



StratusLIVE WEBINAR



Next-Gen Fundraising:

Harnessing the Power of Modern Peer-to-Peer Strategies



AGENDA

- Introductions
- A Definition of P2P
- P2P: Then and Now
- Effective P2P Donor Segments
- Best Practices for Maximizing Donations & Engagement
- Advanced Strategies for Successful P2P Campaigns
- Steps to Create a P2P Fundraiser
- Demo
- Q&A

MEET THE SPEAKERS



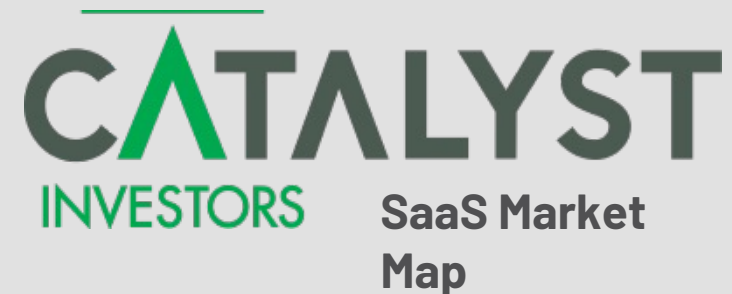
Kelly Perry
Senior Digital
Marketing Manager
StratusLIVE



Debbie Snyder
CRO
StratusLIVE



Lori Combs
Director of Solution
Engineering
StratusLIVE



Awarded by CIOReview



DRIVE CHANGE AND INCREASE IMPACT WITH STRATUSLIVE

100%
Implementation
Success Rate

20+ M
Donor Profiles

+58 NPS

\$1B+
Annualized Giving

StratusLIVE's Nonprofit Industry Cloud delivers a complete, fully-integrated, enterprise-class solution for modern digital 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.

PEER-TO-PEER: THEN AND NOW



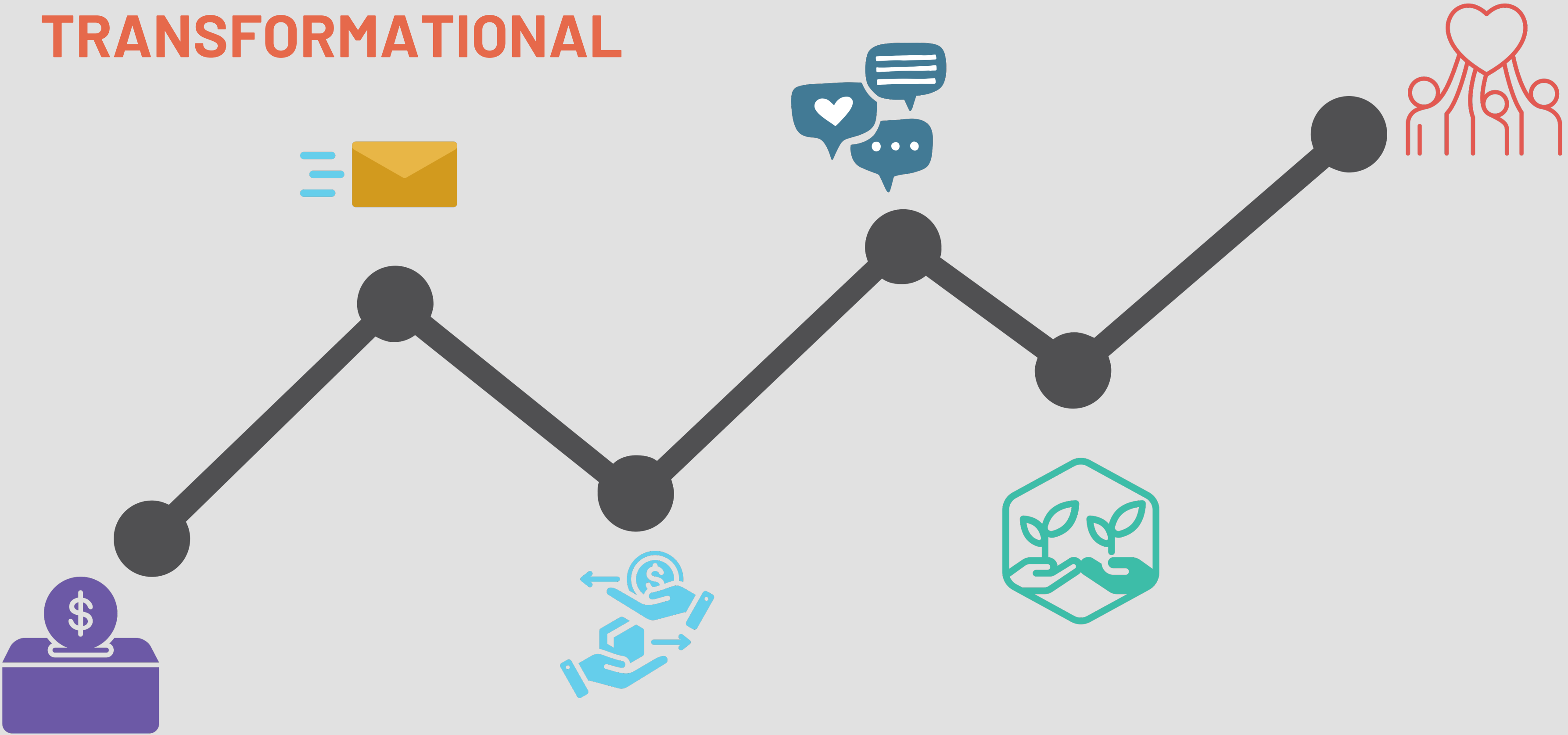
“ Peer-to-peer fundraising has evolved beyond simple sponsorship drives or marathon pledges. It's a sophisticated strategy that taps into the collective power of **communities**, fueled by **technology** and driven by **passion**. ”

