



Finding Your Power Fundraisers:

Understanding the Future of Peer-to-Peer Fundraising



DEFINING POWER FUNDRAISERS

Foreword

When we reflect back on 2020, there is one key player that made a difference for nonprofits of all sizes: **the individual fundraiser for a social good organization’s peer-to-peer fundraising campaign.** As we combed through the data, we found that some of our most organized and best performing clients had one thing in common.

They all were able to activate **power fundraisers.** These were individuals who stepped up, raised amazing amounts of money, and kept coming back. When the going got tough, these people got going.

They got to work, figuring out how to safely raise money for the causes they believe in. Whether participating in virtual endurance events, supporting a livestream fundraiser, and or joining distanced in-person events, these people showed up for their mission.

In this report, we’ll be going over power fundraisers — who they are, how to support them, and why they succeed. We also talked to our clients and partners running peer-to-peer campaigns to learn from their 2020 experiences.

We hope you find this useful as you plan your ongoing peer-to-peer strategy.

Keep up the great work!
The Neon One Team

THIS REPORT WAS CREATED IN PARTNERSHIP WITH:



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Defining The Power Fundraiser

1 Unpacking the Data

One of the most important things that nonprofit organizations should turn to is understanding the data that is driving the decisions they are making.

With finite resources and only so much time in the day, what is the most important investment your organization can be making when deciding what to grow, what to scale back, and what to retire?

This is especially true with peer-to-peer fundraising programs, yet much more difficult because one of your primary resources is something that you cannot control — your fundraisers.

These are the champions and most loyal supporters you can have, but not all fundraisers will put in the same effort to channel their passion into dollars for your organization.



There are four key performance indicators, or KPIs for short, that your program should be analyzing on a consistent basis to understand how to find your best fundraisers. These are:

- **Average number of donations per fundraiser's page**
- **Average total sum of donations per fundraiser's page**
- **Average number of fundraisers per campaign**
- **Average percentage of fundraisers who have run multiple campaigns**

Throughout this report, we'll be reviewing data from Neon Fundraise clients that found their own power fundraisers.

Drawn from hundreds of fundraisers across thousands of campaigns raising millions of dollars, it was inspiring to see the impact that everyday people are having on supporting the causes most dear to them.



Notes On The Data

This report consists of an analysis of the Top 40 nonprofits utilizing the Neon Fundraise platform, defined by the total amount raised.

We analyzed all campaigns, fundraisers, and donations through a period of January 2020 through August 2020 compared to January 2019 through August 2019 to see how the same organization's fundraisers performed through the height of the first wave of the pandemic. Below is the summary information we reviewed.

We also reference other internal benchmark data specific to product usage for both Neon Fundraise throughout the report and Neon Giving Days in Chapter 4.

# of 2019 Fundraisers	# of 2019 Campaigns	Sum Total of 2019 Donations	Sum Count of 2019 Donations
64,322	1,346	\$61,364,587.72	430,356

# of 2020 Fundraisers	# of 2020 Campaigns	Sum Total of 2020 Donations	Sum Count of 2020 Donations
31,711	993	\$37,475,558.50	214,313

To learn more about how we approach data analysis, [see this article](#) written by Tim Sarrantonio, Neon One's Director of Strategic Partnerships.

2 The Value of Power Fundraisers

Throughout 2020, we saw an outpouring of generosity and support from around the world. All types of people were looking to help their communities. That being said, live in-person events didn't stand much of a chance for the majority of the year.

The truth is, the traditional peer-to-peer fundraising event, for example community walks, 5Ks, or other activity-based events, has been in steady decline for years. Reviewing trends in the Peer-to-Peer Forum's Top 30 P2P Event Program's survey, there has been consistent decline or fluctuation in the growth of walks and runs.

While these programs still bring in considerable amounts of revenue, 2020 caused all nonprofits to reevaluate and adjust.

When reviewing the effectiveness of their programs, one of the first questions that an organization should ask themselves is the value of the program to the fundraisers themselves. If there is healthy growth in both the number of fundraisers to your operations as well as the amount of money they are raising for the campaign, then these are signs of a healthy program. A key way to review this is to understand Fundraiser Lifetime Value.

There's an increasing amount of attention being paid to **Donor Lifetime Value, which is the prediction of how much money you can expect to receive from a donor during the lifetime of their giving.**

If viewed solely through the lens of one year, this would cause most executives to have a heart attack. That is why Lifetime Value (LTV) is such an important predictive indicator since it provides a clear path toward a strategy on fundraising engagement.

