



**SAN DIEGO
GIVES**

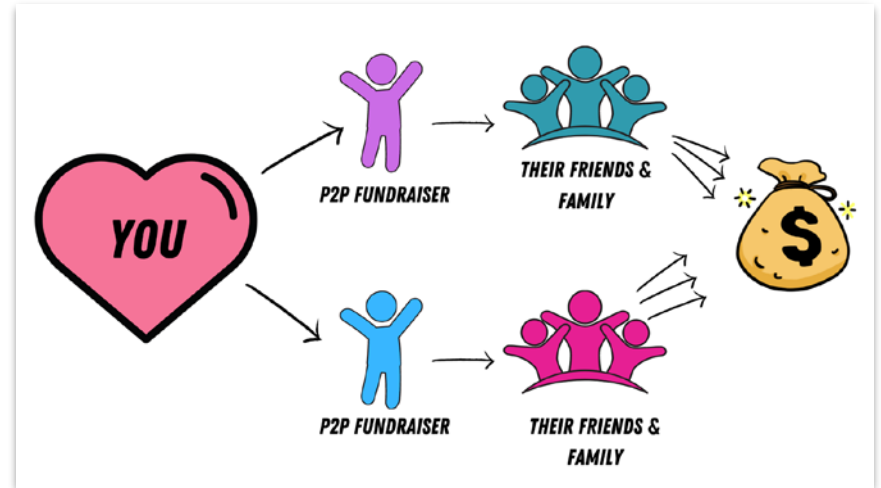
TM

Peer-to-Peer Fundraising
and Matched Giving 2023

About Peer-to-Peer Fundraising

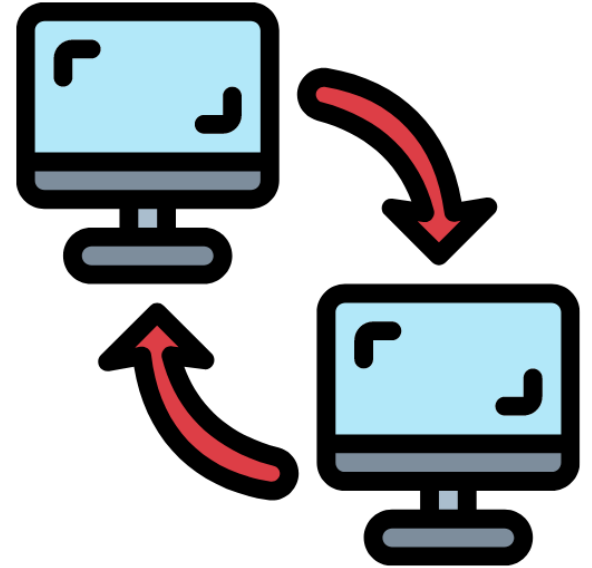
About Peer-to-Peer Fundraising

- Peer-to-Peer (P2P) is a **fundraising technique that leverages your existing supporters** to bring in **new donors** and donations.
- In a P2P fundraiser, a nonprofit organization is not directly asking for donations - you're asking for supporters to **fundraise on your behalf**.
- A supporter creates a fundraising page for your organization and **shares their direct fundraising page link** with their family, friends and social network to donate to their fundraiser page.
- These donations automatically count towards your organization donation total.



Benefits of Peer-to-Peer

- **Donor acquisition:** P2P helps your nonprofit expand your existing donor base & gives you access to people who are new to your nonprofit.
- **Spread the word:** Expand your reach by getting more people to spread the word about your work & ask for support.
- **Deepens relationships with existing donors:** P2P fundraising gives existing donors a fun and exciting new way to show their support for your cause. P2P provides a non-monetary ask of supporters. Gives supporters an opportunity to tell their story about why your work is important to them.




P2P Fundraising Set-Up & Tools

Fundraisers

- Created by an individual supporter(s)
- Use this page to solicit donations from their family, friends and inner circle
- Helps your organization by extending your reach - new donors and supporters!
- You can create a fundraising template for supporters to use for easy P2P onboarding

The Jim Heller 'End ALS' Memorial Fund

A nonprofit fundraiser supporting Saint Paul & Minnesota Foundation



In Jim's honor, please help us bring awareness, treatments, and a cure to this horrible disease.

