THE PEER-TO-PEER FUNDRAISING REVOLUTION:

DIY FUNDRAISING AND MORE



INTRODUCTION

Walks, runs, bike rides, marathons, and more—peer-to-peer fundraising linked to athletic events and competitions for many years. It's an effective method of raising support for organizations in real-life physical events. But what about organizations that haven't yet taken the plunge into peer-to-peer fundraising? A one-time or even recurring donation gives you revenue, but people-powered fundraising gives you the power of the network AND a new fundraising source, which far outweighs money alone.

DIY (do it yourself) fundraising provides supporters with tools to raise money in ways that are meaningful to them—asking for donations for life events like weddings or in honor or memory of a loved one. How are successful DIY programs using exciting and innovative tactics to stand out and engage participants? And for organizations with athletic event-based fundraising, would runners and cyclists step up and support a DIY campaign too? Friends asking friends for donations is much more than a dollar-based transaction, like direct response or email appeals from an organization. Peer-driven fundraising taps into "new power" values, which are the core drivers of modern mobilization. It's also how many people like to engage with causes.

Why not get the donation AND tap into the network behind it? It's a great way to diversify your revenue and build your people power. Who doesn't need more volunteers, advocates, and social ambassadors? Volunteer-driven fundraising allows you to move your people through your engagement path, while helping you meet critical fundraising goals.

We were thrilled to find many great examples of true innovation in the DIY fundraising space! And we're equally thrilled to share them with you in this lookbook to provide you with ideas and inspiration. We've selected examples with seamless social media integration and DIY events designed just for millennial fundraisers (and you should see their results). Many organizations are adding high-performing crowdfunding campaigns and giving days to their overall fundraising mix. We also found strong DIY programs from organizations with nationally recognized athletic peer-to-peer fundraising campaigns.

Blackbaud offers a range of peer-to-peer solutions that gives your organization the power to put together just the right DIY program and reach your fundraising goals. Our examples each use one of Blackbaud's suite of products, including Blackbaud Luminate Online®, Blackbaud TeamRaiser®, Blackbaud Peer-to-Peer Fundraising™, powered by JustGiving™, and everydayhero®. You'll see how Blackbaud's software can help your organization raise money by using inventive tactics and the proven best practices in DIY fundraising.

Whether you want to hold a giving day, raise money for research, or add crowd fundraising to the mix, you'll find loads of fabulous ideas in this lookbook. Whatever you call it, investing in your supporters to get their friends involved through fundraising will be the defining nonprofit skill of the 21st century.

Peer-to-Peer Fundraising Spectrum for Organizations



TeamRaiser™

The Peer-to-Peer Fundraising Revolution: DIY Fundraising and More

Biking Events

Blackbaud Peer-to-Peer Fundraising™ powered by JustGiving

Fundraising

Tributes

3rd Party Events



"We recently implemented a customized Facebook, Inc. Fundraising TeamRaiser® Integration with Blackbaud. We connected Swim for MS and three other limited TR events with Facebook Fundraising. It was a great experience and I highly recommend it to organizations with TeamRaiser campaigns."

-John Masino

Senior Manager of Communications, Multiple Sclerosis Association of America

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American Cancer Society®

www.cancer.org

PROGRAM NAME: Real Men Wear Pink

INNOVATIVE TACTICS:

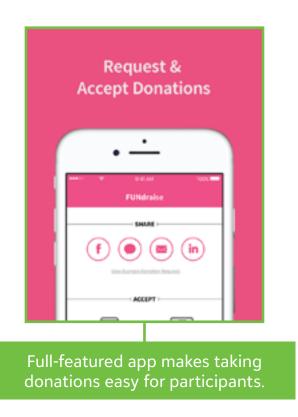
When a woman is diagnosed with breast cancer, the men in their lives often struggle with feelings of helplessness. This program gives men a special way to make a real difference. Real Men Wear Pink has raised more than \$6.5 million to support the American Cancer Society's mission to save lives from breast cancer. Community leaders are nominated for participation (they can self-nominate, too). Participants pledge to wear pink throughout the month of October, increase awareness in their social media networks, and raise a minimum of \$2,500 in donations.

