



Digital fundraising strategy for your nonprofit

Lesson Six: Create a peer-to-peer fundraising strategy

Peer-to-peer

Your top supporters

Think about who your top supporters might be. Make a list of the types of actions (or combinations of actions) they may have taken this last year.

FOR EXAMPLE: SUPPORTERS WHO CAME TO AN EVENT, DONATED, VOLUNTEERED, ETC.

Incentives

What incentives can you give to your top supporters to encourage them to share with their networks?

INCENTIVES CAN BE ANYTHING FROM PUBLIC RECOGNITION TO ONLINE BADGES TO TICKETS OR PRIZES.