

Growing Our Future Campaign – Q&A

Q: What is Peer to Peer?

A: An online fundraising tactic that allows your supporters to raise money on your behalf. Supporters can share your fundraiser via email, social media, or word of mouth to encourage their friends and family to give to your cause.

Q: What platform will be used to manage our campaign?

A: JustGiving.com

Q: Will there be a training on how to use this platform?

A: Yes, join us June 22 for an in-depth look at the platform to decide if this campaign is a good fit for your CFBF.

Q: Can we customize our pages?

A: Yes, it is fully customizable. Set your own URL, goal, and thank you message. Upload your own logos, photos, videos, and messages.

Q: How will we receive our funds?

A: IAAF will receive the funds via Blackbaud Merchant Services. At the close of the event, IAAF will make one-time payments to your CFBF based on funds raised on your individual page.

Q: Are there fees associated with using this platform?

A: Yes, fees are as follows:
Just Giving fee – 5% of each donation (donors can elect to cover)
Credit Card fees - 2.798% and \$.26 per transaction

Q: Will the donor receive an acknowledgement?

A: Yes, the donor will receive an automated tax receipt and thank you email. At the close of the event, each CFBF will receive a list of their donors and can follow up with a personal thank you.

Q: What is the time commitment?

A: Your fundraising page can be set up very quickly depending on the amount of customization you wish to add. Where you will need to commit more time is the promotion of the event (sending emails, posting on social, etc.)