2018
PEER-TO-PEER FUNDRAISING STUDY

BY NHU TE

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A Letter From the Editor

WELCOME TO THE NEW WORLD OF FUNDRAISING
where traditional fundraising methods are still being utilized and
new strategies and technologies are continuously being intro-
duced. These innovations are revolutionizing the sector and
helping the sector evolve into a realm where social good is at the
forefront, raising maximum funds and creating the most impact.
In this research study, we are narrowing our focus toward peer-
to-peer fundraising—a hailing example of where traditional fund-
raising meets new innovation. This type of fundraising is geared
toward personal relationships.

Peer to-peer fundraising enables nonprofits to create a commu-
nity for social good, where nonprofits can recruit the most pas-
sionate supporters to help in their fight for social change. Peer-to-
peer fundraising, in combination with the evolving technological landscape, is changing fundraising
as we know it, taking it to a whole different realm where the possibilities seem endless. In this study,
we wanted to learn how the social good sector and technology are working together to influence the
peer-to-peer's evolution.

In this study, we partnered with FrontStream, a company that provides technology solutions that help
nonprofits raise money and create impact. With NonProfit PRO's extensive knowledge in the peer-
to-peer space and FrontStream's variety of peer-to-peer solutions, we came together to produce a
unique and gripping study on peer-to-peer fundraising that is designed to help nonprofits succeed.
Together, NonProfit PRO and FrontStream gathered real world data on peer-to-peer fundraising to
learn about what strategies are being used in peer-to-peer, what can we learn from these strategies
and how can we take these strategies to the next level for optimal efficacy.

We hope you can take away a copious amount of knowledge from this study, bring it back to your
organization and lead your pack to success in your future peer-to-peer initiatives.

Sincerely,

Nhu Te
Editor-in-Chief/Content Director
NonProfit PRO

2018 PEER-TO-PEER FUNDRAISING STUDY
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I. EXECUTIVE SUMMARY

The NonProfit PRO team is dedicated to bringing you valuable insights to help take your nonprofit to the next level, so we continually dive head-first into some of the most pressing challenges in the nonprofit sector. Last year was the first edition of the NonProfit PRO peer-to-peer fundraising study—the "2017 Peer-to-Peer Fundraising Study[1]." In that study, we sought to find out more about social relationships in peer-to-peer fundraising and its impact on donor/nonprofit relationships. In the "2018 Peer-to-Peer Fundraising Study," we sought to find the outcomes of peer-to-peer fundraising, what nonprofits are doing differently this year and how much strategic preparation they are doing for their fundraising campaigns. Additionally, we sought to learn technology's role in peer-to-peer fundraising.

And what we found was a lack of strategic planning in nonprofits. In campaign planning, developing a full-on, robust strategic plan is essential for campaign success—and it's surprising that nonprofits are not taking strategic plans seriously. Earlier this year, we released the "2018 Nonprofit Impact Leadership Study[2]," in which we found that 74 percent of survey respondents said that their nonprofit does not have an in-depth strategic plan for their fundraising initiatives. This statistic was further solidified in this study, where nearly 55 percent of survey respondents said that their nonprofit does not devise a strategic retention plan for its peer-to-peer fundraising efforts. By skipping out on a strategic plan and "winging it," nonprofits are missing out on a substantial opportunity to bring their hopes of campaign success into fruition.

We also discovered in this study that peer-to-peer fundraising is still left in the dark—many nonprofits are not aware of peer-to-peer in general and not aware of its effectiveness—and the sector needs more exposure to peer-to-peer fundraising, because it is versatile, adaptable and beneficial for every nonprofit. Additionally, fundraising still makes up more than half of a majority of nonprofits' revenues, and technology helps nonprofits become more effective in their day-to-day activities.

II. KEY FINDINGS

1. Nonprofits need to develop a robust strategic plan rather than 'wing it'.

- Nearly 55 percent of nonprofits do not have a strategic retention plan.

- Nearly 65 percent of nonprofits said fewer than 50 percent of their event participants fundraise.

- Over 63 percent of nonprofits follow up with event participants less than once a month.

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2. Peer-to-peer fundraising needs more exposure in the nonprofit sector.

• Over 45 percent of nonprofits do not engage in, do not have the resources to perform or are unsure of what peer-to-peer fundraising is.

• 40 percent of nonprofits don't have enough knowledge of what peer-to-peer is and over 49 percent think they do not have the resources.

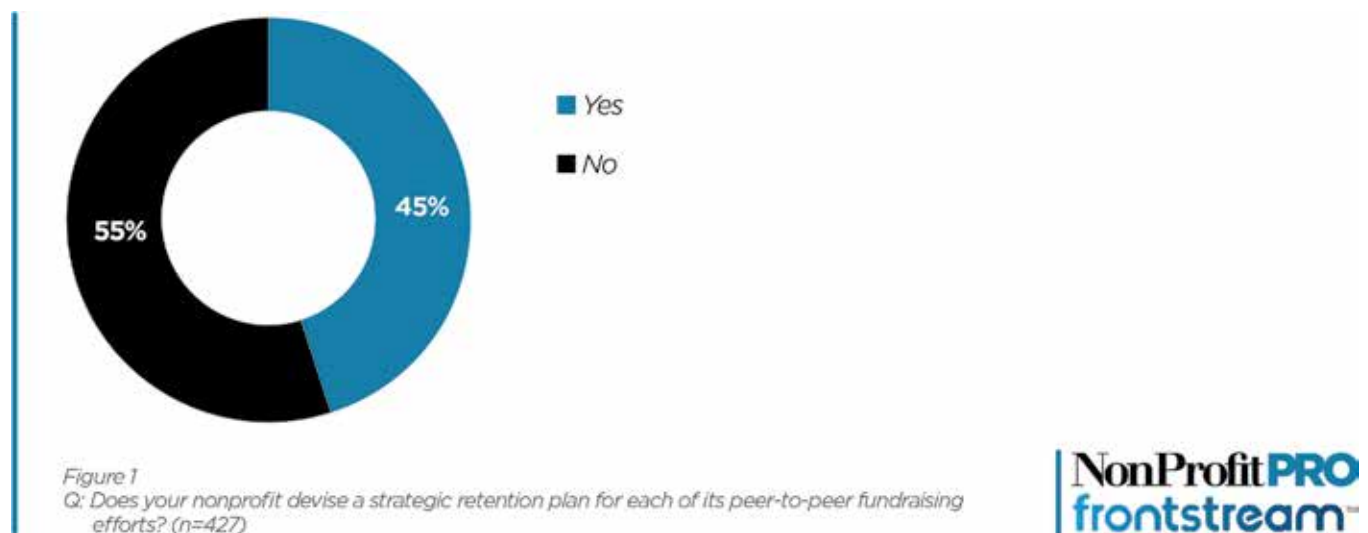## 3. Fundraising still plays a significant role in overall revenue.

• Over 43 percent of nonprofits engaged in peer-to-peer fundraising said that fundraising made up over 50 percent of their revenue.

4. Technology helps nonprofits become more effective.

• 95 percent of nonprofits said a peer-to-peer fundraising technology has helped them manage day-of activities.

• Over 60 percent of nonprofits have not invested in a peer-to-peer software.

III. INTRODUCTION

Peer-to-peer fundraising is a newer type of tactic in our sector. While peer-to-peer fundraising has only been around for what we believe to be about a little more than a decade or so, this tactic should be a staple in every nonprofit's fundraising strategy. There are a number of people in the nonprofit sector who are unaware of what peer-to-peer fundraising is (Figure 1).

