

Peer-to-Peer

From recruitment to cultivation

How to build a communications plan that
engages your fundraisers year-round



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Introduction

Welcome to Doing Good Digital's 2024 Peer-to-Peer Communications Plan. In this guide you'll learn how to develop a strategy to communicate and engage with your fundraisers.

We'll cover how to craft a recruitment strategy to recruit participants to any type of P2P. Once recruited, we will discuss how to maximize engagement leading up to the event that will result in more dollars raised and bigger team sizes. Lastly, we will review your engagement throughout the year to ensure that participants keep coming back.



Perform a Tech Audit

Before we dive into crafting a strategy, consider the technology of your P2P platform. Whether it's DIY, Walk/Ride, as you start to build a robust fundraising program, you will want to evaluate your current tools and their capabilities and ensure they align with your goals.

Features to consider for your P2P platform:

- Ease of registration
- Intuitive donor experience
- Customizable fundraising pages
- Built-in marketing and mobile tools
- Personalization of emails
- Robust reporting
- Automated coaching
- Gamification
- Integration with social media



Recruitment Strategy

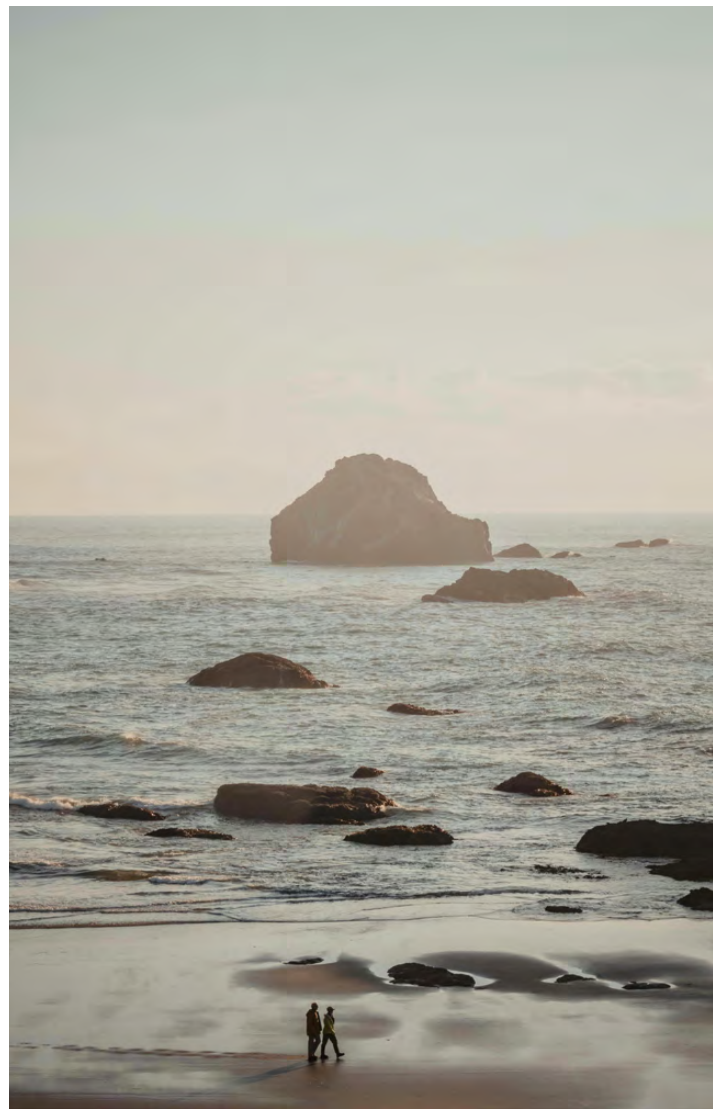
A recommended lifespan of an event is about 16 weeks. Consider the timing of your P2P to determine when to start your communications. If your P2P is an event, work backwards from your event date. If your event is evergreen, consider timing around big giving months or days, such as GivingTuesday or other Giving Days, organization milestones and holidays.

There are two types of recruitment strategies to build into your plan, past participants and new acquisition.



