

# Bloomerang & Britt Nelson Fundraising

Multi-Chapter Webinar July 2024

**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.







\* bloomerang



### **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





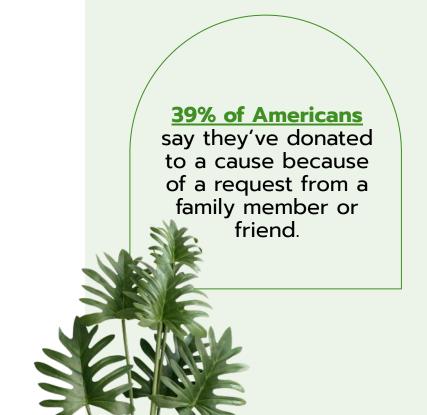




# Peer-to-Peer Fundraisers for Donor Acquisition

These campaigns can allow you to:

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





### 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 <u>Bloomerang's Ultimate Guide</u>
to Peer-to-Peer Fundraising





### What does a successful P2P Strategy Look Like?

- Setting clear goals and expectations
- Telling a compelling story
- Having the right fundraising tools
- Encouraging healthy competition
- Showing gratitude to your advocates



### **Need Inspiration?**

**Explore these 35 Exciting Peer-to-Peer Fundraising** 









## **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



<u>Learn more about Bloomerang + Qgiv</u>



# Wrap Up





### **Contact Us**

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