

A comprehensive guide to building a

P2P fundraising community



about this guide

This guide will equip you with the knowledge and tactics that you need in order to build your peer-to-peer (P2P) fundraising community, at every stage of the game. The document provides the methodology for an in-depth analysis of a charity's stakeholders, plus actionable tips for involving them in online fundraising, from recruitment to engagement and delight.

You can expect to:

- Discover the benefits of peer-to-peer fundraising.
- Understand the difference between crowdfunding and p2p.
- Learn the theory behind communities.
- Identify and understand your key stakeholders.
- Puzzle out the main tactics for recruiting your first fundraisers.
- Discover top best practices for supporting and helping your fundraisers.
- Learn how to use data to skyrocket your fundraising results.

created by...



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1 Giving preferences are changing

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Our lives have moved more and more online. Technology has changed many of our habits, from studying to buying, and these trends are only expected to continue. Giving preferences have changed as well. For the past several years, growth in online giving has outpaced the overall giving. The convenience and accessibility of making an online donation has rapidly increased and engaged those who would not normally support nonprofit organizations.

The rise of social media channels has allowed charities to expand their fundraising departments. **Regular people have become active promoters of good causes.** They run, swim, cycle, and give birthdays to nonprofit organisations; and their involvement is comparable to what we see in volunteers or high valuable donors. Therefore, for many good reasons charities are eager to take advantage of online fundraising.

The first steps are often online advertising campaigns through Adwords and Facebook, and newsletters. Even though the ease of using an online donation form compared to sending a check is obvious, this does not even come close to leveraging the immense power of the internet. Organisations that are serious about the power of online fundraising are taking advantage of the social sharing by the masses. And nonprofits are in many ways in a unique position to do this.

BETTER NOW 2015 in Numbers

Average amount fundraised



Average number of donors per fundraiser



Average donation



2 Peer-to-peer fundraising. Concept definition.

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In this chapter you will understand the difference between crowdfunding and peer-to-peer fundraising.

Confusion exists around what the two main forms of mass online fundraising are, namely peer-to-peer fundraising (P2P fundraising) and crowdfunding. At BetterNow, we have often seen eager charities launching into one of these methods of fundraising, but with poor results due to misunderstanding of the two concepts. So, before we move forward, let's take a look at *Image 1; Crowdfunding versus Peer-to-Peer Fundraising*, and make sure we are on the same page when it comes to these two concepts. Crowdfunding is the gathering of a large crowd that wishes to fund a project, by each individual donating relatively small amounts. Crowdfunding is often associated with the funding of tangible objects that require a specific threshold amount before it can be realized. An example of this could be the refurbishment of a soup kitchen, or a new roof for a children's home in Kenya. P2P fundraising, on the other hand, is a subcategory of crowdfunding, as it is still funding through gathering a crowd of people who are willing to fund a cause. The difference from traditional crowdfunding is how you gather the crowd.

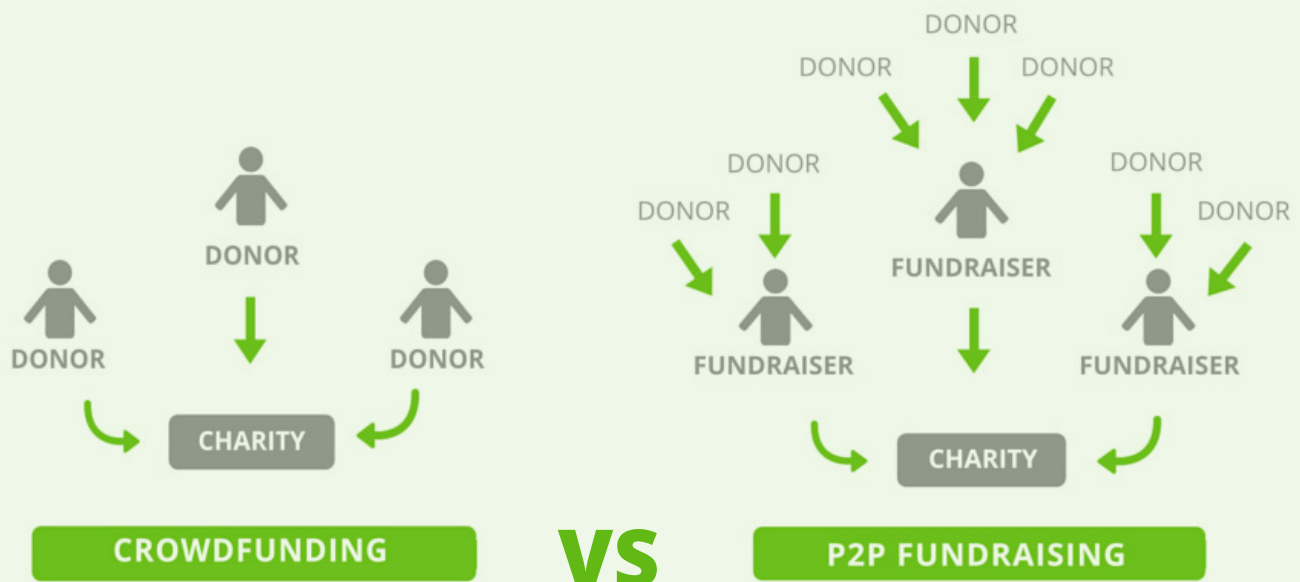


Image 1- Crowdfunding vs Peer-to-Peer

2 continued...



