

The State of Peer-To-Peer Fundraising

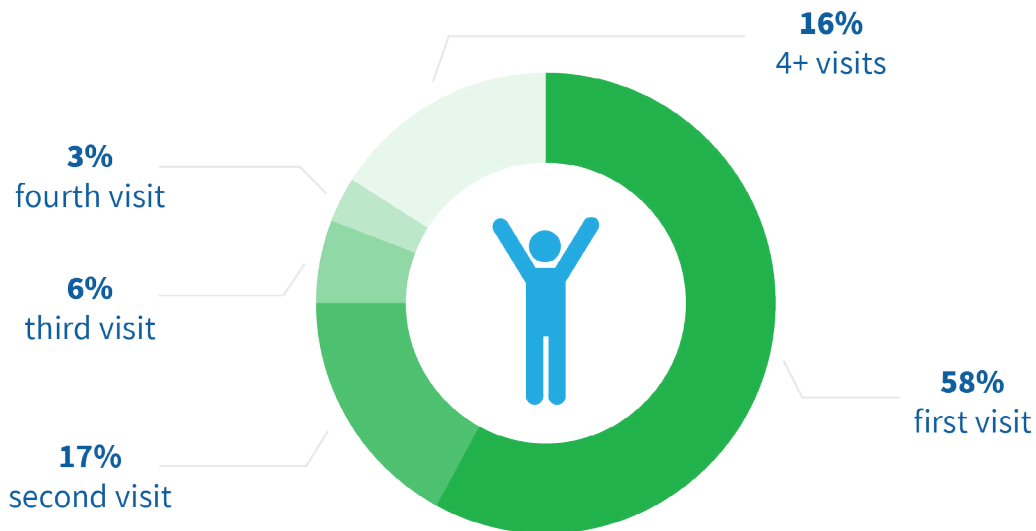


————— *A yearly report from DonorDrive* —————



DonorDrive
PEER-TO-PEER FUNDRAISING

One donation can take many page visits.



Fundraising changes rapidly these days. And it's hard to keep up with what's really important in order to guide your organization's future. This report covers the most vital trends in peer-to-peer fundraising and presents you with some thought-provoking stats that we've pulled from thousands of events that have raised millions of dollars through DonorDrive.

THE HOT TRENDS.

These are what we've spotted as the most important stories right now:



Fundraising through social continues to grow.



Salesforce shows us how valuable donor data really is.



Crowdfunding gets suspicious.



Millennials are tomorrow's nonprofit leaders.



Is storytelling still a thing?



Are you guiding your supporters in making the digital ask?



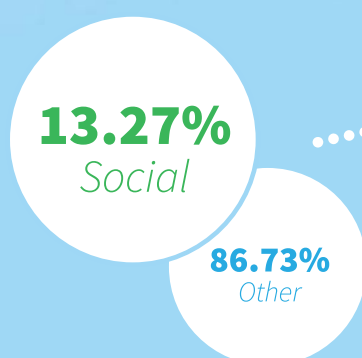
Teams are doing the fundraising for you.

Social Fundraising is up 32%

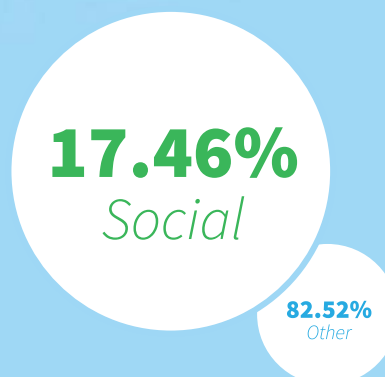
Two years ago we examined the percentage of dollars donated through social media in DonorDrive. Despite social channels showing fewer and fewer updates in a donor's timeline, donations that come through social are way up.

DONORS ARE GIVING MORE THROUGH SOCIAL.

