

Blackbaud Peer-to-Peer Fundraising™

powered by JustGiving™

General and DIY Campaigns

Toolkit for Nonprofits





The Things You Do For
Others Remain Your
Legacy

- Kalu Ndukwe Kau

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Introduction

Welcome to Blackbaud Peer-to-Peer Fundraising, powered by JustGiving

We're happy you're here.

Research has proven that people want to contribute to causes they are passionate about. And more goes into fundraising than meets the eye; beyond just contributing financially, people want to know and show their true impact, which also includes their time, effort, energy, and voice.

At Blackbaud Peer-to-Peer Fundraising, we have created an online giving platform that can harness this passion and empower your supporters to be wonderful. Through our integration with social media and Blackbaud eTapestry®, we are able to create a robust giving footprint that enables your donors, supporters, and volunteers to connect their effort with tangible results.

Using a Blackbaud Peer-to-Peer Fundraising, campaign for your fundraising opportunity, individuals are given the chance to fundraise for your cause; and your organization has an opportunity to grow fundraising revenue and gain access to new supporters and donors.

How It Works For Nonprofits



Claim your organization's profile. It costs nothing to join!



Donations are processed securely and deposited to your nonprofit's account.



As a Blackbaud service, we are an established, secure and leading nonprofit technology partner.

Plus, Blackbaud Peer-to-Peer Fundraising presents additional benefits for nonprofits including:

- Every month, funds raised are seamlessly processed, reconciled, and receipted by Blackbaud Peer-to-Peer Fundraising, powered by JustGiving then deposited directly into your bank account.
- A list of supporters with contact information is included as a CSV file in your monthly disbursement, and data integration is seamless for Blackbaud eTapestry® customers.
- Take advantage of increased brand and cause awareness through our social media optimized tool that allows heroes to share their campaigns.

Fundraising software is the backbone that allows your development program to run smoothly and effectively.



First Things First

Your supporters may have different reasons for joining your fundraising efforts, but these individuals generally prioritize leading a healthy lifestyle, going on adventures, and making a difference in the world. Your messages to them should reflect an understanding of their values, their reasons for participating, and why they want to support you – and how you can help them be successful in their pursuits.

When crafting your messages and stories, focus on how their donation will make a difference and how important their voice is to your overall mission. This group values:

- Challenge
- Recognition
- Coaching and tools for success

Go through this Toolkit and use it as a guide for reaching out to your supporters, encouraging them to contribute to your charity.

CONSIDER

- Which materials from this Toolkit you are going to use and how you are going to tailor them to fit your needs.
- Which materials you may wish to develop internally.
- How you are going to motivate staff and supporters to create a fundraising page and engage their networks to raise money to support your charity. You can check in on your new supporters and how much has been raised each week on your administrative dashboard (available to you after you sign up with Blackbaud Peer-to-Peer Fundraising).

• DATE	• ACTIVITY
• 5 MONTHS PRIOR TO CAMPAIGN CLOSURE	<ul style="list-style-type: none"> • Send out a Kickoff email • Send out email/newsletter announcement of your fundraising campaign
• 4 MONTHS PRIOR TO CAMPAIGN CLOSURE	<ul style="list-style-type: none"> • Tailor the required branded materials provided (refer to: Templates) • Develop your own plan program to encourage fundraising page creations using this Hero Kit as a resource
• 3 MONTHS PRIOR TO CAMPAIGN CLOSURE	<ul style="list-style-type: none"> • Ensure copy is submitted for internal long lead publications (e.g. internal company magazine, newsletter, EDM) • Send out email/newsletter reminders to your database: • Individuals who have supported you previously • Past donors who have raised funds for you previously
• 2 MONTHS PRIOR TO CAMPAIGN CLOSURE	<ul style="list-style-type: none"> • Send regular reminders (refer to: Getting the message out there) • Send out email/newsletter reminder
• FINAL MONTH OF CAMPAIGN	<ul style="list-style-type: none"> • Consider ways to leverage the campaign and your organization with local media • Send out emails/newsletters with a final donation reminder

This toolkit should help you build excitement, boost engagement, increase donations, and ultimately make it easy for your organization to meet their goals.



