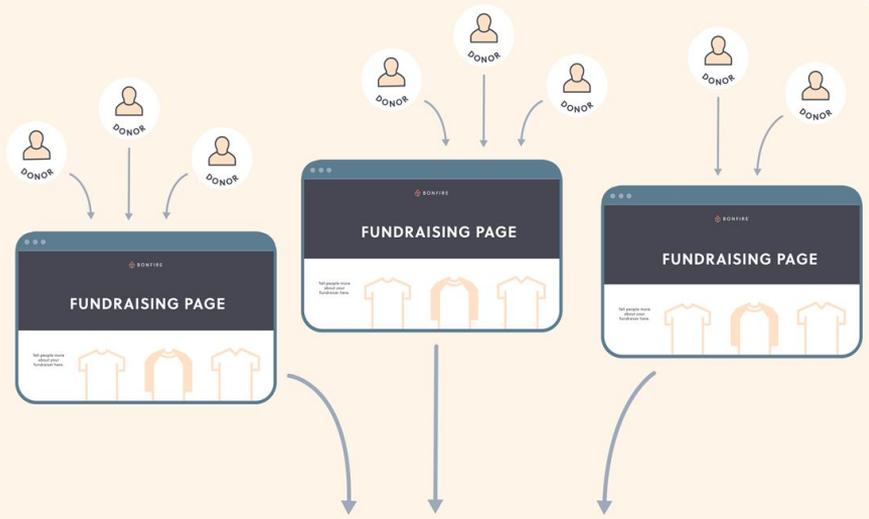
Users will:

- create an online fundraising page
- set a goal for how much they want to raise
- leverage their existing social networks and relationships to ask for donations





Crowdfunding Campaigns



VS

Peer-to-Peer Fundraising

BENEFITS

Strengthen Your Relationships with Supporters & Leverage Their Networks

- 39% of Americans say they've donated to charity based on a request from a friend or family member
- 47% of peer-to-peer donors are first-time donors to an organization

Organically Raise Money & Awareness

- \$568 is the average amount that individuals raise

Save Your Organization Time & Money

- Return fundraisers typically raised over twice as much (126%) as one-time fundraisers
- 14% of peer-to-peer fundraisers became fundraisers again for the same organization

STEP 1



**Determine
a goal**

STEP 2



**Choose a
platform**

STEP 3



**Recruit
supporters**

STEP 4



**Launch
fundraisers**

STEP 5



**Share
campaign
pages**

STEP 6



**Track
progress**

BEST PRACTICES

- Specify a Fundraising Coach within your organization
- Tell Your Organization's Story and Give Your Donors the Resources They Need to be Successful
 - Your organization's official mission statement
 - Brand guidelines and logos
 - Candid photos they can use to enhance their fundraising campaign page
 - Links to your social media profiles
 - Social media and email templates that they can copy and paste
- Identify Key Donors
- Thank Your Donors

The background features a light beige gradient with abstract orange brushstrokes. A grid of small orange squares is visible in the upper right and lower left corners. The main text is centered in a dark blue font.

Types Of P2P

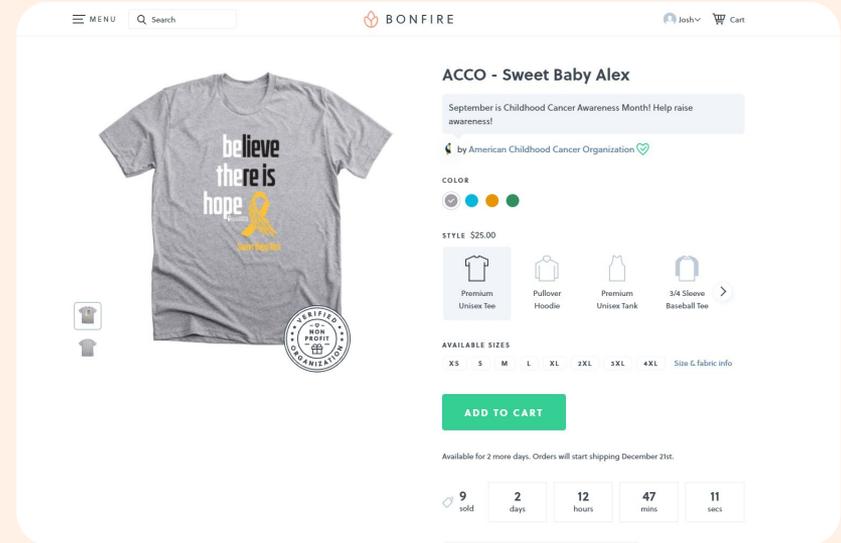
**What kinds of fundraisers
has COVID prompted you to
try?**

