

## Peer-to-Peer Fundraising Worksheet

Activate your supporters to expand your reach and inspire new donors

### What Is Peer-to-Peer (P2P) Fundraising?

- Supporters create mini-fundraisers linked to your GivingEdge profile, who share their own story, photo, and fundraising goal.
- They invite their networks to give, bringing new donors to your organization and reaching people you might not reach otherwise.
- In BDOG2025, organizations with P2P fundraising pages raised 96% more and gained 104% more donors than those without.

### Is P2P Right for Your Organization?

If you check the boxes below, P2P may be a good fit for your organization's BDOG campaign!

- Do we want to reach new audiences beyond our usual supporters?
- Do we have board, staff, volunteers, or donors willing to ask their networks to support our campaign?
- Can we provide basic support for our P2P fundraisers (templates, sample language, encouragement)?
- Do we have the capacity to thank and celebrate P2P fundraisers afterward?

### Types of P2P Pages on GivingEdge

GivingEdge offers multiple P2P tools, making it easy to find an option right for your supporters:

Page Type	Who It's For	How It Works
<b>Individual</b> <i>(Most common!)</i>	A solo supporter	They set their own fundraising goal, photo, and story
<b>Team</b>	A group of people interested in friendly competition	A bundled collection of Individual Fundraising Pages, results roll up into a team total with a leaderboard
<b>Group</b>	Companies, clubs, or networks highlighting collective generosity	One shared page tracks overall donations across multiple organizations without a competitive element

## Metrics + Goal-Setting

- Invite \_\_\_\_\_ people to be P2P fundraisers, with \_\_\_\_\_ creating pages and promoting them.
- Raise an average of \$ \_\_\_\_\_ per P2P fundraiser, totaling \$ \_\_\_\_\_ through P2P during BDOG.
- Welcome \_\_\_\_\_ new donors to our work through P2P.

## Who to Involve

Peer-to-peer fundraising is most effective when it's personal. The best fundraisers are people who care about your mission and are willing to share why it matters to them. Below, identify individuals in your community who are connected to your work and could help you reach new supporters during BDOG.

### Circle of Influence: Who in our network could make a great P2P fundraiser?

#### Current/Past Board Members

#### Volunteers

#### Loyal donors

#### Others passionate about our mission

#### Do

- Ask people with existing connections to your nonprofit to create P2P pages.
- Provide a template with pre-filled language on GivingEdge and tech help
- Cheer P2P fundraisers on publicly
- Capture lessons-learned for next year
- Invite them to events or behind-the-scenes moments to recognize their efforts

#### Do Not

- ✘ Assume people know P2P fundraising is an option — or what it is! Spread the word and offer help.
- ✘ Let fundraisers struggle with setup. Offer to create a page if they're hesitant
- ✘ Forget to thank and celebrate them



Wondering how to start the conversation? Try something like, "We're gearing up for Big Day of Giving, and we'd love your help! Will you create a personal fundraising page to share with your network why you support our mission? It's simple to set up at [bigdayofgiving.org](http://bigdayofgiving.org) and every dollar you raise will help us and can be boosted by special prizes!"

## Timeline for Success

- **Before BDOG:** Create fundraising templates, recruit and check in with fundraisers.
- **Early giving + BDOG (4/23/26 through 5/7/26):** Encourage them to share their page multiple times.
- **After BDOG:** Thank them, share results, and ask why they chose to fundraise (great for stories!).

## Support Your Fundraiser

Use the ideas below to offer your P2P fundraisers the tools they need for success:

- Create a P2P template on GivingEdge with a default story, image, and goal.** (Build your template by visiting your GivingEdge nonprofit dashboard, then navigating to Fundraising Tools > Fundraiser Templates.)
- Encourage your fundraisers to personalize their P2P pages by answering one or more of these questions:**  
**Why do you care about our cause? What's one story that shows the impact of our organization?**
- Provide sample messages (social posts, emails, texts).**
- Remind them to promote their page when early giving opens and on BDOG via email, text, and social media.**
- Celebrate progress and thank them often!**



Share these tips with your P2P Fundraisers to support their success:

### Dos

- Personalize your page with your own story and photo
- Share your page multiple times via email, text, social during the BDOG giving window
- Thank your friends, family, and others who support your campaign

### Do Not's

- Post only once and expect results
- Copy/paste generic language without adding your voice to share why you care

## Recognition & Stewardship

Strong stewardship turns one-time gifts into lasting relationships. Plan how you'll thank your peer-to-peer fundraisers and welcome the new donors they bring in during Big Day of Giving. Thoughtful, timely follow-up shows appreciation, builds trust, and lays the groundwork for continued engagement.

**How will we thank our P2P fundraisers?**

**How will we steward the donors who gave via P2P fundraisers?**

## Reflection + Notes

Capturing what worked and what you'd do differently helps you build on success each year. This section turns your 2026 efforts into a roadmap for the future.

### Reflections

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**Which fundraisers and tactics were most successful?**

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**What support worked well for them?** *(Not sure? Go ahead and ask them.)*

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**Who might be interested in fundraising again next year?**

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Peer-to-peer fundraising is a powerful way to grow your reach and bring in new donors. Even a handful of fundraisers can multiply your results and strengthen your organization's community of supporters!

## Common Questions

- **How do supporters create a P2P page?** Click the Fundraise button on your GivingEdge profile, add story/goal/photo, then share their link!
- **Can fundraisers reuse the P2P pages they created in the past?** Yes! Rather than creating new P2P pages, your returning P2P fundraisers can refresh the metrics on their existing P2P pages each year!
- **Do gifts through P2P pages count toward BDOG prizes and/or active matches?** Yes.
- **Can fundraisers see who gave to their P2P page?** Yes, they can see donor names and gifts.
- **Can offline gifts be added to P2P pages?** Yes, for Individual and Team pages, but not Group pages.
- **What if someone gives to our organization directly instead of the P2P page they meant to give through?** Contact [support@mightycause.com](mailto:support@mightycause.com) to fix.



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