Figure 1
Q: Does your nonprofit devise a strategic retention plan for each of its peer-to-peer fundraising efforts? (n=427)

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Over 26 percent of study respondents who have not engaged in peer-to-peer fundraising said that their reason for not engaging is because they don't know what peer-to-peer fundraising is (Figure 2). Other factors were not enough resources (over 49 percent) and not enough knowledge (over 40 percent).
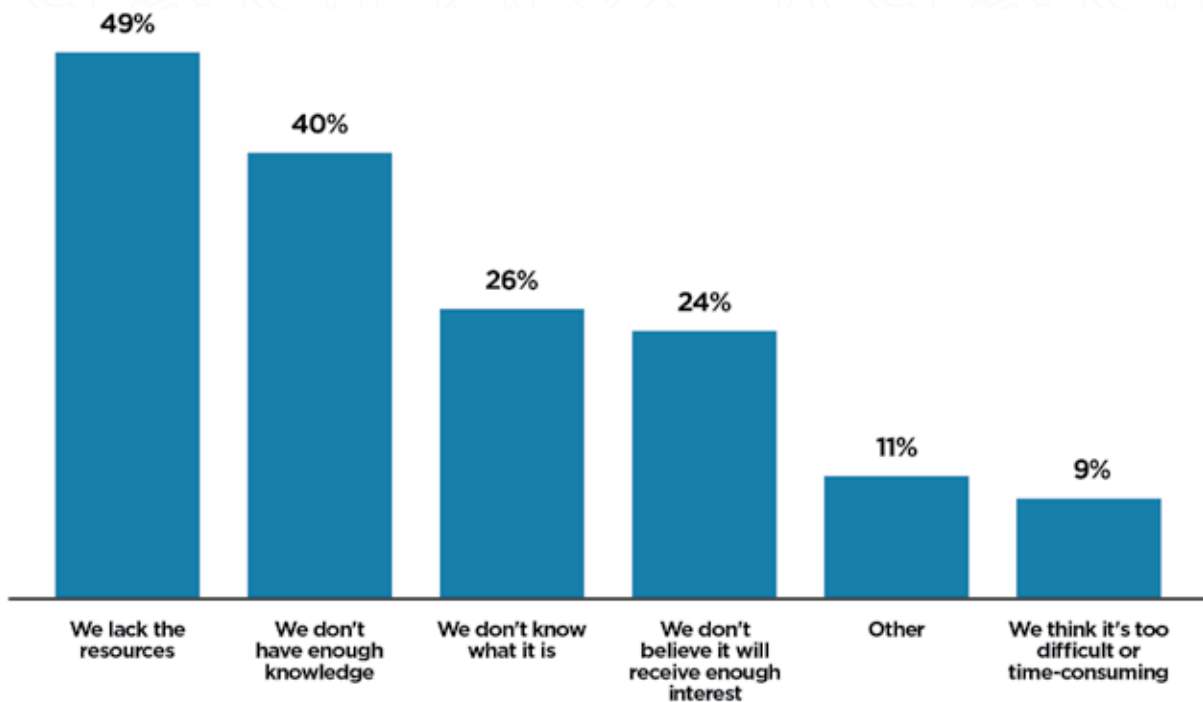
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Figure 2
Q: If your nonprofit has not engaged in peer-to-peer fundraising, please share your reasons why.
(n = 186)

To answer the question of, "what is peer-to-peer fundraising," we think that it's fitting to define peer-to-peer fundraising before diving into our study results.
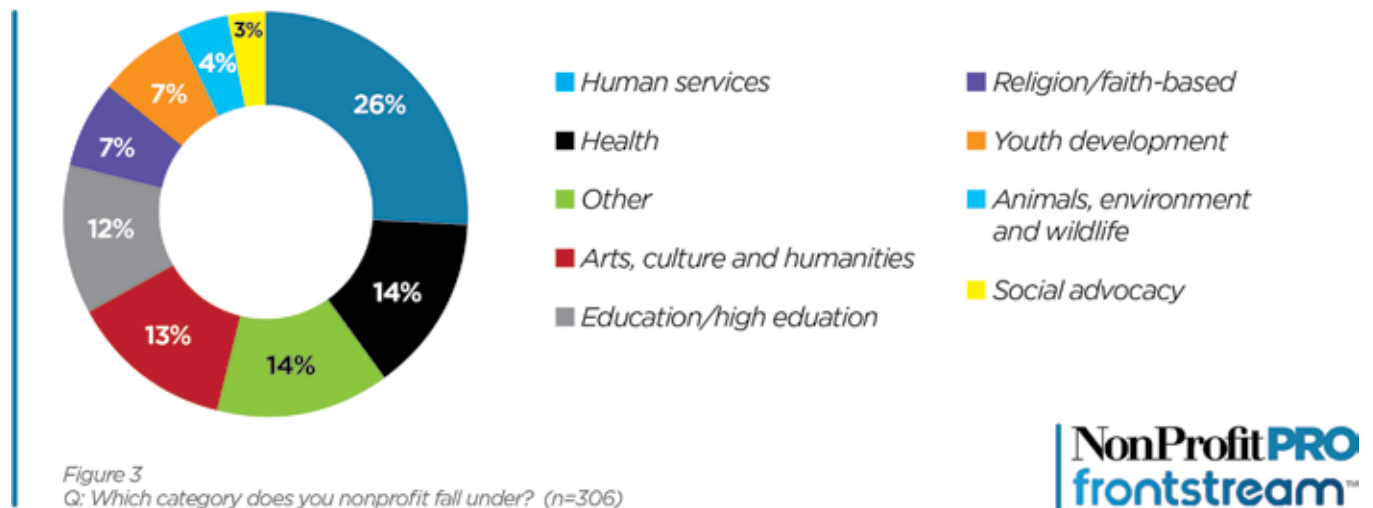
Peer-to-peer fundraising is a type of fundraising where the organization's supporters are raising money on behalf of the nonprofit. Peer-to-peer fundraising can come in a variety of forms—offline events, individual fundraisers, team fundraisers, crowdfunding, social fundraising and more. Peer-to-peer fundraising can be beneficial to nonprofits because it engages the nonprofit's supporters, increases the nonprofit's donor base, improves fundraiser/nonprofit relationships and provides an additional revenue stream for the nonprofit. In addition, it allows for supporters to be on the forefront of the organization, so they feel like they are truly a part of the nonprofit community.

In this study, we will educate those who have not engaged—and those who have been skeptical of engaging—on what peer-to-peer fundraising is and the benefits of this type of fundraising. Furthermore, we will give those who have already engaged in peer-to-peer fundraising keen insights on the strategies that work and how they can step up their peer-to-peer fundraising game.
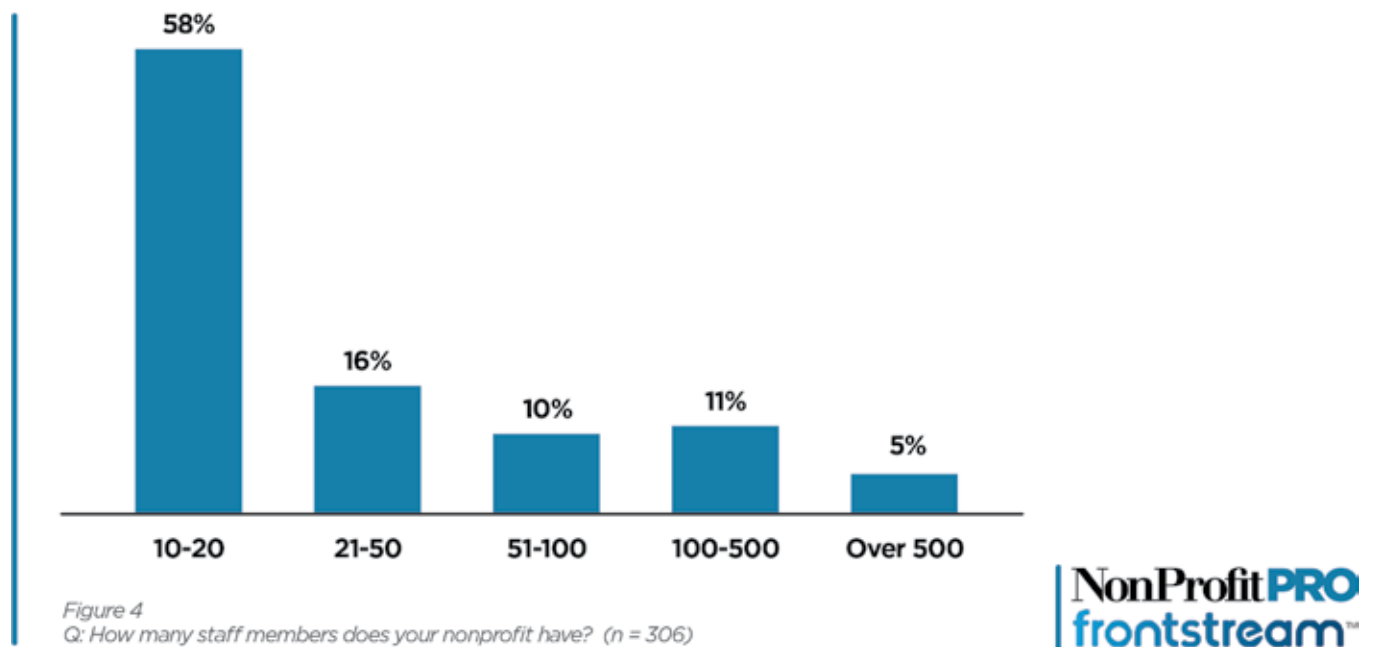
IV. METHODOLOGY

We distributed a 24-question survey on current peer-to-peer fundraising practices to NonProfit PRO's audience in July 2018. After a four-week period, we received 427 responses and segmented them into two categories: those who have engaged in peer-to-peer fundraising and those who have not.

