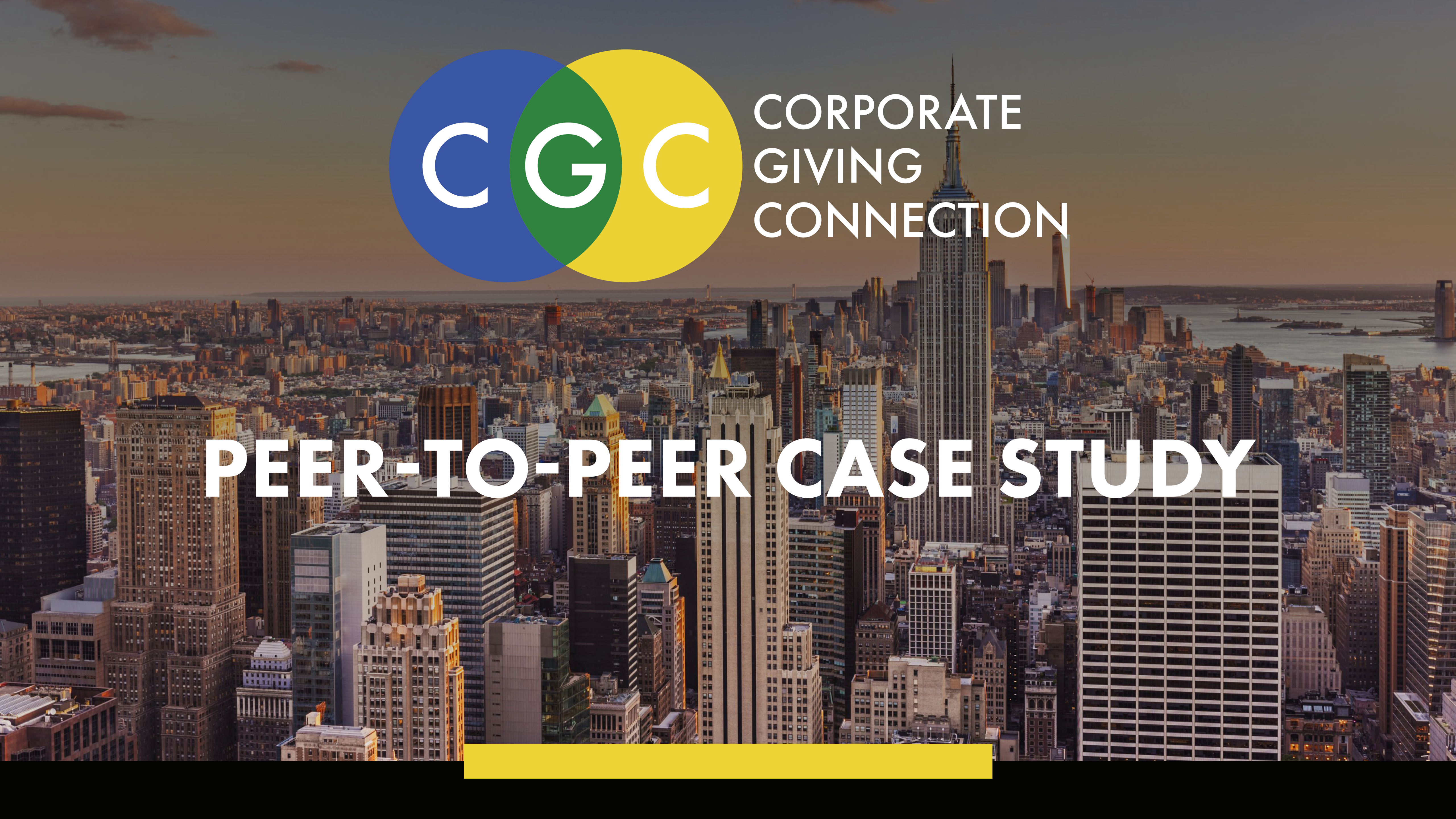




CORPORATE
GIVING
CONNECTION

PEER-TO-PEER CASE STUDY



THE NEED

Peer-to-peer (P2P) fundraising is one of the most popular and effective methods of online fundraising today. Still, many nonprofit organizations are not able to take advantage of this immensely successful fundraising option because they lack the knowledge, resources, time, or bandwidth to properly execute a P2P campaign.

- Over 45% of nonprofits do not engage in, do not have the resources to perform, or are unsure of what peer-to-peer fundraising is. (Nonprofit Pro, 2018)
- Fundraising participants aren't as successful as we'd hope. Nearly 65% of nonprofits said fewer than 50% of their event participants fundraise. (Nonprofit Pro, 2018)

THE SOLUTION

Whether an organization is brand new to P2P or is just in need of a little extra support, CGC offers the strategy, coaching, and implementation necessary to execute a successful campaign. We empower staff and fundraisers to do what they do best.