The name in itself tells the story. **P2P fundraising leverages your existing support base to gather the crowd.** It is your supporters who do most of the hard legwork. This is comparable to when charities recruit volunteers for door-to-door collection, and many of the same tools and skills can be leveraged here. Rewards and incentives are often given to the fundraisers rather than the donors. The charities' job is to recruit these supporters and equip them with the necessary knowledge and tools to fundraise. **A P2P fundraising campaign is rarely spread outside of the fundraisers own personal network,** and the campaign is therefore limited by the size, quality, and extent of these personal networks. There are some important distinctions from traditional door-to-door fundraising. A supporter who creates an online fundraiser does not approach strangers and ask for donations; they approach their own personal network of family members, friends, and colleagues. P2P fundraising sometimes also goes under the name "social fundraising" due to the social aspects and the high leveraging of social media.

The fundraisers recommend the charity personally, just like when friends recommend great products to each other, charities just have a way of systemizing this process — and it is called P2P fundraising.

CONTINUE TO CHAPTER 3

3 What is a community?

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In this chapter you will understand the difference between crowdfunding and peer-to-peer fundraising.

“Communities” is a very simple concept that goes back long time. The technology and the neologisms we use today have made online communities to be perceived as complicated structures, but in reality, if we make the effort of removing the details, we get to something very simple: **A community is actually a tribe.** The technology available today allows us to interact in ways that were impossible before, but at the foundation of a community and a tribe stand the same four pillars:



And organised group of people



A common interest



A leader



A communication channels

People are used to being in communities; a spiritual community, a work community, a reading club etc. But now, thanks to the Internet, the explosion of mass media, and many other things that are bubbling through societies around the world, communities are everywhere. (Seth Godin, TedTalk)

According to Seth Godin, the author of ‘Tribes: We Need You to Lead Us’, the difference between a random group and a community is that the community is a group with a common vision or interest, a leader, and a communication channel.

Most likely your organisation already has a strong mission, so your job will be to make sure that the messages you sent to the community are always aligned with the mission. And do not forget: The people in your community can only be as passionate about your cause as you are.

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The common interests aka your mission statement

In order to build and lead a strong fundraising community, you need a mission statement that inspires and connects people. The mission statement is the reason your organisation exists, and, at the same time, the basis for all kind of support that your charity receives. Some examples of good mission statements are:



To transform lives by improving access to safe water, hygiene and sanitation.



HJERTEFORENINGEN

Together we achieve a healthier and better life for all.



A world without cancer. Our goal: to beat cancer and that a day a cure is reached.

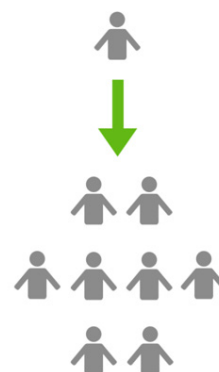
You are the leader of your community. One of the things that you must realize early is that every community has a leader; and in your case it is your organisation as an entity. Also, you must be aware that within a tribe there can be several communication types (represented also in the images 2-a,b,c,d - Communication types within a tribe):

- From the leader to the tribe;
- From the tribe to the leader;
- From a tribe member to another tribe member;
- From a tribe member to someone from outside the tribe.

Communication from the leader to the tribe

can be mass communication (e.g. a newsletter that you sent to all fundraisers informing them about a new fundraising milestone or invitations to participate in a new event or campaign) and one-to-one communication (e.g. personal thank you and congratulations messages on their fundraising page, support and help email). We strongly advise you to include both types in your strategy.

The beauty of a community is the interaction between those who take part in it.



Communication from the leader to the tribe

Image 2a

3 continued...

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The communication from tribe to the leader is also highly important because it gives you the chance to get feedback, to offer support, and to create engagement and loyalty. The key for a successful communication from the tribe to the leader is active listening from your side.

For example: If people mention your organisation in their social media posts, engage in the conversation; or if they encounter difficulties while fundraising and get in touch with your support department, listen and be helpful.



Communication from the tribe to the leader

Image 2b

Communication from a tribe member to another tribe member.

When the community is strong, interesting conversations happen



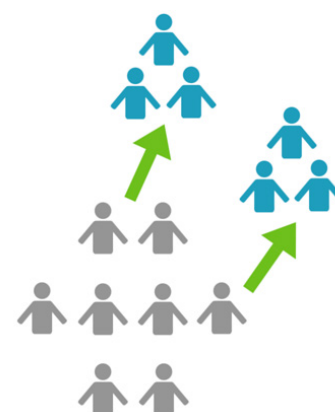
Communication from tribe member to another tribe member

Image 2c

without the active participation of the leader. For instance, a good idea is to provide the fundraisers with tools so they can interact with each other and with the donors. A simple feature such as a comment boxes on the fundraising page will enable the fundraiser to write a personal messages to the donors and other fundraisers. In a nutshell, make sure your communication channel allows for members to interact between them without you pushing for it.

Communication from a tribe member to someone from outside the tribe.

P2P it is all about amplifying this type of communication. Fundraisers are people that stand up for your cause. They talk about it, share it on social media, and invite their network to engage with your organisation. In order to encourage this type of communication, we recommend you to optimise your fundraising solution, so it allows easy sharing--for e.g. make sure the fundraiser page includes visible social media sharing buttons and call to actions for sending emails.



Communication from a tribe member to someone from outside the tribe

Image 2d

Last but not least, when choosing the channels for keeping in touch with your tribe, ensure that all the above interactions are possible.

4 Who forms your community?



In this chapter you will find information on how to identify and understand your key supporters fundraising.