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When it comes to category of nonprofit, over 26 percent of respondents were from a human services nonprofit, while the second highest were from health nonprofits (over 14 percent), and the third highest were from an arts, culture and humanities nonprofit (Figure 3).

Human services 26%
Health 14%
Other 14%
Arts, culture and humanities 13%
Education/high eduation 12%
Religion/faith-based 7%
Youth development 7%
Animals, environment and wildlife 4%
Social advocacy 3%

Figure 3
Q: Which category does you nonprofit fall under? (n=306)

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Additionally, it's important to note that the majority of respondents who took our survey were from a small nonprofit (50 employees or less). Over 74 percent have less than 50 employees, over 10 percent have between 51 and 100 employees, over 11 percent have between 101 and 500 employees and over 4 percent had over 500 employees (Figure 4).

10-20	21-50	51-100	100-500	Over 500
58%	16%	10%	11%	5%

Figure 4
Q: How many staff members does your nonprofit have? (n = 306)

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V. NONPROFITS NEED TO DEVELOP A ROBUST STRATEGIC PLAN RATHER THAN 'WING IT'

Our findings in this study were in-line with our "2018 Non-Profit Leadership Impact Study[2]," which found nonprofits need to make it a priority to sit down with their team and discuss and outline a robust strategic plan for the fiscal year. This strategic plan acts as a guide for your nonprofit. Create a few realistic goals that your nonprofit should achieve this fiscal year, and under each goal, explicitly explain how your nonprofit will get there.

Put this on top of your "To-Do" list: Schedule a quarterly meeting between your leadership team and your board of directors. This meeting should serve as your nonprofit's performance review, helping everyone in the organization understand where it stands. Has it achieved all the goals that were set in the beginning of the year? Awesome. Make new goals. Is the nonprofit struggling to meet the goals? Then it's time to re-evaluate the goals and see what steps your nonprofit can take to achieve those goals.

While having an overall strategic plan is crucial for nonprofit success, what's even more crucial is outlining a game plan for each fundraising initiative. A booming fundraising campaign can't reach its optimal success out of thin air. There needs to be planning, there needs to be plan structure and there needs to be plan activation. Otherwise, you're gambling with outcomes—and in fundraising, that's not ideal.

As seen in Figure 1 (page 4), over 45 percent of study respondents who engage in peer-to-peer fundraising said that their nonprofit devises a strategic retention plan for each of its peer-to-peer fundraising efforts, while nearly 55 percent of respondents said their nonprofit has no strategic plan in place. Not having a strategic plan can lead to tremendous hurdles for the nonprofit. The big question here is: Why are nonprofits skipping out on creating retention strategies for their fundraising initiatives?

We believe that nonprofits are skipping out on this because outlining a campaign plan can be daunting; it takes time out of everyone's day, it calls for investment and it needs goals to be set. Although it is understandable to focus on day to day operations, it can be short term thinking to do so at the expense of a longer term strategic plan. And when these expectations and goals

Strategic plan tips and insights from our study respondents:

"Each year, we make sure to work with our alumni volunteers to send a fall letter, a spring letter, at least one email and a coordinated phone effort in December and June."

"We always follow up with personal and direct correspondence and keep them in an email loop to make sure they always feel a part of the organization."

"Since our peer-to-peer program is all volunteer-driven—43 walk sites, raising over $2 million—each volunteer chair's staff partner works with the volunteers to send follow-ups to previous participants, and recognize them and their accomplishments on social media. We use a recognition gift program for participants achieving specific fundraising levels. Some sites hold kickoff events and more."

"We provide a report that includes all of the ways the donor benefits from the ads and promotion done for the the event. (Includes photos and ad copy used.)"

"Stay in touch with each individual involved in plan to make sure that they are informed on what is being done and what will be done in the future for any and all such projects to keep them in the loop of things."

"We developed a corporate donor stewardship framework to guide the fundraising on relationship-building depending on a 'tier' system."

don't come into fruition, nonprofits feel discouraged and believe they let their community down, but that's not the case at all. We all understand that getting into nonprofit work takes investments—investments in time, money and oftentimes, emotions. And it's an uphill battle: If you're going to be in nonprofit work, you have to put 100 percent into committing to the nonprofit and doing what it takes to see the organization thrive.

Every nonprofit can adopt a peer-to-peer fundraising strategy, as they vary in shape and size and can easily be alternated to fit your organization's needs. For this particular study, narrowed it down to six: offline events, individual fundraisers, team fundraisers, crowdfunding, social fundraising and other. While these categories can overlap each other, we sought to find out which category of peer-to-peer fundraising brought in the most revenue. We defined the categories as:

- **Offline events** are events that are hosted live and in-person (athletics).

- **Individual fundraisers** are conducted by one person with no limited timeline.

- **Team fundraisers** are conducted by two or more people with no limited timeline.

- **Crowdfunding** is conducted through various outlets (social media, websites, email, in-person, etc.) with a designated timeline.

- **Social fundraising** is the act of receiving donations via social media only.

- We also offered respondents the option of answering **"other"**—examples include support through federal programs, major gifts and endowments, workplace payroll deduction and more.

We asked study respondents to tell us which type of peer-to-peer strategy has been the top-performing for their nonprofit. Individual fundraisers came in at just over 30 percent, offline events at nearly 18 percent, and team fundraisers and social fundraising at just over 17 percent (Figure 5).

"We recruit three years ahead for campaign leadership, and they recruit their divisional leaders who make peer-to-peer asks. Major gifts also has a peer-to peer-structure."

"Identify key supporters and make them aware of specific campaigns that they can rally their office around and raise money for us."

"We systematically qualify our donors based upon potentiality—A,B,C and D. The As receive more attention, while the Bs, Cs and Ds receive progressively less."

"We have a minimum of seven touches each year with donors—with at least one personalized letter explaining their impact on our organization with their donation."

"Make the first giving experience a positive one, encourage feedback, create a donor club/ circle, host meaningful and beneficial events, play to the donor's interests, and share results and successes."

"Continual communication with top donors about opportunities and successes. Individual thank-you letters to donors and invitations to in-house events to top donors as thank you."

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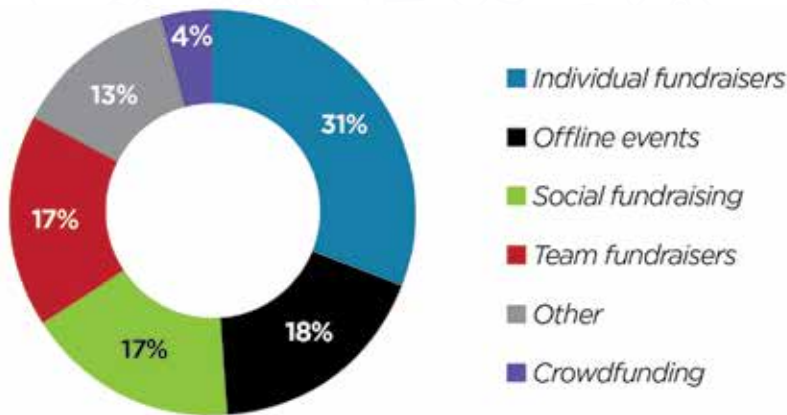powered by **NAPCO**RESEARCH frontstream

Figure 5
Q: Of the following, which peer-to-peer strategy has been the top-performing (highest revenue-producing and attracted the most donors/supporters) that your nonprofit has utilized. (n = 198)

While none of these had significant values, we thought it would be worth exploring different offline events. We believe that peer-to-peer fundraising events have the most confusion in the nonprofit sector, due to the fact that there are several options out there. But real questions about peer-to-peer events are: What is their purpose? Why should nonprofits experiment with them? And why "event" above all other forms of fundraising? These are all questions that we will uncover.

VI. PEER-TO-PEER FUNDRAISING NEEDS MORE EXPOSURE

Peer-to-peer fundraising provides several benefits for nonprofits, which we will highlight in the next section. What we found in this study is that peer-to-peer fundraising needs more exposure—the sector needs to introduce this type of fundraising as an option for nonprofits, and there needs to be more educational resources out there that cover peer-to-peer fundraising.

