



# Peer-to-Peer Fundraising: Leveraging Your Volunteers



GUEST SPEAKER

 **bloomerang**  
**James Goalder**  
Partnerships Manager



# A few reminders:

**Drop your questions in the Q&A as we go!**

**Yes, this is being recorded!**

A recording of this presentation will be emailed within the next few days.

**Links provided at the end of the webinar:**

- Request a follow-up meeting
- Next webinar





# How To Keep Your Peer to Peer Donors Engaged and Giving!

**James Goalder**  
Partnerships Manager



# Your Presenter

**James Goalder** (@Goaldeje)

Partnerships Manager, Bloomerang

## Fun facts:

- 1st job: McDonald's Drive-Thru
- **LOVES** to travel
- 4 kids, 4 cats, 1 dog
- Degrees in English and Art History from James Madison U
- Married 27 years this May





# Exploring The Donation Experience

We Donated **\$25 To 500 nonprofits** In Every State And Tracked The Giving Experience And The Thank You Results.



# Before you Publically Launch your P2P Campaign, Review Your Donation Process

## Check For:

- Broken Links
- Ease Of Use
- Engaging Content?

**Ask Yourself, If I Was A Donor Would I Be Compelled To Give Here?**

A graphic featuring the text "Takeaway Tip" in a large, black, serif font. The text is enclosed within a thin green arch. To the right of the text, there is a branch with several pink dogwood flowers and a green succulent plant. A large, dark green monstera leaf is positioned at the bottom left of the graphic.

## Takeaway Tip

# What We Studied



Donation Experience



Landing Page



Receipting Email



Thank You Process



Follow Up Activities



# Donation Experience:

Is it as easy as possible for a P2P Donor to make a gift?

- ☐ Ask To Cover Fees
- ☐ Require Cover Fees
- ☒ Gifts In Tribute Or In Memorial
- ☒ Give Donor Option To Designate Fund
- ☐ Payment Options Other Than Ccd - Apple/Google/Venmo
- ☒ Ask To Add To Newsletter/Further Communications