\$863,260

raised by 227 people \$1,500,000 goal

8 months left

[Donate](#)

[Share this page](#)

Story Updates (5)

April 18, 2022 -- Website

Updates posted 1 year ago

For more on what we're up to, feel free to check out the ALS page at www.berlarsanheller.com. XOXO, Lori

[More](#)

Sept. 6, 2018 was the worst day of our lives, until it wasn't. That's the day our world turned upside down when we received Jim's ALS diagnosis. Now our worst day is May 16, 2020, the day the world lost a wonderful man.

As Jim's caregiver, I saw every nasty piece of this disease up close and personal. Jim and I talked often about the need for broader awareness, more treatments and a cure for ALS in my lifetime. Not only is an ALS diagnosis a death sentence, but there are only two FDA approved drugs that an ALS patient can even try...both of which have only proven to add 3-4 months to

Giving Activity

- Berkeley Calabone gave \$1,000.00 1 month ago
- Calli Langsdorf gave \$100.00 2 months ago
- Anonymous gave \$200.00 2 months ago
- Whitney Peyton gave \$100.00 3 months ago
- chris nelson gave \$500.00 3 months ago
- Lisa Christianson gave \$100.00 3 months ago



Team Pages

- Made up of multiple individual fundraiser pages
- Encourages friendly competition and community with a leaderboard
- Invite individuals to join the team
- Set a team goal
- Send team members emails to keep them engaged during the campaign
- Use examples: football team or club, school grade, Board of your nonprofit)

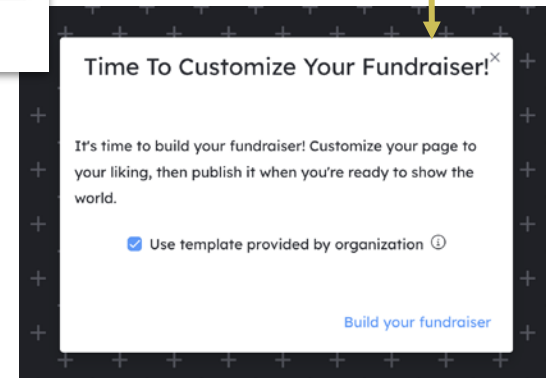
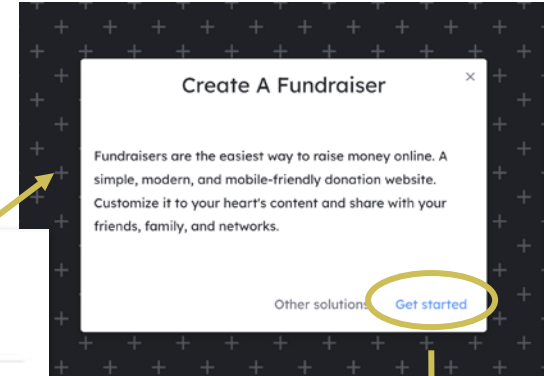
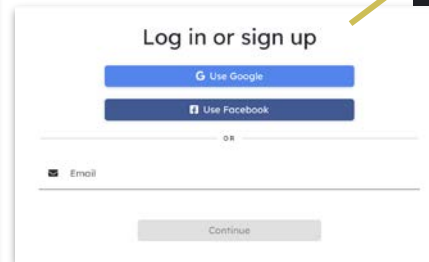
The screenshot shows a fundraising team page for Habitat for Humanity Palm Beach County. The header features the organization's logo and a progress bar indicating that \$53,766 has been raised by 35 members out of a \$75,000 goal. Below the header is a leaderboard with the following entries:

Rank	Organizer	Amount Raised
1	Leith's team	\$7,000
2	FPL Nuclear	\$4,200
3	Women in Energy	\$3,200
4	Skin Fast	\$3,000
5	Pinder	\$1,975

The page also includes a 'Donor Timeline' section with a search bar and a list of recent donations, such as 'Anonymous gave \$785' and 'Anonymous gave \$1,600'. On the right side, there is a 'JOIN THIS TEAM' button, a 'SHARE' button, and a quote from Michelle Obama: "The difference between broken communities and thriving ones is the presence of women who are valued and empowered." Below the quote is a paragraph about the Women Build event and a call to action to support the efforts.