In the "2017 Peer-to-Peer Fundraising Study[1]," we found that 41 percent of nonprofits have not engaged in peer-to-peer fundraising. What's more interesting is that 35 percent of those nonprofits said their reasoning for not engaging in peer-to-peer is either they don't know what peer-to-peer fundraising is, they don't know how to do it or where to start, or they lack the resources to launch a peer-to-peer fundraising campaign. In this year's survey, the number grew. Forty-six percent of nonprofits answered that their nonprofit has not engaged in peer-to-peer fundraising or "unsure" (Figure 6). We coupled those who said "unsure" with those who have not engaged in peer-to-peer fundraising. We believe that the reason the number of nonprofits that do not engage in peer-to-peer fundraising grew is because the total number of nonprofits overall in the U.S. has grown as well.
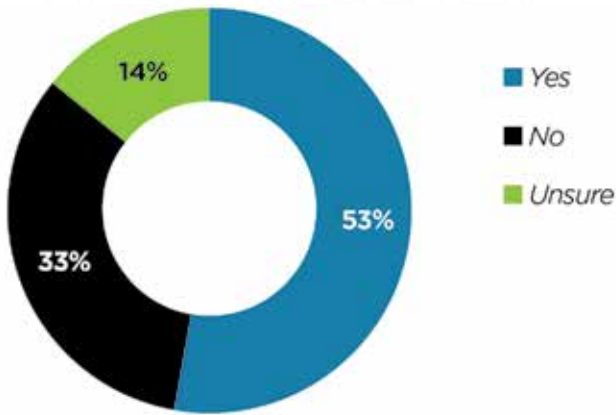
Figure 6
Q: Has your nonprofit engaged in peer-to-peer fundraising? (n = 427)

The top reasons were shown in Figure 2 (page 5). While over 46 percent said that they haven't engaged in peer-to-peer fundraising due to lack of resources (time/money/staff), a surprising 40 percent of nonprofits said that they don't have enough knowledge about peer-to-peer fundraising, which leads us to believe that there is simply not enough exposure around peer-to-peer fundraising.

VII. FUNDRAISING STILL PLAYS A SIGNIFICANT ROLE IN OVERALL REVENUE

Nonprofits have evolved immensely during the last 20 years. Now there are several revenue streams that can support a nonprofit: traditional fundraising, sustainer programs, major gifts, grants, #GivingTuesday donations and more. But fundraising is still king. According to our survey, over 43 percent of respondents who have engaged in peer-to-peer fundraising said that fundraising makes up 50 percent or more of their nonprofit's revenue (Figure 7a), compared to 30 percent of respondents who have not engaged in peer-to-peer fundraising (7b).
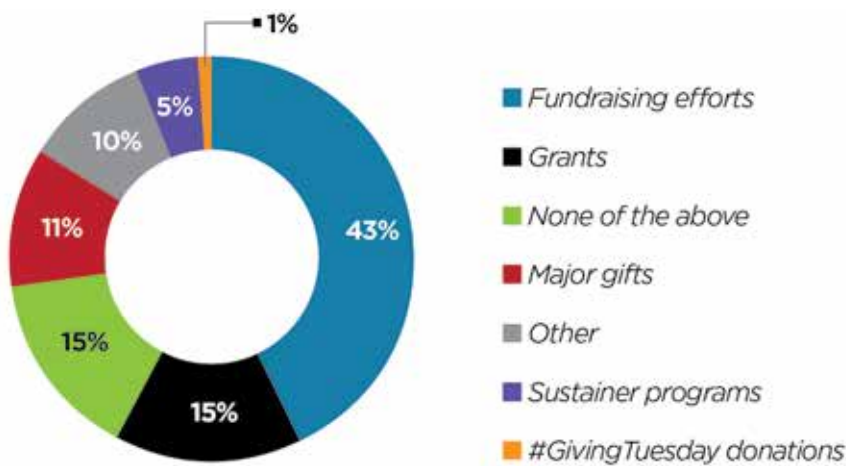

Figure 7a
Q: For classification purposes, which of the following makes up the bulk (50 percent or more) of your organization's revenue? (Peer-to-peer group) (n = 198)
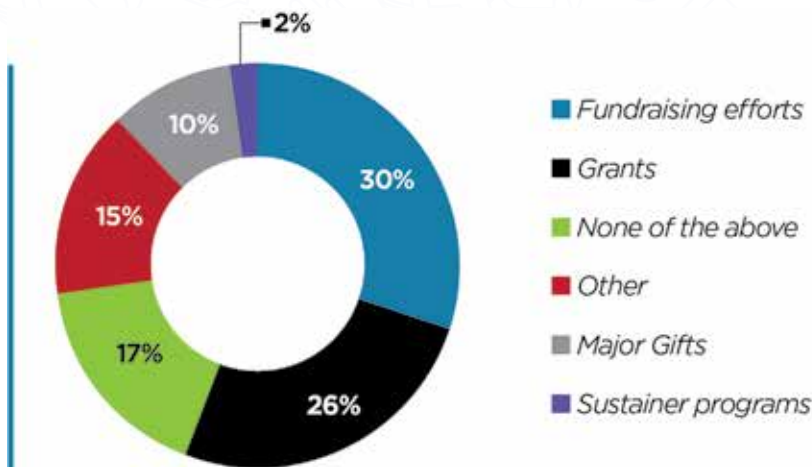
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An opportunity for nonprofits in peer-to-peer fundraising is "events," as depicted in Figures 7a and 7b. There was a 13 percent higher fundraising revenue in the peer-to-peer group vs. the non-peer-to-peer group. Hosting a peer-to-peer event for your nonprofit has a wave of benefits—the most important being an increased relationship with your supporters. Through events, your nonprofit and its staff members receive prime face-to-face time with your participants and volunteers. The event offers an opportunity for your supporters to get to know more about your organization, what it's doing to reach its mission and how they can support it. Additionally, it creates and strengthens the bond between nonprofit and supporter—the most vital ingredient to building long-lasting relationships with your constituents, which lead to long-term support for your organization.

As you can see in Figure 5 (page 9), approximately 15 percent of respondents who have engaged in peer-to-peer fundraising have hosted an offline event. Offline events are peer-to-peer fundraising events that are done face-to-face. We asked respondents a number of questions regarding their top-performing peer-to-peer fundraising event. Before we dive into findings about peer-to-peer fundraising event strategies, let's go over some background information about top-performing peer-to-peer fundraising events (Figure 8).
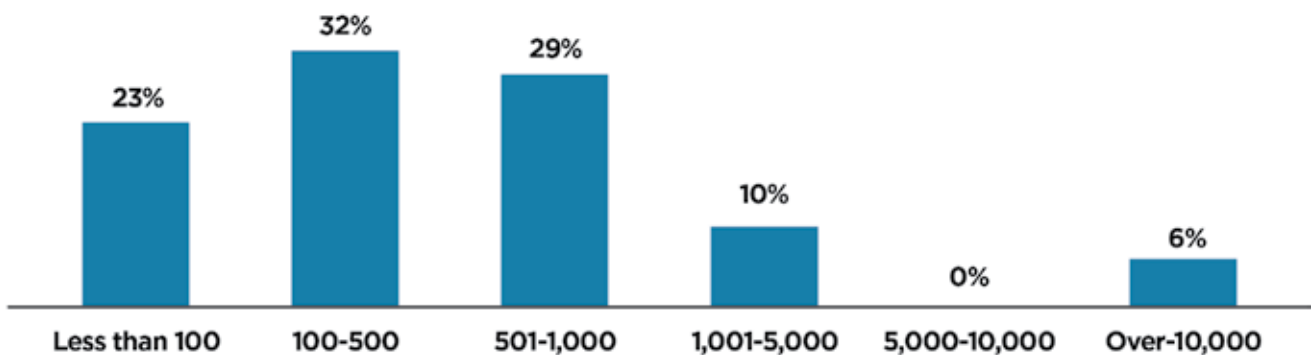
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Additionally, 60 percent of nonprofits ask donors if they are eligible for corporate gift-matching through their employer, either on donation forms, on paper pledge sheets or both (Figure 9). Many employers these days are working toward a more philanthropic business model, so it doesn't hurt to ask donors if this option is available—because it has the potential to boost the event's overall revenue.
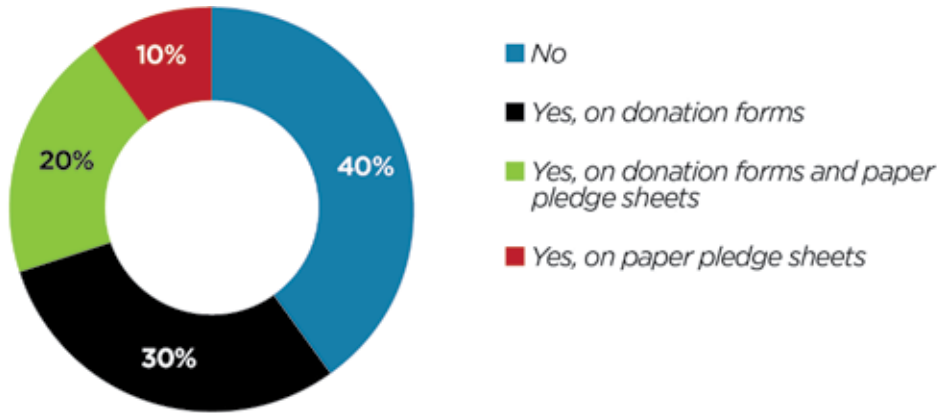
Figure 9
Q: Do you ask donors if they are eligible for corporate gift-matching through their employer?
(n = 30)

Legend:
- No (40%)
- Yes, on donation forms (30%)
- Yes, on donation forms and paper pledge sheets (20%)
- Yes, on paper pledge sheets (10%)

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Of the respondents in our study who have launched a peer-to-peer fundraising event, the highest revenue-producing event fell into the category of "a-thon & athletics" (68 percent), which is what we had originally predicted (Figure 10).

