
2025 GUIDE

to

PEER-TO-PEER FUNDRAISING

COMMUNITIES FOUNDATION *of* TEXAS

NORTH TEXAS
GIVING DAY

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PEER-TO-PEER FUNDRAISING

Peer-to-peer fundraising pages make it easy for your supporters to promote your mission in a personal way. These customizable pages live on the North Texas Giving Day™ website and can be shared with their networks to reach new audiences.

What are Peer-to-Peer (P2P) Fundraisers?

This powerful tool turns your biggest fans into campaign ambassadors, helping spread the word, expand your reach, and drive donations.

Individuals create their own fundraiser on NorthTexasGivingDay.org for your organization and promote it to their network, driving more dollars for your organization's mission.



Your organization
recruits
ambassadors



Ambassadors
create P2P
Fundraisers



Ambassadors
share with their
networks



More dollars for
your mission!

Why are Peer-to-Peer fundraisers important?

- Helps your organization **expand your existing donor base** and gives you access to people who are new to your nonprofit.
- **Expands your reach** by getting more people to spread the word about your work and ask for support.
- Allows your existing network to **deepen their relationship** with your organization in new and exciting ways.

PEER-TO-PEER FUNDRAISING

Who can create a Peer-to-Peer Fundraiser?

The short answer – **ANYONE!**

Individual Fundraisers

- A supporter creates a fundraising page that is connected to your nonprofit and uses it to raise awareness and funds toward their own funding goal.

Team Fundraising

- A group of supporters collaborate toward a funding goal as a team. The team has a central page, and each team member directs their networks to give on that page. This is a great option for those who want to support within a community model.

COMMON MISCONCEPTIONS

"It is not an effective fundraising method."

Fundraisers raise an average of \$660 per fundraising page. Imagine having three peer-to-peer pages; that's an average of close to \$2,000! Consider what could happen if you scaled this model for your organization! Fundraising pages are not meant to replace your campaign efforts, but they can enhance them and help expand your donor base and revenue.

"Our constituents won't understand it. This will just confuse our network and require us to invest a bunch of time helping them figure it out."

More than likely, most of your supporters are familiar with peer-to-peer fundraising. **Peer-to-peer fundraising has become a common tool** integrated into social media platforms and various campaigns.

"Some of our loyal donors aren't tech-savvy. Members of our network prefer to write checks and don't seem to trust making donations online. They're not going to be interested in promoting an online donation site."

According to research, **75% of adults aged 50 and older use social media** on a regular basis, including Facebook, YouTube, Instagram, and LinkedIn. In 2021, Pew Research found that only 25% of adults over 65 do not go online regularly. That means 75% do!

"Our organization is too small. Our nonprofit has a small network base. We aren't big enough to make peer-to-peer work for us."

Peer-to-peer is great for donor acquisition! If you're a small organization, it can help you get more people in the door to learn more about your work. You can ask people in your nonprofit's inner circle: staff members, alumni, volunteers, board members, etc.

"We might lose control of our messaging. Our nonprofit is strategic with its communications and key messages. What if they accidentally spread misinformation?"

Peer-to-peer will require you to extend trust to your super-fans who create a fundraising page on your behalf. Spend some time creating a mini toolkit that contains talking points, photos, and examples of how you talk about your nonprofit. **Help set them up for success!** You can also consider creating a Fundraiser template that is pre-filled with organization information. This makes it easy for your supporters to set up a page and helps provide your organization with some control.

"It's too much to ask of our network. Our network already does so much to support us, it's not fair to ask them to do more."

There is a possibility that this new ask will **re-energize your supporters** with a new way to support. They can use this as a fun opportunity to talk to their personal networks about something they are passionate about.

TIPS FOR SUCCESS

Provide instructions on setting up a fundraising page.

- Provide individuals with clear instructions on how to set up a fundraising page on the North Texas Giving Day site.

Help them craft their story.

- Help them communicate why your organization is important to them and why others should join them in supporting your mission.

Encourage them to create a list.

- Fundraisers should create a list of their network whom they plan to reach out to and engage with through their fundraising page.

Encourage them to set a goal.

- By setting a goal, it will help motivate them to activate their network. Donors have the option to set a goal based on the donor or dollar amount.

Provide a communication outline.

- Provide your fundraisers with a communication outline leading up to North Texas Giving Day along with a template ask to their networks. Fundraisers can ask their network through social media posts, as well as through direct, personal asks to each person on their list.

CREATING A PEER-TO-PEER FUNDRAISING PAGE

Follow these simple steps to create a Fundraising Page:

1

You can **create a fundraising page for your favorite nonprofit** by going to the nonprofit's page on the NorthTexasGivingDay.org website and clicking the Fundraise button.

If you have created a user account on the North Texas Giving Day site in the past, you can **log in to your profile**. If you can't remember your password, you can reset it at any time by selecting the *Forgot Password?* button on the login page.

2

Use the *Page Editor* tool on the left side to **adjust your Fundraiser title, goal, and image/video**. You can also add a short story in the description section to tell your audience why you are passionate about this cause.

3

Once you complete all the mandatory sections, click on the rocket ship on the left-hand side which will prompt you to publish your page. Select the green *Publish* button which will **make your page go live**.

4

Start promoting your fundraising page to begin raising funds for your chosen nonprofit! Need support with promoting your page? Check out the last page of this guide for some sample posts and copy ideas!

5

Don't forget to thank your donors! It is crucial to thank each donor that supports your fundraising campaign, no matter the size of their gift. Be sure to let them know how meaningful their gift is, regardless of the amount.

DID YOU KNOW? You can see who has donated to your fundraiser and their email address:

- [Log into your fundraiser profile](#).
- Hover over your name in the top right corner and select your fundraising page.
- Once on your fundraising page, click on the dollar sign icon and select *Donation Report*.

REQUEST TEMPLATE

Not sure how to request a Peer-to-Peer fundraiser? Use this ask template to help you confidently communicate the value and invite your supporters to create one this North Texas Giving Day!

Dear **[Superfan Name]**,

Thank you for your ongoing support of **[Organization Name]**! Your generosity makes a meaningful difference to **[core mission constituency, e.g. homeless youth, seniors, veterans, rescue dogs]**, as we continue to change lives every day. We couldn't do this work without you!

If you've considered how you can take your support to the next level, here it is: help us reach more people by creating a fundraising page! This is a wonderful way to express your support and connect with people in your network around what you're passionate about. Creating a fundraising page is quick and easy, and can make a huge impact on our organization.

Last year, a total of 16,237 donors gave more than \$2.5 million dollars through these peer-to-peer fundraising pages which benefited more than 546 nonprofits.

For 2025, we have a goal of raising **[\$XX,XXX]** during North Texas Giving Day. Will you help us reach that goal? For more information on how to sign up and what you can do to make your fundraising page successful, view our Fundraising Pages toolkit.

We hope that you will join us so that we can make a bigger impact on our North Texas community!

Sincerely,

[Name]

[Title (Executive Director, Board Chair, Volunteer)]