With a focus on the fundraisers that your organization acquires, who in turn acquire and retain their own donor networks, this means that it is vitally important to concentrate on Fundraiser LTV as well.

Being able to predict the value of your network's fundraising potential will guide your program's managers toward concentrating on the most effective and powerful fundraisers.

Also, high value fundraisers may not be the ones raising the most money for an individual campaign, but instead are bringing in extremely energized donors who are excited about the mission as well as supporting the fundraiser themselves for years to come.



3 Identifying Your Power Fundraisers

The data tells us that times of great stress impact the number of individual fundraisers that may be attracted to your programs. The more casual fundraisers will either not activate their pages or, if activated, will do very little to generate excitement or revenue for the fundraising page they have launched.

Looking at total dollars raised and total number of fundraisers is only part of the story, and it doesn't give the full picture. That is why we centered the primary focus of our analysis on the fundraiser data itself and **what we found was extremely encouraging.**

Reviewing the data in Figure 1, what we see is that while the average number of donations to a fundraiser's page stayed steady in 2020 compared to 2019, the average total sum of donations per fundraiser's campaign rose 23.6% while the average number of fundraisers per campaign dropped by 33.2%. Also, the number of fundraisers coming back to support another campaign the same year rose by 16.2%.

Power Fundraisers are those that step up when things get tough for your organization. They will leverage the resources you provide them and create major impact through their individual campaigns.

To identify your own Power Fundraisers, look to the KPIs to find those folks who keep coming back and are raising more money than ever before.



Figure 1

	Neon Fundraise Top 40 for 2019	Neon Fundraise Top 40 for 2020
Average number of donations per fundraiser's page	6.57	6.62
Average total sum of donations per fundraiser's page	\$937.14	\$1,158.30
Average number of fundraisers per campaign	48.61	32.49
Average percentage of fundraisers who have run multiple campaigns	9.9%	11.5%



Motivating the Power Fundraiser

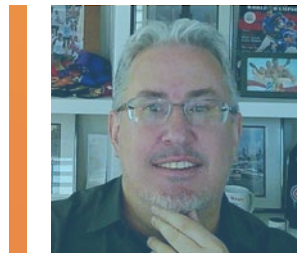
1 Creating Great Events

One of the most important things that your organization needs to accomplish when working to engage your Power Fundraisers is to create great experiences that will keep them coming back.

Throughout this report, we'll outline some of the creativity that social good organizations showcased during 2020 to help give your organization some inspiration.

When configuring the experience for your event in your peer-to-peer fundraising platform, primary items to consider are:

1. **Event Configuration** — what type of event will it be? In person? Virtual? Hybrid?
2. **Design** — how is the event and your nonprofit's branding allow people to shine?
3. **Content** — default messages, photos, collateral should get people ready to fundraise



It's important to have a clear idea of the type of campaign(s) your organization wants to create before you move forward with additional planning steps. The type of campaign you run goes hand-in-hand with your goals and budget: Your goals and budget should help drive the format of your campaign, and the format of your campaign may require you to go back to adjust your goals and budget."