When it comes to managing a project like the development of a community, and implementing the ideas that we suggest in this guide, it is highly important to understand who the people are that you are about to influence. These people are crucial for the success of your community, and some are more involved and have more influence than others. Therefore, knowing who they are before you start this initiative is incredibly important. A common practice in management is defining who the stakeholders in your project are. A tool known as Stakeholder Analysis is used to understand the influence and power that these particular individuals or communities have on your project.

In this chapter we are going to give you a brief introduction to the Stakeholders Analysis, and explain how this helps you define and understand your supporters.

The first step when analysing the people that interact with your charity is to identifying them.

Step 1: Identify Your Stakeholders

The first step in your Stakeholder Analysis is to [brainstorm](#) who your stakeholders are. For example:

Your Colleagues
partner organisations
Passionate Volunteers
recurrent donors

one-time donors
social media communities
fundraisers
etc.

Remember, that although stakeholders may be both organizations and people, ultimately you must communicate with people. Make sure that you identify the correct individual stakeholders within a stakeholder organization. (*MindTools*)

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Step 2: Group Your Stakeholders

You may now have a long list of people and organizations that interact with your charity. A good way to get an overview of them is by categorizing them into internal and external groups, as it is shown in the image number 3—Internal and external stakeholders. But as you do that you will realise that the some of these might be very valuable financially, others might be highly involved with the organisation, and others might be great promoters.



Image 3 - How to group your fundraisers

So, as a next step we suggest you to map out your stakeholders and understand how are they contributing to your organisation’s overall progress. To do this we suggest a tridimensional map, where the axes are involvement, influence, and financial value—as visualised in *Image 4 - Map stakeholders based on involvement, influence, and financial value.*

In this context involvement should be understood as time or energy spent on activities related to your organisation or cause. Some of your most involved groups are: your board of directors, your staff, your volunteers, your recurrent donors, and your recurrent fundraisers. They are worth gold because they are truly passionate about your cause. They are the ones to turn to when you recruit your first fundraisers.

On the second axis there is influence, which in this context means the capacity to have an effect on other people. You might think rock stars or politicians should be included in this group, and that is correct. But at the same time, active social media followers, respected bloggers or recurrent fundraisers can be highly influential. Moreover, they are easier to approach, and might already be passionate about your cause.

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The third axis represents the financial value of a person or a group, and offers an overview on the financial contributions each group makes.

When grouping the stakeholders it is essential to understand that all axes are important, and although you might have the tendency to focus your energy on the ones that make the highest contributions, the groups with high involvement and high influence are also very valuable.