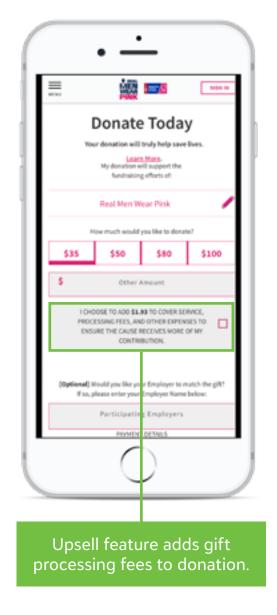
UNIQUE FEATURES:

- ➤ Participants can raise money by holding a community walk, hosting a golf event, or throwing a party.
- The FUNdraising App lets participants use their smartphone cameras to securely scan donations made with checks or credit cards. Participants can text donation requests, provide receipts, and send thank-you messages.
- A comprehensive toolkit supports the participant through every step of the registration and fundraising page creation process. The kit includes talking points about breast cancer, sample social media posts, and fundraising appeal letters.



Special program for community leaders gives men a leadership role in the fight against breast cancer.





The Ohio State University

www.osu.edu

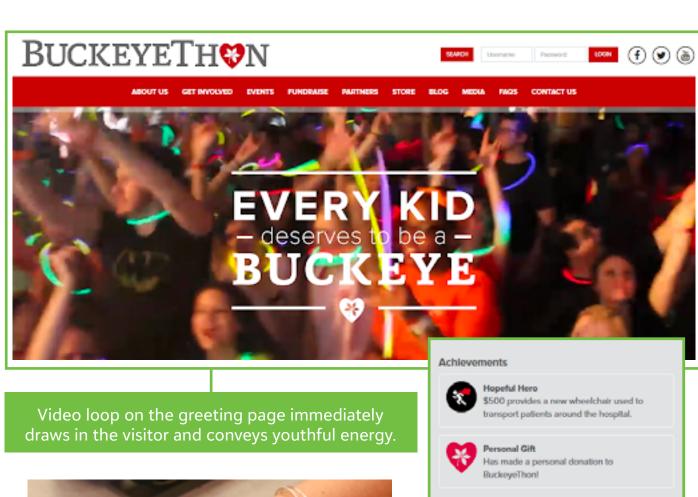
PROGRAM NAME: BuckeyeThon's Dance Marathon

INNOVATIVE TACTICS:

With more than 5,000 participants, the dance marathon at The Ohio State University is an extremely popular event! BuckeyeThon's dance marathon is an annual celebration of the fundraising that Ohio State has done for the year in support of Nationwide Children's Hospital. OSU's Dance Marathon has raised over \$8 million in total. Students, faculty, and staff pay a \$25 registration fee and pledge to raise a minimum of \$250 to attend the dance marathon.

UNIQUE FEATURES:

- Millennials can be great fundraisers! Students are encouraged to raise a minimum of \$1,000 to become a Miracle Maker fundraiser status.
- Fundraising teams are highly engaged before the Dance Marathon. They often have meetings, participate in activities together, and make shirts or outfits for the big day.
- ➤ Blackbaud TeamRaiser's Blue Print is used to quickly create multiple fundraising events, making it easy for organization staff to set up new events in a flash.



The Dance Marathon includes more than 80 activities. Crafts, video games, student performances, physical games, and Rave Hour are all part of the 2-day event.



Custom badges and thermometer add interest to personal pages.

Stand Up To Cancer™ UK

www.standuptocancer.org.uk

PROGRAM NAME: BT Gaming Challenge

INNOVATIVE TACTICS:

Stand Up To Cancer funds and develops the newest and most promising cancer treatments to help patients today, dramatically accelerating the rate of new discoveries by connecting top scientists in unprecedented collaborations to create breakthroughs. BT, a British multinational telecommunications company headquartered in London, supports Stand Up To Cancer each October as its official gaming partner. The program raises money through different gaming initiatives, including asking customers and members of the public to hold their own gaming challenges and get payback on cancer. Through their exclusive BT Gamer Hub, they reward the first 50,000 gamers who create a fundraising page and raise £5 with a Game Pass–giving them four weeks of unlimited access to a whole host of Microsoft® Xbox games!

UNIQUE FEATURES:

- > Participants can raise money by playing video games.
- Donors can make donations to their favorite streamer and through the Streamraiser overlays on Twitch and can see their donation appear over the top of the game in real time.
- ➤ Each supporter receives an entirely custom fundraising page as well as a full set of how-to guides and cool overlays to make their fundraising more interactive.