MARK BECKER

Founding Partner, Cathexis Partners

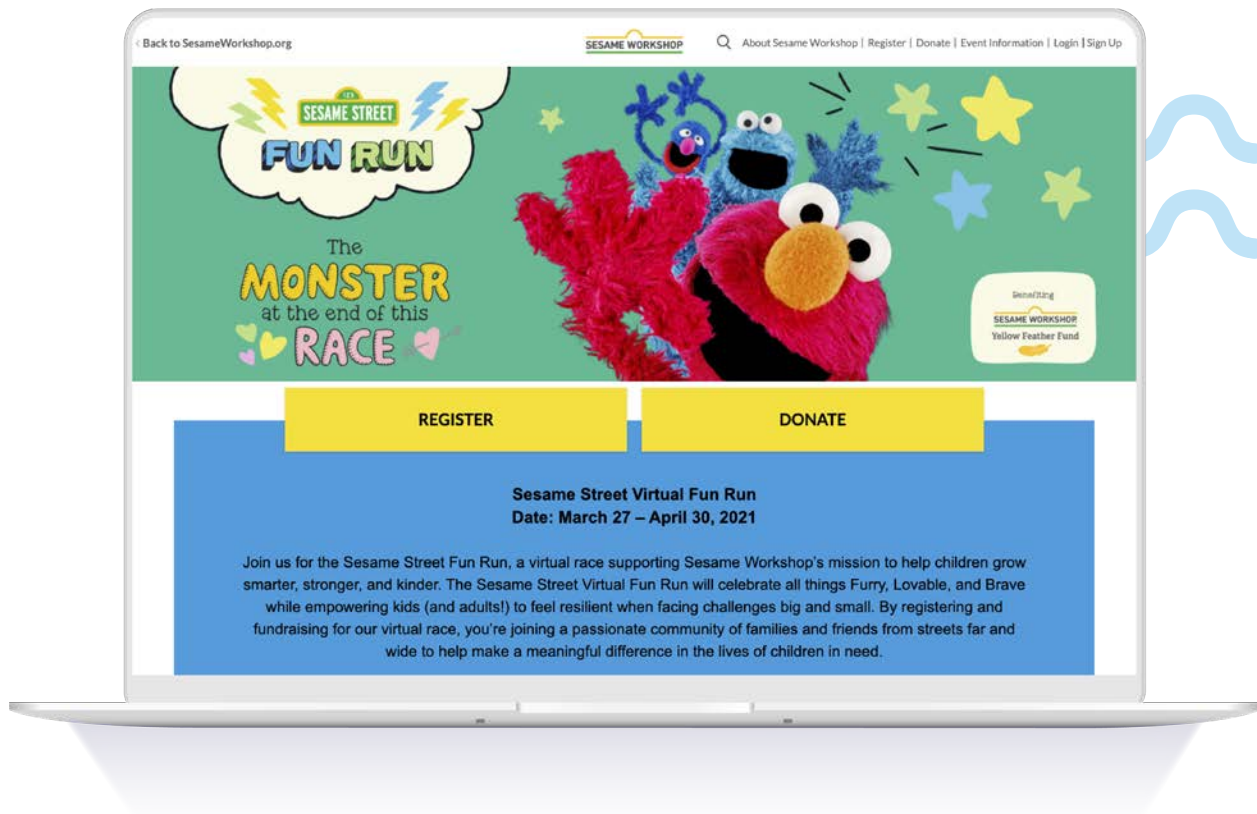


2 Bridging the Digital & Physical

Moving forward, peer-to-peer programs will forever need to take into account a digital experience in some way. Regardless of the type of event, an omni-channel experience has consistently proven to attract Power Fundraisers.

In 2020, there was a rapid growth of virtual events, but they can take on different forms. Many organizations approached the pandemic's unique situation to shift the idea of their physical event into a virtual environment.

These are and continue to be an effective strategy, such as Sesame Workshop's *The Monster At The End of this Race* event.



Let’s break down the three key types of events that your organization should consider investing in for unique experiences.

- 1. **Endurance Challenges**
- 2. **Livestream Events**
- 3. **Hybrid Events**

ENDURANCE CHALLENGES

Many fundraising events are designed around an accompanying endurance activity: walks, marathons, bike-a-thons, and even non-fitness challenges like read-a-thons or bake-a-thons.

Engaging fundraisers in an endurance activity can boost their advocacy efforts, increasing their fundraising success.

Before designing an endurance challenge, meet with your team to nail down the specifics of your challenge. During this process, identify:

- **Your challenge name. This name will be used across your site to display user progress.**
- **What types of activities you will challenge your fundraisers to do. Take advantage of integrations with platforms like Strava or Charity Dynamic’s Boundless Motion to enhance the experience for Power Fundraisers.**
- **What goal your fundraisers will track progress towards. Focus on key measurables like distance (e.g., miles), duration (measured in hours and minutes), or a custom metric specific to your challenge.**

Here are a few examples of Endurance Challenge configurations to get you inspired.

SAMPLE ENDURANCE CHALLENGE CONFIGURATIONS

Challenge Name	Activity Type	Progress Metric	Sample Goal
Walkathon	Walk	Step	Walk 10,000 steps
Fitness Challenge	Walk, Run, Bike	Distance (miles)	Walk, run, and/or bike a total of 100 miles
Choose Your Activity	Swim, Hike, Read (Fundraisers can add their own)	Duration	Engage in any health-promoting activities for 1,000 hours
Readathon	Read	Pages	Read 10,000 pages



LIVESTREAM EVENTS

Livestream fundraising creates telethon-style events that allows donors to give while watching a livestreamed event, which can be hosted by local celebrities, social media influencers, your staff — you name it!

During the livestream, the person broadcasting interacts with their audience while filming themselves in real time. This is typically done by linking fundraising software to a content creation platform that already has live broadcasting features, like YouTube or Twitch.