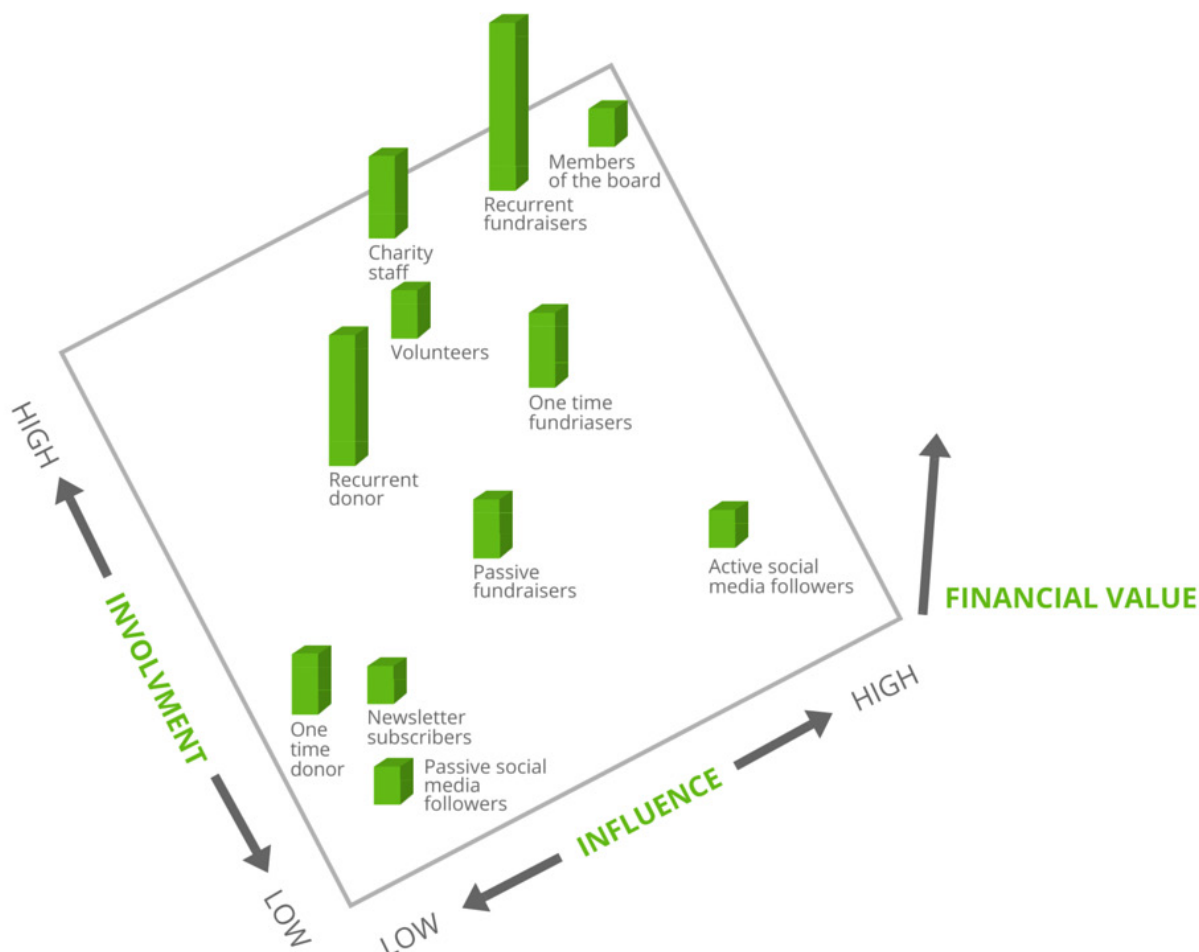


Image 4 - Map stakeholders based on involvement, influence, and financial value

Step 3: Understand Your Key Stakeholders

The next natural step in this process is to get a better understanding of your key groups. You now need to know more about what they like, how they spend their time, what motivates them and what kind of campaign they will be most likely to support. A good framework for this challenge is “personas”. A user persona is a representation of the goals and behavior of a hypothesized group of users. A visual example can be seen in the *image 4 - Template of a persona*.

The purpose of personas is to create reliable and realistic representations of your key audience segments. For a how-to-guide we recommend you to [this article](#) from usability.gov. Also, we have included an example of a buyer persona in the appendix.

PERSONA TEMPLATE

My name _____

My age _____

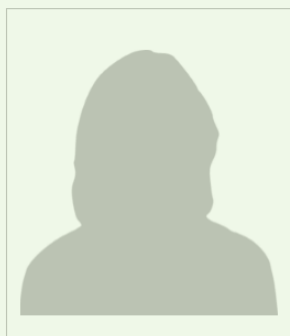
I live _____

My occupation _____

My relation to the charity _____

I like _____

My behavior online: _____



I would fundraise because _____

The campaign(s) I feel passionate about _____

My main challenges when fundraising online are _____

Image 5 - Persona Template

CONTINUE TO CHAPTER 5

5 Who forms your community?



In this chapter you will find information on how to recruit your very first fundraisers, and which channels to use for communicating p2p fundraising.

Now that you have made profiles of your key stakeholders, you are ready to start recruiting the first fundraisers among them. You have begun fundraising through a new channel that might be unknown to many of your supporters. In order to make it successful, you will have to tell people about it. When recruiting your first fundraisers, you should be first looking for people with high involvement. These are your core supporters, they are already halfway there. Converting them into your online evangelists is just a matter of tactics. So, let's have a look at some best practices and tricks on how and where to communicate p2p fundraising:

Your Website.

Your website is your house online, it is the place where people go when they want to catch up with your work, the place where people make a contribution, where volunteers subscribe to different events, where your future partners and employees get information about your cause. If you think about it, you will see that people visit your website for different reasons; and it is inform them all about this new fundraising channel. There are several ways to announce this on your website. Here are some:

- A banner on the home page
- A call-to-action using API data
- A simple button placed wisely in the main menu

Some examples can be seen in the images 6 and 7.

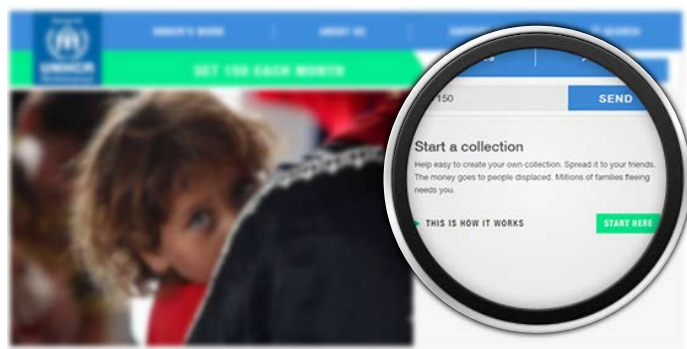


Image 6 - Printscreen from Sweden for UNHCR's homepage

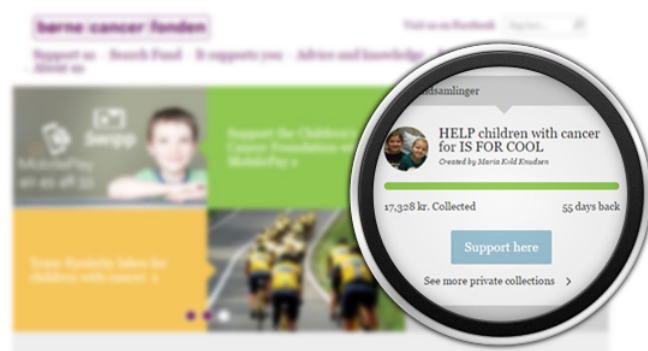


Image 7 - Print screen from Danish Child's Cancer Association homepage

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Your core supporters. You have officially started with peer-to-peer fundraising, but for some reason not everyone seems to get the FUN in FUNdraising. So in this case you will have to recruit your first fundraisers in the old school way. Turn to your core supporters—your team, your colleagues, the passionate volunteers, maybe even some engaged and open-minded board members. Invite them for a coffee-meeting or send a powerful email and pitch the idea of creating a fundraiser for your organisation. Remember to create a context! It can be a friendly sport competition, a no-sugar week, a silent day, or a fancy-dress-day. Whatever floats their boat.

Once you have them on, document their progress, gather pictures, interview them to discover their reasons and motivation to fundraise, and finally, translate all that information into case studies and stories to inspire other supporters.

Dedicated emails. Once you have some examples of successful fundraisers, it is going to be much easier to communicate the concept and recruit people. A good idea is to send out emails to lists of supporters that you think have high involvement, and might be willing to try out a new way of supporting your cause.



5 continued...



Communication 360 degrees. Make sure you take advantage of the existing communication channels, and that your followers are exposed multiple times to the news.