2012 Social Giving

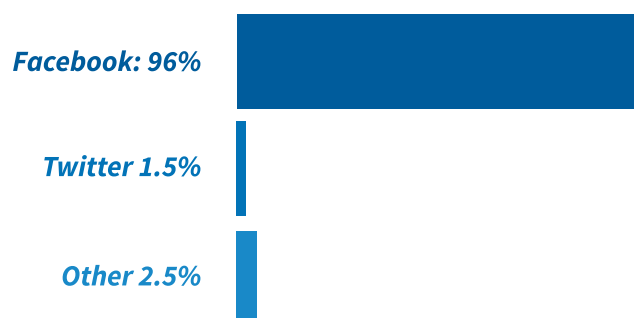


2014 Social Giving

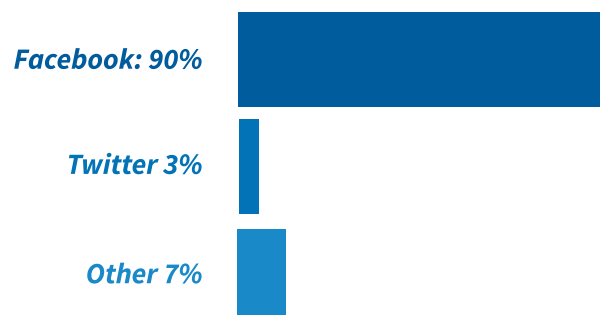


FACEBOOK STILL RULES.

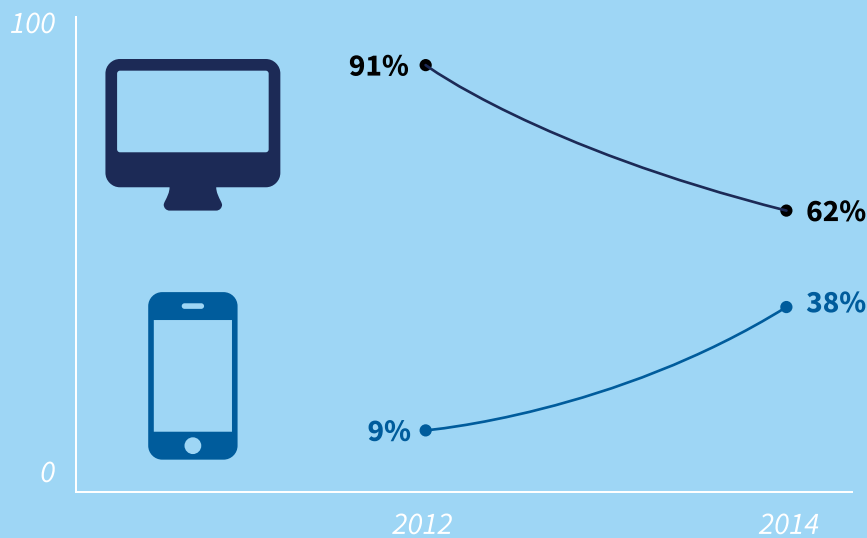
2012



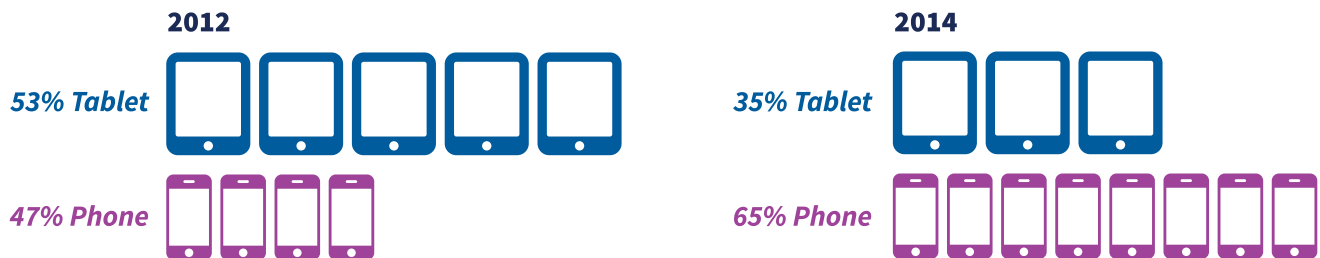
2014



SOCIAL DONATIONS BY MOBILE UP 278%



2/3 OF MOBILE DONATIONS ARE FROM SMARTPHONES



OVERALL, MORE CHANNELS DRIVE MORE DONATIONS.