Since the pandemic began, livestreaming has attracted a more global audience, broadening the typical subject matter, making space for content about art, music, cooking, and more.

Livestream consumers have shown an increased demand for social good related content with a [recent Twitch survey](#) finding that 78% of viewers want to see more fundraising on their favorite channels. This creates an ideal opportunity for easy entry into the livestream fundraising game.

Power Fundraisers that are already streaming will be immediately drawn to events like this since your organization is giving them an organizationally supported “home” to put out their own content.

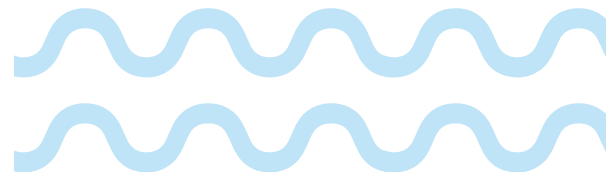
HYBRID EVENTS

Hybrid events combine virtual and in-person fundraising activities, opening up what would typically be a local event to a much wider audience.

Fundraisers that participate in hybrid events are making a bigger commitment by merging the digital and in-person experience. It shows that they will go above and beyond to raise money for your organization.

Take Chai Lifeline, for example. In 2020, their team used this approach for their annual Bike4Chai event, and [ended up raising over \\$7.4M](#) to support families confronting illness, crisis, or loss — even though participation was actually down from the year before.

Part of their success was driven by fundraisers, who rode in-person at a safe distance while also tracking their miles with Neon Fundraise, creating an experience that was both live and digital.



CHAPTER 3

Supporting the Power Fundraiser

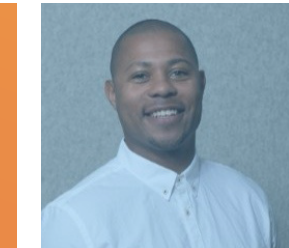
1 Onboarding Power Fundraisers

When designing a peer-to-peer fundraising program, review the entire experience that the fundraiser will see when they sign up.

If it is confusing or difficult for fundraisers to understand how to sign up or sign in for a campaign in the first place, it will most likely be just as frustrating for them to manage the campaign once they are launched.

As you design your onboarding flow, test how long it takes for a new fundraiser to go from landing on your event’s website to launching a campaign.

Internal analysis of the typical fundraiser in the Neon Fundraise platform shows that it takes less than five minutes to sign up for a campaign. So take out your stopwatch and start timing!



It may be tempting to think of P2P as a “set it and forget it” style of fundraising. While your fundraisers will certainly handle most of the legwork for you, you’ll still need to provide plenty of tools, resources, and assistance along the way. Your fundraisers will be much more successful if they are armed with a “fundraising kit” including items such as: easy-to-follow instructions on how to set up and operate their fundraising page, email templates, social media post templates, and helpful background information about the organization and campaign. The more educated they are from the beginning, the less they’ll need to rely on your staff throughout the campaign.”



CHRIS HAMMOND

Chief Executive Officer, Corporate Giving Connection



2 Empowering Power Fundraisers

In Blackbaud's 2019 Peer-to-Peer Fundraising Study, they found that the percentage of retained participants in an organization's peer-to-peer fundraising campaigns is 25.13%.

Neon One research indicates that power fundraisers come back at a higher rate, but your organization should not take this for granted.

Investing in technology and processes that streamlines the retention process is a key tactic for your organization to implement.

PORTALS

Even your power fundraisers will get tired of creating new logins every time you establish a new campaign or program. Instead, invest in technology that supports a unified portal for all the campaigns and events that your organization manages. Social login with Facebook and Twitter can also help emphasize the importance of social media as a tool to meet your fundraising goals.

CAMPAIGNS

Allowing fundraisers to initiate their own campaigns has become a popular way to grow peer-to-peer fundraising's impact. Between allowing a standard DIY program, where someone can brand the page to their personal cause, to the much more sophisticated Champion Campaigns. This will allow fundraisers to initiate their own ticketed events that in turn support a power fundraiser's recruited peer-to-peer network.

COMMUNICATIONS

Your power fundraisers should be focusing on connecting quickly and authentically with their network, not worrying about writing copy or finding the right ways to message their audience. Provide a variety of pre-loaded templates that a fundraiser can use to message their email and social media contacts, especially messages that support the unique role they are playing in growing your mission. Studies show that fundraisers who utilize an omnichannel communication strategy will raise more money than those who do little to no communication around their role in the campaign.