Augie's Quest

www.augiesquest.org

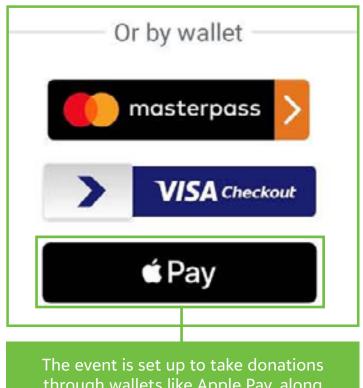
PROGRAM NAME: #WeDanceForALS

CREATIVE TACTICS:

Augie's Quest is dedicated to finding treatments and cures for ALS. Founded by Augie Nieto, Augie's Quest leverages Augie's long-standing relationships in the fitness industry. #WeDanceForALS brings modern peer-to-peer best practices to an enthusiastic audience: Zumba® fitness instructors and their students. The mobile responsive program site is designed and built for international participation. The "Dance + Share" section features videos of Zumba moves with a call for supporters to donate and share videos of themselves on social media.

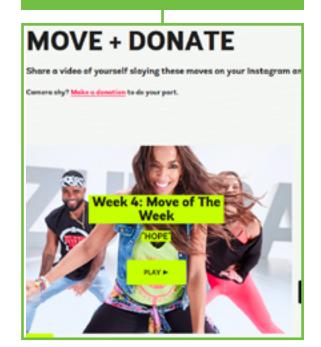
UNIQUE FEATURES:

- This high energy fundraising program is offered at participating Zumba studios around the world, so the event site, peer-to-peer registration forms, and fundraising tools are translated into six languages.
- > Zumba instructors form teams and create an event page promoting their #WeDanceForALS classes. Participants purchase tickets and are encouraged to fundraise using the peer-to-peer tools.
- Many Apple Pay users are outside the United States, so it is included with standard donation payment options.
- ▶ The event site also offers Facebook fundraising integration.



through wallets like Apple Pay, along with more traditional payment methods.

A custom page promoting Zumba's support of Augie's Quest was designed and built in the same platform.





CAMH Foundation

www.camh.ca

PROGRAM NAME: One Brave Night™ for Mental Health

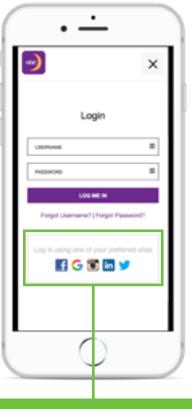
CREATIVE TACTICS:

The Centre for Addiction and Mental Health (CAMH) is Canada's largest mental health teaching hospital and one of the world's leading research centers in its field. CAMH One Brave Night is a Canada-wide virtual DIY peer-to-peer fundraising campaign. Supporters register as a member of a team or as an individual and raise funds to support mental health. On the designated evening, participants step into the spotlight and share a hidden talent with the world.

UNIQUE FEATURES:

- A national event, participants include health providers, businesses, schools, local communities, and media outlets.
- The event encourages early-bird registration with a contest to win an iPad Mini.
- ➤ Participants use the hashtag #onebraveselfie to share their experience and connect with others.





Expanded social media sign-in options include LinkedIn® and Instagram®.

The campaign challenges participants to step into the spotlight and raise funds to support mental health.



Participants create unique events like this pajama party and share them using the hashtag #onebravenight.



"We developed an interactive quiz that seamlessly integrated within the Blackbaud TeamRaiser platform to help our participants make the event experience their own. This quiz, along with the robust suite of Participant Center tools, helped us recruit more than 2,000 participants and raise over \$700,000 in support of mental health."

-Sacha Michna

Manager, Peer-to-Peer Fundraising, Centre for Addiction and Mental Health (CAMH) Foundation





Adam Rippon's Fundraiser for GLAAD

www.glaad.org

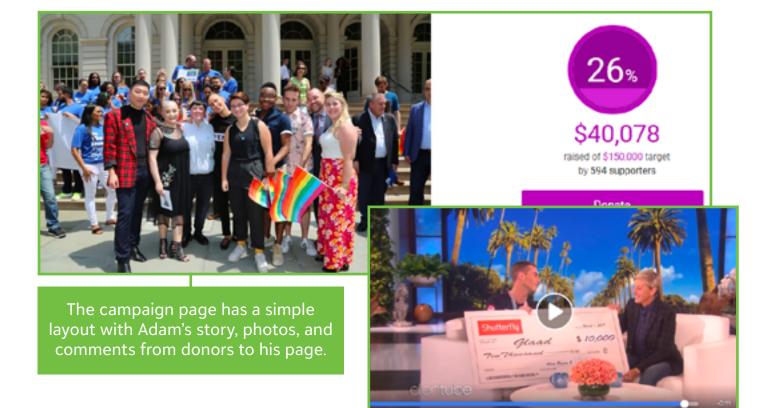
PROGRAM NAME: Adam Rippon's Fundraiser for GLAAD

EXCELLENT TACTICS:

GLAAD works alongside the media to accelerate acceptance for all LGBTQ people. Adam Rippon is an American figure skater and winner of the 2016 U.S. National Championships. In 2018, he became the first openly gay U.S. male athlete to win a medal in a Winter Olympics. Adam started a personal fundraising page to raise money and awareness for GLAAD's LGBTQ youth programs. His fame, passion for living authentically, and support for GLAAD's mission make this program unique.