- Campaign overview
- Campaign calendar
- Campaign landing page
- Coaching and advising calls for staff and fundraisers
- Direct mail letter
- Custom email templates for fundraisers
- Custom email templates for organizations
- Campaign banners
- Social media posts
- P2P fundraising kit
- Fundraiser recruitment best practices
- Team captain best practices

U.S.-JAPAN COUNCIL (USJC): PEOPLE-TO-PEOPLE CAMPAIGN



OPPORTUNITY:

Execute USJC's first-ever P2P campaign and build a brand new network of individual donors

STRATEGY:

Utilize USJC's young professional group as fundraisers and create customized email templates for them to solicit donations from their networks

RESULTS:

40+ fundraisers 

240+ new individual donors 

Fundraising Goal: \$25,000  Total Amount Raised: \$27,400 

“CGC was instrumental in piloting our first P2P fundraising campaign. We exceeded our goal and raised over \$27,000! We couldn't have accomplished this feat without the help of CGC and look forward to how we can partner further in the future.”

– Josh Morey, Board Member

CENTER FOR FOOD ACTION (CFA): 10K SNACK PACK CHALLENGE

OPPORTUNITY:

Help CFA pivot from an annual in-person volunteer event to a virtual event with P2P fundraising

STRATEGY:

Recruit event chairs, attendees, and volunteers to be fundraisers and create templates for the organization to market the campaign

RESULTS:

 Fundraising Goal: **\$40,000**

 Total Amount Raised: **\$44,220**



“CGC created a very engaging peer-to-peer fundraising campaign. We have raised more this year than last year’s in-person events. The fact that we are this far into the pandemic and still managed to raise money with a virtual event is a home run!”

– Kelly Sirimoglu, Director of Marketing

CALIFORNIA COUNCIL ON ECONOMIC EDUCATION: BIPOC OPPORTUNITY PROJECT



OPPORTUNITY:

Raise funds for brand new BIPOC Opportunity Project while engaging Board members and corporate sponsors

STRATEGY:

Empower Board members to serve as P2P fundraising team captains and solicit donations, while advertising and leveraging corporate sponsorships as “donation matching funds”

RESULTS:

Fundraising Goal: **\$50,000** 🎯

Total Amount Raised: **\$137,370** 💰

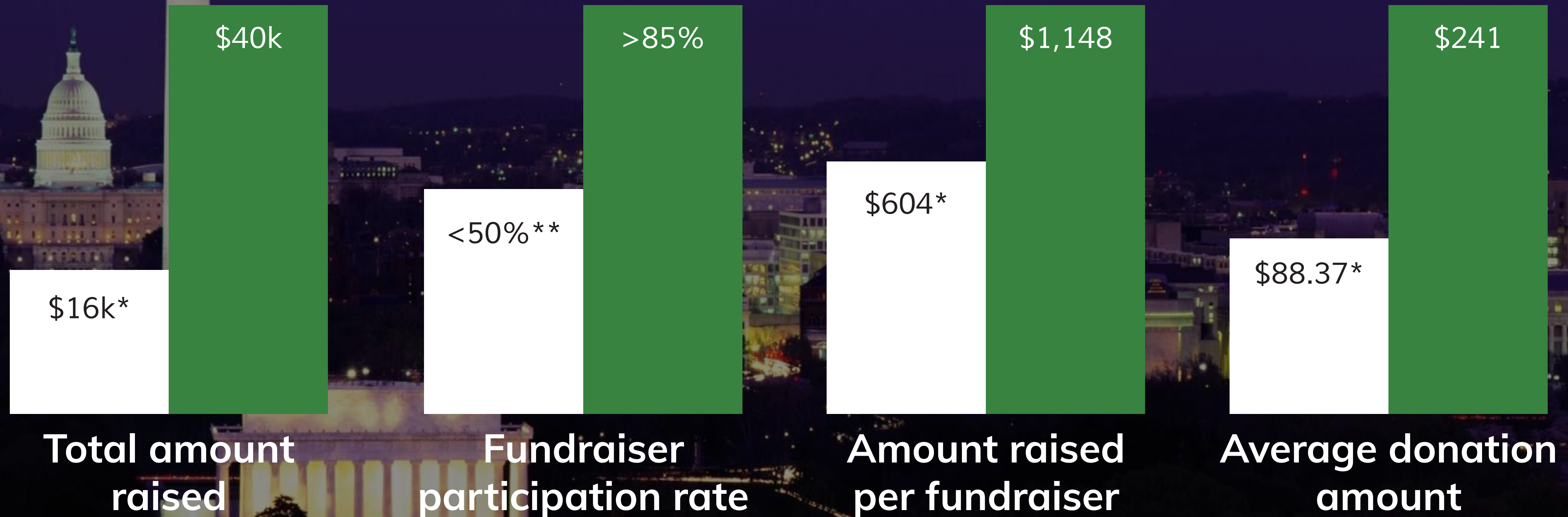
“Partnering with CGC was the best decision I ever made! They helped us create and manage our first peer-to-peer campaign. We made the decision to postpone our annual fundraising gala but knew we needed to do something that would allow us to raise funds. With [CGC’s] support, we raised over \$137,000! We could not have done it without them.”

– Denise M. Gutierrez, President and CEO

OUR CAMPAIGNS

OUTPERFORM INDUSTRY STANDARDS

■ National Average ■ CGC Average



Citations: *Blackbaud, 2019, **Nonprofit Pro, 2018

CONTACT US

If you are interested in learning more about our peer-to-peer services or partnering with CGC to better serve your clients, please reach out to us or visit: cgcgiving.com.

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