CRM INTEGRATION

An often overlooked step is coordination with the database administrators for your organization. Many event program staff may have little or no direct access to an organization's constituent database, which is why establishing a data transfer plan is key. Create an ad-hoc committee designed to map the most important data from your peer-to-peer fundraising platform into your CRM and ensure there is consistency and buy in on the usage and reporting of this data.



CHAPTER 4

Community Giving Days and Power Fundraisers

1 How is Peer-to-Peer Fundraising During a Giving Day Different?

A community giving day is a powerful 24-hour online fundraising competition that unites a community around local causes. Hosted by the area’s community foundation, the giving day raises money through a single online donation platform.

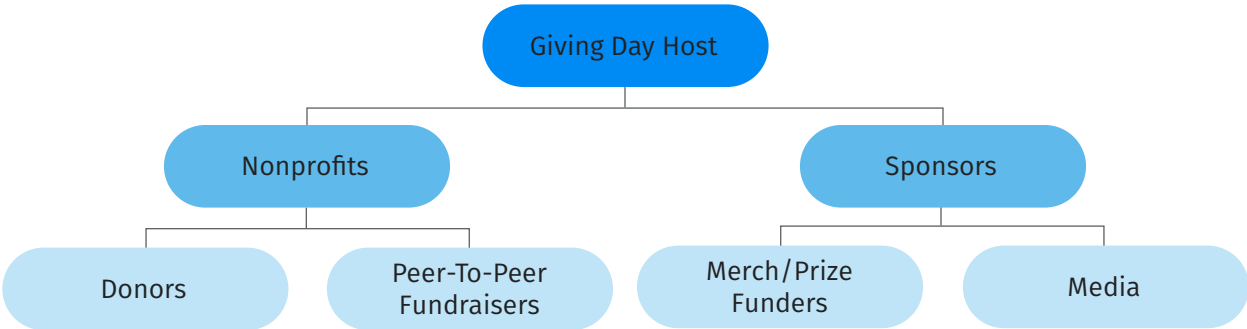
A giving day is a great way to build community, connect donors to local nonprofits, teach organizations to use digital tools, and generate excitement about the community foundation. As these days have gotten more sophisticated, they have also extended peer-to-peer fundraising efforts to grow the day’s network of supporters.

Compared to organized programs managed by a nonprofit, peer-to-peer fundraising for a giving day is an opportunity for smaller or less experienced nonprofits to experiment with peer-to-peer fundraising as a new revenue source.

What makes peer-to-peer fundraising so exciting on a giving day is how it can engage supporters in the community in ways that the individual nonprofit would not be able to do on their own.

Giving day hosts are able to decrease or remove the overhead of running a formal peer-to-peer fundraising program while extending the technology, revenue opportunities, and donor acquisition benefits that a well run peer-to-peer fundraising offers.

GIVING DAY STAKEHOLDERS



How Peer-to-Peer Fundraising is Changing Community Giving Days

The biggest way that adding peer-to-peer fundraising has changed the landscape of giving days is around making sophisticated tools that larger nonprofits have been using for years accessible to social good organizations of any size.

Giving days are powerful tools because they pool together resources around technology and marketing to spotlight hundreds if not thousands of organizations who are doing amazing things in a community.

Peer-to-peer fundraising is a natural extension of this community outreach. The results have been inspiring. In 2020, Neon Giving Day clients were able to increase their peer-to-peer fundraising revenue by 120%

GIVING DAY PEER-TO-PEER BY THE NUMBERS

21%	120%	% of P2P
Year-Over-Year Growth	Year-Over-Year Growth	Overall
Average: 407 Median: 395	Average: \$221,000 Median: \$117,000	Average: 9.77% Median: 6.53%



3 How to Support Peer-to-Peer Fundraisers During a Community Giving Day

Nonprofits of all types and sizes participate in community giving days. That's why it's important to create a level playing field for all. For many, this will be their first peer-to-peer campaign.

Creating helpful resources and tools can mean the difference between subpar results and full feature adoption.