Figure 10
Q: Which of the following categories does your aforementioned peer-to-peer event fall under?
(n = 31)

Legend:
- "A-thon" & athletics (68%)
- Other (22%)
- Unique experience Personal challenge (10%)

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The topic of registration fees can be controversial in peer-to-peer fundraising. There are those who believe that peer-to-peer fundraising events should not have registratio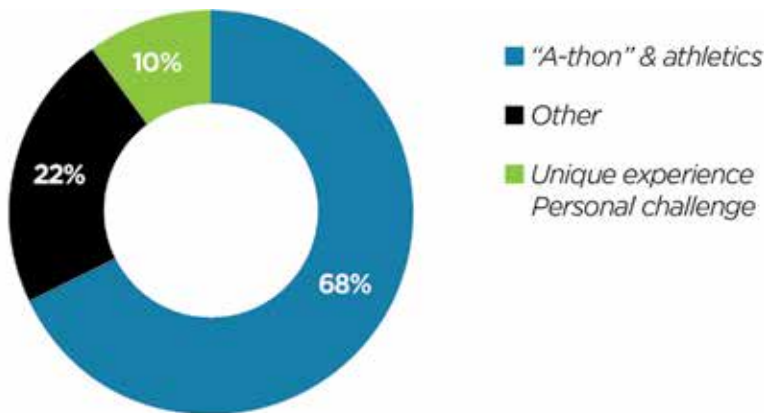n fees, because they negate any actual fundraising from participants day-of. The thinking is that if a participant of an event already pays a $25 registration fee, chances are they will not actively fundraise on the day of the event, because they have already done their social good deed for the event—donate $25 to the nonprofit's mission. Our findings suggest that registration fees can have an impact on an event's outcome. Over 25 percent of respondents said that their top-performing event had no registration fee (Figure 11), followed by $26 to $50 (29 percent) and $1 to $25 (23 percent). FrontStream analyzed its nonprofit clients and found that the average registration fee is $13.88 in a pool of 4,579 nonprofits (Figure 11a). In terms of registration fee by event size, events with attendees in the 51 to 100 range had the most costly registration fee at $41.77.
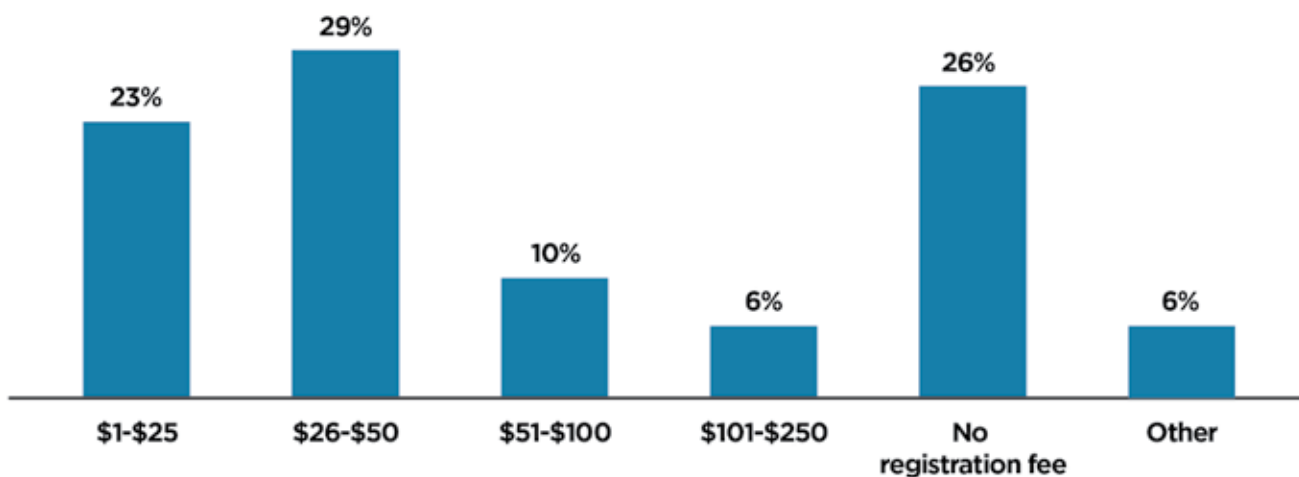
Figure 11a
Q: What was the registration fee for your nonprofit's top-performing peer-to-peer fundraising event (if any)? (n = 31)

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Event Size	Avg. Registration Fee	Number of Participants
1—50	$8.53	4,150
51—100	$41.77	150
101—500	$27.50	195
501—1,000	$19.35	38
1,001—2,500	$17.96	26
2,501—5,000	$10.55	6
5,001—10,000	$11.21	10
10,001 and up	$3.86	4
Grand Total	**$13.88**	**4,579**

Figure 11b
Q: Average registration fee amount by event size.

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We understand that not implementing a registration fee can be a gamble. Instilling a registration fee for the event ensures that the nonprofit receives at least $X from each participant. But not including a fee upon registration is a missed opportunity for nonprofits. According to FrontStream (Figure 11c), 2017 data indicates that when there is no suggested donation for event registration, donations, on average, run higher than expected. Nonprofits should consider not setting a suggested donation because participants may give in higher levels without the suggestion.

Figure 11c
Q: What's the ideal target for a suggested donation amount?
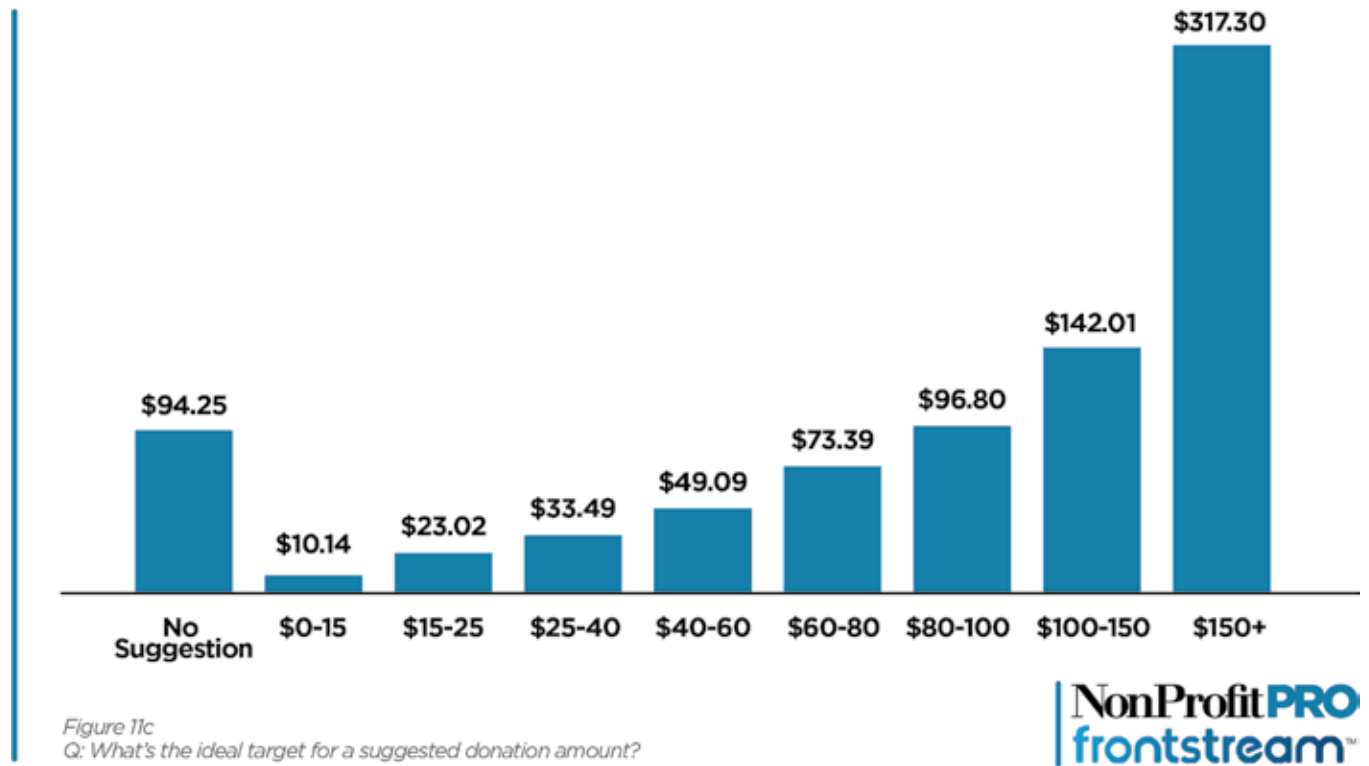
Over 45 percent of respondents said that under 25 percent of participants of their top-performing peer-to-peer fundraising event also fundraised (Figure 12a). According to FrontStream, when looking at their nonprofit client base, it found that the average donation amount fundraised by an individual participant is $108.28 compared to $84.43 from a participant from a team (Figure 12b). This shows us that individuals outperform teams because they don't have a team who they can fall back on and rely on. They work hard to fundraise more because the only other person they can rely on to fundraise is themself.

