THE ANATOMY OF A SUCCESSFUL PEER-TO-PEER CAMPAIGN
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Introduction

Peer-to-peer fundraising is a multi-tiered form of crowdfunding that allows your supporters to appeal to their friends and family on your behalf. Rather than just collecting donations from one group of individuals, peer-to-peer enables you to leverage your network's network in order to expand your reach and increase donations.

Whether you're looking to launch time-based or year-long campaigns, Classy's modern peer-to-peer fundraising pages are built with your organization and fundraisers in mind. Our Peer-to-Peer campaign builder provides immense flexibility for beautiful design, email tools to engage supporters, and in-product coaching features that empower your fundraisers to succeed.

In this guide, we'll dive into how Classy Peer-to-Peer Fundraising can power your overall development strategy. We've also included several use cases to demonstrate the different ways you can leverage the platform.

Let's begin!
1 | What Classy Peer-to-Peer Fundraising Solves For

With Classy, an individual can quickly start a beautiful fundraising page consistent with your organization’s branding and share it with their network.

This helps to elevate your organization’s overall strategy, from its income flow to its branding. In this chapter, we’ll discuss four main pain points that peer-to-peer fundraising on Classy can alleviate for your organization.

Lost Money

In the last few decades, the digital age has taken nearly every industry by storm—the social sector included. As a result, organizations have had to shift their engagement and development strategies. Traditional means of communication and fundraising no longer meet donor expectations, and organizations that fail to adapt their strategies risk a decline in funding.

Peer-to-peer allows your supporters to take action online, while also giving them the power to express their connections to your cause through their personal fundraising pages. Not only does this leverage the power of social fundraising, it also increases both your reach and revenue.

In this way, peer-to-peer can increase a specific campaign’s results, as well as boost your revenue all year long through offering a year-round fundraising option. Whether you launch a time-based campaign, or allow supporters to fundraise at any point of the year (think birthdays, anniversaries, athletic endeavors, and more), Classy Peer-to-Peer Fundraising allows you to build beautiful, brand-centric campaigns that engage supporters and boost results.
Lost Time

If you’re like most nonprofit organizations (and humans), you dream about what you could do with a few extra hours in your day. While an effective peer-to-peer fundraising strategy requires dedicated time like any other initiative, with the right fundraising software, you’re able to eliminate tasks, improve efficiency, and focus on helping your fundraisers succeed.

For instance, Classy’s Peer-to-Peer campaign saves you time and effort in several ways:

- Prominent **leaderboards** update in real time so supporters are always spotlighted without heavy lifting.

- An in-product **dashboard** provides individual fundraisers with tips and best practices to help get them started.

- Engagement tools like **Milestone Emails** save you time and motivate fundraisers by triggering emails based on their progress. You can set up encouraging messages that are automatically sent out when an individual reaches a certain percentage of their goal.

At the end of the day, you can create a beautiful campaign without any code or advanced design resources.

A Lack of Brand Protection and Elevation

The Classy Peer-to-Peer campaign also makes your brand and organization the focal points of your fundraising pages. To create a fluid experience for the user, your branding is carried through from your campaign page to the individual pages of your fundraisers.

You also have a full range of customization options that give you more opportunities to tell your organization’s story. New social sharing features then make it easy to get it out to your network and mobilize your supporters. To top it off, Classy’s mobile-ready pages ensure a positive, secure experience for your site visitors on the go.
Insufficient Strategy

With a thoughtful plan in place, peer-to-peer fundraising can become a significant stream of revenue for your organization that not only mitigates risks throughout the year, but also helps you to grow and scale.

In addition to rounding out your overall fundraising strategy, Classy Peer-to-Peer also helps you fold strategic thinking into the efforts of your fundraisers. The new join-a-team flow makes it easy for your supporters to search and join a fundraising team, or create one of their own. Built-in product education and engagement tools like Milestone Emails also help coach your supporters so they transact dollars for your cause as quickly as possible.