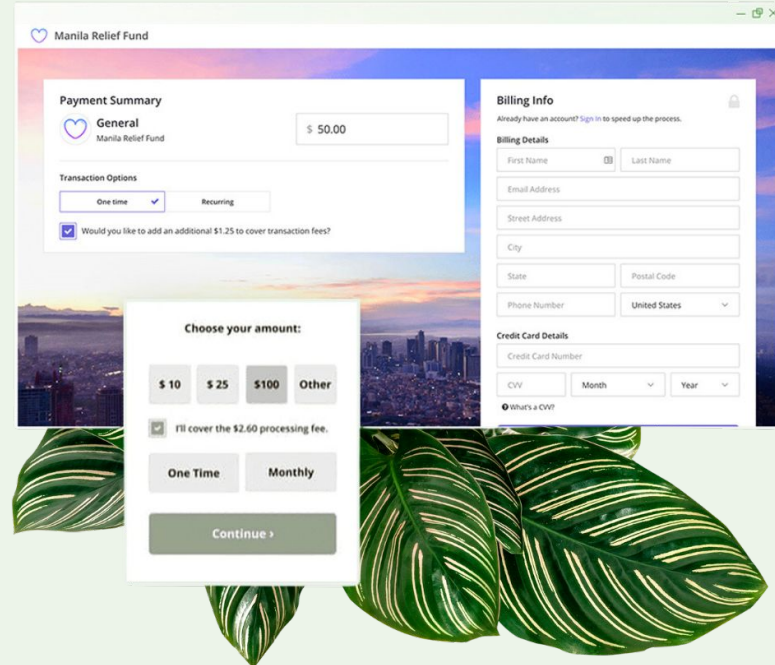


# Ask To Cover Fees Vs. Require To Cover Fees

## Things To Consider:

- Don't Alienate Your Donors
- Transparency Is Critical

**Great To Do**



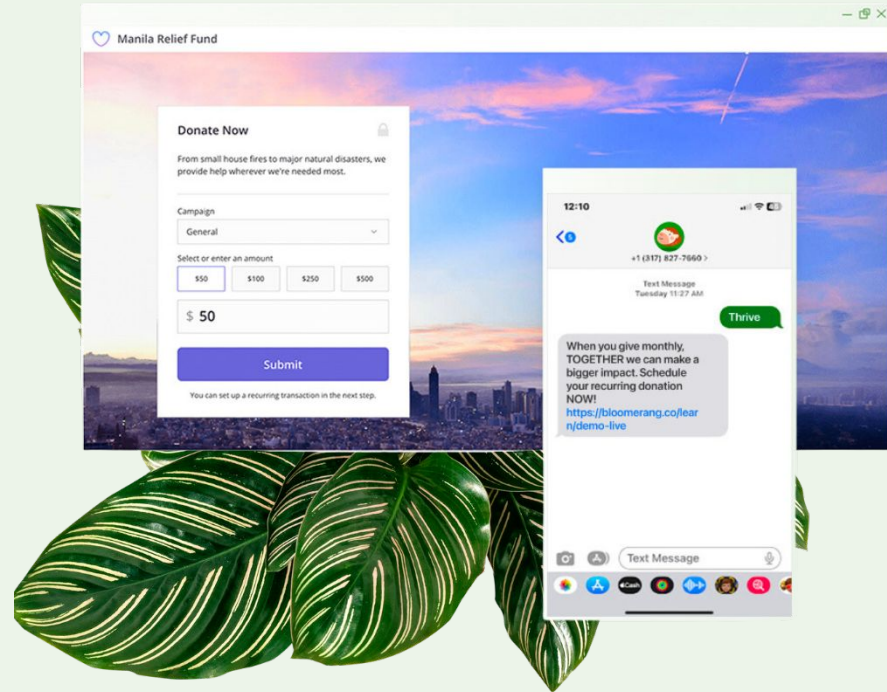
The screenshot displays a donation form for the Manila Relief Fund. The form is divided into two main sections: 'Payment Summary' and 'Billing Info'. The 'Payment Summary' section includes a 'General' tab, a transaction amount of \$ 50.00, and 'Transaction Options' with 'One time' selected. A checkbox is checked for 'Would you like to add an additional \$1.25 to cover transaction fees?'. The 'Billing Info' section includes fields for 'First Name', 'Last Name', 'Email Address', 'Street Address', 'City', 'State', 'Postal Code', 'Phone Number', and 'United States'. It also has a 'Credit Card Details' section with fields for 'Credit Card Number', 'CVV', 'Month', and 'Year'. A modal is open in the foreground titled 'Choose your amount:' with buttons for '\$10', '\$25', '\$100', and 'Other'. Below these buttons is a checkbox for 'I'll cover the \$2.60 processing fee.' and buttons for 'One Time', 'Monthly', and 'Continue'.

# Payment Options (Apple/Google/Venmo)

## Things To Consider:

- Inclusive Giving
- Engage Younger Donor Population (Millennial/Genz)
- Ease Of Use

**Very Important**

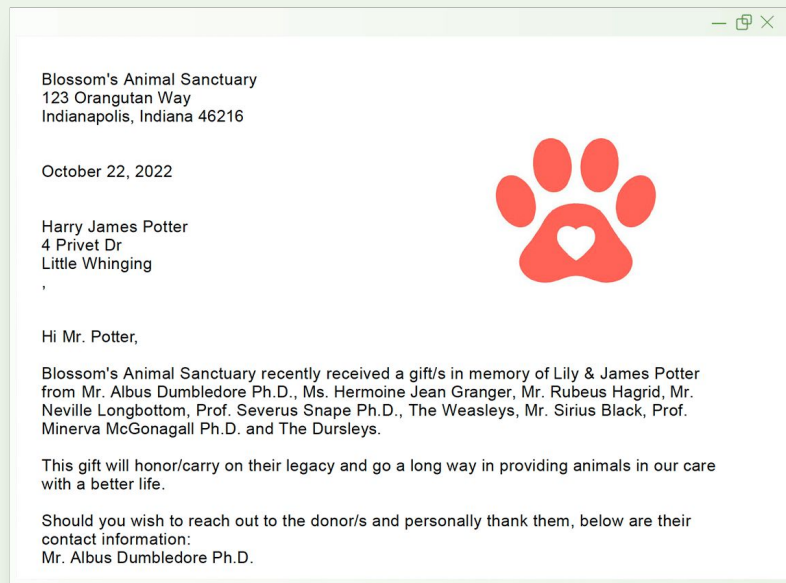


# Designate Fund & Tribute/Memorial Gifts

## Things To Consider:

- Emotional Connection
- Transparency

**Very Important**



# Landing Page:



What Will Make A Difference To Your Donors?

