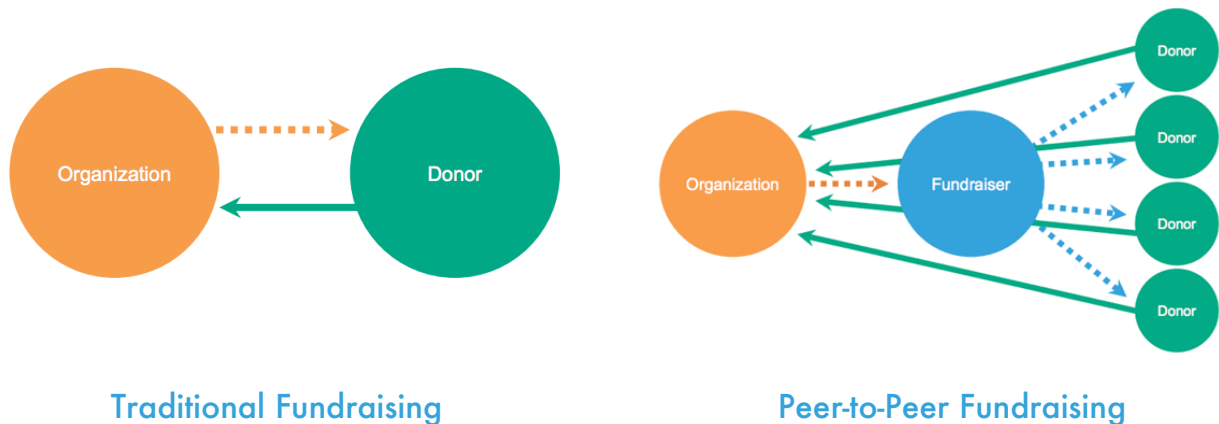


# The Seven Success Factors of Peer-to-Peer Fundraising

Summary of Plenty Consulting Resource by the CAP Network

Note: to download the full Seven Success Factors e-book, please go to: <https://www.plentyconsulting.com/seven-success-factors-e-book>

Peer-to-peer (P2P) fundraising is a fundraising mechanism through which your organization's constituents fundraise for you by asking their own networks to donate – a great way to tap into new networks and expand your support base. P2P is “one of the fastest-growing and most exciting non-profit fundraising channels.”



“Every accomplished peer-to-peer program has a backbone that anchors its success: strategic efforts, inspired teams, and aligned leadership.” Read on to learn about Plenty’s seven success factors to P2P fundraising.

## Success Factor #1: Clarify Your Strategy

Decide and clarify the purpose of the peer-to-peer fundraising activity or program. Are you trying to get new constituents? Are you trying to help existing constituents fundraise more? Are you trying to create awareness? Identify the top priority – the one that’s most important to fuelling your mission. Clarifying your strategy also involves identifying where the activity or program sits within your organization’s fundraising program – who is the activity going to target and how does this interact with other programs that may be focused on the same people?

**Key Question to Ask Yourself:** What's the top priority of the peer-to-peer activity or program?

## Success Factor #2: Define Your Audience

In peer-to-peer fundraising, you're looking to activate those supporters in your constituency who can act as fundraisers! Peer-to-peer fundraisers are not necessarily the same as traditional donors, so success at this step will take further narrowing down. Ask yourself, "who cares about our cause and why?" It's important to understand why someone is supporting your cause so you can tailor your communications and asks to speak to this connection properly. "Your target audience should be large enough to power your peer-to-peer program, but small enough to address in a specialized and segmented way."

**Key Question to Ask Yourself:** Do we know who's raising money and why, and are we targeting these fundraisers effectively?

## Success Factor #3: Create a Compelling Ask

There are three components to the ask in the peer-to-peer fundraising model: (1) You ask your constituents to join your program and fundraise, (2) your constituents ask their networks for donations, and (3) you ask your new donors to stay involved. First, you reach out to your constituents and ask them to join your program and fundraise. This ask is two-fold: you are asking your constituents to join you, and you're also asking them to enlist the support of their own networks. The second ask involves your fundraisers approaching their own networks to solicit donations for your cause. You should provide your fundraisers with the necessary tools, information, encouragement and empowerment to succeed with their asks and have a rewarding fundraising experience. Finally, after your constituents' networks are engaged, you are ready to focus on stewarding these new donors. It is important to understand that someone who donates to a friend or family member is not necessarily familiar with your organization, or has any intention of becoming a long-term donor. It is important to treat these networks with sensitivity.

**Key Question to Ask Yourself:** What are we asking our constituents to do, and are we asking them in a way that's direct, meaningful, and impactful enough that they'll do it?

## Success Factor #4: Build an Impactful Experience

This is all about creating an impactful and memorable experience for your fundraisers – from the beginning of the campaign through the event and beyond. An impactful experience encourages repeat constituents, while generating buzz and building your brand. An impactful experience stems from a series of touch-points your constituents have with your organization, from the first time they view your website through the actual event and beyond. Your goal for

each interaction should be to reinforce your program's mission while reminding them of the vital part they play in achieving it. Above and beyond these fundamentals, your experience is how you tell your story.

**Key Question to Ask Yourself:** Are we sharing our mission with our constituents in every interaction and making these touch-points meaningful?

## Success Factor #5: Provide Great Service

It's important to give your constituents the support and encouragement they need to succeed with their fundraising. "You have to help them, before they can help you." Make sure you have the human resources, clear and impactful messaging, and helpful processes in place to support your participants throughout the campaign.

**Key Question to Ask Yourself:** Are we making it easy for our constituents to engage with us and be successful fundraisers?

## Success Factor #6: Harness Analytics

Select a few key metrics to track and build a data-driven program. Three important metrics Plenty suggests every non-profit should keep an eye on are: (1) number of registered constituents, (2) median donors per constituent, and (3) median amount per donation. These numbers will help you understand the scale of your program, how many of your constituents are fundraising, and how well their network is responding – which are crucial to informing your strategy.

**Key Question to Ask Yourself:** What are the four or five things that impact the success of our program the most, and are we tracking that data so that we can make good decisions?

## Success Factor #7: Align Your Leadership

Leadership is the "foundation of your program's success, the special sauce holding your strategy together." Three common leadership challenges non-profits face are (1) lack of alignment around a common vision (the fix? Clarify goals, repeat them, and make sure everyone understands and is onboard with them), (2) lack of agreement about the current reality (the fix? Create a culture that values honest feedback and conversations around performance and change), and (3) lack of understanding about roles and responsibilities (the fix? Make one person accountable for each operational area, and make sure the entire team understands their roles and assignments). Work to create alignment and agreement throughout the whole organization.

**Key Question to Ask Yourself:** Are our leaders at all levels, from C-level management to volunteers, engaged, inspired, and on track to making a difference?

## Summary of the Seven Success Factors



For more great resources, please see Plenty Consulting's E-Book library: <https://www.plentyconsulting.com/ebooks-from-plenty>

## How the Canada Africa Partnership (CAP) Ride bike-a-thon works:

The CAP Network provides the campaign infrastructure and administration. We **ask** non-profit organizations to register teams in the ride. These organizations reach out to their constituencies and **ask** them to join their team and fundraise! Team members/fundraisers reach out to their own networks and **ask** them to make a donation in support of the team/organization's work! The CAP Network supports organizations and riders with their fundraising efforts and hosts the bike ride event, and provides tax receipts to donors. After the event is finished, we encourage organizations to stay in touch with those new donors!