STREAMLINED ONBOARDING

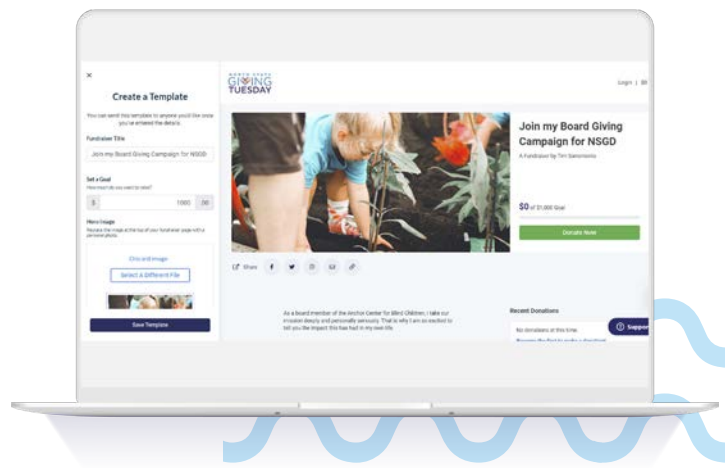
Peer-to-peer fundraising pages give nonprofits a unique opportunity to tell their story through their supporters, which can seem daunting at first. Be sure to create a sign up process that is user-friendly and well-documented so they can get started on the right foot.

SUPPORTIVE RESOURCES

There are a ton of success resources available for first time peer-to-peer fundraisers. Gather useful content, and make sure it all can be easily found by your participating nonprofits.

EASY-TO-USE TEMPLATES

Simplify outreach by providing sample invitation and follow-up copy, or by providing templates they can adjust to fit the needs of their organization. The more you provide upfront, the better feature adoption will go.



CHAPTER 5: BONUS!

Trendsetters: Examples In Action

We asked our clients how they leveraged power fundraisers in 2020, so you can get inspiration for this year and beyond.

1 San Antonio Food Bank Went All In on Digital Experiences & CRM Integration

Heller Consulting worked with Neon Fundraise client San Antonio Food Bank to provide guidance on integrating their Salesforce database with Neon Fundraise to help address critical needs in the beginning stages of the pandemic. The following is an excerpt from their larger case study that can be [downloaded here](#).

Beginning in 2018, San Antonio Food Bank began a process of digital transformation. The effort focused on two priorities: enhancing digital fundraising efforts and improving the volunteer management experience.

In partnership with Heller Consulting, they developed a CRM ecosystem that placed Salesforce's Nonprofit Success Pack (NPSP) at its center. Additional tools and functionality were then integrated including Volunteers for Salesforce to transform their volunteer tracking, FormAssembly to create custom volunteer sign up experiences, and Neon Fundraise to allow San Antonio Food Bank's development team to improve the online donation interface.

Calling on faith communities in San Antonio, the food bank created "A Day of Prayer and Fasting" for Good Friday through Easter Sunday. Using Neon Fundraise, they created a fundraising

landing page. Churches then created subpages complete with videos and sent those links out to their specific congregations, asking the communities to give meals they were fasting to those who are going without food due to economic hardship.



The "All Faiths Fasting Friday" effort paid off, raising more than \$78,000. Individuals were also easily set up on Neon Fundraise. **One entrepreneur asked for a landing page with the goal of fundraising \$100,000 and quickly surpassed that, raising over \$250,000.**



2 Colon Cancer Coalition Took Facebook Fundraising to the Next Level with the Help of Charity Dynamics

Get Your Rear in Gear®, a 5K walk/run event formed in 2005, is the signature event of the Colon Cancer Coalition. It is the largest colon cancer-focused event series in the United States.

In addition to raising funds to increase screening rates and awareness for colon cancer, Get Your Rear in Gear is also a call to take care of your body and make healthy choices.

Money raised has an immediate impact on the local community by being invested back to increase screening for colorectal cancer and raise awareness through public education projects.

In 2020, \$1.167M was raised online from a mostly virtual event season. Like most peer-to-peer events last year, this was a decline in performance from 2019, but only 20%, and the amount of those funds raised through Boundless Fundraising increased 37%. Of those funds:

- 19% of it was sourced through mobile app asks
- 11% of it was sourced through the Boundless Fundraising Social App
- 70% came through Facebook Fundraisers connected to Neon Fundraise event registrations

Facebook Fundraiser Direct is an exciting integration between Charity Dynamics and Neon Fundraise that allows nonprofits to connect peer-to-peer event participants' Neon Fundraise dashboard (via Boundless Fundraising Social) or Boundless Fundraising mobile app with their corresponding Facebook Fundraiser campaign.

Event participants can raise money via Facebook while still being able to sync their fundraising progress across both platforms.

