Digital fundraising strategy for your nonprofit

Lesson Seven: Implement a peer-to-peer fundraising strategy

Implement peer-to-peer

"Bunt" options

Which of the light-weight, "bunt" options for peer-to-peer fundraising does your organization currently employ?

If you're not using them, indicate which options would you like to employ in the future and to what effect.

	How are you using them? OR How could you use them?
Social Share Prompts *Automatic prompts to share actions taken, such as donating, on social media*	
Recruiter Links *Automatic tracking links that show who in your community is getting new people to take action*	
Leaderboards *Visual displays of personal activity that recognize people for high recruitment to incentivize further sharing*	

	How are you using them? OR How could you use them?
Progress Bars *Visual representation of your fundraising goal that helps people feel like they are contributing to your progress.*	

"Home run" options

Think about the deeper, "home run" peer-to-peer strategies described. How can your organization employ these strategies in future campaigns?

	How are you using them? OR How could you use them?
Personal Fundraising Pages *A distributed form of fundraising that allows engaged members of your community to fundraise on your behalf and set personal goals*	
Supporter Hosted Events *Events hosted by your biggest supporters to engage their own friends and family directly*	
Distributed Infrastructure *Providing local leaders with the tools they need to organize locally and fundraise on your behalf*	