

How to Set Up an Effective Peer-to-Peer Communications Plan



Peer-to-Peer (or P2P as it's commonly referred to) campaigns are any fundraiser where your supporters raise money from their own networks to fundraise on your behalf. It's a multi-tiered model that mainly takes advantage of social media to spread your message across networks to reach as many people as possible.

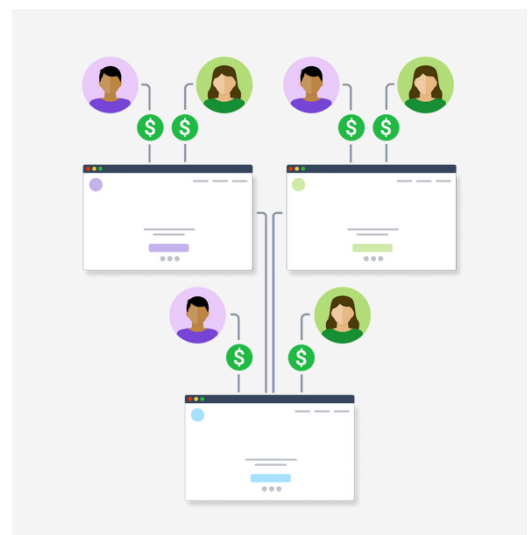
They are an effective way for nonprofits to reach larger audiences, attract new supporters, and secure donations. And with increasing demand for and interest in hybrid fundraising events, these campaigns present a unique opportunity for organizations to acquire new donors both within and outside their local communities.

In many ways, [Peer-to-Peer campaigns](#) are great for engaging supporters and stewarding your donors. Getting supporters to promote your nonprofit's campaigns saves your team time spent on direct outreach, allows supporters and donors to actively participate in helping the causes that they care about, and can help grow your base of [younger, more impact-driven donors](#).

Compared to Gen X (39%) and baby boomers (14%), millennials (47%) and Gen Z (42%) are more likely to donate to a nonprofit if asked in front of others.

On average, [an active P2P fundraiser will raise \\$568](#) from seven donors and produce four new donors for your organization. But you need an effective communications plan to recruit supporters to become fundraisers.

All emails to fundraisers sent throughout your campaign should include a thank-you message, a call-to-action, an update about the campaign's progress and goals, and any helpful fundraising tips.



But before you start [shooting off emails left, right and centre](#), make sure you have everything organized to ensure a seamless and enjoyable experience for fundraisers that will encourage them to fundraise for your nonprofit again.

This guide highlights the kinds of emails you need to recruit, activate, engage and retain your P2P fundraisers.

5 Top Tips

Here are five top tips and questions to keep in mind before connecting with your potential P2P fundraisers:

01

Set your campaign goal: What exactly are you trying to fund? How many donors would you like to acquire during the campaign?

02

Establish timelines: How long will your campaign run? How much time would you need to recruit and onboard participants?

03

Determine the format: How will you run your campaign? Do you have a [P2P fundraising tool](#)? Is this going to be a hybrid fundraiser?

04

Draft a [case for support](#) for your campaign: Write an elevator pitch that will make people want to get involved.

05

Develop your campaign brand strategy: Start brainstorming design elements and marketing collateral for your campaign.

Only once you have your story, branding, and technology set up you can start creating your communications strategy.

Four Types of Emails to Steward Your Peer-to-Peer Fundraisers



The key ingredient to any successful P2P campaign is having supporters willing to participate. Your first set of emails should be a three-part nurture campaign that goes out to your existing donor database.



Pro Tip: Sending a series of emails instead of just one is proven to increase open rates by 80%.



Email #1: Invitation

This email should introduce what your campaign is about using the case for support you created when you laid out the basics.

Your invitation email should answer the following questions:

- What cause are you raising money for?
- Who will benefit from this campaign? i.e., who are the beneficiaries?
- Why should donors support and fundraise for your campaign?
- Why is this campaign important right now?

Suggested Call to Action (CTA): Will You Join Us? / Will You Start a Team?