Unexpected social channels like Twitch.tv join Reddit in driving donations among male Millennials, while the hot social channels like Pinterest and Instagram play only marginal roles in getting donations.

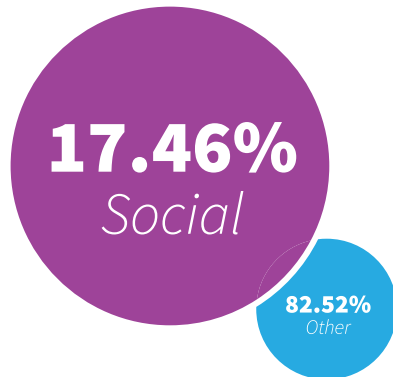
The power of social fundraising is undeniable.

The more you encourage your event participants to tweet and update about their involvement, the more they'll raise.



Fundraising through social continues to grow.

2014 Social Giving



Fundraising through Facebook gets a bad rap. Maybe you've already put up a Facebook widget and netted a few likes, but no dollars. That's because Facebook is about people, not organizations. In reality, it can be a powerhouse when your supporters use it to ask for donations from their friends.

For nonprofits the key is not making the ask on Facebook. It's making sure your supporters' fundraising pages are both social friendly and mobile friendly. Since so much of social traffic is on mobile now, phones are driving the conversation as well as the donations. When you give donors the convenience of donating and sharing by mobile, Facebook becomes a powerful tool for fundraising.

If you'd like more details from our research, see our [blog post](#).



Salesforce shows the value of donor data.

Salesforce caught the attention of the nonprofit world with some deep commitments to the sector recently. As a company, Salesforce has been growing an internal philanthropic culture for a while now that's better enabled them to understand and serve the needs of nonprofits. The company made some changes recently in their software that really shows this commitment. They didn't just reface the Salesforce platform for nonprofits, they've done some recoding to make the software function better for organizations. Businesses use Salesforce to work with customer data, but the upgrade was made to help nonprofits better understand relationships with supporters and to build on them.

SO WHERE'S YOUR DATA?

The most valuable data for nonprofits is stored in your fundraising software and CRM software. And when you can connect these two databases, you get a data set that helps you understand your supporters so much better. But getting enterprise-level fundraising software to talk to your CRM has been a headache for many organizations, even sometimes when the two pieces of software are services offered by the same company.

INTEGRATING WITH SALESFORCE.

Salesforce showed just how seriously they take getting nonprofits onboard when they introduced NGO Connect. This allows other nonprofit software to sync with Salesforce. DonorDrive integrates with Salesforce through NGO Connect, giving nonprofits the superior fundraising and data gathering of DonorDrive and syncing it with Salesforce, the largest and most powerful CRM.

Even before the recent upgrade and the birth of NGO Connect, there were 22,000 nonprofits using Salesforce as their donor management software. That number is expected to grow rapidly.



So why is Salesforce so interested in helping nonprofits? Kenneth Cukier, who coined the term “Big Data” may have a clue. He feels that data is hugely important to the future of doing good. From a recent TED talk: “The only way this planet is going to deal with its global issues – to feed people, supply them with medical care, electrical energy, global warming – is the effective use of big data.”



Crowdfunding gets suspicious.

“

People might feel a more direct connection in crowdfunding, but it doesn't mean it's doing the most good.

Katherina M. Rosqueta | Executive Director

*Center for High Impact Philanthropy at the University of Pennsylvania
quoted in the New York Times*

As the word crowdfunding becomes more and more a part of our vocabulary, nonprofits are questioning its use as part of their revenue stream. It seems like crowdfunding is money for nothing: a site just hands you the cash they raise for you, right? While you'd expect saying yes is a no brainer, crowdfunding is not without its downsides, as many [established nonprofits are discovering](#).

CROWDFUNDING VS PEER-TO-PEER.