It Starts With Your Story

What do YOU do? Maybe you provide services, aid, kindness, and support to those in our community who are suffering through severe illness, depression, financial trauma, homelessness, helplessness, hunger, and pain. Maybe you support animals and oversee their adoption into loving homes. Maybe you commemorate beautiful works of art and music, or help brilliant minds come together to mold our society. Whatever you do, you help in some important way. The dollars raised for your nonprofit give hope to someone. That is the message you want to share.

Years ago – or even months ago – your non-profit was started to change the world. But why? How? What makes you special? In all of your correspondence with supporters, remember to keep your mission front and center. If at all possible, pull at the heartstrings. People give because they care and because they can relate to your cause. Finally, help your fundraisers tell their own stories in the same way!

Consider These Tips

USE MEANINGFUL NUMBERS

Back up the story of your organization with meaningful numbers. Help your fundraisers by translating dollar amounts into results people can understand.

\$10

Can purchase 2 weeks of healthy lunch for 30 kids

\$50

Will provide 1 month of clean water for 10 families

\$100

Can give one child a full year of education

Pictures and videos will put faces with the names and humanize your organization. An over-reliance on statistics may cause your supporters to tune out!



Alan comes home from school hungry - \$10 will feed him dinner for 3 days



\$50 will save Debbie's life from breast cancer



Jackson fought for his country in Iraq - \$100 will help him get back on his feet

Getting The Word Out

There are so many opportunities to spread the word to your supporters! Use a variety of channels to reach as many different audiences as possible.



Audiences

Consider the different organizational channels you may already have in place such as:

- Employees and board members
- Supporters
- Clients or customers
- Vendors
- Volunteers
- Past and present donors
- Corporate sponsors



Champions

Identify influential individuals in your network or community who can spread the word and encourage fundraising. Consider approaching a number of different people who can help you encourage others to get involved:

- CEO
- Team leaders and managers
- Employees who are personally affected



Suggested Channels

Consider the different channels you may already have in place to spread the word, such as:

- Monthly newsletter
- Dedicated email outreach
- Phone calls, Printed letters
- Social media – Facebook, Twitter,
- Update all staff email signatures to include mention of the campaign

SUPPORTERS CAN USE THEIR VOICE TO SHARE STORIES AND RAISE AWARENESS FOR YOU!



32.1

Is the average number of emails by supporters in event-based fundraising



16%

of fundraisers who believe their influence is the most important thing they can give



58%

of individuals who share information about charities with their social networks because they feel it makes an impact

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Sample
Communication

Sample Email Alert Schedule

This calendar and the sample content are designed to help encourage more fundraisers. Use the templates provided to help you craft your messages.

When to send	Subject
4 MONTHS BEFORE TO CAMPAIGN CLOSURE	Support us in this year's [Campaign Name]
3 MONTHS BEFORE TO CAMPAIGN CLOSURE	Help us as we fundraiser as part of the [Campaign Name]
8 WEEKS BEFORE CAMPAIGN CLOSURE	Please support us as we fundraise for [Campaign Name]
6 WEEKS BEFORE CAMPAIGN CLOSURE	Support us in this year's [Campaign Name]
2 WEEKS BEFORE CAMPAIGN CLOSURE	There's still time to make every action count with the [Campaign Name]
1 WEEK BEFORE CAMPAIGN CLOSURE	Running out of time to raise money for us as part of the [Campaign Name]
1 WEEK POST-CAMPAIGN	Thanks for being awesome! Don't miss your last chance to fundraise.

Samples

We have provided some templates to help you execute these ideas. They include:

Call to Action Statements

This copy can be repurposed for a range of uses, from newsletter copy to internal and external emails. We've included both short and long versions to make life a little easier for you.

