

PEER-TO-PEER FUNDRAISING CHOOSING AN EVENT

Peer-to-peer (P2P) fundraising is a powerful method for organizations to raise money. Many organizations are creating peer-to-peer fundraising events to serve as their organization's primary fundraising vehicle, or adding events to supplement their existing fundraising and outreach programs. Contrary to popular belief, you don't always need a dedicated events team or an army of volunteers to make your event successful, but you do need proper planning. We've created this A to G outline to help you evaluate your organization's readiness for peer-to-peer fundraising.

Are You Ready for P2P Fundraising? The **A** to **G** Evaluation

Audience: I want to reach _____ with this event.

- Existing donors?
- New donors?
- Participants of other events?
- Younger generation?
- Staff and/or board members?

Budget & Resources: This initiative will require...

- Budget to set up and manage the event?
- Volunteers to plan and execute the event?
- Nothing, it can be added on to an existing initiative

Competition: Research other events in your area.

- How many are there?
- When and where do they take place?
- What have been there challenges?
- Is there an opportunity to partner?

Desire: Take the temperature of your organization.

- Do we have staff buy-in for the event?
- Is this something they can get excited about and be proud to be a part of?
- Will our audience be excited about it?

Executive Support: Get your boss and board members on board.

- Do we have executive support for the event?
- Can we leverage our leadership to fundraise?

Fit: One size does not fit all.

- Is it a good fit with our organization's personality and culture?
- Does the event align with our mission?

Goal: At the end of the day...

- What are we trying to accomplish with the event?
- How will this move our mission forward?

Peer-to-peer fundraising can be a great way to help you reach new advocates, volunteers, and donors and continue to engage your current supporters. Based on our experience working with clients to succeed with peer-to-peer fundraising events of all types, we profiled each event type based on typical attributes. Use this chart to help you assess the event type that's right for you.

A Comparison of Peer-to-Peer Event Types

	NON-COMPETITIVE	COMPETITIVE	ENDURANCE	VIRTUAL	YOUTH/SCHOOL	SMALL TEAM
Example Activities	Walks, Dog Walks, Fun Runs, Field Days	Foot Races, Snowshoeing, Stair Climbs	Marathons, Cycle Events, Triathlons	Stand-Alone Campaigns, Activities Tied to Existing Campaigns	School Walk, Jump Rope Event, Contests, Challenges	Golf Tourneys, Bowl-A-Thons
Participant Profile	All Ages	Adults	Adults	All Ages	Children	All Ages
Physical Commitment	•	••	•••	None	••	•
Registration Fee	None - \$	\$\$	\$\$\$	None	None	-\$-\$
Fundraising Minimum	None	None	✓	None	None	✓
Team Participation	✓	✓	✓	✓	✓	✓
Event Length	1-Day	1-Day	Multi-Day	Ongoing	Multi-Day	1-Day
Event Cycle	6 months	12 months	12 months	6-12 months	School year	4-6 months
Difficulty To Execute	•••	••••	•••••	•	•••	•
Need For Volunteer Assistance	••••	••••	••••	None	••	None - •
Overall Investment	••	•••	•••	•	•••	••
Example	Michigan Humane Society's Mega March	Colon Cancer Alliance's Undy 5000	Hill Country Ride for AIDS	Trick or Treat for UNIFEC Online	American Heart Association's Hoops For Heart	Project Bread Strikes Out Hunger Bowl-A-Thon

► According to Recent Research...

- 84% of donors say the most appropriate form of solicitation is from a friend.¹
- Nearly 1/3 of the donor population gave to a fundraising event in the last two years.²

It's not just the large, national nonprofit organizations that can benefit from event fundraising. With an event that's suitable for their organization, we believe any organization can be successful with peer-to-peer event fundraising.

To find out if peer-to-peer fundraising is right for you
and learn how to get started, visit us online:
www.convio.com/p2pfundraising.
Or contact us at **888-528-9501** or info@convio.com.

ABOUT CONVIO TEAM RAISER™ AND CLIENT SUCCESS

Convio TeamRaiser is a complete online event fundraising software solution for tapping into the personal networks of your strongest supporters and mobilizing volunteers over the Internet.

Leverage Peer-to-Peer Event Fundraising with:

- Personal websites for volunteer fundraisers
- Volunteer mobilization and management
- Online check-ins
- Personal guidance from Convio experts

Learn more about Convio TeamRaiser at: <http://www.convio.com/teamraiser>

^{1,2} *The Next Generation of American Giving* by Edge Research, Convio and Sea Change Strategies, March 2010.