Past Participants

New Acquisition





Recruitment Strategy (Continued)

Past Participants

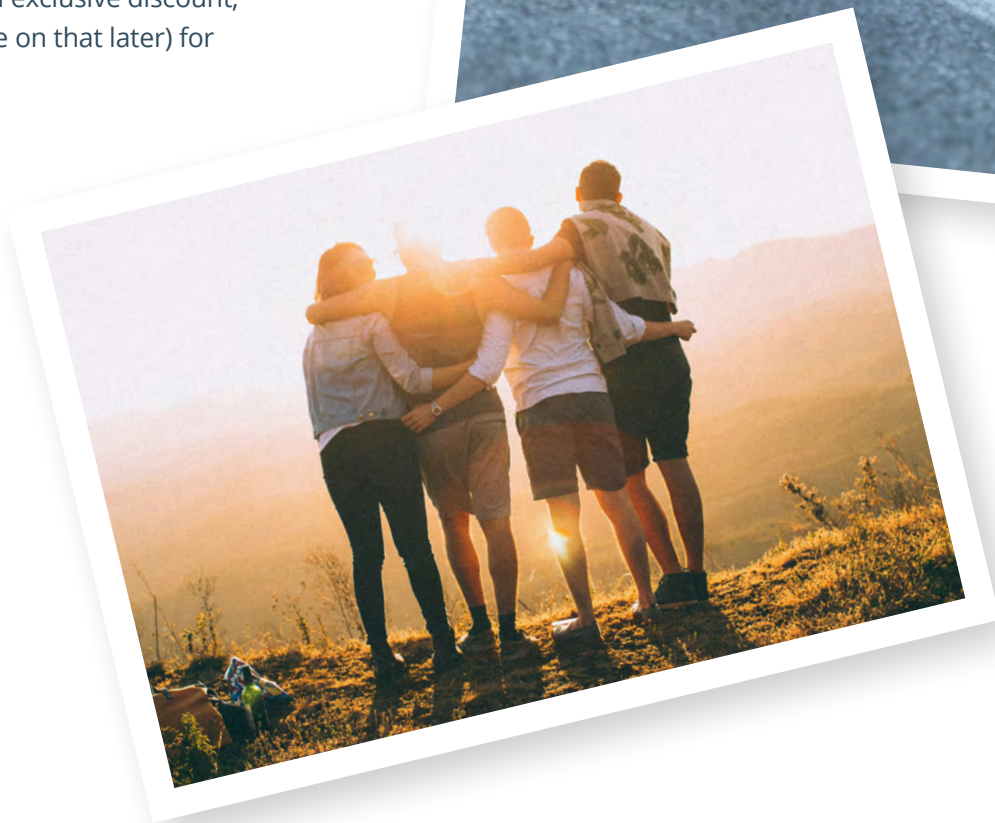
Returning participants raise more money so get them started sooner. Evaluate last year's performance. Who were your top fundraisers, past team captains, and biggest teams? Break them into three segments:

Past team captains

Past individual top fundraisers

Past participants.

Start with these three groups of fundraisers and personalize their communications. Acknowledge how much they raised and how their fundraising impacted your organization. Invite them to get started early and even offer them an exclusive discount, incentive, badges (more on that later) for signing up early.





Recruitment Strategy (Continued)

New Acquisition

Weave in P2P communications throughout your annual communications calendar and adopt an integrated promotional strategy through email, web, and social. Add special promo codes per channel or incentives to encourage and keep track of sign ups.

Email: Include a blurb highlighting past and current fundraisers in your eNewseltter.

Website: Add some real estate on your website with lightboxes, a rotating banner, and in ways to get involved in the section.

Social media: Create posts for both organic and paid social. Try to aim for one organic post a week, not all have to be focused on signing up but start building some awareness. You can rotate impact stories, top fundraisers, or important event information.