Email #2: Follow-Up With Your 'Why'

A few days after your initial invite, send a second email explaining why this cause is important. This is an opportunity to highlight the impact that potential fundraisers could make by participating in your campaign.

You should consider including the following:

- Personal stories from beneficiaries that highlight their needs
- Messages from the Executive Director or other key staff members
- Links to blog posts, videos, or case studies that show how your organization has made a difference in the past
- Testimonials from past P2P fundraisers

Suggested CTA: Create Your Fundraising Page



Email #3: Last Chance to Participate

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This final email should be a short, concise email sent towards the end of the recruitment period. Create a sense of urgency for potential fundraisers to sign up or risk being left out of the campaign.

In this email, you can include a reminder of when the campaign starts, how supporters can become fundraisers, and tips on how fundraisers can go about attracting new supporters. This email should convince readers that you've thought the campaign through and that they will be supported throughout the fundraising process.

Suggested CTA: Join Us Today / Create Your Team

Activation Emails

As fundraisers begin to sign up, you should keep stewarding them by creating and sharing a series of [Welcome Emails](#). Your welcome email series should encourage and inspire them to raise money for your cause. Your goal is to reassure your supporters that they are appreciated, and their efforts will drive change no matter how much they raise. Here are two emails you can send as part of your welcome email series for P2P fundraisers:



Email #1: Welcome Message

After a new fundraiser signs up, send them a thank you email to welcome them to the campaign and help them get started.

You can include the following:

- A short story about the community they're helping
- Reminders about the goal, elevator pitch, and timeline of the campaign
- Information about who to contact if they have questions or need support

Suggested CTA: Set Up Your Fundraising Page



Pro Tip: End your short story with a statement along the lines of, "By fundraising, you're helping people like [recipient] with [X]." to build a personal connection between your community and your supporters.



Email #2: Set Up Your Fundraising Page

Once you've thanked them, the next step is to ensure they set up and personalize their online fundraising pages. Send them:

- Examples of good P2P fundraiser pages
- Links to templates for social media posts
- Logos, images, or any other marketing materials that could be helpful

Suggested CTA: Will You Start Fundraising?

Engagement Emails



It's essential to stay in contact with participants after your P2P fundraising campaign has been launched. You should send engagement emails that are helpful, motivational, and educational.

These emails do not need to be lengthy; you can choose to send as few or as many as you think are necessary throughout your campaign.

Here are some ideas of what to include in your engagement emails:

- Thank you message
- Campaign updates and goal progress
- A list of top fundraisers so far
- Fundraising tips and best practices
- A reminder that fundraisers can seek assistance from your team at any point during the campaign

Suggested CTA: Will You Keep Fundraising?



One of the biggest mistakes you can make is spending all your time recruiting new peer-to-peer fundraisers and not enough time engaging those you've already brought on.

Rentention Email



The goal of your final email should be to thank everyone for their support and participation, and encourage them to return next year or for your next campaign.

This email should be sent right after your campaign ends and could include:

- The total amount of funds raised
- Total number of participating fundraisers and new donors acquired
- The impact of the funds raised
- Request for campaign feedback
- An invite to signal interest in joining your next P2P campaign

Suggested CTA: Will You Join Us Next Year? / Be the First to Know About Next Year's Campaign

Conclusion

Properly stewarding your P2P fundraisers and participants is key to running successful P2P fundraising campaigns. Your fundraisers need to feel valued and supported so they can do their best to spread the word about your cause. This is why it's important to have a communications plan that nurtures and engages them throughout and after the campaign.

Use the tips and email best practices discussed in this guide to recruit, activate, engage and retain fundraisers for your next P2P campaign, and you'll be well on your way to achieving your campaign goals.

Reach Further, Raise More with Keela's Peer-to-Peer Fundraising Tool

Keela's highly customizable peer-to-peer fundraising pages, optimized donation forms, and tracking features can help your supporters spread the word about your campaign, raise money and track their progress. Take advantage of these specialized fundraising tools to reach and engage a wider network of supporters.

[Learn How it Works](#)