Supporters >> How to start a P2P fundraiser



Share your 'fundraise' button as a direct link in emails and social media posts!



Administrators >> Access your dashboard fundraising tools

Fundraising Tools

Features and addons that expand your fundraising potential.

- Campaigns**
Manage all fundraisers, teams, and events associated with your organization.
- Embedded Donation Form**
Embed a full-size, customizable donation form on any website.
- Widgets**
Embed donate buttons, mini donation forms, and more on your own website.
- Matching Grants**
Match donations to your fundraising campaigns to boost interest and urgency.
- Text-to-give**
Create SMS campaigns which allow donors to donate via text.
- Opportunities**
Create listings for calendar events and volunteering opportunities.
- Fundraiser Templates**
Use fundraiser templates to give your supporters a head start when creating a new fundraiser page for your organization.

Fundraiser Templates

Use fundraiser templates to give your supporters a head start when creating a new fundraiser page for your organization. Apply a ★ to the template that creators will see when they "start a fundraiser" from your profile. You can also send a direct link for a specific template to fundraiser creators.

Fundraiser Title	Note	⋮
★ [NAME] for Animal Humane Society	Your Giving Day Template	⋮

The form below allows you to create a template which supporters can use to quickly fill out their fundraisers page when they create a page to support your organization. The information you provide will be pre-populated on new fundraisers supporting your organization.

Admin Note
Describe the template to members of your team, so you can easily identify its purpose. (Internal, not a part of the fundraiser.)

Fundraiser Title
Suggest a title suitable for fundraisers supporting your organization. No need to put your organization's name here - that will be displayed on the fundraiser page.

Funding Goal
How much do you hope to raise? Set a funding amount for fundraisers to aim for.

Fundraiser Image
Provide an image or video that will be the face of your member's fundraiser pages. We recommend using an image that is 1280x720 pixels or larger.

Campaigns

All active pages, embeds, and other fundraising components that benefit your organization.

13 Total Campaigns | 10 Peer-to-peer Campaigns

Download | Create new campaign

Search: [] Campaign type: All Discoverability: All Owner: Anyone Reset Filters

Campaign name	Type	Raised	Last change	Owner	Created	Published	Tracking ID	Status	⋮
[NAME] for Animal Humane Society	Fundraiser	\$25	02/08/23 11:32 AM	Admin	Jun 14, 2022	Jun 14, 2022		Published	⋮
Animal Humane Society	Fundraiser	\$0	01/19/23 9:52 AM	Admin	Mar 18, 2022	Mar 18, 2022			⋮
[NAME] for Animal Humane Society	Fundraiser	\$0	03/21/22 9:26 AM	Admin	Feb 10, 2022	Feb 10, 2022			⋮
Victor Hugo	Fundraiser	\$400	04/23/20 1:07 PM	P2P Mary Jane Bethune	Nov 18, 2019	Nov 18, 2019			⋮

- Campaign dashboard
- Toggle discoverability
- Message
- Delete
- Owner profile

DASHBOARD

Animal Humane Society

- Overview
- Organization Page
- Supporters
- Fundraising Tools**
- Reports
- Checkout
- Integrations
- Settings



Fundraiser Templates

- Take the fear out fundraising- creating a template makes it easier for your supporters.
- Make sure you say what you want to say- add any information that you want donors to see about your organization.
- Fundraisers can still customize their page - your creative supporters can still personalize their page by uploading photos, linking videos, customizing text, etc.

Event Settings

GENERAL SETTINGS FUNDRAISER TEMPLATE GENERAL FUND

Fundraiser Template

The forms below allow you to create a template which new event members can use to quickly fill out their fundraisers page when they join your event. The information you provide will be pre-populated on new member fundraisers.

Enable Template


Fundraiser Title
Suggest a title suitable for an event members' fundraisers. No need to put your event name here—that will be displayed on their fundraiser page. 23 / 50

[Group Name] Fundraiser

Funding Goal
How much do you hope to raise? Set a goal funding amount for members to work toward.