Email Templates

These templates go into a little more detail with specific calls to action for specific audiences. We recommend using them for email outreach or printed letters.

Social Media Content

You can use social media platforms to communicate with staff as well as external supporters about your fundraising opportunity. Featuring your amazing supporters on your social media channels is a great way to help recruit and motivate others. Don't forget to include a link to your Blackbaud Peer-to-Peer Fundraising™, powered by JustGiving™ fundraising site!

Call To Action Statements

Blurb (long version)

Make everything count at this year's [Campaign Name] and become a fundraising hero. By fundraising for [Charity Name], your support will [Summary of the charity's mission/what you do for the community]

Mark your calendar, this year's campaign will run between [Campaign Dates]. Join us at [insert fundraising page link]!

Blurb (short version)

This year's [Campaign Name] will benefit the wonderful work [Charity Name] does in our community. Please consider joining our collective effort and fundraise on behalf of [Charity Name].

For more information visit [insert fundraising page link]. Everything counts!

Join us at [Insert fundraising page link].

Post-Campaign

Thank you to the [number] fundraisers and donors who participated in the [Campaign Name] and raised funds for [Charity Name].

On behalf of everyone here at [Charity Name], we'd like to thank everyone who has supported us this year. We couldn't have done it without you.

There's still time to donate! Fundraising is open until [fundraising end date]; visit [insert fundraising page link] to continue to make a difference.



Email Template – Recruiting Past Donors

TARGET AUDIENCE

Here is an email template you can send to past donors who have previously given online to your charity. Simply insert your charity and personal information where applicable.

SUBJECT LINE

Thank YOU for making a real difference

EMAIL BODY COPY

Dear [Donor Name], THANK YOU!

We would like to thank you for your previous online donation to [Charity Name]. We are truly grateful for your support! Your donation has helped us ensure [Details on how funds are used].

KEEP MAKING A DIFFERENCE

Your ongoing support means a lot to us. So, we wanted to share another opportunity for you to keep making a difference. Become a fundraising hero and raise money for [Charity Name] during the [Campaign Name].

Money raised from the [Campaign Name] will continue to fund important programs such as [Details on how funds will be used].

CREATE A FUNDRAISING PAGE NOW AND START FUNDRAISING

It's easy to get started! Visit the [Campaign Name] fundraising site at [Insert fundraising page link] and create your personal fundraising page. Customize your page with a photo and your story of why you are getting involved. Make a donation to yourself and then share your page with family and friends to spread our mission.

With Blackbaud Peer-to-Peer Fundraising™, powered by JustGiving™, you can track everything that you give – from your voice (social posts and shares) to your effort (the time you spend fundraising and volunteering) to the money you raise. Every little bit counts.

Thank you again for your support – we couldn't do what we do without you.

Kind regards,

The team at [Charity Name]

Email Template – Recruiting Past Fundraisers

TARGET AUDIENCE

Here is an email template you can send to past fundraisers who have previously supported your charity. Simply insert your charity and personal information where applicable.

SUBJECT LINE

Make everything count in the [\[Campaign Name\]](#)

EMAIL BODY COPY

Dear [\[Fundraiser Name\]](#), THANK YOU!

You are one amazing person, having previously fundraised for [\[Charity Name\]](#). We are truly grateful for your support! The money you have raised has helped us ensure [\[Details on how funds are used\]](#).

KEEP MAKING A DIFFERENCE

Your ongoing support means a lot to us. So, we wanted to share another opportunity for you to keep making a difference. Become a hero and raise money for [\[Charity Name\]](#) during the [\[Campaign Name\]](#).

Money raised from the [\[Campaign Name\]](#) will fund important programs such as [\[Details on how funds will be used\]](#).