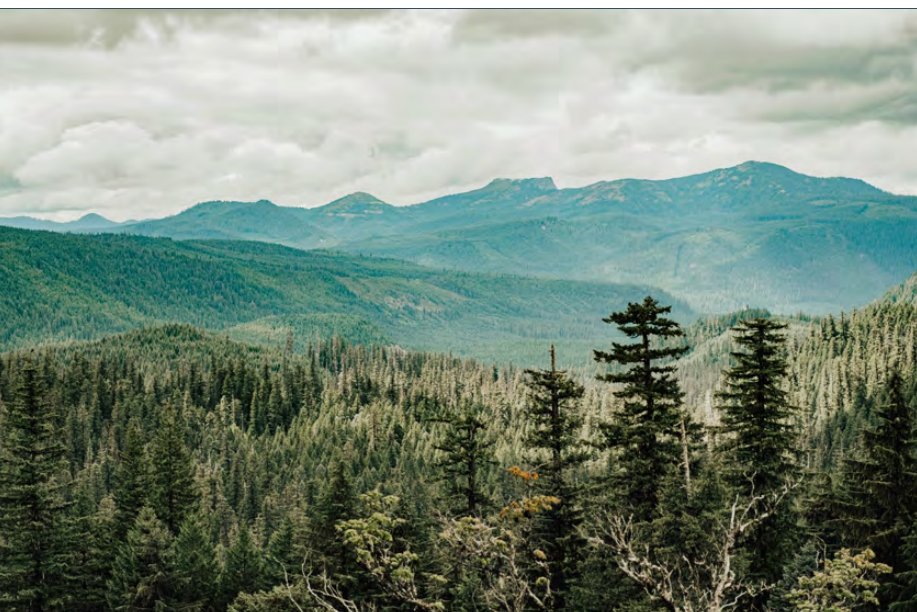
When it comes to “who” to target for new acquisition, consider these key groups:

- Board members
- Volunteers
- Departments
- Sponsors
- Celebrities or ambassadors
- People engaged with P2P content

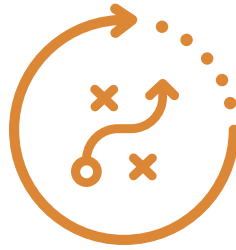


Top social media tips:

- ✓ Change your cover photos
- ✓ Create a hashtag
- ✓ Don't skip stories
- ✓ Use engaging content such as videos and GIFs
- ✓ Create a Facebook event page and boost to fans + friends
- ✓ Start collecting people who are interested for organic reach
- ✓ Run a paid FB ad campaign, uploading your email list + targeting lookalike audience



Coaching Strategy



Your fundraisers are recruited, now how do we get them fundraising? The P2P programs that perform the best have an integrated coaching strategy that empowers fundraisers.





Coaching Strategy (Continued)

Emails

Coaching emails should start around 8 weeks to the event and ramp up as the event gets closer. For a DIY P2P, you may consider a different strategy where you are asking important questions at the time of registration that can determine the cadence of the coaching emails.

Personalization and segmentation is key. A participant that has already set up their page and linked their fundraiser to Meta, doesn't need the same message as someone who hasn't taken those actions. Hopefully your technology has the capability to filter and segment based on the following so you can really drill down and give people timely coaching. Here are a few segmentation ideas:

Team captains: focus on growing their team and coaching their team members

Set up their page with a personal photo or message: include how-tos or videos on updating their page

Sent emails through their participant center: encourage them to use the same messages provided and include a quick link right to the email

Linked their page with Meta or other social channels: often times people who integrate with social raise more money, coach them on how to link their fundraiser

Raised <\$0: send ideas to get their first donation or encourage them to self donate and ask others to do match

Raised >\$0: send kudos on starting their fundraising, include incentives to get to the next level

Past participant vs a new participant: a new participant might need more information on the event or how to fundraise, whereas a past participant may just need more encouragement since they are veteran fundraisers.





Coaching Strategy (Continued)

Emails

Be sure to take advantage of the autoresponders. Those are important touchpoints to the fundraisers. Depending on your technology you can even include conditional messaging based on some of the segmentation ideas mentioned above.

Emails should be concise, easy to read and include the following:

- Update on event: this can be a progress of fundraising or important information that week about a contest, matching gift or other event information
- Tie to the mission
- Fundraising Tip
- Contact information
- Login link to participant center
- Each message should have a single call to action



Here are some other content ideas:

- ✓ List top fundraisers for the week
- ✓ Matching gifts or other challenge
(recommended closer to the event as that is when the most fundraising happens)
- ✓ Include any incentives and how they can reach them
- ✓ Ask for their social media handles so you can tag and highlight the participants on social





Coaching Strategy (Continued)

Toolkits

Equip your fundraisers with the fundraising tools to be successful. Go beyond just the PDF with general information on the organization and how to fundraisers and provide assets they can use. We often like to make web pages instead of PDFs that have ready to use videos and downloads such as:

- How-to videos or guides for updating using their participant center, updating their page, etc.
- Social media assets such as Instagram story templates, sample copy, imagery in the optimized size
- Sizzle reels that can be easily shared
- Sample copy they can copy and paste anywhere
- Mission focused stories
- Fundraising tips

Personal Touch

Create a sense of community and build rapport with your fundraisers. Include phone calls into your plan. Depending on your bandwidth, if you can split it up and give at least one phone call to a participant that's ideal, however we know often staff is spread too thin. Fundraisers are dedicating time and money into fundraising for your cause, a phone call to check in and give appreciation can go a long way.