\$ 500

Fundraiser Image
Provide an image or video that will be the face of your member's fundraiser pages. We recommend using an image that is 1280x720 pixels or larger.



REMOVE EDIT

Support for P2P Fundraising

- Identify your P2P fundraisers and ask them to start a campaign
 - Board Members
 - Volunteers
 - Staff
 - Program Alumni
- Support your ambassadors by sending direct links to your page, send an email with directions, resources, tips and create a template they can use
- Follow up with your supporters and new donors after the event!



Check out our P2P e-book

<https://www.mightycause.com/guide/e-books/peer-to-peer-fundraising>



Mightycause Support Library

- [Support.mightycause.com](https://support.mightycause.com)
- mightycause.com/guide

Technical questions

Email - support@mightycause.com
Monday - Friday, 6am - 2pm Pacific



Matching Grants About & Setup

What is a Matching Grant?

Matching grants are a cornerstone of nonprofit fundraising. A matching grant can make all the difference in the success of your campaign.

- Matching grants are large donations you use as tools to help you fundraise.
- Your nonprofit asks a donor (for example, a board member, local business or community partner) to provide a grant to your nonprofit.
- Your nonprofit leverages that grant as an incentive to donate to your fundraising campaign by advertising that donations will be matched up to the amount of the grant.



Why Matching Grants?

- **Creates urgency.** By offering the chance to make their money go further for a short period of time, a matching grant can be the tipping point in someone's decision to donate right now.
- **Makes their money go further.** At the end of the day, a matching grant appeals to people's love of a good deal. It's a marketing tool that uses the same tactic as a "BOGO" or "buy one, get one" store at a retail store, giving donors the option to get (in this case, give) more for their money.
- **Creates a clear, actionable CTA (call to action).** When it comes to donating, people generally like to be told in clear and direct terms how to help. With a matching grant, you have a perfect CTA: Donate now to double your donation!
- **Empowers donors who give in small amounts.** Some supporters who don't have a large amount to give may think they won't make a difference and opt out of the donation process altogether. But a matching grant empowers those donors who give in smaller amounts! It gives them the opportunity to boost the impact of what they feel might be a small donation.



Matching Grant Features

- Total flexibility on start and end times —you can even start a grant in the past!
- Ability to queue matchings grants one after the other
- Ability to include matching grant amounts in the total raised on your fundraiser or organization page
- Ability to include offline donations in your matching grant totals
- Various matching types to choose from
- Review upcoming and past matching grants
- Downloadable report of your previous matching grants

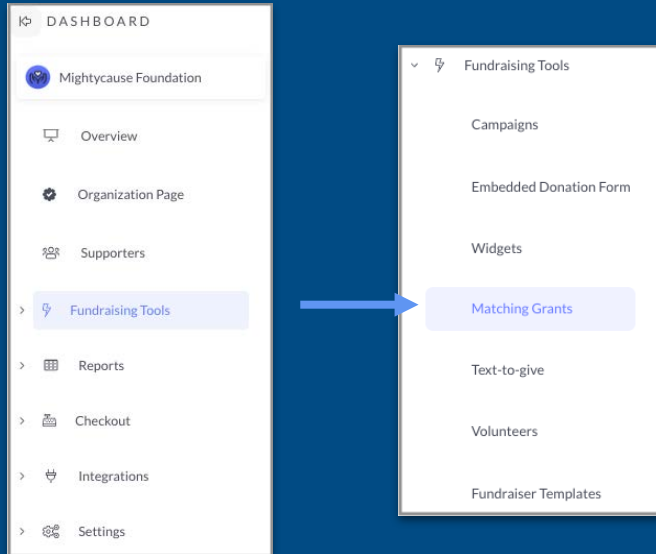
New for 2023! Matching grants will show in real time on the event leaderboards. Be sure to check the box to “Include match value in page metrics” during setup.

