5 Peer-to-Peer Fundraising Event Ideas

Fundraising events - whether held virtually or in person - are a fun and effective way to get your supporters involved. Adding a peer-to-peer fundraising element will take your events one step further towards making a difference for those you serve.

Check out these peer-to-peer event ideas to bring new life to your campaigns.
1. A-Thons

A-thons offer a number of interactive ways to engage with your fundraisers and their networks, encouraging participation while raising funds for your organization.

- Can be used for runs, walks, biking, swimming, and more! If possible, connect your a-thon with your mission. *eg, If your mission promotes preserving nature, host a “hike-a-thon”*

- Encourage even more participation by adding a virtual option so that participants can join from anywhere in the world

- Create friendly competition by offering prizes for furthest distance, largest team, most funds raised, etc.

2. Supporter-Hosted Events

Volunteers and fundraisers are often more open to holding their own mini events than nonprofits may expect. Create a handbook with activities and talking points for supporter-hosted events. Also develop a toolkit with marketing tools to promote the event and informational materials for attendees.

Ideas for supporter-hosted events include:

- Fun Runs
- Game Nights
- Trivia Nights
- Scavenger Hunts
3. Honor Someone

Create a separate page on your website to start a peer-to-peer campaign dedicated to honoring individuals for various reasons.

Give a few reasons and ways supporters can honor those they care about through their own fundraiser:

- Support and endorse a cause the honoree cares about
- Honor their involvement in the cause. eg, Honor a retiring teacher by raising funds for an educational organization
- Celebrate someone with a birthday fundraiser

4. Awareness Campaigns

Awareness campaigns are ideal for those organizations looking to educate and spread the word about their mission. These campaigns also take advantage of smaller budgets as they don’t require a specific venue, details such as decor and catering, or tons of staff time spent planning. All you need is a strong brand and message, plus a network of supporters willing to share.

Challenges

Like in the Ice Bucket Challenge, participants perform an action and record it to provide proof before sharing across social media. The best challenges help an audience understand the issue and promote the solution worldwide.

Symbolic Gestures

Participants make a symbolic gesture to spread awareness and raise funds. For example, Movember was developed to raise awareness for prostate cancer, testicular cancer, and mental health. Participants in this event vow not to shave during the month of November.
5. Ambassador or Champion-Driven Fundraising

It’s a proven fact - many people are more willing to donate to an organization or mission if a trusted friend or family member shares it with them. Nonprofits that build relationships with supporters who have a strong online presence and network can encourage them to use their influence to spread the word about the mission and its importance.

To entice more participation, provide detailed information on how individuals can work with you to tell their story, and also create content and visual templates that make sharing a breeze.

Days of Giving

Campaigns designed around an organization-wide “day of giving” or around awareness days are excellent opportunities to raise funds with a peer-to-peer campaign. Check out the Donorbox Guide to Giving Days for some days or seasons that might inspire giving for your organization. This is another great event option for organizations with limited budgets and capacity!

Here’s a quick guide to Day of Giving campaigns:

- Educate supporters about the campaign and how to start a peer-to-peer campaign before the event day. Be sure to share a financial goal and the campaign date.
- Choose specific programs to fund for this campaign.
- Connect with a few fundraisers in person to encourage more participation.
- Promote on social media starting two to three weeks before the campaign day, continuing throughout the day and beyond.
- Email supporters to announce the campaign a week before the giving day, following up as needed as the day gets closer, and throughout the day itself.
  - Spotlight different fundraiser pages
  - Share beneficiary stories
  - Share how participation and donations will make a difference
  - Share videos on specific programs to fund
- Encourage participation through updates, a goal tracker, and thank you social posts and emails.
Ready to get started with peer-to-peer events? If you haven’t already, [sign up for Donorbox](#) - it’s free! All you have to do is toggle on “Peer-to-Peer” when creating your next fundraising or crowdfunding campaign.