Now that you’re familiar with the ways the Classy Peer-to-Peer campaign can elevate your fundraising success, let’s dig a little deeper into the key features that differentiate it from other platforms.
Classy Peer-to-Peer Fundraising, a campaign type in our new Fundraising Suite, equips any organization to create unique, beautiful campaigns that fit seamlessly into their online ecosystem. In this chapter, we'll review the most exciting Classy Peer-to-Peer fundraising features.

**Key Campaign Page Features**

**FULL CUSTOMIZATION**

With Classy, anyone on your team can build a beautiful, custom campaign—no design or web development experience required.

Quickly adjust colors, upload images, shift content blocks, and view edits in real time as you create your page to compare ideas and make decisions. Bring your unique brand and campaign story to life.
FUNDRAISER LEVELS

Similar to how Impact Levels on a Classy Crowdfunding campaign communicate how donations are put to use, Classy’s Fundraiser Impact Levels illustrate how different amounts raised will impact your cause. These not only help a potential fundraiser understand the difference they can make, but also prompt the fundraiser to shoot for a specific goal.

To Write Love on Her Arms (TWLOHA) uses their Fundraiser Impact Levels to show exactly what $150, $250, and $500 achieve.

REAL-TIME LEADERBOARD

The Leaderboard, which updates in real time, gives your top performers the recognition they deserve and encourages their continued success. It also creates a healthy sense of competition between individuals and teams. This becomes especially important if fundraisers are competing for a prize. This feature shows them how they stack up against their peers so they can kick their efforts up a notch in order to move up the ladder.
ENGAGEMENT TOOLS

To run a successful peer-to-peer fundraising campaign, it’s essential to provide your fundraisers with consistent updates and support. While individualized communications are an important part of what helps your fundraisers succeed, you can also send certain automated messages through Classy that save valuable time for your organization.

Set up automated emails for:

- Welcome messages
- Specific milestones
- Donation receipts

Milestone Emails are triggered when a fundraiser reaches a certain percentage of their goal. For example, you could set up an email that is automatically sent when someone reaches 75 percent of their fundraising goal.

Operation Supply Drop highlights their Top Individuals and Top Teams to encourage the success of all of their fundraisers.
In addition to automated emails, you can also use Classy’s engagement tools to send blast messages to specific groups of supporters such as fundraisers, donors, or team captains.

**Key Individual Fundraising Page Features**

**PERSONAL CUSTOMIZATION**

While your organization can control key design components of your fundraisers’ personal pages and even provide sample text, each of your fundraisers has the ability to customize their page as they see fit. With the ability to add media like images and text, every fundraiser is empowered to tell their story as it relates to your cause.

These personal details make for more successful results. Rather than displaying a generic message, fundraisers can use their personal fundraising pages to communicate why they care about your mission and what a contribution means to them.
FUNDRAISER DASHBOARD

Meet your new best friend, the Fundraiser Dashboard.

This in-product tool provides straightforward tips that help fundraisers set up their campaigns for success. Tip cards eliminate the need for you to field tedious set-up questions and help you provide fundraising best practices.

For example, after they sign up, fundraisers are walked through important steps to launch an effective page like adding a profile photo, and making a contribution to their own page to demonstrate commitment.
EMAIL TEMPLATES

Create appeal and thank you templates to help your fundraisers steward their donors. When you complete the heavy lifting for them ahead of time, fundraisers are more likely to carry out these important steps. With (or without) a few simple tweaks to add a personal touch, your fundraisers can quickly send appeals and thank donors, boosting their results and improving a third-party donor’s experience.

These core features allow you to save valuable time and bring your brand front and center as you launch and manage your peer-to-peer fundraising campaigns. Now that you have an idea of how Classy Peer-to-Peer Fundraising can power your efforts, let’s review four examples of how nonprofits use the platform.
Barbells for Boobs believes that everyone has a right to know if they're living with breast cancer. They use a year-round peer-to-peer fundraising campaign to give their supporters the opportunity to raise money on behalf of their cause whenever they'd like.