We feel it's necessary draw a clear distinction of the growing differences in crowdfunding and peer-to-peer fundraising. Crowdfunding encompasses both nonprofit and for-profit funding through individuals, which has been known to pose conflicts of interest. For instance a crowdfunding site was recently in the news for its approval of a [campaign to send a sex worker to the Feminist Porn Awards](#). If your cause is stopping abuse against women, would you really want to fundraise on the same site?

On the other hand, peer-to-peer fundraising is a vehicle that gives the nonprofit their own site. While similar in function to crowdfunding, the difference is that the organizations has complete control over branding, data and dollars. This enables them to give their supporters the freedom to fundraise for the organization, while protecting the brand equity they've worked so hard to build.

THE CROWDFUNDING DILEMMA.

For smaller and newer nonprofits, crowdfunding can generate awareness and a few dollars. But an article in the New York Times has set off alarms about crowdfunding for established nonprofits. The biggest concern is that long term, crowdfunding will hurt the most established and most effective nonprofits. Donations could be diverted from their well-established, efficient channels of good to tiny projects where funding gets squandered by novices with the best of intentions.

“

A very simplistic project can be great, but if it becomes the sole means people give, we're going to end up addressing a much narrower set of social problems.

Ken Berger | President

Charity Navigator

quoted in the New York Times

For a complete plan on appealing to the crowdfunding crowd without losing control and a great example of a personal campaign, [check out our post](#).



Millennials are tomorrow's nonprofit leaders.

Many nonprofits are afraid of Millennials, most likely because they fear what they don't understand. But here are some stats you can understand from the [2014 Millennial Impact Report](#):

92% of Millennials work for companies that they feel are having a positive impact on the world.

87% were encouraged to join in on their company's cause work.

47% volunteered in the last month.

87% donated to nonprofits.

It's a surprise to some that Millennials are major philanthropists and give both money and hours. If you're not attracting them, it's probably just a matter of learning to relate to them on their terms.

Ed Lord, Vice President of Strategic Services for DonorDrive, recently did a series of articles on engaging Millennials called *Attracting Young Professionals to Your Organization*.

Ed's best advice:

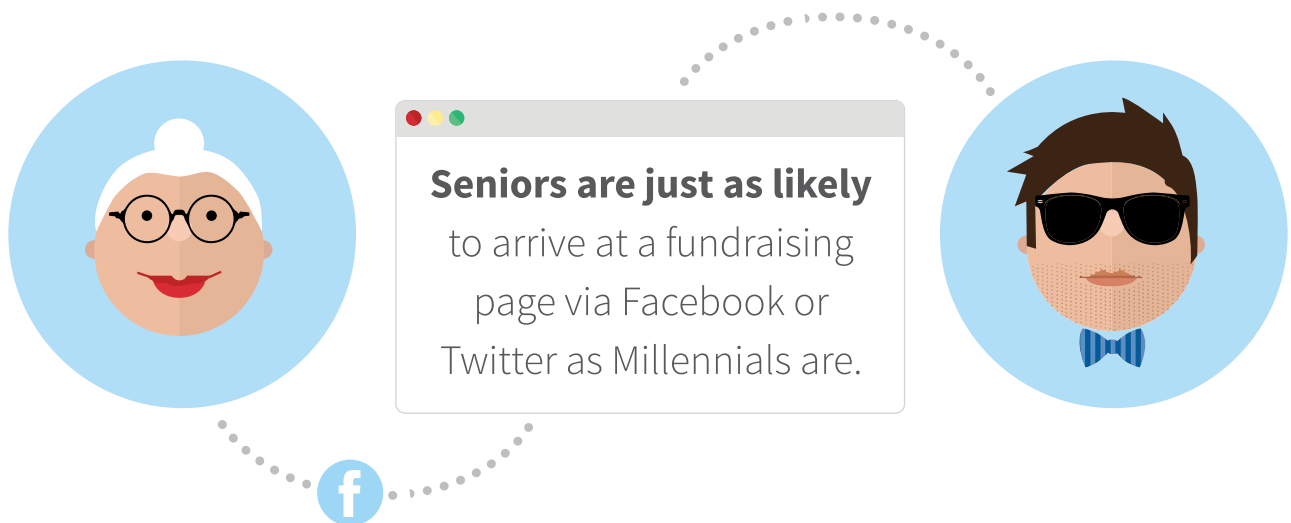
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Start a young professionals group. You don't really want to make them officially part of your organization, but more of a rogue fundraising unit. If you give them loose guidelines and leave them alone, they can become avid volunteers, big donors, and tomorrow's leaders for your organization.