UNIQUE FEATURES:

- As the campaign kicked off, Adam's social media channels featured GIFs and images with links to donate to his page.
- Adam promoted the DIY campaign heavily during his post-Olympic media tour, bringing awareness and new donors to the organization.
- ➤ The main publicity push for the campaign led up to GLAAD's Media Awards, where Adam appeared on stage.





Donate to Adam Rippon's JustGiving page Adam is fundraising for GLAAD on JustGiving Influencers often bring other influencers-Ellen and Shutterfly made a \$10,000 donation to Adam's campaign.

Influencers like Adam Rippon quickly spread the word about GLAAD to their vast networks.

Make-A-Wish Foundation of America®

www.wish.org

PROGRAM NAME: Wish Your Way

EXCELLENT TACTICS:

Make-A-Wish Foundation of America works together with supporters, volunteers, and sponsors to grant wishes to make life better for kids with critical illnesses. An international organization, Make-A-Wish Foundation operates in the United States and more than 50 countries around the world. The Wish Your Way program allows people to raise money to support nationwide programs, their local chapter, and international wish programs. The overall event structure makes the visitor feel connected to their local DIY campaigns. Searching for a participant page connected with a local chapter is seamless. A quick search brings up a listing of chapters and corresponding campaigns. Each chapter and international program has its own greeting page, complete with leaderboard stats and featured fundraisers.

UNIQUE FEATURES:

- ➤ Special DIY campaigns, like Bowling for Wishes, are part of the Wish Your Way program.
- Corporate sponsors create campaigns for their employees. Participants can fundraise among their family and friends, and can hold events to raise additional money for Make-A-Wish.
- The participant's name is pulled through to several places on the donation form, creating a more personalized experience for the donor.

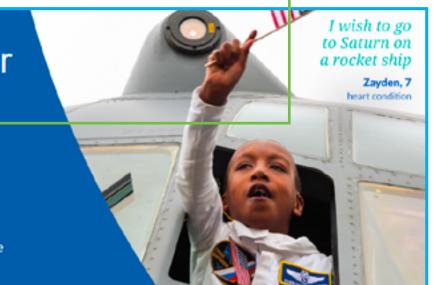
Publishing the total dollars raised inspires people to create their own Peer-to-Peer page.

Impact Near & Far

\$16,371,656

- raised since 2017 -

Each year people across the country raise millions of dollars through fundraisers that match their passions. Come be a part of this community. Come make more wishes possible for inspiring kids.



Participants can create a personal fundraising page for the national, local, and international chapters.

Select A Fundraiser

Where do you want to help grant wishes?

NATIONWIDE

FOR A LOCAL CHAPTER

INTERNATIONALLY

Ochanging this will reset your registration options.

SHARE THIS PAGE

Wish Badge #5: You've raised ACH \$1,000+, which

> could provide cruise

excursion
activities for a

wish family.









Hover over the achievement badges on personal fundraising pages and a pop-up opens with information about the cost for fulfilling wishes.

Second Harvest Food Bank of Central Florida

www.feedhopenow.org

PROGRAM NAME: Virtual Food Drive

EXCELLENT TACTICS:

Second Harvest Food Bank of Central Florida collects more than one million pounds of food and thousands of dollars each year through community food and fund drives. Holding a Virtual Food Drive lets you or your group get involved with ending hunger in Central Florida in an easy, immediate, and highly effective way.

UNIQUE FEATURES:

- ➤ Custom shopping cart functionality lets a donor choose the items they want to donate, or supporters can simply donate without the shopping experience.
- ➤ Prominent sign-in form for returning participants helps to cut down on the number of duplicate registrations from past fundraisers and means less data cleanup by organization staff.
- A Virtual Coach video series walks new participants through every stepfrom registration to setting up their personal page and asking family and friends to make a gift.