*There is a myth in the advertising world that viewers will forget your message if you do not repeat your advertising often enough. It is this **myth** that supports many large advertising expenditures...I would rather say the public comes closer to forgetting nothing they have seen. They just “put it out of their minds” until and unless it has some use . . . and [then] the response to the commercial continues. (H.E. Krugman) So before expecting action, ensure a good exposure.*

Below are some examples of channels that can be used:

Your Social Media.

Share examples, ideas, and inspiration with your existing communities. They might already be familiar with p2p fundraising, because social media platforms are a big part of this concept.

Existing campaigns.

You might have some on-going campaigns that are a good fit for this type of fundraising. Connect the dots and figure out how to make them work together.

Your Newsletters.

Include a short (or long if that works) section with p2p fundraising stories, inspiration and ideas. This way you will inform and inspire your supporters, and without noticing it they will empathise and start thinking about their own initiative.

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6 Tactics for supporting your community

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In this chapter you will find information on how to help and support your existing fundraisers in order to have a good experience and achieve their goals.

Welcome and show gratitude

When supporters start a fundraising page for your organisation, applaud their dedication and thank them for the initiative. By showing enthusiasm and gratitude, you will reinforce their commitment and make it harder for people to forget or give up. Be prompt and send out an automated welcome email or leave an appreciative message on their fundraising page. Small acts can make a huge difference.

Encourage and be helpful

Be proactive in encouraging and supporting the fundraisers both when they are reaching new milestones and when they are not doing so well. Send congratulations messages when people reach 10% / 30% / 50% / 80% of their fundraising goal or when they receive the most donations in a day. Also, have some handy materials prepared for sharing with the ones that are not performing well, for e.g. a fundraising kit, a checklist on what to do if they do not get donations, eye-catching images to share on social media or infographics describing your charity's results.