- ❑ **Make It Easy To Donate**
- ❑ **Engage Your Donors**
- ❑ **Continue The Relationship**



# Real World Examples


Start By Saying  
Thank You!




You just did something amazing!

Thank you for so generously supporting The Fund for the School District of Philadelphia. People like you make it possible for the public school children throughout our beautiful city to thrive and have the resources they need!







Thank you for making a difference!

Donation amount <b>\$25.00</b> per Month	To The Fund for the School District of Philadelphia
Contact Information James Goalder james.goalder@bloomerang.com 2009 W Main St. Waynesboro, VA 22980	Payment Method  **** 1044




Thanks for donating \$25.00 USD to  
Boys & Girls Club of New Britain Inc.

Increase your impact and ask your friends to match your donation

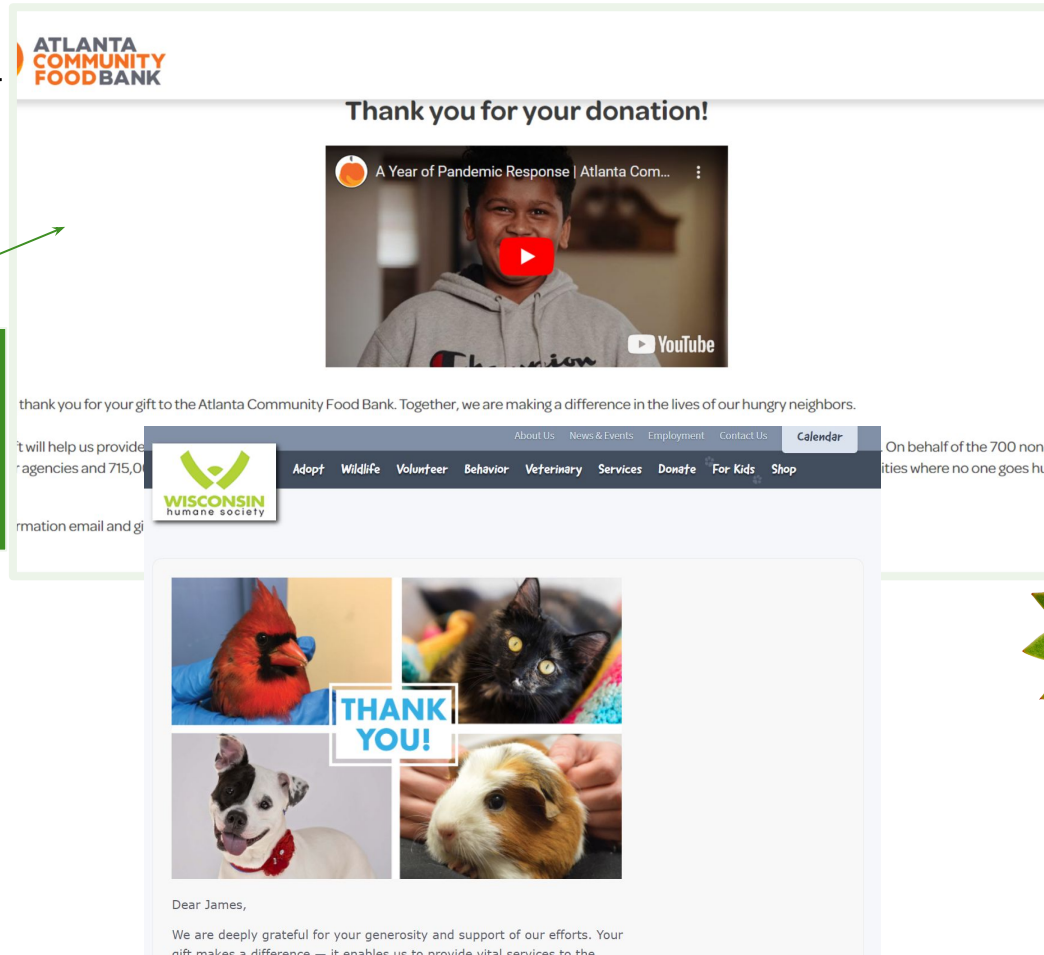
Transaction ID: 35G44911W3904735D





# Real World Examples

Start By Saying  
Thank You!