With this strategy, you might encourage fundraisers to dedicate their birthdays or athletic events to your cause.

Barbells for Boobs

CAMPAIGN: Year-Round

See what we love about it on the next page.
WHAT WE LOVE ABOUT IT

Eye-Catching Hero Image
Barbells for Boobs uses an image with high color contrast for a dramatic effect that captures visitors’ attention right away. The image represents their community in action and invites a prospective fundraiser to join in.

Impact Swag
Barbells for Boobs uses their Impact Levels to not only highlight how many people each fundraising total can help, but to also showcase the different prizes fundraisers can receive by hitting each goal.
4 | Awareness Day Campaign

To Write Love on Her Arms (TWLOHA)—an organization that provides support around addiction, depression, self-injury, and thoughts of suicide—ran a peer-to-peer fundraising campaign for World Suicide Prevention Day. They leveraged heightened awareness around an issue related to their mission to give individuals an avenue to take action.

To Write Love on Her Arms

**CAMPAIGN**: World Suicide Prevention Day 2016

See what we love about it on the next page.
WHAT WE LOVE ABOUT IT

Image Opacity and Color

Using the design customization options, TWLOHA reduces the opacity of their hero and Impact Level images and overlays them with an orange hue—their campaign color. The orange buttons, progress bars, and footer also give the entire page a cohesive look.

Content Block Provides Extra Context

TWLOHA couples a shocking fact with text of varied sizes to grab the reader’s attention and emphasize important information about the cause. They also use the space to explain their campaign name and theme.

Detailed Fundraising Perks

TWLOHA uses a Content Block to announce incentives for hitting certain goals.
5 | Time-Based Campaign

The Tim Tebow Foundation uses a time-based peer-to-peer campaign to raise money for their annual event, “Night to Shine.” This celebration involves various prom nights held for people with special needs around the world. Kicked off months in advance, this campaign asks supporters to raise different amounts leading up to the events to help make them a success.

Tim Tebow Foundation

CAMPAIGN: Night to Shine

See what we love about it on the next page.
WHAT WE LOVE ABOUT IT

Video Evokes Emotional Response
The Tim Tebow Foundation uses a moving video in their About Block to provide context to the campaign in a way that text alone cannot. Tim Tebow’s testimonial also adds credibility to the experience.

Signature Color Throughout Page
The foundation’s signature light blue color is used throughout the entire campaign page to align with their branding.

Content Block Provides Examples
The About Block not only illustrates a sample fundraising page, it also provides examples of concrete ways to get involved.
Team Fundraising

The Habitat for Humanity Campus Chapter at North Carolina State University used peer-to-peer fundraising to raise money for their annual event, “Shack-A-Thon.” Every year, students set up shacks and sleep in them overnight to raise awareness and funds for the issue of affordable housing.

Fundraisers also had the option to create or join a team. This worked particularly well in a university setting, where groups like Greek life organizations and clubs already exist.

No matter your audience, you can encourage team fundraising to foster a healthy sense of competition that raises big bucks for your organization.

Habitat for Humanity

**CAMPAIGN**: Shack-a-Thon

*See what we love about it on the next page.*
WHAT WE LOVE ABOUT IT

Prominent Leaderboard

The display of both top transacting individuals and teams spotlights all-star fundraisers and encourages others to get involved and compete.

Content Block Describes Event History

Beneath their Impact Levels, Habitat for Humanity describes the event’s past results and growth to get supporters excited for another successful year.
Conclusion

These five use cases are just a few of the many creative ways your organization can use Classy Peer-to-Peer Fundraising to raise money for your cause. The ability to create compelling, modern campaigns with ease gives you more creative flexibility while improving your overall development strategy.

At its core, peer-to-peer fundraising combines the powers of technology and human connections. As your community grows, the Peer-to-Peer campaign ensures the focus remains on what’s most important—individual stories associated with your brand’s larger narrative, and the lives impacted by the money you raise.
Any organization—regardless of time and resources—can create a branded peer-to-peer fundraising machine.

Talk to a Classy expert today →