

# Peer-to-Peer Fundraising Checklist

Use this quick checklist as you start planning your first peer fundraising campaign.

- Get your hands on a [powerful peer-to-peer fundraising tool](#). Learn the ins and outs, and be ready to give your staff and board a tour.
- Choose a project as the focus for your peer fundraising campaign. Using a project-focused ask will raise more money than a mission-focused ask.
- Reach out to five to 10 supporters who can fill the peer fundraiser role and raise money on your behalf.
- Create resources that your peer fundraisers can use to raise more money. Provide them with appeal and thank you templates, and help them write a story explaining why they care about your organization.
- Actively engage your peer fundraisers during the campaign. Give them confidence and encouragement. Update them on campaign progress.
- Celebrate the success of the campaign. Thank all of your fundraisers, staff, and board.
- Engage your new donors. Donors acquired through peer-to-peer fundraising campaigns will need more education about your nonprofit. Consider sending a [welcome kit](#) in addition to a [thank you](#).
- Record your campaign results. What worked well and what didn't?
  - Save messages sent to fundraisers and donors so you can revamp them for next time.
  - Take screenshots of your most successful fundraisers' online giving pages.
  - Survey your peer fundraisers to see what they liked (and didn't!) about the campaign.