A virtual grocery shopping experience lets the donor put up to 9 items in their cart and "check out."



Furman University

www.furman.edu

PROGRAM NAME: Dins Day

FANTASTIC TACTICS:

Held annually on the last day of classes, Dins Day is a 24-hour celebration where all members of the Furman University community are encouraged to wear purple, join the party online or at a local event, and broadcast their PalaDIN Pride through social media to help raise money to support the university's programs and students. Marketing for the giving day campaign was coordinated across online and offline channels, and the campaign was planned and executed ahead of time as well as included "chase" appeals as a follow up.

UNIQUE FEATURES:

- The event site features a scrolling list of donor names, doing double duty as a donor recognition tactic while promoting the magnitude of campaign participation rates.
- ➤ DiNS Day offers special matching gift challenges, adding to the excitement of the campaign.
- Donors can select from a wide array of funds, including support of study abroad programs, purchase of new musical instruments, and women's leadership initiatives.



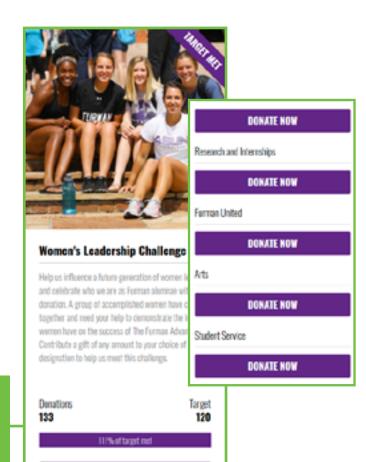
IGAVE!

DINSDAY

Bright and branded social media images are easy for donors to grab and use to spread the word.

Event greeting page features promo areas for each fund. Clicking the donate button brings up an array of giving options.

Annual giving day raises more than \$1 million every year.



DONATE NOW



"Having the right technology to support our best practice approaches in communicating with alumni has made all the difference. Some vendors over-promise and under-deliver. That was not the case with Blackbaud in any capacity."

-Rebecca BilottDirector of Annual Giving, Furman University

The Ohio State University

www.osu.edu

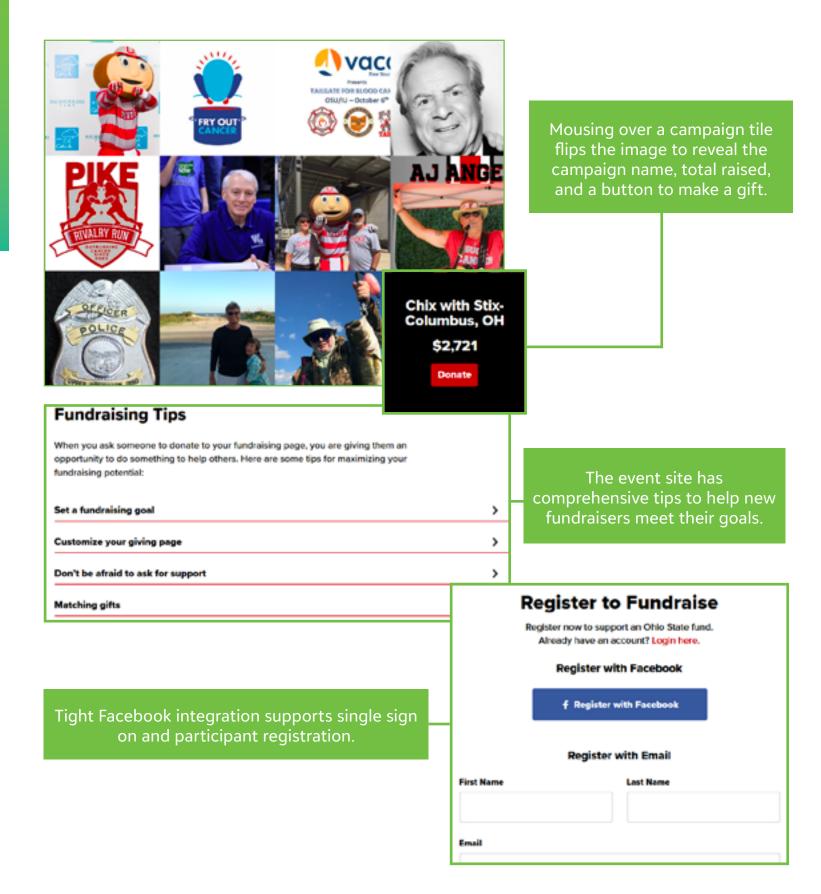
PROGRAM NAME: Online Fundraising

FANTASTIC TACTICS:

Classic peer-to-peer tactics meet crowdfunding in this Ohio State University program. Marketed to students, alumni, and friends of the University, the fully responsive event site offers quick pathways to register and donate. Participants can select from three campaign types: honor/memorial, events, and celebration giving. A simple two-step registration process includes the option to use Facebook credentials for faster sign-up.