Ed Lord | Vice President of Strategic Services

DonorDrive Peer-to-Peer Fundraising

Check out [Ed's series](#).



Don't forget about Seniors!



Is storytelling still a thing?

Though the buzzword “storytelling” is so 2014, the practice of storytelling has proven itself to be hugely successful in growing passion for causes. Storytelling has taught us that people want stories with happy endings about the success your organization is having, rather than sad statistics of the insurmountable odds the cause faces.



Storytelling has also taught us that each of our supporters has a story to tell about why they’re involved with our cause. When you create a storytelling culture within your organization, you empower your constituents to tell the story of your nonprofit to everyone they know.

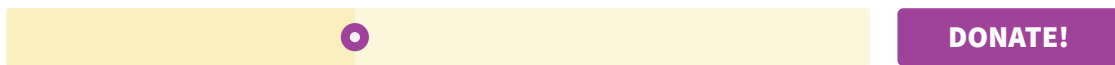
To get a better understanding of good storytelling practices that grow donations, complete with some real-world examples, [check out our storytelling eBook](#).

Making a Second Ask

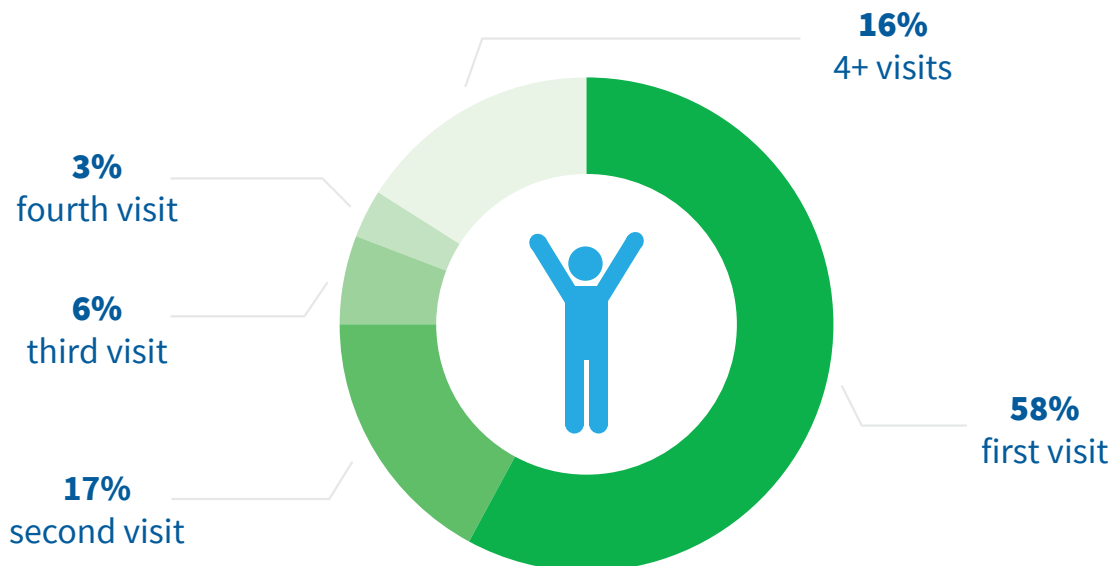
We examined data on giving in peer-to-peer events and found almost half the donors don't give on their first visit to a fundraising page. To engage those donors, event participants need to make a second ask.