TIME-BASED

- Take place within a specific timeframe and are usually tied to a scheduled event
- Some of the most common types of fundraising events:
 - Walk-a-thons
 - Golf outings
 - 5k/10k events
 - Bake sale

T-SHIRT FUNDRAISING

- No boxes of unsold t-shirts and risks of upfront bulk purchases
- Create a design
- Share a link
- Your supporters create their own campaign with a personalized design to promote to their own friends and family
- All proceeds come back to the organization and your community gets awesome, custom apparel shipped directly to them



AMERICAN CHILDHOOD CANCER ORGANIZATION

- The U.S.'s oldest and largest grassroots organization dedicated to childhood cancer
- They work to make childhood cancer a national health priority by shaping policy, supporting research, raising awareness, and providing educational resources and programs to kids
- Launched a fundraiser for Childhood Cancer Awareness Month



✔ Verified Nonprofit

\$67,486 Raised to date

873+ Sellers

3,336 New Buyers/Email contacts

5,381 Products sold

American Childhood Cancer Organization

Peer-to-Peer Page

The screenshot shows the Bonfire interface for the American Childhood Cancer Organization (ACCO). At the top, there is a navigation bar with a menu icon, a search bar, the Bonfire logo, and social media icons for Facebook and a shopping cart. Below this is a gold header bar containing the ACCO logo, which depicts a stylized figure in a blue and yellow circle.

The main content area features the organization's name, "American Childhood Cancer Organization", and its tagline, "...because kids can't fight cancer alone!®". A descriptive paragraph states: "We are a community of families, survivors, and friends who have been affected by childhood and adolescent cancer. We offer our community support, information, advocacy. We are their voice. Help support ACCO by creating a fundraiser on our behalf." Below this text are social media icons for Facebook, Instagram, and Twitter, along with a "VISIT WEBSITE" button.

To the right of the organization's name, a summary box displays fundraising statistics: "\$78,886 Raised to date" and "3,782 Supporters". It also includes a "Verified Nonprofit" badge and the location "Kensington, MD".

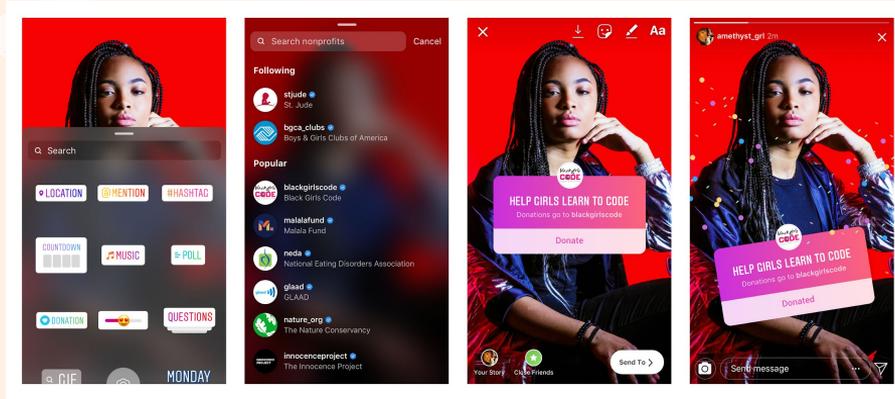
The "Community fundraisers" section is titled "Campaigns started on the organization's behalf:" and contains two fundraiser cards. The first card, "#JackAttack Strikes Back", shows a blue and white t-shirt with a shark graphic, a progress bar, and statistics: "193 sold" and "\$3,918 raised", created by "Samantha Rose". The second card, "IndyRaces", shows a grey t-shirt with a race bib number "125", a progress bar, and statistics: "9 sold" and "\$70 raised", created by "My Stealing Scabs".