UNIQUE FEATURES:

- ➤ Participants who are running an event fundraiser can manage their event registration in Facebook and use the DIY fundraising tools for soliciting gifts.
- The program's website features comprehensive resources including social media and image use guidelines.
- A simple, branded participant page template works well with any campaign content and image.



Susan G. Komen Foundation®

www.komen.org

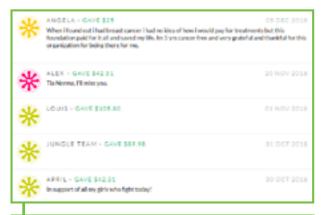
PROGRAM NAME: Give to a Project

FANTASTIC TACTICS:

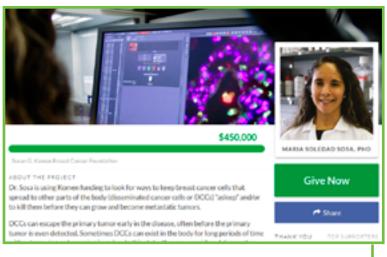
Susan G. Komen Foundation is a pro at peer-to-peer. Its signature run and walk events are well known, and its evergreen DIY fundraising offers other ways for supporters to raise money. The foundation's strategy included directing supporters to crowdfunding pages, providing a compelling experience that connected donors who may have only given to their friends and family who participated in a walk or run.

UNIQUE FEATURES:

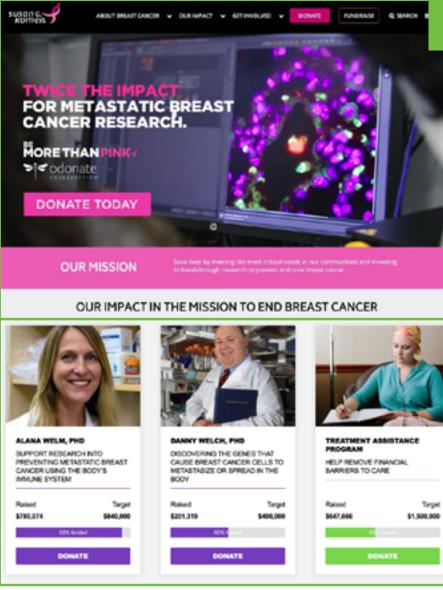
- All open campaigns appear on the landing page. Large photos of the campaign owner help make a visual connection between the donor and doctors and researchers who are searching for a cure.
- The donation form opens in a pop-up window, and the selected gift amount is displayed on the donate button as a final confirmation for the donor.
- ➤ Campaign owners are very active, interacting with donors and providing their personal thanks for each gift.



Donors can add comments or share their stories.



Researchers and doctors set up their own campaign page and collect donations.



Komen Crowdfunding Hub: \$3M Raised; \$128+ avg gift (2x Y/Y)

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Be The Match Foundation®

www.bethematch.org

PROGRAM NAME: Team Be The Match

COOL TACTICS:

Be The Match, operated by the National Marrow Donor Program, has managed the largest and most diverse marrow registry in the world, saving lives through transplant. The Team Be The Match peer-to-peer program was created to meet growing supporter demand for tools to raise money and awareness. The event site features a custom design, with clear engagement pathways, bright imagery, and easy-to-find participant resources. Gamification elements include the ability to earn different badges as participants send appeals and raise funds.

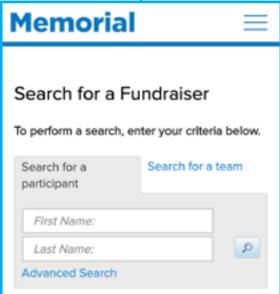
UNIQUE FEATURES:

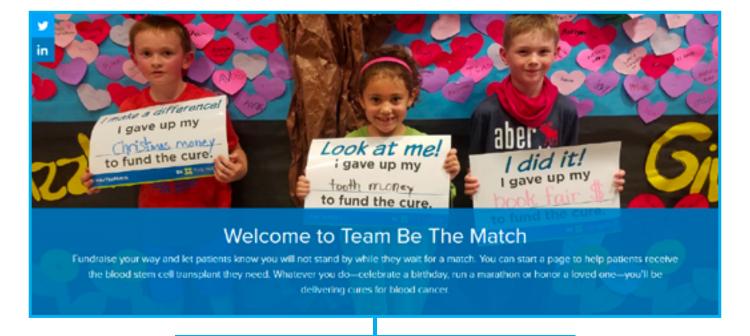
- ➤ Be The Match on Campus is a unique component of the program and has been adopted by dozens of colleges and universities around the country.
- Automated coaching messages are sent to team captains and participants, keeping them engaged and recognizing achievements (like hitting a fundraising goal).
- ➤ Supporters interested in holding community events, like marrow drives, begin the planning process by completing an interest form.



Custom achievement badges add gamification elements and encourage participants to remain highly engaged.

Custom search limits results to each campaign type and makes it easy to find a specific participant.





The event greeting page uses compelling imagery to make the case for support.

JDRF

www.jdrf.org

PROGRAM NAME: Fundraise Your Way

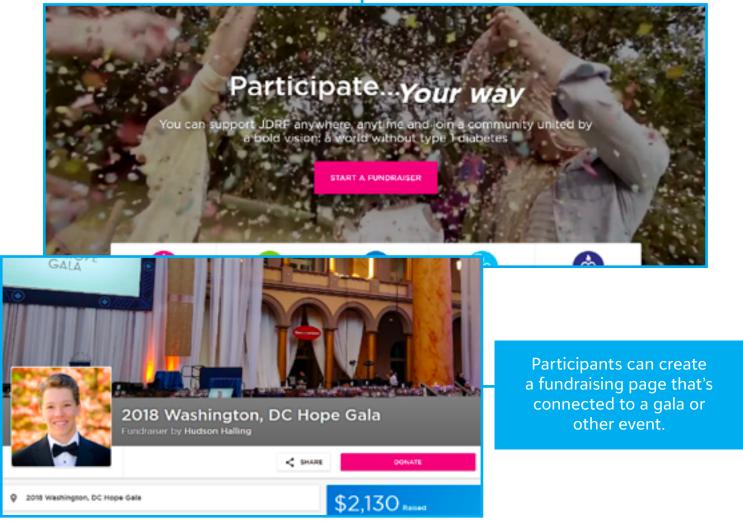
COOL TACTICS:

JDRF leads the fight against type 1 diabetes (T1D). The organization has built a powerful community of supporters who participate in many JDRF fundraising and awareness-building activities. The Fundraise Your Way program offers even more fast and easy ways for people to fundraise among their personal networks. The JDRF DIY peer-to-peer community has created fundraising pages for events of all kinds, including rallies, house parties, and "diaversaries."

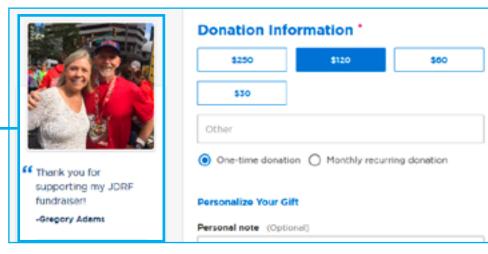
UNIQUE FEATURES:

- ➤ Modern, long-scroll design is bright and engaging.
- ➤ Program site features impressive list of interesting ways to fundraise, including "CEO Jail" and hosting a garden tour in your neighborhood.
- Links to other JDRF peer-to-peer programs appear in the site navigation, excellent for cross-promotion.

Inspiring video and animation draws visitors in.



The participant's photo and thank-you messages display on the donation form.



Multiple Sclerosis Association of America®

www.mymsaa.org

PROGRAM NAME: Swim for MS

COOL TACTICS:

MSAA is a national organization dedicated to improving lives today through ongoing support and direct services to individuals with MS, their families, and their care partners. MSAA's signature fundraiser, Swim for MS, gives supporters peer-to-peer tools to raise money by creating a swim challenge at any pool, any time. Participants can swim alone or form a team with family and friends. The organization also cross-promotes all the different ways to get involved as a fundraiser, rather than just treating participants in a single event in a silo.

UNIQUE FEATURES:

- In-depth digital Aquatic Center serves up resources for supporters to find a pool, get training tips, and learn the benefits of water-based exercise.
- Custom questions asked during the registration process are displayed on the participant's personal page, saving a step for the fundraiser.
- A video created by the organization is featured on the greeting page, giving potential participants a great overview of registration and fundraising.