Some other ideas include:

- Meta groups for team captains
- Host a kick off party or happy hour
- Do a Meta or Instagram live once a month

Gamification

People love a little friendly competition. Include leaderboards and thermometers to highlight top fundraisers. Badges are great tools to use to visually display incentives or achievements, and most technology allows you to really get creative. Some of our favorite include:

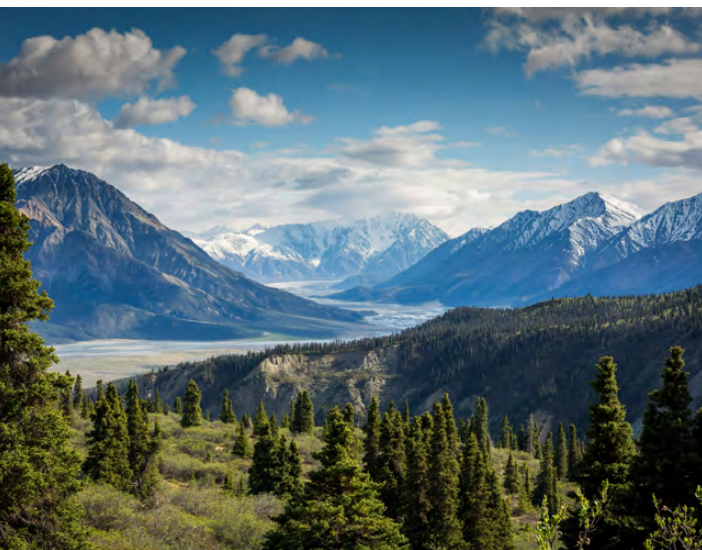
- Self donor
- Team captain
- Monetary Amounts
- Returning Participant (include the number of years that have participated)
- Updated Personal Page
- Raised \$X (if you offer incentives we recommend tying these amounts)

Depending on your tech there are other tools and apps you can use to create different leaderboards based on activity like running X miles, or climbing X stairs. There are built in features like push notifications which is another touchpoint. We'd recommend doing some research based on your technology.



Year-Round Engagement

Fundraising doesn't have to stop at the event – consider the whole journey for donors and participants! Think about a stewardship email series after the event. This may look different for each organization and even from event to event. Here are a few tactics to encourage year-round engagement.



Thank you plan

Say thank you and then say it again. At minimum include a post event follow-up email with the fundraising totals, top teams, and the impact (bonus points if you include a survey to learn about their experience and make it better). Don't forget about DIY campaigns because they are usually an evergreen type campaign as it may be hard to weave in the thank you, but build it into your plan.

There are a lot of tools available now like Gratavid or ThankView but you can also just record something on your phone and link to a video or even consider going live once a quarter and inviting those top fundraisers to virtually tour your facilities or meet a person who was directly impacted by their efforts. Give a shout out in your monthly newsletter featuring a top fundraiser and integrate that on your social media as well.



Year-Round Engagement (Continued)

Participant Year-round Engagement









Create a monthly series tailored to your fundraisers. This could be a conditional in your eNews that shows a different story to the fundraisers or a separate series entirely.

Donor Year-round Engagement

Include P2P donors in a 2-3 part email series introducing the organization. Most likely, P2P donors donate to their friends and family and aren't necessarily tied to your mission. Some content includes:

- Impact stories
- Recent news articles
- Ask if they are interested
- Campaign updates

Here is a sample calendar:

							
Month 1: Post event survey	Month 2: Submit your photos	Month 3: Vote for your favorite photo	Month 4: Favorite photo winner	Month 5: See how you made an impact	Month 6: Sneak peak: Here's a preview of some changes for next year	Month 7: Get ready for our website launch	Month 8: Website launch and early bird incentive



Conclusion

We hope you found this guide helpful, should you need help strategizing or building your P2P fundraising communication plan, we can help.

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