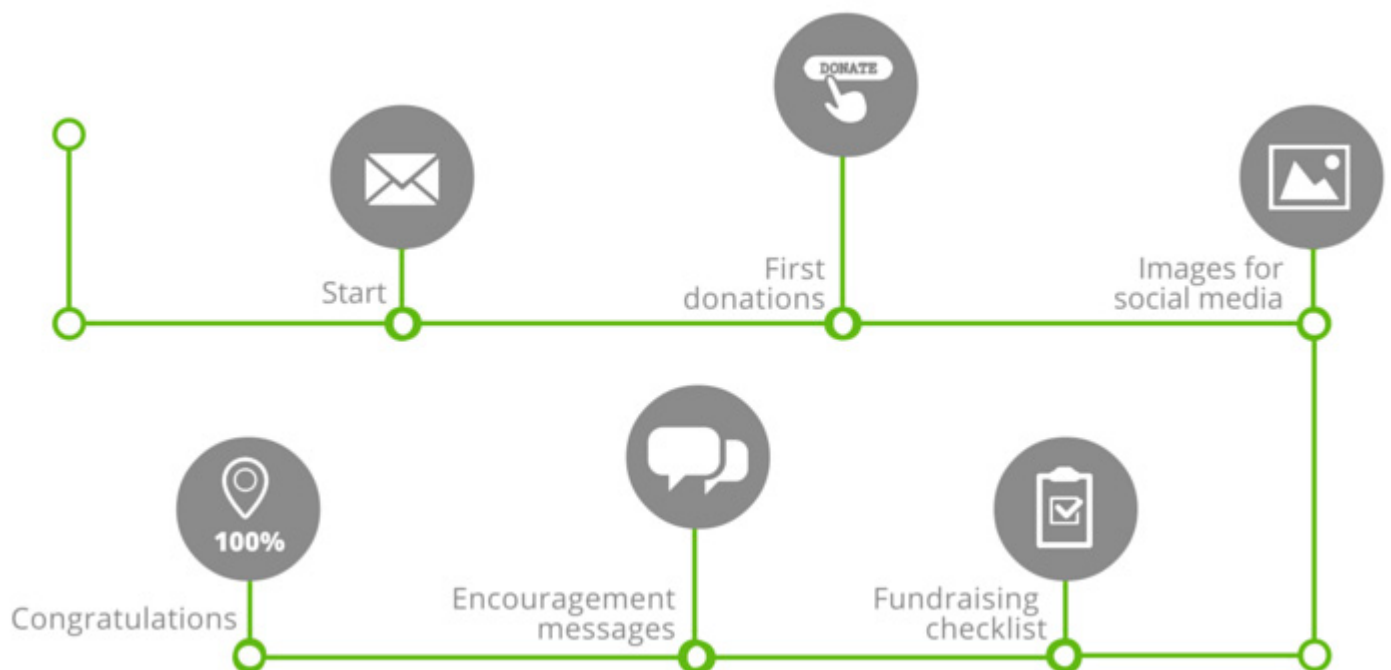


Image 9 - Example of touch points

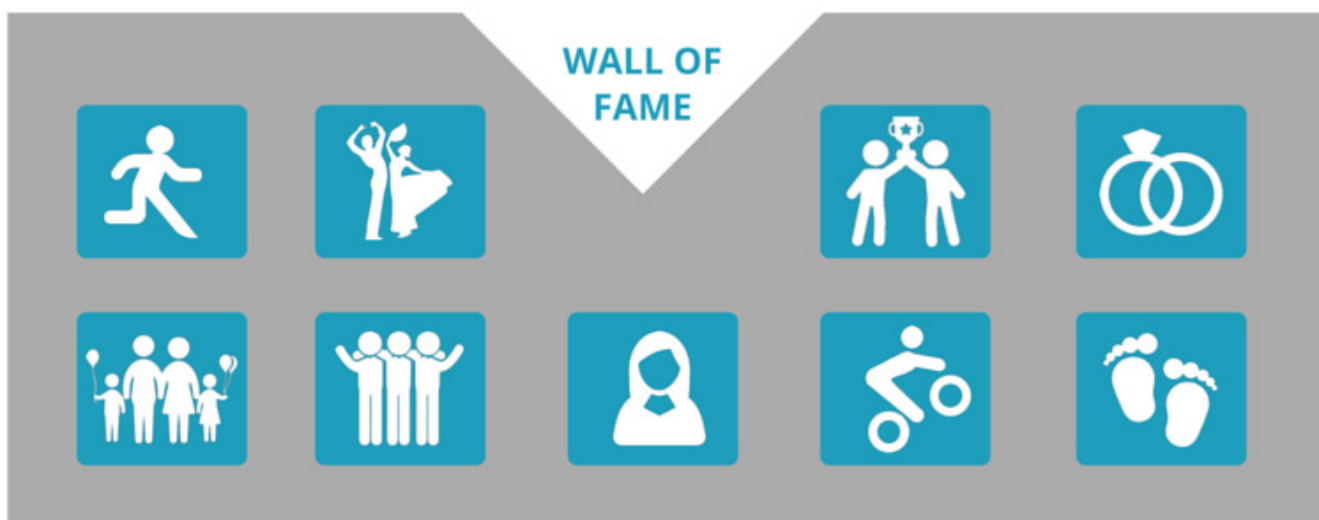
Activate the passive fundraisers

If you start analysing the numbers and notice that you have many passive fundraisers, do not panic. Instead work on getting those 0 euros fundraised into 500 euros. A best practice to influence this metric is to send out emails with tips and examples. At BetterNow we have defined a complex user flow, and when a person creates a charitable initiative, but does not receive any donations or becomes passive, our system triggers personalised emails, and sends out advice on how to take it from there. For certain events, a welcome phone call is worth the cost to get fundraisers going. Keep an eye on the number of passive fundraisers, because it is a metric easy to influence it, and it can make a huge difference in the long run.

Gamified gratitude

Gamification is a successful technique because it uses our love of competition and reward to encourage certain actions, also because it is engaging and fun. Gamification is the application of game elements (e.g. point scoring, competition with others, rules of play) to non-game contexts in order to encourage engagement. Some ideas of gamified actions that you can implement right away are:

- A **“wall of fame”**. A simple page where you praise the fundraisers that have collected the most donations.



- **Fundraiser of the week or fundraiser of the month**. You can use social media or internal newsletter to congratulate the person who collects the most in a week or a month. Also, make sure the person gets a thumbs-up-message from you. This tactic is effective both because the fundraiser will feel appreciated, and by sharing it with your community, you will inspire them to follow the example.

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• Merchandising materials:

Hats, t-shirts, pens, cups etc. Most charities have this kind of materials for offline events. Perhaps send something as a gift to reward them on their initiative. It is a nice way to surprise them, show gratitude, but also to generate some word-of-mouth—because most likely they will share the experience with their network, and you will get some exposure. Win-win!



Image 10 - Examples of merchandising materials

The personal touch

The importance of personal and authentic communication with the supporters can not be stressed enough. No one likes the feeling of talking to a machine or a robot. Be human in your interactions, sign the messages with your personal name, use casual language, and last but not least show gratitude and make the fundraisers feel special.

Congratulate and follow up

When a fundraiser has ended an initiative and achieved his/her goal, a good practice is to send a congratulation message or email. Also, if they have fundraised once and had a good experience, chances are that they are also willing to support your organisation in other ways. Inform them about crowdfunding projects, invite them to become monthly or annual donors or remind them to start another fundraiser. Remember: Following up with former fundraisers is as important as recruiting new ones.

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Tactics for growing in your community

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In this chapter you will find information on how to gain new supporters and how to create opportunities for people to start a fundraiser for your organisation.

Growing through third party sports events

Sport and solidarity have more features in common than what it seems at first. Both try to pursue a change, more or less personal. Taking part in sport events means overcoming the impossible, pushing the body to the limit, measuring their resistance and enjoying the personal satisfaction after obtaining good results. People engaged in charity also work for a better life for those who need it. That also implies fighting for what one believes, having clear in mind that with effort and dedication they will obtain positive results and they will be able to change many people's lives.

Moreover, people doing sport generally have a healthy lifestyle, above average income, and a network of likewise individuals. Therefore sports and charity seem to be the perfect match.

Partnerships with sport event can be very beneficial for nonprofit organisations, as you will be adding a new fundraising channel to your strategy, with very little effort from your part.

There are a few different ways to approach this topic: One is to buy tickets in various sport events and offer them to your supporters. In return they must create a fundraiser for your charity, and collect at least the double of the amount you have spent on buying the ticket. Another approach can be to get in touch with sports event organisers, and offer them promotions and help with volunteers in return of free tickets.

An example of a successful charity-sports event collaboration is **Femina**. The race takes place once a year, and in connection to it most participant create a fundraiser for a non-profit organisation. A good starting point can be to create a list of the biggest sports events that take place near you, and getting in touch with the organisers.

