

October 9, 2023 – Go Viral with Peer-to-Peer Fundraising



Happy Monday. We hope you had an enjoyable weekend!

Here is this week's #iGiveCatholic task:

GO VIRAL! - Line up 5-10 people (or more) who will agree to be part of the “viral” Giving Day challenge for your organization. Try to choose people of importance or with name recognition (a pastor/parish life coordinator, ministry leader, finance council member, principal, faculty/staff member, coach, alumni ambassadors, current students, community or ministry supporters, family members) who will agree, in advance, to give a gift on the Giving Day.

Please note: *The amount of the gift is not important and should NOT, under any circumstances, be reported on social media.* This is simply an opportunity to show support from folks who are recognized. This will serve to motivate and inspire others.

Think carefully about who to approach. Here are two things to discuss with them:

- 1) Are you willing to share the cause with family and friends on your social media?
- 2) Are you willing to issue the challenge to 3-5 people upon providing your own gift?

To take it to the next level, ask a few of these identified folks to consider **peer-to-peer (P2P) fundraising**. In short, this is where other supporters fundraise on your behalf. They create their own page on the #iGiveCatholic giving portal that is tied to yours, and they use their voice and their network to help support your cause, which is near and dear to their heart. ***This will expand your reach and bring new donors.*** It is reported that organizations that use P2P fundraising raise **4.9x more** than those that did not. Your most passionate supporters can be your greatest fundraisers, so why not enlist some help in furthering your mission and building your donor base? It works!

You can read more about this method by [clicking this link](#). #iGiveCatholic even has a recorded training video about Engaging Ambassadors that can be found at <https://www.igivecatholic.org/info/trainings>.

That's it! We're only 7 weeks out at this point so get excited! As we move along, our weekly emails will begin to focus on marketing strategies and social media best practices. Our goal will be to offer folks from far and wide the opportunity to invest in the good works of the Catholic Church of St. Louis!

As always, we are here to assist in any way possible. Don't hesitate to call on us.

Questions? Contact us at igivecatholic@archstl.org or reach out to one of our team members directly.

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Looking for Additional Resources? Check out archstl.org/igivecatholic

Want to Register? Visit stl.igivecatholic.org