




Zeffy's success team presents:

Hosting a peer-to-peer campaign on Zeffy

Bike-o-thon

Campaign



\$15,076.90 of \$25,000.00





[DONATE ♥](#)

[FUNDRAISE WITH US](#)

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See who's taking part

Leaderboards

	Ali Pearson	<div></div>	\$4,054 raised
Participant			
	The Martel family	<div></div>	\$3,114 raised
Team			
	Team Breeze	<div></div>	\$2,956 raised
Team			
	Matthew Sharp	<div></div>	\$2,778 raised
Participant			


Create a fundraising team

Bike-o-thon

[Create a team](#) [Individual fundraising](#)

Team name

Campaign target (\$) Email

 Add an image

First name

Last name



Topics covered today:

- Why P2P campaigns are such a great fundraising tool
- The 5 key points to consider before launching your campaign
- How to set up your Zeffy form for a successful peer-to-peer



Why should your next campaign be a P2P?

P2Ps are a **low-cost**, **effective** and **fast-paced** fundraising raising tool.

They help to expand your donor pool

- A free marketing tool for your event and your organization
- Access to your donor's network of those who are willing to support them

They engage current donors in a new way and turn them into supporters

- Leads to higher donor retention
- Deepens your relationship with them and their understanding of your work

Speeds up fundraising and lessens the pressure of fundraising on your team

- Allows you to focus on other initiatives in parallel

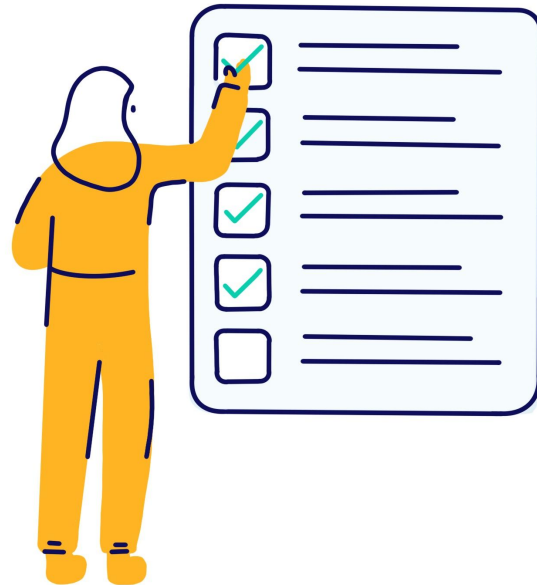
5 key points to consider for your P2P

1. Define your fundraising goals

Determine your fundraising target based on:

- Your organisation's needs
- The size of your donor pool and how much they can raise
- Your budget for the event (if applicable)

* Be prepared to track and adjust this goal as your campaign progresses



5 key points to consider for your P2P

2. Determine your awareness and engagement goals

Determine your awareness and engagement goals by:

- Basing it on the size of your current donor pool
- Setting a goal of how many supporters you hope to gain
- Using this to guide your outreach initiatives and communications



5 key points to consider for your P2P

3. Invest in your communications

Here's how:


- Use all social media channels available to you
- Personalize your communications with your existing donor pool (calls, texts, emails)
- Include a video, a compelling story for your campaign and key information about your organization
- Prepare thank-you cards and emails



5 key points to consider for your P2P

4. Empower your supporters to raise more with a fundraising kit

Here's how:

- Give tips and tricks on how to ask for donations when they register
 - Provide visually compelling materials for them to share on their forms
 - Share your fundraising target with them
 - Encourage them to share why they choose to fundraise for you
- 

5 key points to consider for your P2P

5. Choose your activity wisely

Here's how:

- What would your donor demographic enjoy?
- How many people are you trying to involve?
- What is the capacity of your event?
- How does it relate to your cause?
- What is your budget for this event?





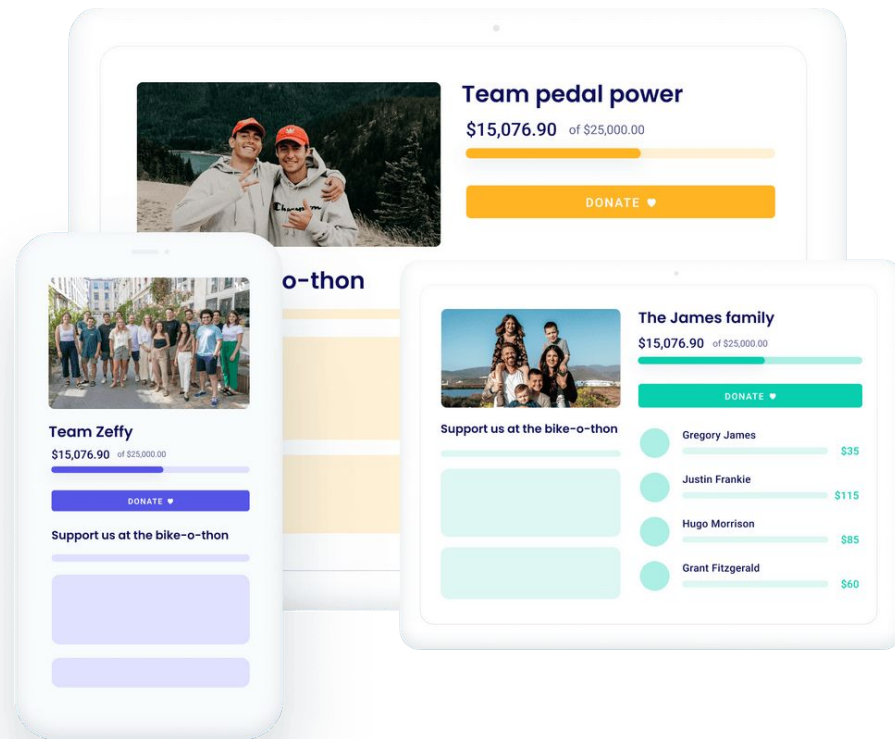
See what other Zeffy users are up to!

[Bowl for Kids Sake](#)

[Second Annual PILSC Walk/Run](#)

[Fundraisers for Foundry Langley](#)

[Your hour her power fundraiser](#)





Thank you!