# Receipting Email:

What Will Make A Difference To Your Donors?

- ❑ **Was A Receipt Emailed?**
- ❑ **Was The Emailed Receipt Personalized/Customized?**
- ❑ **Did The Receipt Have Additional Information And/Or Links To Engage With?**



# Thank You Process:

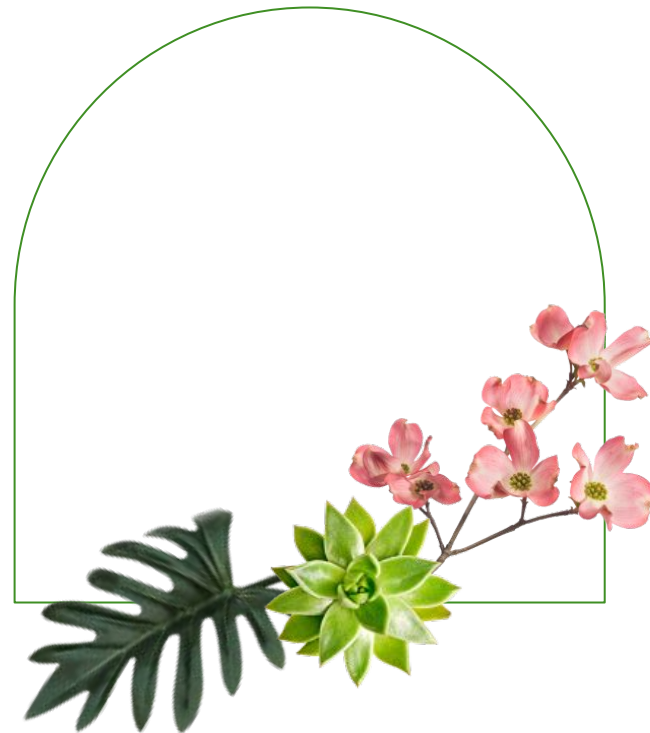
What Will Make A Difference To Your Donors?

- ☐ **Receive Hard Copy Thank You Letter In 5 Days?**
- ☐ **15 Days?**
- ☐ **30 Days?**
- ☐ **30+ Days**
- ☐ **Was There A Thank You Phone Call?**
- ☐ **2nd Thank You Phone Call?**
- ☐ **Was There A Personalized/Customized Thank You Email?**



First-Time Donors Who  
Get A **Personal Thank  
You Within 48 Hours Are  
4x More Likely To Give  
A Second Gift.**

Source: Mcconkey-Johnston International UK



A Thank-You Call From A Board Member To A Newly Acquired Donor Within **24 Hours Of Receiving The Gifts Will Increase Their Next Gift By 39%.**

Source: Penelope Burk





# Say Thank You

**Did You Send A Personalized Thank You Email?**


## **Things To Consider:**

- Do You Have The Tools To Easily (Or Automatically) Send Personalized Thank You Emails?
- How Are You Engaging The Donor In These Emails?

**Very Important**




# Real World Examples



Dear James,

I want to personally welcome you to our Fox Cities Habitat family. Through your partnership with Habitat, you are truly making a life-changing difference for families in the Fox Cities. We believe that every single one of us deserves the opportunity for a better future. No matter who we are or where we come from, we all deserve to have a safe and affordable place to call home. At Fox Cities Habitat, this is what unites us. Through Shelter, we empower.


Please take a moment to check out our recent stories on our blog and see how we are making an impact in the Fox Cities together! They put in the hard work and went through our Homebuyer program in 2009. This video follows up with Kat, Martin, Sebastian and Rebecca to see how a partnership with Fox Cities Habitat has changed their lives. Stories like these are possible when we commit to working together.



[View the Blog](#)

I am deeply grateful for your generosity. All of us at Fox Cities Habitat want to build a relationship with you - one where you have a voice and where you can make a difference in our community. Please reach out to me any time at 920-967-8891 or [arianah@foxchh.org](mailto:arianah@foxchh.org).

Sincerely,  
Ariana Herbst  
Development Coordinator



James Go


**Thank you!**  
1 message

**Ryon Wheeler** <[rwheeler@bgcsey.org](mailto:rwheeler@bgcsey.org)>  
To: "James.goalder@bloomerang.com" <[james.goalder@bloomerang.com](mailto:james.goalder@bloomerang.com)>

James-

Wanted to reach out and thank you for your donation to our Club. Just wanted to see what spurred you to support our mission and if I could answer any questions for you.

