

Giving Tuesday: Getting Your Board On Board

October 9, 2018

Presented by Elgin Gives

Rebecca Mace, Summit School, Inc.

Elizabeth Niemeier, Elgin Master Chorale



Overview

- What is Peer-to-Peer Fundraising?
- Why It's Important to Giving Tuesday Success
- How to Support Your P2P Fundraisers
- Board Member Planning

Board
Participation
Makes for a
More Successful
Effort



#GIVINGTUESDAY™

November 27, 2018

- Relationships
- New ways to solicit
- Can adapt involvement to individual levels

Peer-to-Peer (P2P) Fundraising

- Should involve all of your constituents
 - ✓ Board Members
 - ✓ Staff
 - ✓ Volunteers
 - ✓ Advocates
 - ✓ Other?

Peer-to-Peer (P2P) Fundraising

P2P is NOT

- **Crowdfunding** - soliciting small donations from a huge “crowd” of donors through online methods
- **Social fundraising** - dependent on your donors’ social networks

Peer-to-Peer (P₂P) Fundraising

What P₂P Is

A strategy that makes use of **existing donors' networks** and encourages supporters to reach out to **their peers, friends, coworkers, family members, and other connections** for donations.

Peer-to-Peer Fundraising

Why It Works

- Tied to compelling stories shared in meaningful ways
- Puts supporters and donors in the middle of the story; “hero” status
- Gives the cause and case a different spin from a different perspective

Peer-to-Peer
Fundraising

Involving Many



Peer-to-Peer Fundraising

Benefits

- **Reach**—online word-of-mouth campaign effort; spreads exponentially; reaches into respective networks and relationships
- **Stewardship**—new opportunity to engage supporters and connect with their stories and interests
- **Engagement**—P2P fundraisers are more invested in the organization and outcomes
- **Resources**—could never reach this many people in traditional ways; spreads message far and wide without greater strain on staff
- **Creativity**—P2P lets people get creative in how they reach out to their networks and can promote friendly competition and social sharing on Giving Tuesday

Peer-to-Peer Fundraising Research

Data has proven over the last five years that P2P fundraising campaigns can be successful

- The average fundraiser raises \$568 from seven donors¹
- Nearly 1/3 of all online donations are made through P2P²
- Non-profits conducting P2P campaigns saw an 84% increase in revenue over two years³
- A P2P campaigner raises 7X as much as an event participant³

Source: ¹Classy.com platform data, 2015; ²Donor Engagement Study, Albia, 2015; ³DonorDrive Two-Year Snapshot

Peer-to-Peer Fundraising

Research

- Research is showing that HOW we fundraise and REACH donors is changing
 - ✓ Supporters expect you to come to them
 - ✓ 87% of consumers now use a SECOND device while watching TV
 - ✓ Need to engage with opportunities that resonate
- P2P campaigns use online methods to target donors

Peer-to-Peer Fundraising

Who Participates

DONORS ACROSS GENERATIONS ARE RECEPTIVE TO P2P³



P2P Board Campaigns

How Will Your Board Be Involved

- Options for P2P Campaign Involvement
 - ✓ Email
 - ✓ Giving Pages
 - ✓ Social Media
 - ✓ Calling – individually or a calling campaign
 - ✓ Event
 - ✓ Other

P2P Campaigns

Getting Started with Your Board

- Send a Save the Date/Calendar Reminder
- How will you rally your board?
- Plan a Kickoff Meeting
 - ✓ Overall Board Goals
 - ✓ Participation expectations
 - ✓ Lists and assignments
 - ✓ Establish follow up plans

Understanding What Your Board Members Need

- Need to engage board members where they are to be successful
- Clear, easy plan to follow with individual goals and reminders
- Provide a campaign toolkit which may include:
 - ✓ Email templates
 - ✓ Social media templates
 - ✓ Thank you templates
 - ✓ Graphics
 - ✓ Timeline
 - ✓ Other
- Online training to set up giving pages, etc.

WORKING SESSION

Board
Members

Creating Your
Plans

- Preparing Your Peer-to-Peer Campaign
 - ✓ Building Your Case – the heart of the matter
 - ✓ Planning Your Goals – what YOU want to accomplish
 - ✓ Building Your Toolkit – necessary resources
 - ✓ Identifying Your Prospects – Circle of Influence
 - ✓ Timeline – what and when leading up to #GT
 - ✓ Other

Center of Influence

Identifying Your Prospects



Center of
Influence

Identifying Your
Prospects



P2P Board Campaigns

Follow Your Timeline

- Leading up to Giving Tuesday, P2P campaigners should:
 - ✓ Solidify prospect list
 - ✓ Create a sense of anticipation
 - ✓ Spread the word
 - ✓ Let donors know **THEY** are needed
 - ✓ Tell your story!

P2P Board Campaigns

On Giving Tuesday

- The big day has arrived! On Giving Tuesday you want to:
 - ✓ Create a sense of urgency
 - ✓ Announce your gift; invite others to join you
 - ✓ Share your progress on social media
 - Post unselfie
 - I Gave badges/stickers
 - ✓ Update and thank donors in real time
 - ✓ Dedicate the day to non-stop communication with your network
 - Social media sharing
 - Reminder emails
 - Phone calls

P2P Board
Campaigns

Success!

Celebrate!

- Anticipation, urgency leads to more anticipation
 - ✓ Communicate outcomes to your supporters
 - ✓ Send thank you email to all who contributed and participated
 - ✓ Announce on website and social media as soon as possible – don't wait too long!
SHARE
 - ✓ Tie accomplishments back to your individual stories

Understanding Giving Platforms

- Using Giving Pages on Giving Tuesday
 - ✓ ElginGives vs. ILGIVE
 - ✓ Research options based on fundraising software/giving platforms
 - ✓ Using GiveGab/Network for Good/Classy
 - ✓ Facebook
 - ✓ PayPal
 - ✓ Other

QUESTIONS

Q&A

Elgin Gives Campaign

- ✓ Marketing
- ✓ Social Media
- ✓ Blogs
- ✓ Kick-off Party
 - Oct. 16, 2018 – 6-8 pm @Dream Hall –
RSVP elgingives@gmail.com



Helpful URLS

Helpful URLS

- ElginGives
www.elgingives.org
- #ILGive
www.ilgive.org
- Giving Tuesday
www.givingtuesday.org
- ElginGives Facebook Page
www.facebook.com/elgingives

Giving Tuesday: Getting Your Board On Board

ElginGives.org

elgingives@gmail.com