42%

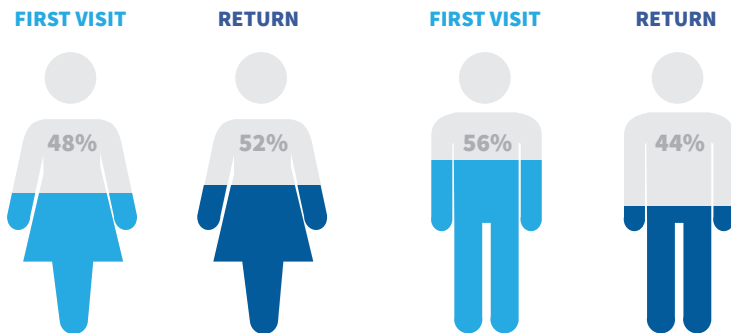
of those who donate return multiple times before they hit the donate button.



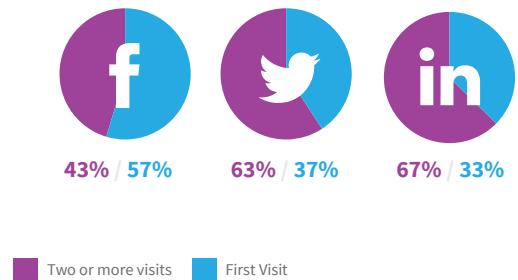
One donation can take many page visits.



MEN ARE MORE LIKELY TO GIVE ON THEIR FIRST VISIT.



Reminders on social media really pay off, especially on Twitter and LinkedIn where subsequent updates get the donation.



Compose New Tweet

Please support me in my run for my favorite cause!
www.url.com/fundraise/lauren #fundraise

Tweet

85% of donations happen on the same day the donor first visits a fundraising page, so same-day reminders on social media really help.

While your participants may think the second ask is pestering, it's likely that their donors actually appreciate the reminder and will reward participants who remind them.

Data from DonorDrive Peer-to-Peer Fundraising software.



Guiding your supporters to make the digital ask.

When we built the Fundraising Motivation Engine® into DonorDrive, we knew it would help fix the common problem of motivating event participants. Whether they're fearful of fundraising, confused about what to do next or just need a little encouragement, our software automatically coaches participants to follow fundraising best practices.

The most successful clients are priming the Fundraising Motivation Engine with scheduled and triggered notifications to their event participants that pass along fundraising advice and encouragement. Here is some of the best advice we've found that improves fundraising. It often turns the meek into power fundraisers when they find out how easy fundraising can be.

1

Donate to yourself. Self donation does more than just generate donations. It makes the participant feel more vested in what they're doing, making the ask easier for them.

2

Personalize your fundraising page. The story of why they're fundraising, personal photos and video generates 20% more donations on average than pages that with the basic copy the organization puts there.

3

Email everyone in your address book, even those you don't expect to give. Also make sure they email the ask more than once. Email still generates the lion's share of donations.

4

Post links to your fundraising page on Facebook.

Facebook is responsible for 90% of social donations.

5

Tweet a link to your fundraising page when close to the event or deadline. Twitter's immediacy generates last-minute donations.

6

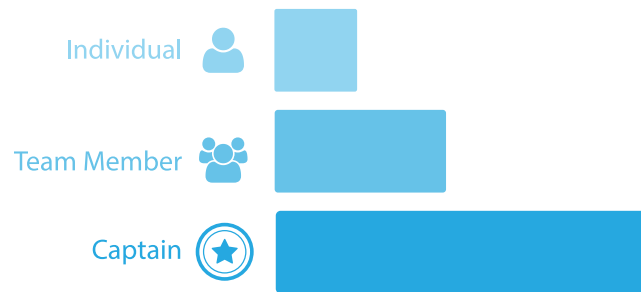
Half of those who donate to you won't do it on their first visit to your fundraising page. Life often interrupts donors in the process of giving. It's important that participants ask multiple times.

If you'd like to dig deeper into the details on making a second ask, [take a look at our findings](#).

Give one for the team.