\$100 provides a shower chair and a bathtub safety rail for one individual with MS





\$150 provides a four-wheel walker and a quad cane for one individual with MS

\$300 provides cooling vests for two individuals with MS





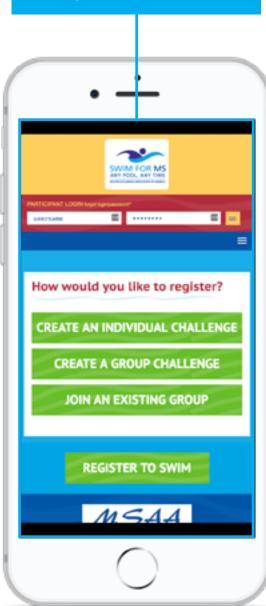
\$600 provides a wheelchair for one individual with MS



Swim Stories from participants serve as testimonials about their great experiences in the program.

A fundraising infographic appears on every participant page and helps donors see how their gift makes a difference.

The event site and participant center are fully responsive and easy to use on a phone or tablet.



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About the Authors

Jeanette Russell

Jeanette is a nonprofit marketer at Blackbaud who is dedicated to scaling #socialgood through nonprofit technology. During her 20 years in the nonprofit sector, she's worked with thousands of nonprofits, and she brings a deep understanding of organizing, fundraising, and modern engagement. Passionate about social change, Jeanette writes and speaks nationally about how technology empowers everyday advocates to take greater roles in helping causes deliver their missions. As a digital pioneer living in Missoula, Montana, she's spent nearly a decade evangelizing one of the first online engagement platforms, Salsa Labs, then joined Attentive.ly as the marketing director, which was acquired by Blackbaud in 2016. Jeanette has served on the advisory board of JustGive, board director of the New Leaders Council (MT), and cofounded the National Forest Protection Alliance.



Maureen Wallbeoff

A resident of Cape Cod, Massachusetts, Maureen started her nonprofit career at Planned Parenthood of Connecticut, rising from counselor to eBusiness director over a seventeen-year tenure. In 2008, along with several business partners, she opened the doors to Firefly Partners, a creative digital agency for nonprofits. After working with hundreds of organizations across every mission and vertical, Maureen realized that most nonprofit staff aren't confident in their ability to buy, set up, and use the right CRM and digital engagement platforms. Maureen uses plain language and proven processes to help her clients experience wild success with their own unique mix of systems. In addition to her work with nonprofits, Maureen has authored two guides on nonprofit engagement software, answers questions live on Facebook every Friday, blogs at her website, and is a regular contributor to nonprofit industry media channels.

We are grateful to the following people and organizations who helped us with this lookbook:

The team at Blackbaud including Chris Cain, Jennifer Cobb, Robyn Mendez, Amy Morrison, Liz Copeland, Sally Heaven, Natasha Stone, Tara Jayne-O'Donnell, Patricia Tynan, Tanya Turschic, Heather Rosier, Chris Harris, Lee Johnson, Mary Grace, Davis, Marssie Versola, Bo Crader, Derick Martin, and Lovisa Lane Mendelson.



Doing Good Digital, Augie's Quest (Page 11)

HJC, Center for Addiction and Mental Health (Page 12)

Cathexis Partners, Second Harvest Foodbank of Central Florida (Page 17)

Firefly Partners, Be The Match (Page 24) and Swim for MS (Page 25)

For more information about Blackbaud products, services, and partners, please visit www.blackbaud.com.

We hope you're inspired to explore new ways to fundraise using DIY programs! Here are a few resources you can use to learn how to leverage Blackbaud's complete solutions and start your DIY fundraising program like a pro.

- > Straight Up P2P: A one-stop resource for all things peer-to-peer.
- ➤ <u>Raise + Engage</u>: FFind exactly the information you need to raise more funds and engage with your supporters on a whole new level. No matter your role, you'll find straight-forward advice, ideas, and more to support it here.
- ▶ <u>Blackbaud Institute for Philanthropic Impact</u>: Find best-in-class research to accelerate the impact of the philanthropic community. The Institute shares intelligent perspectives on best practices, legislation, and trends in the sector.

Already a customer?

Just contact your customer support specialist to learn more about these examples, get services to help you implement these tactics, and hear hot tips on how to replicate an example with your current products.

Our website is a great place to start. Please visit www.blackbaud.com. You can email solutions@blackbuad.com, or give us a call at 800-443-9441.

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About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impactthrough 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.