Here's how it works:

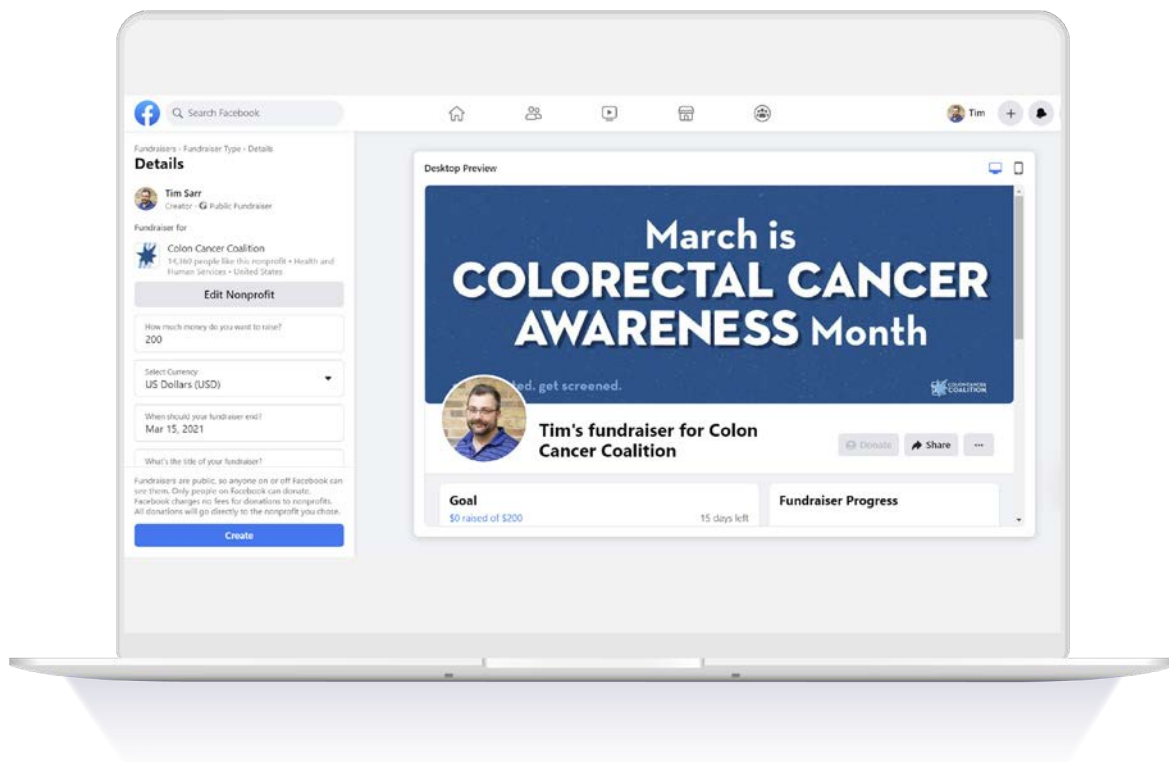
- **The Facebook Fundraiser Direct integration will update the participant's fundraising campaign in Neon Fundraise for donations made on Facebook within minutes**
- **Donations made on Neon Fundraise will reflect in Facebook within one hour**
- **A participant's fundraising campaign stays in sync between systems so amount raised is the same regardless of where the donation was made**
- **If a user creates a fundraiser campaign that is integrated to their Neon Fundraise participant registration, the tab changes to "Manage Facebook Fundraiser"**



One reason for Colon Cancer Coalition's success with this integrated solution is the prominent mobile app promotion page found on the event website. It not only provides quick links to both the Apple and Google Play app stores, it also houses a step-by-step tutorial video and screenshot examples to encourage participants to utilize the tool.

Tapping into the Charity Dynamics mobile app powered by the Neon Fundraise platform, participants are provided easy fundraising management:

- **Link to contacts and email to easily send messages**
- **Provide sample message for texting, email, Facebook, Twitter, LinkedIn, Snapchat and WhatsApp**
- **Easily check progress and send thank yous**
- **Connect fundraising efforts to a Facebook fundraising campaign**
- **Showcase earned fundraising badges**
- **Recruit new team members**
- **Connect team captains with team members about their goals and progress**
- **Track steps for #GYRIGMyWay.**



3 Ulman Foundation Took a Chance with MOVE Maryland

Forced to rethink in-person fundraising initiatives due to COVID-19 and fueled by the organization's "What If?" culture, Ulman Foundation staff created MOVE Maryland with hopes of engaging stifled volunteers and loyal donors — their own and fellow nonprofits' — in the midst of the 2020 pandemic.

The Maryland-based nonprofit serving adolescent and young adult cancer patients is known for movement-based peer-to-peer programs. 4K for Cancer, Key to Keys, and Point to Point give small groups of highly-engaged fundraisers the experience of a lifetime, a chance to process their cancer story, and a way to raise an average of \$6,000 toward the mission.