Chelsea Coursey

Executive Director of Advancement, School of Law

University of Missouri

FROM TRANSACTIONAL TO TRANSFORMATIONAL



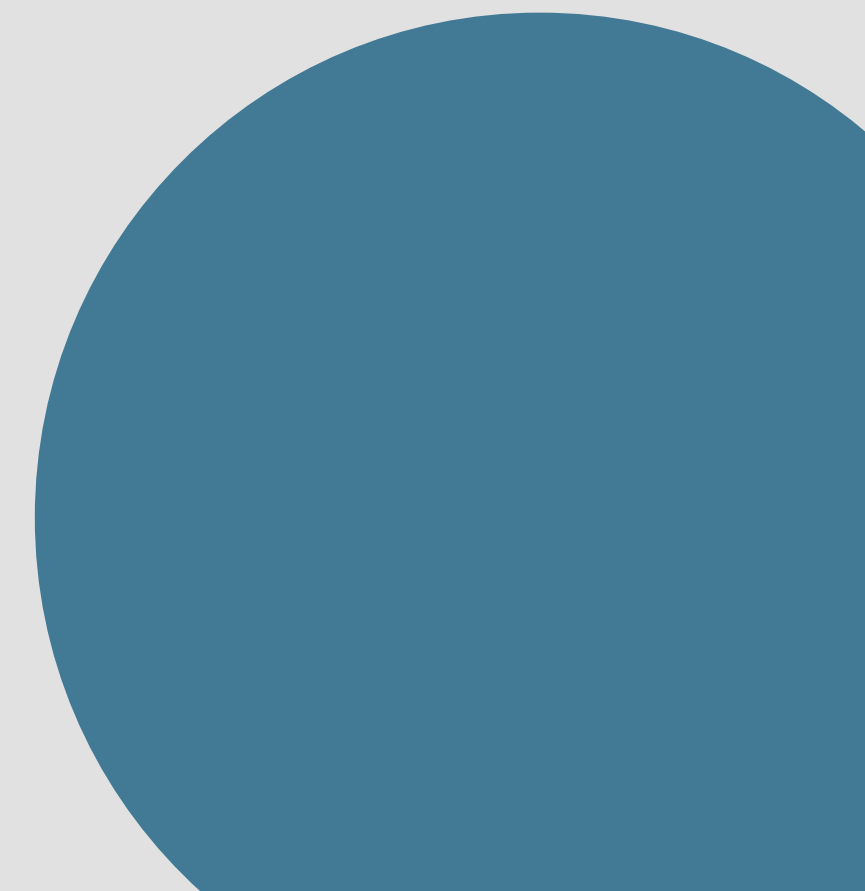
THE FUNDRAISING EVOLUTION

Focus on

DONOR IDENTITY

Prioritize

RELATIONSHIPS



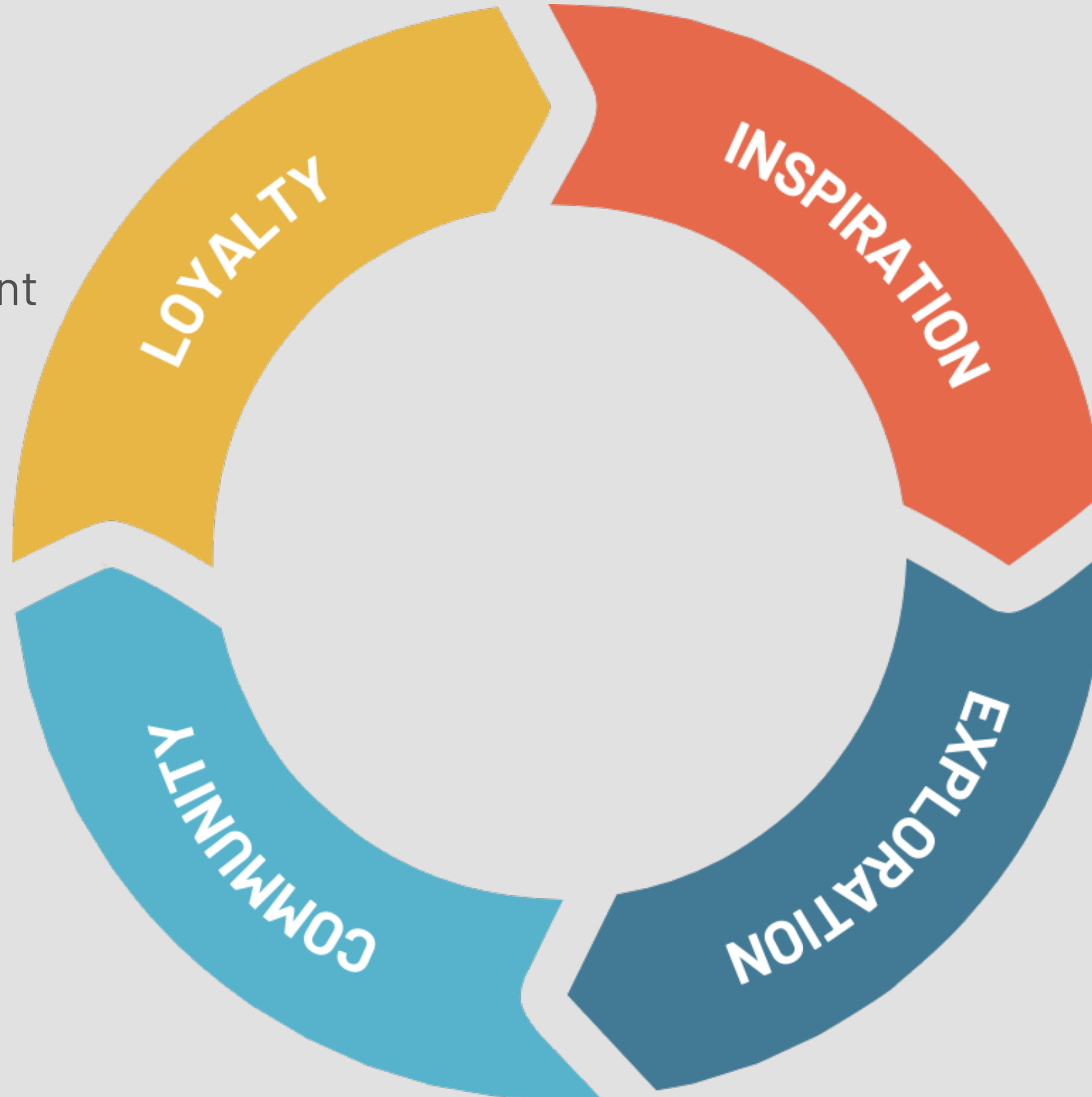
GEN Z AND MILLENNIALS



- Tech-Saavy
- Influencers
- Social
- Cause donors / Social impact champions
- Micro-donors

ALIGN WITH NEXT GEN VALUES

- Meaningful mission connections
- Community engagement and leadership roles



- Compelling Stories
- Influencer Partnerships

- Large-scale events
- Smaller, tight-knit affinity groups

- Offer a variety of fundraising options

YOUNG PROFESSIONALS

- **Age Range:** 25-40
- Career-Oriented
- **Interests:** Networking, Professional Development, Social Impact
- **Engagement Strategy:** Combine fundraising with networking; highlight how contributions make an impact



CORPORATE EMPLOYEES

- Strong **CSR** Programs
- Corporate Matching and Team Building
- Create **workplace giving campaigns** with team-based fundraising



FAMILIES & COMMUNITY GROUPS



- Parents, Community Members, Local Organized Groups
- Support the **community** and set a **good example**
- Create **family-friendly events** and encourage **group** participation

BEST PRACTICES FOR MAXIMIZING DONATIONS & ENGAGEMENT

- Crafting Compelling Stories
- Providing Support & Resources
- Encouraging Peer Sharing
- Recognizing & Rewarding Efforts



ADVANCED STRATEGIES FOR SUCCESSFUL P2P CAMPAIGNS

- Utilizing Influencers and Social Media
- Multi-Channel Campaigns
- Building Community and Loyalty
- Recognition and Rewards
- AI
- Personalization at Scale



STEPS TO CREATE A P2P FUNDRAISER

Set a
Fundraising
Goal

Use P2P
Fundraising
Software

Recruit
Supporters

Launch
Campaign

Share with
Networks

Collect
Analytics



PRODUCT DEMONSTRATION

StratusLIVE Ignite with Lori Combs

THANK YOU

ANY QUESTIONS?

StratusLiVE

Stay In Touch

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