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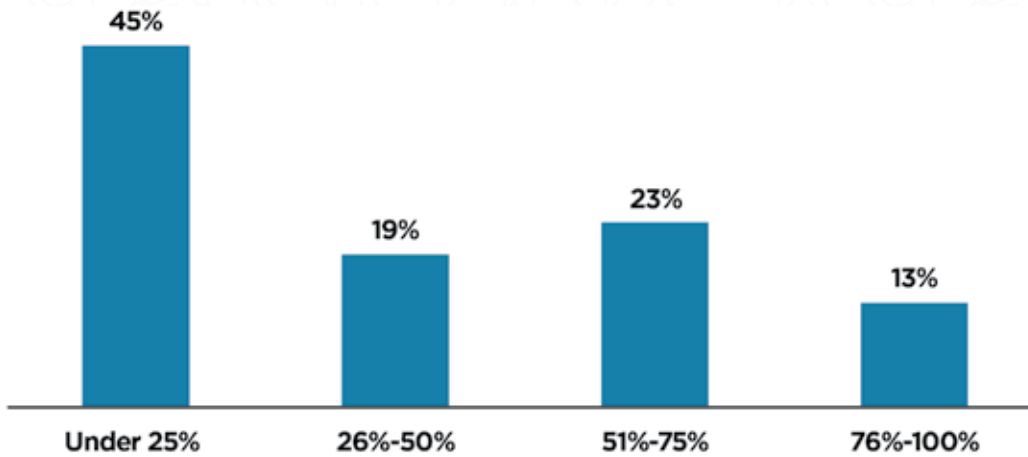
Figure 12a
Q: Of those who registered to participate in the aforementioned event, what percentage of them also fundraised? (n = 31)

Individual participant	$108.28
Team member	$84.43

Figure 12b
Q: Average amount fundraised brought in by an individual vs. team member.

In fact, teams are a great way to keep participants energized. It's also important not to forget the contributions of unaffiliated participants who tend to donate at a higher average (Figure 12c).

Team Members outnumber individuals...

...but individuals have a 31% higher average donation!

28%

72%

■ Team Members, 615K

■ Individuals, 244K

...and Raise more total Donations...

Individuals
$24.04M

Team Members
$45.92M

$110.02

$83.51
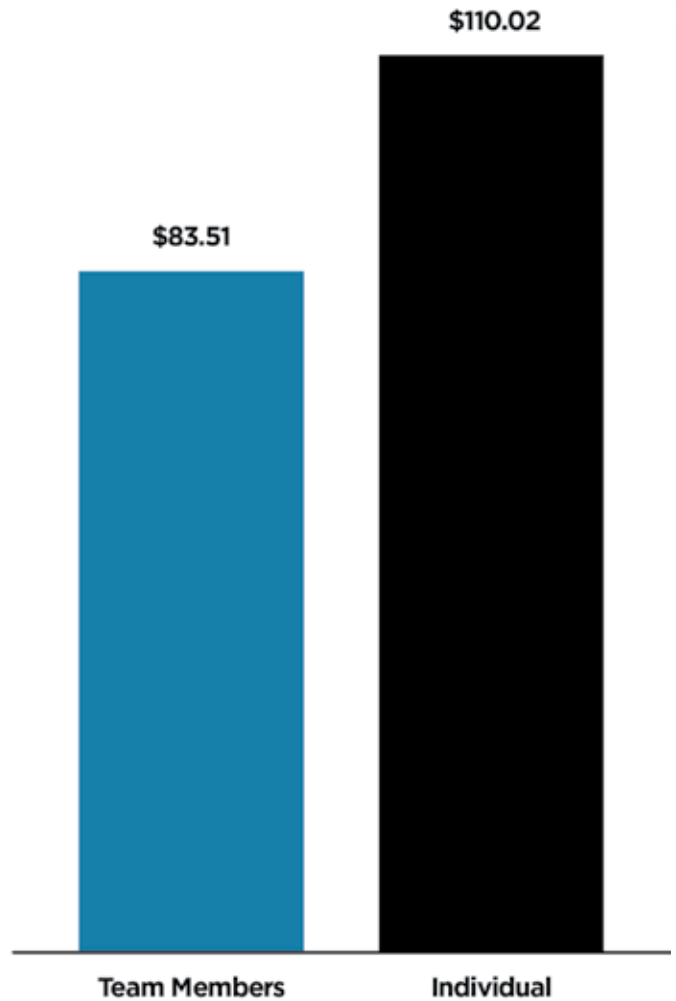
Team Members   Individual
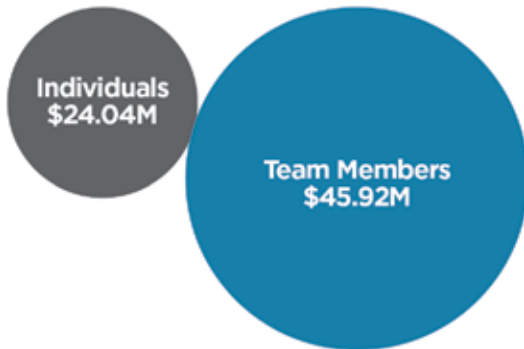
Figure 12c
Q: Team members outnumber individuals and raise more total donations, but individuals have a 31 percent higher average donation.

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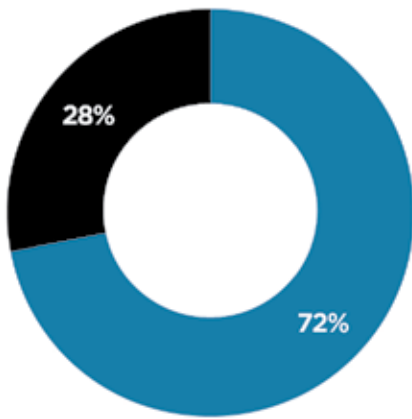Nonprofits should keep retention top of mind. While engaging new event participants raises brand awareness, returning participants are more valuable to the nonprofit because it's proven that returning participants give more—but not any kind of participant: smaller donors. According to FrontStream data, smaller donors tend to increase their giving the following year, whereas higher-dollar participants who return generally decrease their pledges (Figure 12d).

As previously noted in Figure 11 (page 13), registration fees accounted for 10 percent of a top-performing event's revenue. A no-registration fee event will encourage participants to raise as much money as they are able to on the day of the event, because there is no face value on the event. Volunteers signed up to be advocates for the nonprofit and work as hard as they could to fundraise as many dollars as possible to help the nonprofit reach its mission goals.