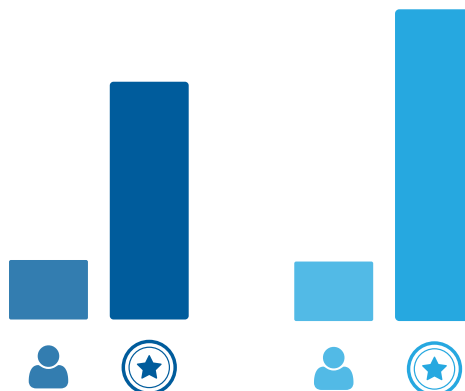
In our latest research, we've found conclusively that team members raise more than individual participants.

Teams raise more.



Team members raise **17% more** & Team captains raise **54% more**

Team Captains use social media more.



300% more likely to use Facebook.

..... &

471% more likely to use Twitter.

Team members tell stories.



Team-centric events convert donors into participants.



If you've found your signature events stagnating in recent years, teams can be the cure. When you encourage group participation it not only spices up your event, it also brings in more participants and more donations.



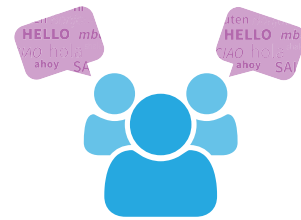
Teams do the fundraising for you.

Recently we did some research and discovered that making your event team-centric is a great way to boost peer-to-peer donations and to improve lagging participation. We compared team captains and team members in team-centric events to individuals in highly-successful events that rely mostly on individual fundraisers.

What we've found is that people are truly social animals. There are many factors as to why fundraising as a pack is so successful: peer pressure, competition with other teams, competition within the team, camaraderie and safety in numbers (which helps get participants over their fear of making the ask.) For an individual to be a successful fundraiser, they have to be self-motivated and personally committed. In a team environment, success comes from a cumulative group effort. While there can be a weak member on any fundraising team, our stats show that on average, they can outperform even motivated individuals.

The numbers in our Infographic clearly show that team players generate more donations and more buzz about your event, which can draw in new participants. There are more [details in our blog post](#).

Team members tell stories.



33% more likely

to personalize their fundraising messages

SO WHAT'S NEXT?

We had a no-nonsense discussion with our fundraising experts on the DonorDrive Team and asked them to relate a short list of the five most important things a nonprofit could do to improve their peer-to-peer fundraising this year. Here are their suggestions:

- 1 Build a DIY fundraising program.** If you already have one, make sure you promote it so much that your supporters can't *not* know it's there. More of your donors want to piggyback fundraising onto the activities in their lives, like running a marathon or getting married.
- 2 Make fundraising pages mobile friendly.** If they're not mobile friendly now, you're already losing substantial donations. The shift from desktop to mobile donations will escalate this year.
- 3 Modernize your long-standing events.** Mudders and undie runs are now the norm that your signature events are competing against. But don't be too quick to abandon existing events, assuming they've run their course. The real problems may be that you haven't introduced elements of fun and challenge to engage new participants.

4

Address your lack of Millennials. Many of your supporters are now preferring fundraising tools so they can fundraise themselves, but almost all the young professionals who *could* be supporting your organization are demanding the freedom to fundraise on their own terms. Ask yourself what you can do to attract them and what online tools you can give them to fundraise once you do.

5

Start talking to your supporters, not just asking them.

We spend far too much time asking for money and far too little showing our supporters what that money does. While it's true that supporters don't want to be asked constantly, they do want communication with your organization. They're investing in good and want to know what their money is doing. Be more aggressive about informing about your good deeds and be less aggressive about asking.

Thanks to Ed Lord, Mike Malekoff, Geraldine Carter and Amy Fecker.

We hope you've found this report useful and hope that it helps guide you to a more successful 2015.

-The DonorDrive Team



DonorDrive®
PEER-TO-PEER FUNDRAISING



DonorDrive® Peer-To-Peer Fundraising is the industry's leading software for nonprofits, helping generate more revenue through innovations like automatic coaching, responsive fundraising pages and social integration. Find out why Children's Miracle Network Hospitals, Doctors Without Borders, JDRF Canada and Team ASPCA use DonorDrive for their runs, walks, rides and third party campaigns.

Visit us at www.donordrive.com