



Peer-to-Peer Quick Start Guide

Your supporters believe in your mission and want to partner with you to do great things. Use this guide to kickstart your Peer-to-Peer campaign through Donorbox.

1. Choose a Program to Fund

First, decide which program to fundraise for through this campaign. Below, you'll find several questions to help you select a program, and others to guide you as you begin to pull together details that will be featured throughout your fundraising materials.

Things to consider when choosing a featured program:

- How much does the program need?
- What indicators will determine success for the campaign?
- How does the program help achieve your nonprofit's mission?
- What is the scope of the program - how many are affected?
- Can you access and share a few of the program's success stories? Be sure to identify and share images and/or videos when possible.
- How do gifts make a difference? Are there action items you can list? (eg, \$100 helps a child go to school for a year.)
- What program-specific financial reports can donors receive after the campaign?

Pro Tip: Think specific, not general! Peer-to-Peer campaigns are often more successful when they have a specific program or dollar amount goals that can provide tangible results and are easy to communicate to both fundraisers and potential supporters.

2. Determine Your Goals

There are several ways peer-to-peer campaigns can benefit an organization - it's up to you to determine your unique goals for each campaign. Setting goals will give your organization something to work towards as well as provide you with key performance indicators to determine the success of your campaign.

Goals for your campaign might include:

- Financial goals
- Donor acquisition
- Social media shares
- Increased event attendance
- Increased website traffic

3. Set a Campaign Timeline

Peer-to-peer fundraising campaigns with a set time period offer several benefits. Externally, they are a great way to create momentum as well as a sense of urgency. Internally, they provide a clear-cut beginning, middle, and end, making planning a little easier for your organization *and* your fundraisers.

Whatever the length of your campaign, be sure to include:

- **A powerful beginning:** Drum up excitement prior to launch and have a coordinated campaign kickoff effort.
- **A midway check-in:** Establish at least one check-in with fundraisers halfway through the campaign to help keep them engaged.
- **A triumphant end:** Planning a campaign celebration is a thrilling way to finish a successful campaign. Having a deadline will also create that natural urgency.

4. Develop and Finalize Peer-to-Peer Fundraising Tools

Equip fundraisers with all the tools they need - you want to make it as easy as possible for them to be successful. You can also modify our Donorbox [Peer-to-Peer Fundraising Manual](#) and create some campaign talking points and FAQ to share.

Here's what to include in your fundraiser toolkit:

- Program details
- Campaign branding and visuals
- Email and social media templates
- A fundraiser training manual

5. Create a Peer-to-Peer [Campaign](#) Online

Use [Donorbox's](#) easy and FREE tools to create a customized peer-to-peer campaign using your Donorbox admin console. New to Donorbox? It's easy to [sign up](#).

When you're ready to begin, follow these steps:

- Create a separate campaign or add it to another campaign or event.
- Toggle the switch to allow invited fundraisers.
- Add a donation thermometer to show campaign progress.
- Add a peer-to-peer campaign button to your website's home and program pages.

6. Find and Connect with Potential Online Fundraisers

Do a deep dive and come up with a list of supporters you want to invite to become a fundraiser for your campaign. Are any of your supporters popular on YouTube, TikTok, or Instagram? What about someone who is already passionate about sharing your mission?

Using the Donorbox platform, you can invite these supporters to participate in your campaign. To spread the word even further, you can share the campaign publicly through your marketing channels.

A few suggestions on how to engage top fundraisers:

- Connect with two or three supporters with a strong online following.
- Reach out to those who are already sharing your mission with their networks.
- Send emails and create social media posts to garner additional fundraisers.
- Solicit a prize and create a contest for your best fundraisers.

7. Send Campaign Tools to Fundraisers

Remember those fundraising tools you developed? Be sure to share that toolkit with your fundraisers and let them know that you are available to help every step of the way.

Here's how to ensure fundraiser success:

- Provide fundraisers with your toolkit, including a training manual, social media and email templates, campaign deadlines, program facts, etc.
- Send them a **how-to video** guiding them through creating a peer-to-peer campaign on Donorbox.
- Email weekly updates on the program and how the campaign is going.
- Call and connect with them regularly to see where you can help.

8. Thank Fundraisers and Donors

Throughout the campaign and in the days and weeks after, thank all fundraisers - and the donors they bring in - for their support and hard work.

You can show your gratitude in a few different ways:

- Targeted, personalized emails
- Personal letters and cards
- Public acknowledgement on social media and your website, and at events
- Personal phone calls
- Ads with local media or on social media to thank all fundraisers and donors

Pro Tip: Fundraisers should make thank you calls or send notes of gratitude by mail or email to their donors, but the organization should also acknowledge each gift with a personalized letter. Most campaign donors choose to give because a personal friend or family member invited them. Use this as an opportunity to develop relationships with each new donor to ensure they become long-time supporters.

9. Track Your Success

It's time to see if you met your campaign goals! Throughout the campaign, and especially after it wraps, review any data and analytics available to you, so you can see where you succeeded and what might be improved for the next campaign.

A few questions to help you track your success:

- How much was raised?
- How many volunteer fundraisers signed up?
- How many new donors?
- How many social media shares?
- Was there an increase in website traffic?

Congratulations on running your peer-to-peer fundraising campaign! Have a success story you'd like to share? Contact us at Spotlights@Donorbox.org.