Event categories that fall into "a-thon & athletics" are a walk, run, swim, etc. Outside of our survey results, this category of event is the most popular among peer-to-peer fundraising events. For example, a couple of the biggest (with the highest amount of revenue) in the U.S. in 2017, according to PeertoPeer Professional Forum[3], in 2017 were Children's Miracle Network Hospitals' Dance Marathon (nearly $39 million), The Pan-Mass Challenge ($56.5 million) and the Memorial Sloan-Kettering Cancer Center's Cycle for Survival ($34 million). These types of peer-to-peer fundraising events also attract large crowds, because something like a marathon can be a fitness goal for many people, and that's a tremendous motivator for people to participate in and complete events. Not only are they doing something good for their community, they are also checking off a fitness goal, which gives them gratification immediately following completion. To ensure participants are loyal to the nonprofit and that loyalty shows through their fundraising year after year, it's important that nonprofits consistently communicate with their supporters throughout the entire year—especially if a nonprofit hosts an annual peer-to-peer fundraising event.

The most important time for nonprofits to reach out to participants is after a peer-to-peer fundraising event. Each and every participant should be thanked for their contributions and the time they dedicated tothe event. Following that initial thank-you, nonprofits should continually keep in contact with event participants to ensure that they retain them year after year.

$0	133%
$100	50%
$200	33%
$300	22%
$400	13%
$500	32%
$600	6%
$700	26%
$800	-3%
$900	23%
$1,000	4%
$1,100	8%
$1,200	1%
$1,300	-2%
$1,400	-10%
$1,500	3%
$1,600	-2%
$1,700	1%
$1,800	-7%
$1,900	-6%
$2,000	-6%
$2,100	-12%
$2,200	-11%
$2,300	-10%
$2,400	12%
$2,500	-9%
$2,600	-18%
$2,700	-4%
$2,800	-3%
$2,900	4%
$3,000	-18%

Figure 12d
Pledges of returning participants

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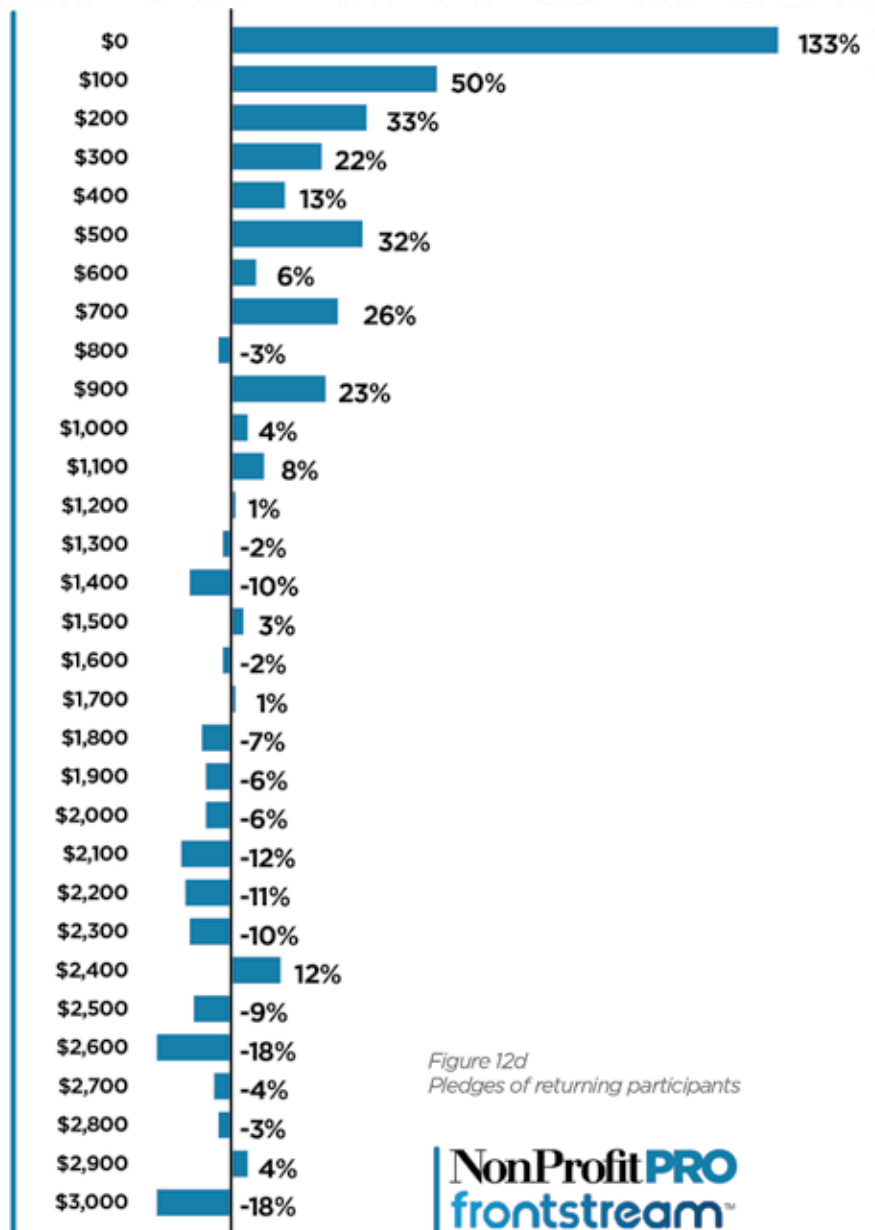
When it comes to recognizing event participants, over 83 percent of nonprofits said that they do it via email (Figure 13), followed by social media (60 percent), on the nonprofit's website (40 percent) and in-person by a nonprofit representative (30 percent). An interesting find is that none of our survey respondents recognized their participants through expensive gifts, which tells us that nonprofits recognize that rewarding their participants with a gift associated with a high-dollar value negates their giving actions. Nonprofits want people to support their organization in a very authentic way—because they truly care and want to support the organization, not because they be will financially rewarded for doing so. This, in turn, leads to true and sustainable relationships between organization and supporter.

Category	Percentage
By email	83%
In person by a nonprofit representative	30%
On our website	40%
On social media	60%
Pubicly at the live event	50%
Through expensive gifts	0%
Through inexpensive gifts	37%
Through storytelling	40%
None	6%
Other	6%
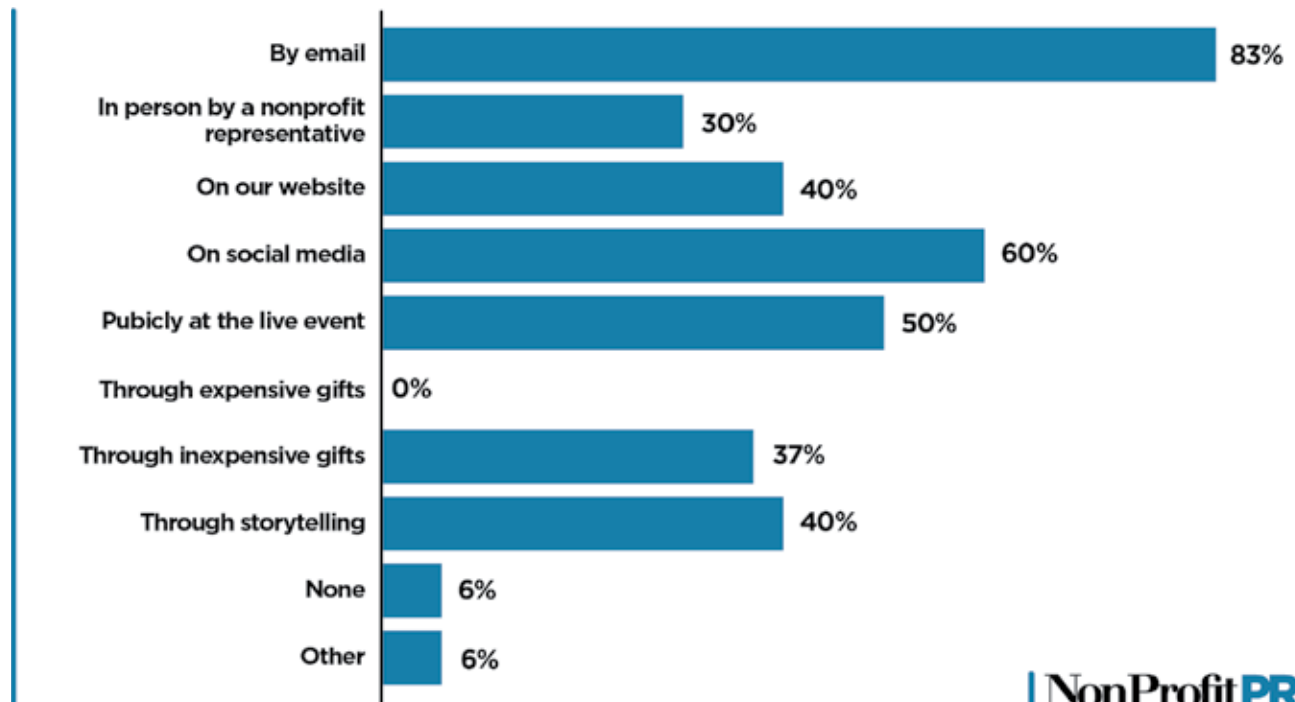
Figure 13
Q: How does your nonprofit recognize peer-to-peer event participants? (n = 30)

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And when it comes to communication frequency, 33 percent of nonprofits said they stay in touch with their event participants at least once a month and 20 percent said at least once every six months (Figure 14).

