

StratusLIVE

PEER-TO-PEER FUNDRAISING: THE ULTIMATE GUIDE FOR NONPROFITS



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Agenda

Introduction

What is Peer-to-Peer Fundraising?

Benefits of P2P Fundraising

Steps to create a campaign

Best practices

Demo of StratusLIVE Ignite

Meet the Team



Debbie Snyder
*GVP, Sales &
Marketing*
StratusLIVE



Brandon Fix
*Business Development
Manager*
StratusLIVE



Lori Babyak
*Digital Marketing
Manager*
StratusLIVE

We design, build, implement and support
innovative Software for Social Good
that connect donors – and companies –
to the nonprofit missions and causes
they care about.

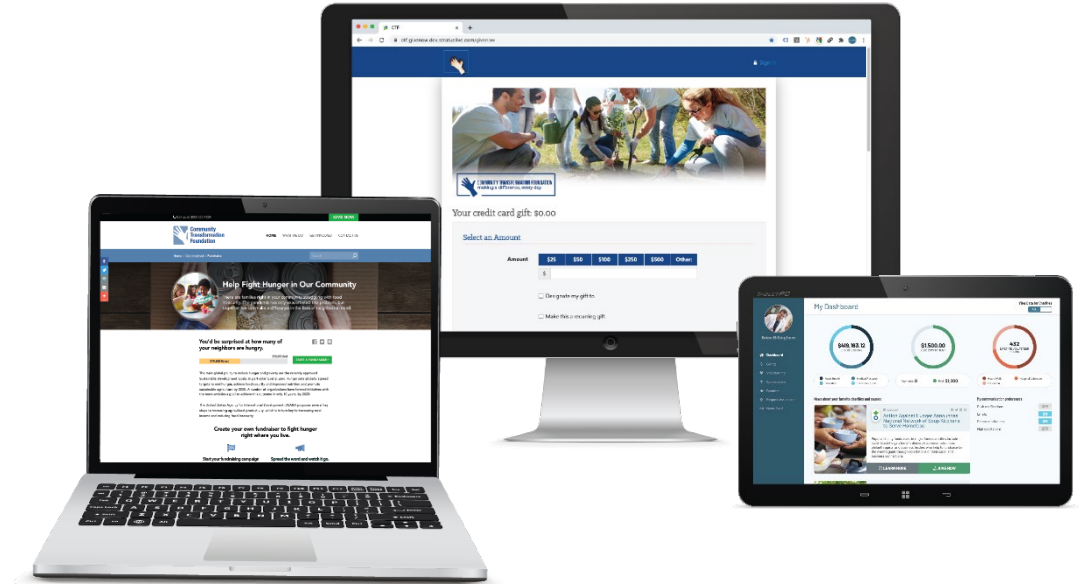
StratusLIVE 365 CRM



20 million
donor profiles
Over \$1 billion
in annualized giving

Built on the powerful
Microsoft
Dynamics 365
platform

StratusLIVE Ignite Online Giving



Give at Work
Give Now
Give in Teams
Give with Friends

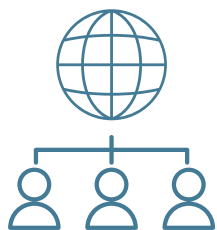
Volunteer Now
Events
Donor Hub
CRM Integration Services
Community Hub

StratusLIVE Ignite



Proven by:

- 1,300 Companies
- 1.3M+ Users
- 44k participating charities



Charity database of over
1.7+ million



What is Peer-to-Peer Fundraising?

Peer-to-peer fundraising is an online fundraising strategy that relies on peers reaching out to each other on behalf of a cause.





Peer-to-Peer fundraising is usually done through in-person and virtual events, and individual and team fundraising through social media or online giving platforms.



