



Bloomerang & Britt Nelson Fundraising

Multi-Chapter Webinar
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Britt Nelson
James Goalder



Your Presenter

James Goalder (@Goaldeje)

Partnerships Manager, Bloomerang

Fun facts:

- 1st job: McDonald's Drive-Thru
- **LOVES** to travel
- 4 kids, 4 cats, 1 dog
- Degrees in English and Art History from James Madison U
- Married 27 years this May



Your Presenter

Britt Nelson

Fundraising Strategist, Britt Nelson Fundraising

Fun facts:

- Just returned from a 10-day family trip to Italy.
- Taught myself to crochet this year.
- Enjoy gardening, most of the time.
- Love to cook & own every kitchen appliance possible.
- Have a 16-year-old dachshund named Beethoven.



Takeaways

1. Why is Donor Acquisition Important?
2. What is Peer to Peer Fundraising?
3. What are P2P Advocates and why are they so critical to success?
4. How much do the tools we use for our P2P event matter?
5. Wrap Up - non-event ideas



Donor Acquisition



Peer-to-Peer Fundraisers for Donor Acquisition

These campaigns can allow you to:

- Expand your network
- Increase supporter involvement
- Engage supporters virtually
- Grow your social media presence

39% of Americans
say they've donated
to a cause because
of a request from a
family member or
friend.



Peer to Peer





What is Peer-to-Peer Fundraising?

- Using your personal network to fundraise
- Using events/campaigns to fundraise
- Empowering individuals, volunteers, and donors to fundraise on behalf of the organization

Check out [Bloomerang's Ultimate Guide to Peer-to-Peer Fundraising](#)





What does a successful P2P Strategy Look Like?

1. Setting clear goals and expectations
2. Telling a compelling story
3. Having the right fundraising tools
4. Encouraging healthy competition
5. Showing gratitude to your advocates



Need Inspiration?

**[Explore these 35 Exciting
Peer-to-Peer Fundraising
Ideas](#)**



Advocates



Show Your Advocates Some Love!



- Give social media shoutouts
- Surprise with treats
- Treat advocates like VIPs
- Share exclusive information
- Send handwritten notes
- Have board members express gratitude
- Provide personalized name tags

P2P Tools



Bloomerang + Qgiv

- Offers customizable individual campaign pages
- Emphasizes the shared goal for everyone involved
- Simplifies making the fundraising ask for advocates
- Provides donors with convenient payment options

[Learn more about Bloomerang + Qgiv](#)



Wrap Up



Contact Us

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