CREATE A FUNDRAISING PAGE NOW AND START FUNDRAISING

It's easy to get started! Visit the [\[Campaign Name\]](#) fundraising site at [\[Insert fundraising page link\]](#) and create your personal fundraising page. Customize your page with a photo and your story of why you are getting involved. Then, make a donation to yourself and share your page with family and friends to spread our mission.

With Blackbaud Peer-to-Peer Fundraising™, powered by JustGiving™ you can track everything that you give – from your voice (social posts and shares) to your effort (the time you spend fundraising and volunteering) to the money you raise. Every little bit counts.

Thank you again for your support – we couldn't do what we do without you.

Kind regards,

The team at [\[Charity Name\]](#)

Email Template – Encouraging Your Fundraisers

TARGET AUDIENCE

Here is an email template you can send to fundraisers who have set up fundraising pages to support your charity. Once a hero has created a page and started fundraising, it's important to let them know how grateful you are for them. Share how the money raised will benefit your mission and do good. You can also consider calling every fundraiser to see what further support you can offer in their fundraising effort.

SUBJECT LINE

Keep your [Campaign Name] fundraising going!

EMAIL BODY COPY

Dear [Fundraiser Name], THANK YOU!

Thank YOU for being a fundraising hero on behalf of [Charity Name] in the [Campaign Name] this year. Your hard work has helped [Charity Name] raise \$[Total Raised] so far. The money you continue to raise will allow our organization to [Details on how funds will be used].

HOW YOU ARE HELPING

By supporting [Charity Name] you're helping [Your charity's Mission]. [Include a short personal story and photo about someone/something that has been helped by the money raised]

FUNDRAISING TIP OF THE WEEK

Keep up the great work by customizing your fundraising page. Heroes that customize their fundraising page by adding photos, videos, and blog entries raise more funds. So, what are you waiting for? Sign in to Blackbaud Peer-to-Peer Fundraising™, powered by JustGiving™ and update your page now. [Keep changing the tips to keep them fresh. See our fundraising tips document for more].

YOU ARE MAKING A DIFFERENCE

Every single dollar you raise makes a difference! Keep emailing the link to your fundraising page to your family, friends, and colleagues. Share your passion for [Your charity's mission] and ask others to support your efforts in the [Campaign Name].

Good luck!

Kind regards,

The team at [Charity Name]

Sample Copy – Website and Newsletter

TARGET AUDIENCE

Here is some copy that you can use on your website and newsletter to tell all your awesome supporters how they can get involved in the campaign.

Website and Newsletter body copy

This year, support [Charity Name] by joining [Campaign Name]!

When you join [Campaign Name], you can create your own individual fundraising page so that you can share your passion and raise critical funds for [Charity Name].

Every little bit of support you give counts. When you raise \$150, you provide [Details here with what \$150 can do]. \$500 helps us [Details on how funds will be used]. This year, we have a goal to raise \$[total amount you want raised], and you're so important in reaching that goal.

We're here to help you as you support [Charity Name]! And we want to recognize you for everything you contribute. Participants who raise \$[Total Raised] will receive a [Details here with possible incentive].

Questions? Email us at [Charity Email] or call us at [Charity Phone Number].

Social Media Content

Social media platforms such as Facebook, Twitter, Instagram, Google Plus, LinkedIn and Pinterest are great communication channels. They will help you connect with your followers throughout your fundraising campaign.

Here are some tips on how to use each medium properly.