Stratus*Li*VE

Benefits of Peer-to-Peer Fundraising

01

Save your organization time and money by leveraging the power of networks

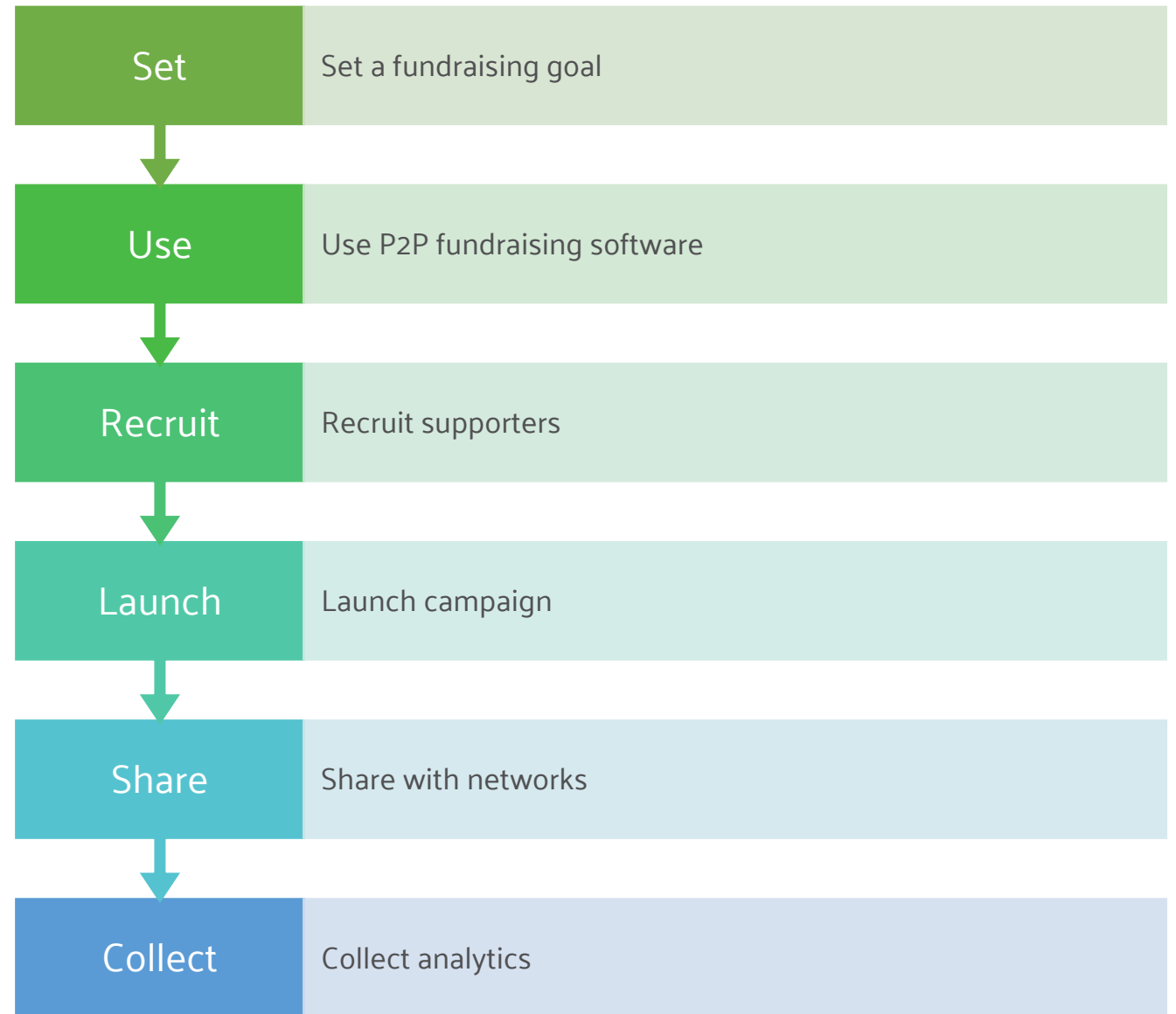
02

Strengthen your relationships with your current donors and their networks

03

Acquire new donors

Steps to Creating a P2P Campaign



Types of Campaigns

- Athons
- Giving Days
 - Giving Tuesday
 - Cause Awareness Days (ex. Earth Day, Endangered Species Day)
 - Local Community Foundation Giving Challenges
- Virtual Fundraisers



Best Practices

01

Tell a heartfelt
compelling story

02

Use imagery to
trigger action

03

Give your donor
templates

04

Ask your donors
to share

05

Thank your
donors



Call (800) 555-1234

Community Transformation Foundation

HOME WHAT WE DO GET INVOLVED

Home > Get Involved > Fundraise

Search

Help Fight Hunger in Our Community

There are families right in your community struggling with food insecurity. The pandemic has only exacerbated this problem, but together, we can make a difference in the lives of neighbors in need.

I know firsthand what it's like to be a child with food insecurity.

Brian Billingham

\$19,605 Raised \$50,000 Goal

[START A FUNDRAISER](#)

The main global policy to reduce hunger and poverty are the recently approved Sustainable Development Goals. In particular Goal 2: Zero Hunger sets globally agreed targets to end hunger, achieve food security and improved nutrition and promote sustainable agriculture by 2030. A number of organizations have formed initiatives with the more ambitious goal to achieve this outcome in only 10 years, by 2025:

The United States Agency for International Development (USAID) proposes several key steps to increasing agricultural productivity, which is in turn key to increasing rural income and reducing food insecurity.

PARENT FUNDRAISER

Annual Food Drive

\$397,482 of \$500,000 Raised

THIS FUNDRAISER IS A MEMBER OF A TEAM

Let's Defeat Food Insecurity

215 \$ 8,357

Demo of StratusLIVE Ignite

Questions



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Contact Us

Reach out to us for inquiries
or comments.

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Thank you!

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