
PEER-TO-PEER FUNDRAISING GETTING STARTED WITH YOUR EVENT

Now that you've chosen the event that's right for your organization, what's next? We've uncovered some common themes from the many clients we've worked with over the years. Learn from their experiences to help you get off on the best possible start.

8 Steps to Jump-Start Your P2P Event

1. Plan.

Create a solid plan and tackle what you know you can handle in your first year. Start with being clear about what you are trying to accomplish, who you are targeting and how your event success will be measured. Knowing the answers to these questions will then make it easier to define how you will promote your event, how you will find participants, how you will staff your event, and all of the other logistics.

2. Consider piloting your event first.

Conduct focused testing and interviewing. Do your homework. Solicit input from your audience. Let them inform the design of your program. Talk with other organizations to find out how they are doing things.

3. Secure the appropriate resources.

Your organization's resources need to be aligned with the demands of the event. Make sure you have the skills required among your team, the staff and volunteers on board to execute the event, and the necessary budget set aside.

4. Secure organizational commitment.

In order to secure appropriate resources, you need the support of your executive team. To ensure successful event execution, you'll also need buy-in from your staff. It's important that your event fits into your overall mission and organizational vision. And, if your event type requires volunteers, then commitment from them is critical as well.

5. Start small and be patient.

In year one, be realistic about what you can do and afford. Focus first on establishing a solid foundation on which you can build year after year. Don't feel obligated to start big and make a huge splash in your first year. Start small, make mistakes, learn and improve on your ideas. Rely on your team's skills and experience—just remember every challenge is an opportunity to learn and improve.

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6. Harness the power of online engagement.

Use the Internet to take advantage of the power of peer-to-peer influence. Design your event site to “speak to” your key audiences and provide a clear path for what you want them to do – register, start a team, send emails to their friends, make a donation, etc. Empower your participants to easily spread the word and solicit donations. Make sure your online tools are engaging and user-friendly.

7. Follow event fundraising best practices to drive results.

We have other research and guides on best practices for creating successful peer-to-peer fundraising events. We also have extensive experience working directly with clients to help them create and implement their events online. We can consult on ideas for distinguishing your event from all others; promoting your event; recruiting and retaining participants; increasing your fundraising; and engaging and retaining corporate sponsors.

8. Monitor your results and continually evolve

Establish an evaluation process to measure your results and identify improvement opportunities. We have benchmarks for each event type based on the results of our TeamRaiser clients. Use these as a guide to understand how you are performing.

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>