Figure 14
Q: How often does your nonprofit stay in touch with event participants? (n = 30)
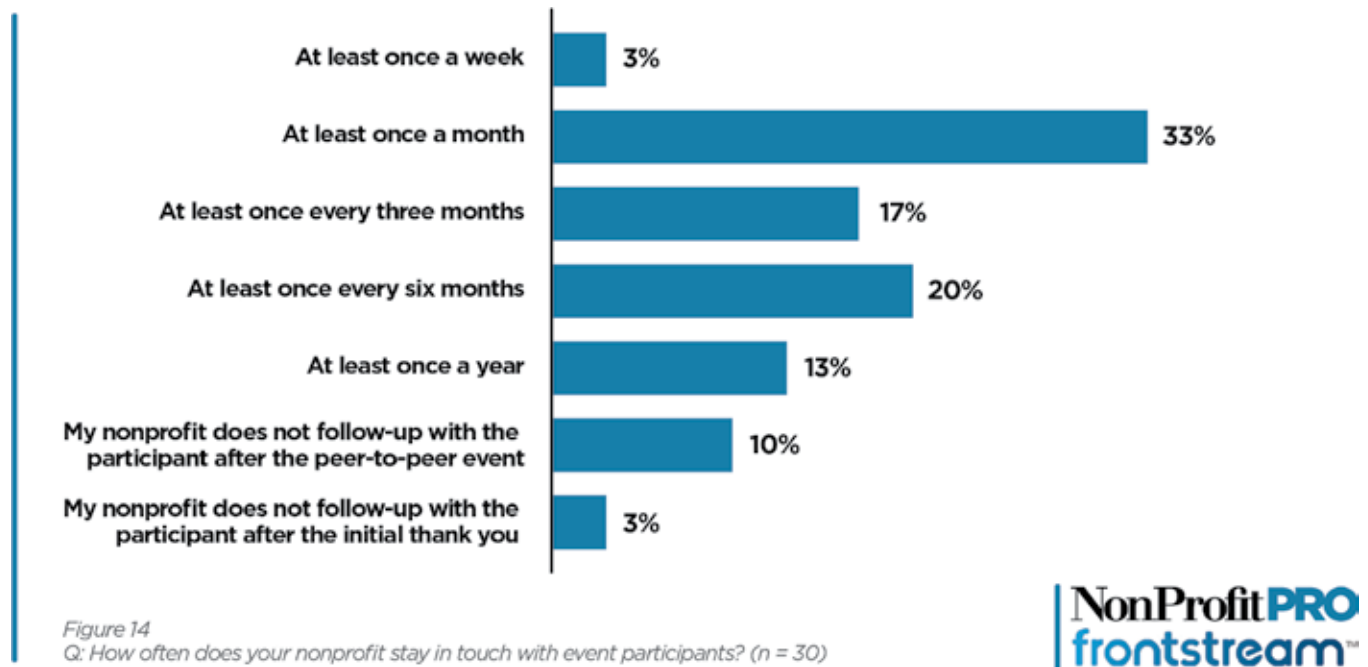
To improve year-over-year retention rates for peer-to-peer fundraising events, nonprofits should communicate with their event participants through a variety of communication channels and communicate with them at least once a month, if not more frequently. Reaching out and communicating with supports more frequently shows that your nonprofit truly cares about its supporters, but it's important to ensure that your supporters are valued individually. Ditch the generic emails, and try to personalize each communication effort with information that you have on file about each supporter. This is where data solutions can be incredibly helpful.

VIII. PEER-TO-PEER FUNDRAISING PLATFORMS HELP NONPROFITS BECOME MORE EFFECTIVE

If you take a look around, technology is changing every single industry, and the nonprofit industry is not far behind. Data and analytics are becoming the norm for every nonprofit. And if nonprofits aren't switching their focus over, then they need to re-evaluate their priorities.

Of course, fundraising should be the main focus in every nonprofit, but technology holds the capabilities to improve the efficiency of all nonprofits. Data solutions provide nonprofits with the opportunity to integrate all their processes into one system—where it can be controlled and monitored. No more looking through paper files for pertinent donor information.

The beauty of nonprofit technology is that there are different types of software for different tasks. In this study, we will focus on peer-to-peer fundraising technology. It's important to note that just over 61 percent of survey respondents said that their nonprofit does not use peer-to-peer fundraising software (Figure 15).

Of the 39 percent of survey respondents whose nonprofits use peer-to-peer fundraising software, just over 74 percent of participants said that peer-to-peer fundraising software has made keeping track of information on participants, volunteers and fundraisers easier (Figure 13), followed by less paperwork to keep track of (60 percent). Staff members and volunteers have become more productive with their time (44 percent) and software has made registration a breeze for participants (39 percent). Only 3 percent of respondents said that peer-to-peer technology has not helped their nonprofit.

■ Yes
■ No

39%

61%

Figure 15
Q: Does your nonprofit use peer-to-peer fundraising software for its events?

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Keeping track of information on participants, volunteers and fundraisers has become easier	74%
Less paperwork to keep track of	60%
Staff members and volunteers have become more productive with their time	44%
Communication post-event has become much simpler	40%
Has made registration a breeze for our participants	39%
Has improved networking between the community (organization, staff members, volunteers, fundraisers and event participants)	37%
Other	13%
It has not helped my nonprofit	5%

Figure 16
Q: How, if at all, has using software to benefitted your nonprofit? (n = 62)

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While this all sounds great, the caveat is investing in a fundraising technology can be costly. The up-front cost of technology can be overwhelming, but the workload that technology takes off your staff can provide opportunities. The cost of the technology will be paid out throughout its lifetime. Staff members will be more productive, supporters will have a better and easier time donating and register-ing for events and your organization will be more effective overall in the long run. In our study, there was no software that had significant value over the others. Software Advice[4] is a great resource if you're looking for peer-to-peer fundraising software. It gives you the rating, price, advisor recommen-dations and more about 40 peer-to-peer fundraising tools.

IX. CONCLUSION

In summary, peer-to-peer fundraising offers ample benefits for nonprofit organizations of all sizes, but the challenge is getting this type of fundraising more exposure and educating the entire nonprof-it sector on what peer-to-peer fundraising is—helping them learn how peer-to-peer fundraising can take the nonprofit to the next level. While fundraising still makes up many nonprofits' overall revenue, adding peer-to-peer fundraising initiatives can add up to a 13 percent increase in revenue over those nonprofits that are not using peer-to-peer fundraising (Figure 7a, page 10). Additionally, technology is scaling nonprofits up, making them more effective and productive in many daily activities.

1. **Nonprofits *need* to develop a robust strategic plan rather than 'wing it'.** Get together with your team and brainstorm some realistic goals for the year. Don't go into any fundraising initia-tive with the mindset of "let's see where we can take this." Have a set plan, and do everything you can to achieve it. And if you find you're fall-ing behind halfway through, make adjustments and see where you can make improvements.

2. **Peer-to-peer fundraising *needs* more exposure.** If you find you still have more to learn about peer-to-peer fundraising, there are numerous resources out there for you to take advantage of. Read articles, blogs, books and research studies. Listen to podcasts. Watch videos and webinars. Attend conferences. Then share the wealth and tell all of your colleagues about it—in person, on a phone call, through email, through social media. They'll thank you for it.

3. **Fundraising *still* plays a significant role in over-all revenue.** Fundraising is still king; it brings in a chunk of revenue for your nonprofit—so remem-ber to put a lot of your efforts into fine-tuning your fundraising campaigns. Even if you already exceeded your goal, keep going because too much is never enough when you're trying to change the world—prevent disease, feed the hungry, give shelter to the homeless, take care of the sick, find homes for animals, etc.

4. **Peer-to-peer fundraising platforms *help* nonprofits become more effective.** Technol-ogy has evolved in great lengths over the past five years, and our sector needs it. It helps nonprofits become more valuable and effica-cious in their day-to-day operations. It'll contin-ue to grow and become more advanced, so it's important to stay in ahead of the game before you and your nonprofit become obsolete.

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X. REFERENCES

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