- Best place to start a conversation
- Pictures and video get the most likes
- Due to its capacity for sharing, Facebook is a great place to post calls to action

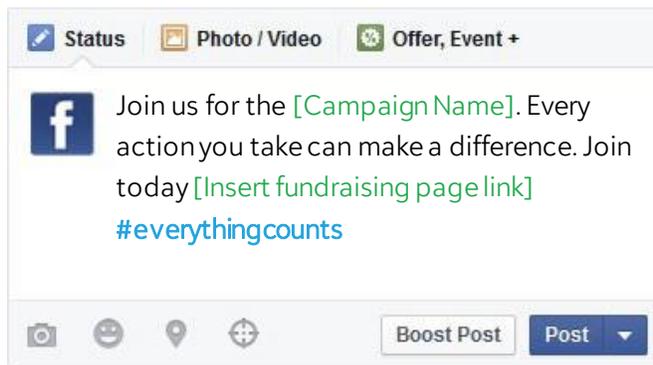


- Best place for sharing real-time content that is short and to the point (you only have 140 characters!)
- On this platform you want to interact one-on-one with your supporters
- Remember – hashtags are #king!



- Best place for creating powerful visual content and story telling
- Perfect platform to showcase the creativity of your supporters
- Focus on the images and keep written content short

Below are some Facebook & Twitter example posts:



 We're incredibly proud to announce this year's [Campaign Name]. If you would like to support us, please visit [Insert fundraising page link]. #everythingcounts

 We're getting excited for [Campaign Name] – have you joined yet? Don't forget to share your passion by beginning to fundraise today. [Insert fundraising page link]. #everythingcounts

TIP

Social media followers love seeing images. Why not take a picture at your next team breakfast or activity, and upload it to your preferred social media channel?

Blackbaud Peer-to-Peer Fundraising handles:

 facebook.com/JustGivingUSA

 twitter.com/JustGivingUSA

 instagram.com/JustGiving

 pinterest.com/justgiving

TIP

Your fundraising page is social media optimized, so you can click the 'Share' button and automatically share updates!

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Final Thoughts and Support



Final Thoughts

Once you develop your fundraising campaign, it is vital to keep your supporters engaged in the days and months leading up to the closure date.

Below are Blackbaud Peer-to-Peer Fundraising top tips for supporter recruitment and engagement:

- ✓ *Promote your campaign on your website.*
- ✓ *How Host a kickoff event to honor your past supporters, provide more information about your current campaign and its objectives and inspire potential supporters to begin fundraising.*
- ✓ *Contact supporters who have fundraised for you in previous years and ask them to create a fundraising page again. Be sure to connect via phone and email.*
- ✓ *Contact past donors and ask them to support you by getting involved in fundraising.*
- ✓ *Develop a social media calendar to promote the campaign and encourage fundraising, creating different types of posts for each channel your organization uses.*
- ✓ *Create a fundraising team for your charity and invite people to join the team. An organizational team encourages the feeling of community and togetherness.*

- ✓ *Communicate regularly with supporters and provide them with resources such as welcome Hero Kits, images, and information about your charity to share with their potential donors on all channels.*
- ✓ *Help supporters set fundraising targets by asking them to raise a specific amount and what this amount would do for your mission (e.g., \$20 = meals for a week).*
- ✓ *Offer branded "swag" for supporters so that they can show off their commitment. Then set minimum fundraising amounts for various merchandise.*
 - *Offer rewards for your top performers:*
 - *Top fundraiser gets a special t-shirt*
 - *Top team gets a special dinner*
- ✓ *Foster the spirit of friendly competition by hosting fundraising challenges.*
 - *The individual or team that raises the most money within 24 hours / 1 week / 1-month wins a special prize*
 - *Anyone who raises \$48 in 48 hours gets entered to win something wonderful*
- ✓ *Feature your amazing supporters on your social media channels to help recruit and encourage others.*
- ✓ *Organize group tours of your offices, facilities, or programs you support to give supporters the chance to see how they help others.*

Support

We hope this toolkit has provided you with all the information you need to build excitement, boost involvement, increase donations, and ultimately make your fundraising campaign a success for your organization. We're here to help. Please feel free to reach out to us anytime.

Blackbaud Peer-to-Peer Fundraising contact

Email: Help-Us@JustGiving.com



Fundraising is the
lifeblood of your
nonprofit, and your
fundraising software is
the backbone that allows
your development
program to run smoothly
and effectively.

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.