



This Week: October 6

This week we are going to be talking about **Peer to Peer Fundraising**, which is the #1 way to attract **NEW** donors to your organization! Think about **Peer to Peer Fundraising** as a social network way of raising money for your goal. Individuals associated with your organization (such as students, parishioners, board members, parents, etc.) have their own fundraising page on your giving day profile. They reach out to those that they know, and invite them to give on their behalf. In Mightycause, you can set up P2P fundraisers in one of three ways:

- **Individual Page**- an individual such as a student or seminarian has their own fundraising page to raise funds on your behalf.
- **NEW IN THE MIGHTYCAUSE PLATFORM: Team Page** - great option for a group such as a board or class at a school!
- **NEW IN THE MIGHTYCAUSE PLATFORM: Event Page**- If you have an event associated with your giving day such as a gala or a dinner, you can integrate your page with eventbrite.

To learn more about **Peer to Peer fundraising**, check out [THE PEER TO PEER TOOLKIT](#) as well as the support articles below to set up your fundraisers:

- [What are the different fundraising pages on Mightycause?](#)
- [Scroll to "Creating an Individual Fundraising Page" using this link](#)
- [How do I create a Team Fundraising Page?](#)

To Do

- Check out [The Peer to Peer Toolkit](#) to learn more about setting up your fundraiser!
- Recruit individuals and teams to fundraise on your behalf. You can use [THIS FLYER TEMPLATE](#) to invite fundraisers!
- Continue setting up your fundraising page in preparation for the big day!

Best Practices

- In 2023, college students at **Saint Thomas More Catholic Newman Center and Parish** fundraised over \$55k for the Newman Center through P2P fundraising. The CCM offered a [range of prizes](#) to the students to gamify their efforts!
- **The Diocese of Lafayette Office of Vocations** had the seminarians fundraise to raise funds for their education. Three teams were created based on where the seminarians are in their formation. The team who raised the most funds won a trip to Top Golf and the team with the most donors won a gift card.
- While Peer to Peer is a great way to reach new and younger donors, older communities can benefit from this tool as well! Three volunteers from **St. Peter's Catholic Church in Olton Texas** each called parishioners, as well as everyone they knew in the wider Olton community and asked them to support their giving day!

Use the tools that work best for your community and what you are raising funds for!