MOVE Maryland focused on breadth rather than depth. Ulman served as behind-the-scenes organizer and fiscal agent, and 80 Maryland nonprofits signed up, risk-free.

Nonprofit partners received promotional materials and a Neon Fundraise platform to offer the collective 393 fundraisers recruited. A private four-hour, live-streamed fitness event with in-demand instructors and local leaders awarded fundraisers' efforts.

\$100,362 raised (\$43,676 kept by Ulman after retaining 100% of their fundraisers' proceeds and 25% of partner fundraisers') in the midst of instability and a seamless online production sounds like success! But, was it worth the risk and investment in others?

No...

- For Ulman's hours contributed, the ROI wasn't where they'd hoped.
- With many nonprofits represented, few missions stood out.
- Its newness and complexity led to confusion and low participation among most partners.

And Yes...

- At a time when everyone needed to feel good about something, MOVE Maryland checked the box!
- The unconventional event captured public attention, gaining Ulman several high-quality earned media spots.
- Collaboration and networking have continued in unanticipated ways.

MOVE Maryland may become just a good memory from the unforgettable 2020, or it may live on in future years with some crucial tweaks.

In the future, fewer, more engaged partners, a more unique "event", public visibility, and day-of fundraising will be crucial changes to implement in order to increase the ROI.



4 Give STL Day Blended Peer-to-Peer into Their Giving Day Strategy

The magic of giving days is the way they foster a feeling of generosity across a community and rally people around the nonprofit sector. Incorporating peer-to-peer giving to a giving day is a fantastic way to both foster and tap into that energy.

A giving day also provide an easy way for a nonprofit to try peer-to-peer without having to invest in a platform for themselves — kicking the tires before buying the truck, so to speak.

Oasis is one of the nation’s leading providers of programming older adults seek to continue learning, engage socially and improve health and wellness behaviors. Located in St. Louis, Missouri, they piloted their first peer-to-peer efforts during Give STL Day in 2020. They utilized many forms of fundraising to support their work, but had not yet tried any peer-to-peer activity.

Two of their staff members stepped up in 2020 to test it out – one had a birthday around the date of the event and the other was getting married, so they reached out to their personal networks to ask for funds for Oasis in lieu of gifts for their milestones.

Because of their efforts, Oasis raised a significant amount of money for their organization, and the peer-to-peer efforts brought in more than half of their new donors for the giving day.

Blending peer-to-peer fundraising efforts into a giving day strategy is a powerful way for nonprofits to strengthen relationships with their existing donors by inviting them to raise funds, as well a very effective way to acquire new donors, but a thoughtful follow-up strategy is needed to retain them.

A giving day is a great time to invite staff and board members to get involved in these efforts, while their local network is also seeing communications about the giving day all around them. For nonprofits who don’t yet do a lot of peer-to-peer fundraising, it is also the ideal opportunity to try it out before making an investment in software for hosting year-round campaigns.



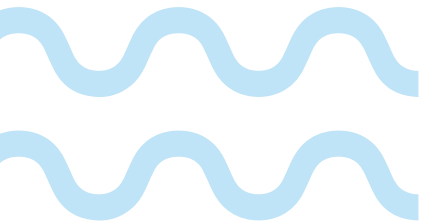
WHAT'S NEXT

The Future of Power Fundraising

The world is changing faster than ever and social good organizations need guidance on where to put their time and energy. By activating their Power Fundraisers, they will be able to grow and scale their peer-to-peer fundraising like never before.

Creating meaningful connections is going to be the way to create powerful change in our communities and these ultimate champions of an organization are one of the keys to success. The organizations that invest into the resources that ultimately will activate their Power Fundraisers will not only continue to see amazing results but will also build a base of champions that can be relied upon for years to come.

As fundraising continues to evolve and we shift into a post-pandemic paradigm shift around what it means to show support for a cause someone loves, social good organizations need to adapt in order to meet donors and fundraisers where they are. The future of our industry will be shaped by those programs that focus on Power Fundraisers. Neon One's research shows a future bright with promise for this next generation of champions.



About Neon One

Neon One was founded with the mission of becoming the most comprehensive and authentic end-to-end technology ecosystem for nonprofits. Our purpose is to help social good organizations build sustainable, long term growth to enable them to succeed in their mission.

Explore Neon One's collection of social good technology.

[CHAT WITH A NEON ONE EXPERT](#)

