

## Peer to Peer Online Fundraising Launch for CFBFs

### Purpose

Provide CFB Foundations with strategic and tactical tools to successfully meet local fundraising goals. With more than 70% of all charitable contributions statistically given by individuals, and online giving growing by 21% compared to 2019, engaging county membership with a direct ask to support is one of the best targets for success.

### Objective

Deploy a Peer to Peer (P2P) campaign tool (Just Giving) which offers a simplified and unified approach for CFB Foundations. Those interested in participating can create custom fundraising pages to fit their local needs, while allowing the IAAF/IFB to support the overall marketing and campaign branding, technical logistics and financial collection/receipting.

### What is Peer to Peer?

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.

### Why Peer to Peer?

- Overall revenue from events was down last year, while there was a significant increase in online fundraising
- 1 in 4 asks from friends/family will result in a donation
- The average online gift amount also increased from \$148 in 2019 to \$177 in 2020
- More than 50% of Millennials participate in crowdfunding – this is a way to engage the next generation in a cause they are passionate about – constituents we may otherwise lose
- Empowers volunteers and supporters to fundraise on our behalf
- Amplifies the voice of our supporters on social media with social sharing
- In a post-pandemic environment, more constituents accept virtual engagement

### Campaign Logistics

- “Growing Our Future” Campaign timeframe – August 2-20
  - Back to School Theme
- IAAF sets up fundraiser and receives the donations through Blackbaud Merchant Services
- CFB Foundations (*only those counties with an active 501 C 3 status*) can create their own individual fundraising sub-pages– from here they can personalize their ask with local updates, comments, photos, and videos, and actively engage in a general (unrestricted use) campaign.
- All financial transactions (funds raised) are processed through IAAF’s main host page
- Automated tax receipts and thank you emails sent to all donors
- IAAF will initiate scheduled (one time) payments to counties based on money raised on individual (county) pages
  - Calculate fees and back out of each counties’ funds-raised
    - Platform and processing fees on transaction
      - Just Giving fee – 5% of each donation (donors can elect to cover)
      - BBMS credit card fees - 2.798% and \$.26 per transaction