FUNDRAISERS DELIGHT

HOW TO BOOST ENGAGEMENT AND LOYALTY
INTRODUCTION

Any charity employee could tell you that their organisation’s work is nothing without its supporters—the volunteers, the fundraisers, the donors. Those who dedicate their time, energy, and money to help others.

In peer-to-peer fundraising, people stand up for your cause and help out your organisation. They are passionate about your case, and they are using their network to support your work. That is something tremendous. We therefore believe fundraisers should be properly acknowledged and celebrated for their part in creating a better world.

To give an idea of how this can be done, we have asked some of our most valued partners to share their tips for not only encouraging supporters to get involved in fundraising, but also how to show support and appreciation along the way to boost loyalty and inspire them to stay involved.
BEST PRACTICE #1:
Think strategically and make use of existing channels

Make sure P2P fundraising is a part of your overall efforts to encourage support and donations. Ways to do this can be by including a link on your homepage and/or in your email signature, tie P2P fundraising into all your events and encourage anyone who signs up to the event to create a fundraiser. Also, social media is a powerful tool for spreading the word.

P2P fundraising is rapidly growing but it is still a new thing to many people, so make sure you inform your supporters that they have the possibility to get more involved and make it easy for them to figure out how.

In our experience working with different charitable organisations, the ones that integrate P2P in their existing communications are the most successful at implementing the strategy and maximizing results.

We basically use all the media channels available to encourage our supporters to start a personal fundraiser: Website, email marketing, social media etc. We also mention the possibility whenever we launch a new project.

P2P earned its part in our fundraising strategy, both because people are engaged and fundraise nice amounts, but as well because it generates a good part of our leads.

Karin Bang Bendixen,
Project Leader,
Scleroseforeningen

We inform our supporters about the possibility through newsletters, social media, dedicated emails, and the website. Whenever we are contacted by someone with the idea of supporting the organisation, we recommend them to create a fundraiser. It makes the donation requests legitimate and also gives them a good overview of the cause.

Robert Fröberg,
Project Leader,
Min Stora Dag
BEST PRACTICE #2: Remind your supporters that they can help

Very few people create a fundraiser the first time you ask them. The reasons vary a lot. It can be that they are not familiar enough with this fundraising technique, they might be bombarded with many other distractions in their busy lives or the timing of your request might not be right. That is why repetition is crucial. Communication is more effective when it is repeatedly brought to the attention of the target group. So it does not hurt to remind your supporters and fundraisers that there is always a need for more help and that they can be an active part of that.

In addition to the permanent link on our website encouraging people to create a personal fundraiser, we are planning to start sending monthly emails suggesting starting a fundraiser for your birthday.

Sofia Ollvid
Fundraising Project Manager,
Sweden for UNHCR

We know participants need to get exposed to the idea of creating a fundraiser several times, so we regularly remind them about the possibility through multiple channels.

Mikkel Tholstrup Dahlqvist
Consultant,
Team Rynkeby
BEST PRACTICE #3: Keep in touch

We post comments on fundraiser's activity wall. We try to do this at least once for every fundraiser, to thank them for their fundraising efforts.

Sofia Ollvid
Fundraising Project Manager, Sweden for UNHCR

Hearing from you is a high honour for someone who is using their time and network to support your cause. What is important to you is also what drives their fundraising efforts and letting them know you appreciate it is an easy way to encourage their continued support. A quick note, phone call or email can make the difference between a successful and a passive fundraiser. Email guidance is another great way to keep in touch and more than that, to be helpful and supportive. Furthermore, you can also write a personal thank you or encouraging message on an individual fundraiser's page. Read this blog article on Charity to Fundraiser Communication! and see how what a beautiful outcome has got Psykiatrifonden from sending a simple message to a fundraiser.

We take advantage of the automated email system that BetterNow offers to keep in touch with our supporters, except for certain events, where we communicate through event-specific emails.

Karin Bang Bendixen
Project Leader, Scleroseforeningen

Read here How To Write A Message On A Fundraiser Page
BEST PRACTICE #4: Friendly competition and team fundraising

One way to further engage your fundraisers is to create little friendly competitions and encourage them to fundraise in teams. This can be between different individual fundraisers or between teams participating in an event. To motivate there can be a small prize, award or shout-out to the winner and the competition can also be something to write updates about on your organisation’s Facebook or Twitter profile.

Carsten Jagerkilde
Founding Partner YOU RUN Copenhagen

Teams was one of the biggest drivers of engagement in connection with YOU RUN Copenhagen. Fundraiser that was part of a Team collected more and had a higher likelihood of reaching their goals.

This year for the first time we have added a competitive element to our annual Climb for Charity event by organising an internal competition between the participating teams and offering an award to the winning team. We expect this to make the fundraiser more engaged.

Michella Stadsgaard
Borneulykkesfonden
BEST PRACTICE #5: 
Let that special someone know they make a difference

While any effort counts, some fundraisers are especially dedicated and successful and those deserve a little extra spotlight. Sharing some of the success stories can serve not only to inspire others, but also as a reward to the hard-working fundraiser behind it. Another important factor is the stories that move you - they serve as a reminder to you and others why you are fighting for this cause. The ones at the heart of the cause with a personal connection to it, who have been or are going through something, or know someone who has.

Last year a young boy, whose father was diagnosed with MS a few years before, started a fundraiser in connection with Scleroseforeningen's "YOU RUN" event.

"In everyday life there isn't much I can do for my father. I can help by cleaning up and try to not cause too much trouble, but other than that there isn't much I can do. But by running 10 kilometers and raising funds, I can help him to make a difference." says Casper

Karin 
Bang Bendixen 
Project Leader, 
Scleroseforeningen

We shared Casper’s story throughout our media channels, wrote a blog article about him, thanked him in best ways we knew. His fundraising goal was 2000 Danish krone, and he raised 10.000 Dkk. Casper’s story also served as strong encouragement to us, it reminds us that our work is important.
CONCLUSION

*The difference between "try" and "triumph" is just a little "umph".*
- Bonnie Przybylski, Projects Manager W.R. Grace

There is more to P2P fundraising than having well optimised systems, and there are things that technology can not do, like being creative and kind.

So next time you are wondering what else you can do for mastering the art of fundraisers delight, recall the advice from this ebook. The sooner you start applying these best practices, the happier and more engaged your fundraisers will be.

AUTHORS

Digital marketer fascinated by people, words, and numbers. Marketing manager at BetterNow. Loves to geek out about topics like: user experience, marketing automation, and community management. Strong believer in the potential of P2P fundraising.

Passionate about the power and reach of the written word, and the positive impact that it can have. Originally from Malmö, Sweden, with a bachelor's degree in Business Administration from Berkeley in New York City. Inspired by the benefits of multiculturalism and the importance of bridging the language barriers that can exist.

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