A small blue chat icon is visible in the bottom right corner of the page.

RECURRING

- Go on indefinitely and are usually intended for general fundraising purposes.
- Great to include in your social media posts, monthly newsletters, and on your website in the main navigation

INSTAGRAM STORY STICKERS



- Instagram Stories lets Instagram accounts post photos and videos that vanish after 24 hours
- As of 2019, Instagram Stories had 500M active daily users
- Instagram added the ability for nonprofits and users to add donation stickers to their stories
 - No fee on donations

SETTING UP

Step 1: Go through the Facebook Charitable Giving Tools set up

socialimpact.facebook.com/charitable-giving

Step 2: Connect your Instagram to your Facebook account

Step 3: Make sure your Instagram account is set to business profile

ASPCA Instagram Stickers



GIVING DAYS

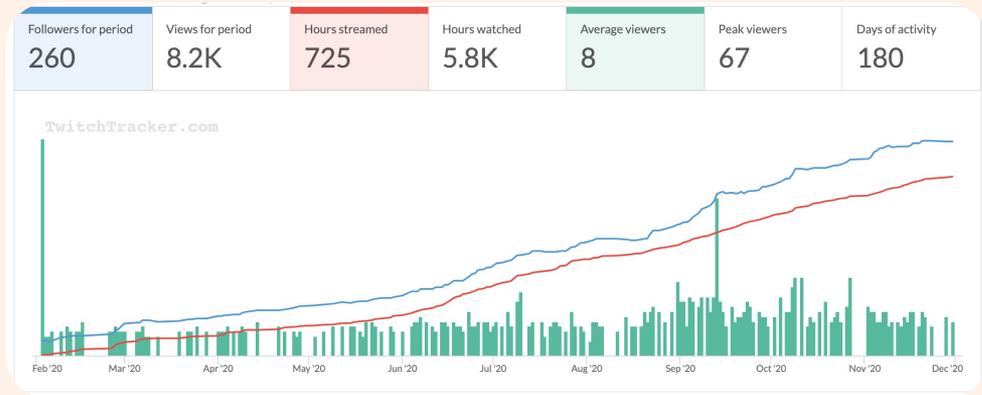
- Challenge donors to raise as much money as they can or reach a certain goal in 24 hours or less
- You can encourage your donors to raise as much money as possible during one of the most charitable days of the year
- A great example of this is Giving Tuesday

GAMING/LIVESTREAM FUNDRAISER

- The Modern Telethon
- A streamer and charity organizations partner up to solicit donations from a streamer's viewers
- Digital pipeline that makes the fundraising process instantaneous
- This has become a common strategy with organizations like:
 - St. Jude, which has raised over \$20M through 20,000 streamers since 2014
 - In 2019, they raised \$1.3M in individual donations in just 24 hours with Dr. Lupu
 - Extra Life, which uses gaming to raise funds for the Children's Miracle Network, raised over \$14M in 2019



EpsilonWinter



- 23-year-old streamer and student
- MDA Let's Play For A Cure
- He has congenital myasthenic syndrome, a neuromuscular disorder
- Raised \$528.32 out of his goal of \$350



EpsilonWinter's Charity Stream

Muscular Dystrophy Association

Watch Finish

Raised
\$528.32

Goal
\$350.00



This campaign has ended.



Cause
Muscular Dystrophy Association



Fundraiser
epsilonwinter

Next milestone

[View all milestones](#)

No Upcoming Milestone

About this campaign

As someone who has a form of muscular dystrophy, I wanted to have the chance of putting together some money to give to the organization that helps so many kids to try and live the best lives they can. :)

THE PLATFORMS

Tiltify

- Online fundraising platform that integrates with Twitch and YouTube
- Offers a robust tool set for control and customization of your fundraisers
- 5% platform fee



Streamlabs Charity

- A charity fundraising tool built into a popular livestreaming software
- 0% platform fee



RECAP

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Question Time