Include match value in page metrics ⓘ

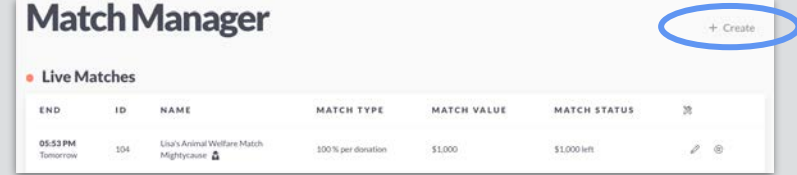


How to Add a Matching Grant for Your Organization

Your matching grant tool is located on your dashboard under the drop-down heading "Fundraising."



When you click "Matching Grants," you'll end up on your matching grants dashboard.



The image shows the 'Create a new match' form. It includes fields for 'Name of match sponsor', a checkbox for 'Hide this name publicly', a '\$ Match value' field, and a checked checkbox for 'Include match value in page metrics'. There is a 'Title' field with a character count of 0/40. Below that is a checkbox for 'Queue this grant to begin immediately after another grant completes'. The 'Start date' is 04/06/2021 05:56 pm and the 'End date' is 04/07/2021 05:56 pm. Under 'Set match type', the 'Match a percentage of each donation' option is selected, with a percentage of 100%. Other options include 'Match up to a maximum dollar amount per donation', 'Cumulative threshold match', and 'Set match conditions (optional)'. There are checkboxes for 'Include offline donations in the match', 'Include organization fundraisers in the match', and 'Apply match once per donor'. An email field at the bottom contains 'lisa@mightycause.com'.



Match Types

The most common type of grant on Mightycause is a 1:1 match, meaning that each donation is matched in full until the grant is fulfilled. If a donor gives 10 dollars, they will be matched 10 dollars.

However, there are other options you can choose if you'd like to set up your matching grant a little differently.

- Match a specific **percentage** of each donation
- Match a **maximum dollar amount** per donation
- Cumulative threshold match

Match Conditions

There are a couple of match conditions you can optionally include for your match.

- Set a minimum per donation amount before match is applied
- Include offline donations in the match
- Include organization fundraisers in the match
- Apply match once per donor

Read through our Matching Grants support article -- bit.ly/3qfslrZ



Additional Settings

Setting Up Match Notifications

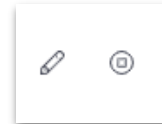
Now that you have entered all of your match parameters, you'll want to enter the contact information for the grantor or person at your nonprofit who should be notified when the grant is fulfilled so they can make the donation online.

They will receive an email notification saying the match has been completed. Slide "Wrapping Up Your Match" has an example of this email. It includes a button to pay the grant online.

Email for match notifications

Editing a Matching Grant

If any point you need to edit your matching grant **while it's live or if it's upcoming**, simply head back your Matching Grants area and select the pencil icon on the right side of the corresponding match. Once a match has closed it is not longer able to be edited.



What a Live Match Looks Like


- When the matching grant is live, donors will see a badge on the Donate button altering them that a match is available
- Mightycause will auto-calculate how much of the match has been fulfilled
- In your Donations Report, you will be able to see which donations were matched and in what amount
- A grant summary block will appear on your organization page listing all live matching grants and showing the amount still available. (Clicking the badge on the Donate button will take users to the grant summary.)







Reviewing Your Matches

You can access your match history through the Matching Grants dashboard.

If you would like to download a full report of your past matches, simply select "Download full report" on the top right corner of your Past Matches section.

You can always download a singular report on a past match by selecting the download icon to the right of the corresponding match. 

If you would like to hide a match amount from page totals, select the crossed out eyeball icon. 

Past Matches									Download full report	
PERIOD	ID	NAME	MATCH TYPE	MATCH VALUE	MATCH AMOUNT	MATCH STATUS	CLOSED			
02/10/2021 02/11/2021	100	Lisa G's Match Lisa G 	100 % per donation 	\$1,000	\$1,000	\$0 left	Automatic			
10/06/2020 10/14/2020	73	Doggy Dash Doggy Dash Match 	100 % per donation 	\$1,000	\$100	\$900 left	Automatic			
09/02/2020 09/03/2020	69	Google Match Google 	100 % per donation 	\$1,000	\$0	\$1,000 left	Automatic			