Thanks,  
Ryon Wheeler  
Executive Director  
Boys & Girls Clubs of Seymour – Seymour, Brownstown, Jennings County  
950 N O'Brien St | Seymour, IN 47274  
812.522.2434 | [rwheeler@bgcsey.org](mailto:rwheeler@bgcsey.org)  
[www.bgcsey.org](http://www.bgcsey.org) | [www.bgcjennings.org](http://www.bgcjennings.org)  
Follow us on Facebook!



James Goalder <[james.goalder@bloomerang.com](mailto:james.goalder@bloomerang.com)>

**Thank you!**  
1 message


**Susan Arias** <[Susan@bgcvista.com](mailto:Susan@bgcvista.com)>  
To: "James.goalder@bloomerang.com" <[james.goalder@bloomerang.com](mailto:james.goalder@bloomerang.com)>

Tue, Jan 10, 2023 at 5:11 PM

Hi James,

Thank you for being a first-time donor to the Boys & Girls Club of Vista. We appreciate your support.

Susan Arias  
Vice President of Development  
(760) 295-5967  
410 W. California Ave. Vista, CA 92083  
[www.bgcvista.org](http://www.bgcvista.org)



**Whatever It Takes to Build Great Futures.**

# What Kind Of Follow Up Actions Were Taken:

What Will Make A Difference To Your Donors?

- ❑ **Email Newsletter In First 30 Days?**
- ❑ **Email Invitation For Tour And/Or Volunteer Activity?**
- ❑ **Call Invitation For Tour And/Or Volunteer Activity?**
- ❑ **2nd Donation Ask In First 30 Days?**
- ❑ **Recurring Donation Mention Or Ask In First 30 Days?**



# it starts with retaining the donors you have

it's easier and cheaper to retain a donor than it is to acquire one.

**cost per acquisition** = 5x cost per renewal

**cost per acquisition** = 2-3x initial donation amount

**renewal response rates** = 20x30 higher than acquisition response rates

# Average Donor Retention Rates

As of April 2023



**19.1%**

First Time  
Donors



**42.6%**

Average  
Donors



**58.1%**

Repeat  
Donors





# Why Donors Stop Giving

2001 study by Adrian Sargeant

**5%** - Thought charity did not need them

**8%** - No info on how monies were used

**9%** - No memory of supporting

**13%** - Never got thanked for donating

**16%** - Death

**18%** - Poor service or communication

**36%** - Others more deserving

**54%** - Could no longer afford

**INSIGHT:** We can make  
a meaningful impact  
on the above reasons!



# Why Donors Keep Giving

2011 study by DonorVoice

1. Donor Perceives **Organization To Be Effective**
2. **Donor Knows What To Expect** With Each Interaction
3. Donor Receives A **Timely Thank You**
4. Donor Receives Opportunities To Make **Views Known**
5. Donor Feels Like They're **Part Of An Important Cause**
6. Donor Feels His Or Her **Involvement Is Appreciated**
7. Donor Receives **Info Showing Who Is Being Helped**

**Action:** What Is Your Thank You Turnaround Time?



# 4 Key Ingredients To A Compelling Story

1. **Character:** Who Is The Story About?
2. **Conflict:** What Is Your Character Struggling With?
3. **Goal:** What Are They Working Toward And Why?
4. **Change Over Time:** What Is The Result?



# Practical Tips To Increase Online Giving

1. **Tell Stories That Matter**
2. **Give Donors Opportunities To Get Involved**
3. **Ask For Recurring Gifts**
4. **Use Segmentation To Give Meaningful Messages**





[james.goalder@bloomerang.com](mailto:james.goalder@bloomerang.com)

**Thank you**



A 🦋 FOOD RESCUE HERO™ WEBINAR SERIES

# HOW TO START A FOOD RESCUE

## Lesson ③: Getting Started with Food Donors

Report to class on March 27, 2025 @ 1pm ET

Guest speaker!





 **FOOD RESCUE HERO™**

# HOUSEHOLD FOOD WASTE

THE FINAL FRONTIER

**APRIL 17**  
**1:00 PM ET**

"WE WORK TO BETTER  
OURSELVES AND THE  
REST OF HUMANITY"





**Making greater impact, together.**



*FoodRescueHero.org*