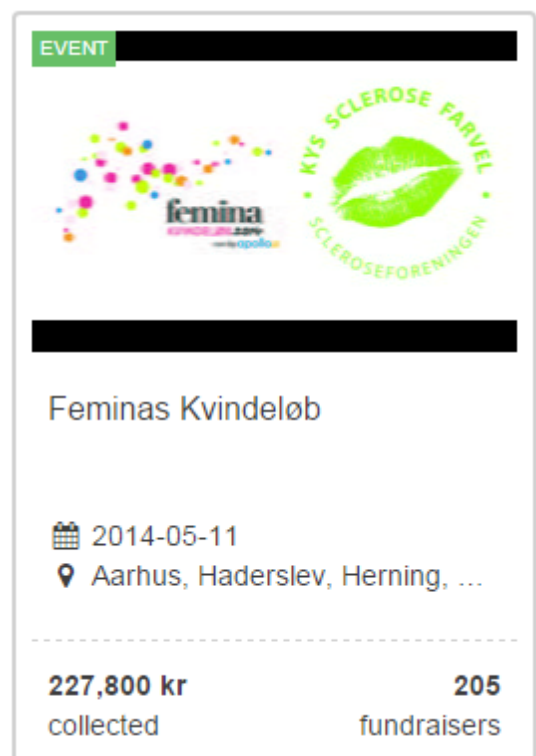


Image 11 - Print screens of Femina, Charity-Sports Event

7 continued...



Growing through your own events

There is also the possibility to grow through year-round fundraising events organised by your organisation. And with events we here mean occasions for people to start a fundraiser. Some examples are sports or cultural events or online campaigns.

Sports events like 5k, 10k, bike tours, walkathons, obstacle races, roller-skating marathons are a good way to engage sport enthusiasts in p2p fundraising. To organise such an event you will need a good concept, strong promotion, and a smooth implementation. You can do it in-house or hire an agency that has experience with event management. Also, a good practice is to create a strong brand for the event, and to organise it at least once a year. Cultural and social events can as well serve as an occasion for supporters to create fundraisers. Private concerts for fundraisers, art exhibitions with gifts for donors or bowling for a good cause are just some examples.

Another fun way to engage people in p2p fundraising are challenges such as the famous Movember campaign. At **BetterNow** we have developed such a campaign, it is [TastePoverty Challenge](#), and it is a dare to live for five days below the poverty line. In connection to it all participants are required to create a fundraiser for a charity that fights poverty.

Other ideas are:

A day in silence, Hairless fundraisers, No sugar week, No alcohol month, Waking up at 6 a.m. challenge, you name it.



These campaigns perform incredibly well because they provocative, but at the same time, fun and social. You will be amazed by how committed people are, and by the word of mouth they generate.

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Focus on specific types of fundraisers

From our experience, when it comes to peer-to-peer fundraising, people need a reason to start an initiative. It is difficult to convince people to start a fundraiser without an occasion. Suggesting ideas, and classifying the initiatives that have given us better results.

Identify the occasions that people use to create fundraisers for your organisation! Maybe most of them create a fundraiser in connection to a sport event, or a when they have a birthday or an anniversary; or maybe you will learn that challenges or memorial fundraisers work the best for your cause. Knowing this will help you target your communication and focus on what works, e.g. you can create dedicated landing pages or you can communicate directly to those that have birthdays.



START A FUNDRAISER IN CONNECTION TO A SPORTS EVENT



START A CHALLENGE FUNDRAISER



START A BIRTHDAY FUNDRAISER



START AN ANNIVERSARY FUNDRAISER



START A MEMORIAL FUNDRAISER



HAVE ANOTHER IDEA?



CONTINUE TO CHAPTER 8

8 Tactics for sophisticated digital fundraisers



In this chapter you will find information on how to make use of the data for getting the most out of online fundraising.

The number one thing that makes the difference between mediocre and fantastic peer-to-peer results is your approach to **data**. All that buzz around big data and all those LinkedIn articles explaining how data equals power have some foundation. Used wisely, data can provide organisations with amazing knowledge and insights. In the following section you will discover some ideas on how to make use of data for skyrocketing your peer-to-peer fundraising performance.

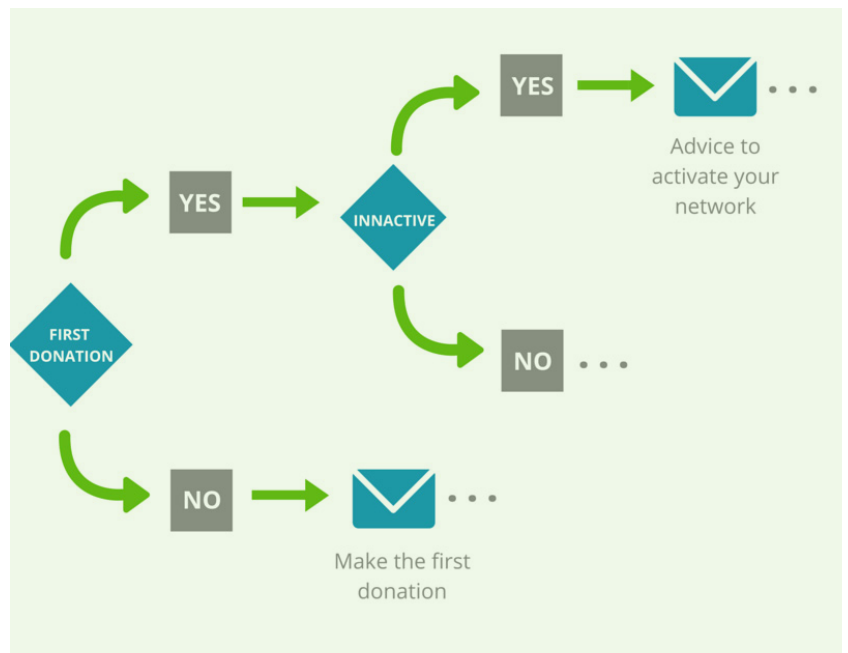
Behaviour triggered emails or notifications

Technology today allows us to track the activity of a user on our website or fundraising platform, but also the interaction they have with the communication we are sending to them. For example, we can see if they open emails, if they click or not, and where they click. This data is equipping us with insights that we can act upon. Ignoring it is just a waste of opportunities.

