Considering launching a peer-to-peer campaign this year, or revamping an existing one?

A fundraising ask that comes from a family member or a friend is 5 times more effective than one that comes directly from the organization, so running a peer-to-peer (P2P) fundraiser is definitely worth the consideration!

Whether this is new for your organization, or you are a P2P veteran, we'll share both innovative and tried-and-true strategies to give you a recipe for the most successful campaign possible.

**INGREDIENTS:**

**YOUR CAMPAIGN**

☐ Concept
☐ Story
☐ Fun Factor
☐ Branding
☐ Optional: Sponsorship and Media

**YOUR PEER FUNDRAISERS**

☐ Recruit
☐ Motivate

**YOUR DONORS**
YOUR CAMPAIGN

Concept

What type of fundraiser do you want to run? Will it be a virtual competition or an in-person event? A pizzeria tour, a race, or maybe both?

1. If you're new to P2P, you'll want to familiarize yourself with how peer-to-peer works and some classic P2P campaign ideas, with ready-to-use templates.
2. Next, take inspiration from these unconventional approaches that will help you elevate your fundraising concept and help it stand out from the noise.

Story

Once you have the concept (as well as a clear idea of your fundraising goal and purpose), you'll need to tell a compelling story to connect and inspire fundraisers and donors alike.

1. Review these Five Elements of Storytelling for writing tips.
2. Using a video in your campaign isn’t just a nice visual element - it can 4x your fundraising results! Don’t think you have to miss out on this due to resource constraints. Here’s how to create a short video (on a budget).

Fun Factor

Pepper in some fun - even if you're fundraising for something that's nothing to laugh about. You're asking people to devote their leisure time, so make the choice a no-brainer for them. If it's fun and they get to feel good about making a meaningful impact, chances are good they'll choose you over Netflix.

Branding

Now that you have a compelling concept and story, consider branding your fundraiser separately from your organization's brand. Creating branding specific to the campaign is a
strategic way to allow your fundraiser to grow legs of its own, outside of your organization, thereby appealing to a wider audience.

Optional: Sponsorship & Media

The added bonus of going through the trouble of creating a well-branded, compelling campaign is it becomes fertile soil to engage local business partnerships as well as the media.

We're really inspired by these serious causes that have feel-good fundraising campaigns, who have branded themselves well and got creative with their sponsorship.

To learn more about why and how you can engage the media to spread the word about your campaign, we also recommend reading these tips for crowdfunding success.

YOUR PEER FUNDRAISERS

Your peers are the life force behind your P2P campaign, so you'll want to get them on board, give them all the tools they need to succeed, and keep them engaged and motivated throughout.

Recruit

First, you need to get your peers on board. Here are some tips on how to recruit your peers:

1. Create a list of people you think would be willing to fundraise on behalf of your organization and make a personal outreach.

2. Provide your peers with resources such as email and social media templates. You want to make this as easy as possible for them. Providing short email and social media templates your peers can personalize will make it that much easier for them to create their fundraising page.

3. Make it easy for them to create their fundraising page! In Flipcause, there are 3 ways you can add fundraisers to your campaign: allow them to sign up through your campaign page, invite them to sign up via email, or you can create their page for
Motivate

Now, that your peers are onboard and have created their fundraising pages, keep them motivated and engaged:

1. Send them frequent updates on the progress of the campaign. Use "we" language to make them feel recognized and take ownership of the campaign's success.

2. Celebrate their progress - send personal outreach when peers reach certain milestones, such as the first $100 raised, 50% raised toward their goal, and keep cheering them on. If you see someone is struggling, reach out and see how you can support or coach them. This will go a long way in motivating and re-engaging.

3. Creating teams is also a good way to foster some friendly competition and keeping groups of peers accountable to each other.

YOUR DONORS

Once you've reached your goal and ended your campaign, it's not over yet! One of the major benefits of a P2P campaign is the influx of new donors, so now is the time to start cultivating these new relationships.

Thank

1. Of course, don't forget to thank your peers AND your new donors!

2. Provide your peers with the list of donors who donated to their page so they can send out their own personal thank-yous. Offer them an existing thank-you template to make it easy and better tailor the donor experience.

Cultivate

Do an outreach to all new donors. This is a great time to create a welcome series specifically targeting new donors that donated through a peer page - build that relationship so you can convert them into sustaining donors. If you showed them a great time, they can even become fundraisers for next year's campaign!