A well performing tactic are behaviour targeted emails. More specifically, automated triggered messages sent out to users when they perform or not perform a certain action.

Setting up behaviour triggered emails is not a quick job. Maybe that is why only 20% of the marketers are doing it. You will need to define a user journey and to identify the touch-points where you want to communicate with your fundraisers. For example: if a fundraiser has been created, but no donation has been received, you might want to send some advice to that person. Or if a fundraiser has received few donations, and becomes passive for more than a week, you might want to get in touch and somehow influence that behaviour. Furthermore, when someone is doing a fantastic job and reaches a milestone (50% or 100% of the goal); would it not be nice to be able to congratulate them? All these things and many other are possible when you are equipped with the right technology.

There are several automated email providers out there, but as mentioned above, implementing



it internally can be quite a hassle and it can take up to a couple of months. Without mentioning the maintenance and the financial cost. This is why we advise our partners to look for fundraising solutions that have a built in solution or provide it as a service.

How to straighten the relationship with the donors

Retaining the donors that have supported a fundraiser is one of the smartest and most cost efficient tactics a nonprofit can use. The estimated cost of acquiring a new donor can be up to five times more expensive than retaining an existing one.

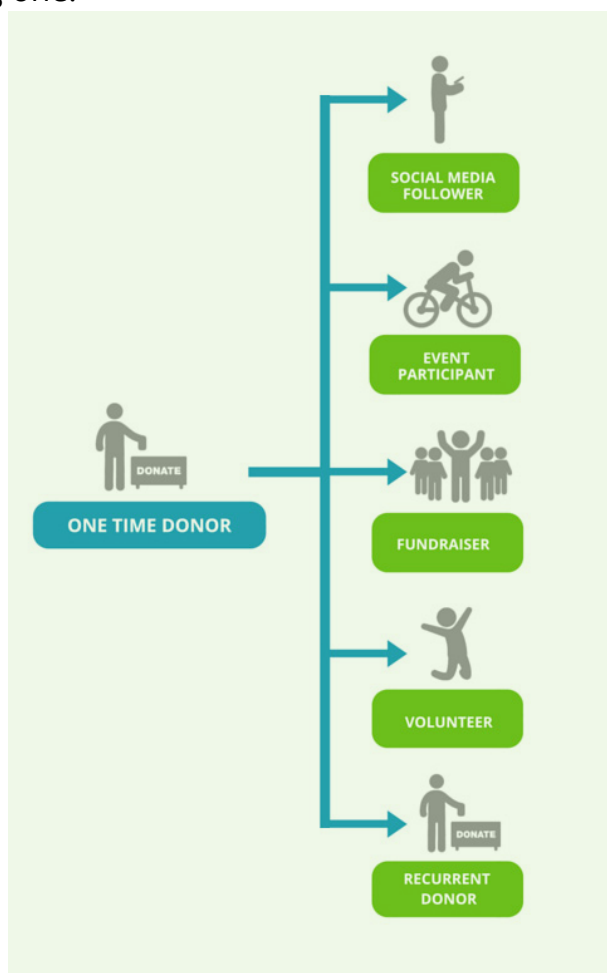
Confusion exists around the concept of retention. Most charities measure retention as repetitive donations. To give an example: If John has donated in period X, and X+1, John is a retained donor.

We challenge you to think beyond the monetary contribution, and to take into account other metrics as well. For example if a person who after making a donation follows your cause on social media, subscribes to your newsletter, and participates in an event organised by your charity, might not be a retained donor yet, but is for sure an engaged supporter.

Hence, instead of measuring retention just as repeated donations, consider other kpis, such as: event participation, fundraising initiatives created for your organisation, social media follows, and volunteering.

This change of perception might require a donor profile update in your CRM system, and you might want to ensure that you get clear data from your p2p fundraising platform.

Once equipped with the correct insights and objectives, you can target your communication and strengthen the relationships with those one time donors.



9 Key Takeaways



This chapter sums up the main points from this guide.

1.

The trends of giving are changing. Over the last several years, growth in online giving has surpassed the overall giving. The convenience and accessibility of making an online donation has rapidly increased and engaged those who would not normally support nonprofit organizations.

2.

Peer-to-peer fundraising and crowdfunding are not synonyms. P2P fundraising is actually a subcategory of crowdfunding. In P2P fundraising your supporters are gathering the crowd, in crowdfunding your organisation is doing the job.

3.

Communities are groups with a common vision or interest, a leader, and a communication channel.

4.

In order to find out who forms your community, you can do a stakeholders analysis, which consists of: identifying your supports, mapping them based on influence and involvement, and understanding the key groups.

5.

The best way to recruit your first fundraisers is by turning to your core supporters; staff, passionate volunteers, engaged social media followers, and open-minded board members.

6.

In order to support and grow your fundraising community, show gratitude, offer help and support, activate the passive fundraisers, use gaming elements, be personal, and follow up.

7.

Grow your community through external events or organise your own campaigns, competitions, or sport or cultural events.

8.

Behavior triggered emails can influence the activity on your fundraising platform. Start by defining a user journey to identify the touch-points where you want to communicate with your fundraisers. And to engage the donors, equip yourself with the correct insights and objectives and think beyond the monetary contributions.

Created with love and excitement by BetterNow.

BetterNow is a company that develops peer-to-peer fundraising solutions for the nonprofit sector.

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