

# Peer-to-Peer Fundraising

*Empower supporters to build community and multiply their impact through peer-to-peer fundraising.*

Backed by our award-winning customer support, **P2P by Qtego** offers users beautiful, personalized campaign pages and robust tools to make social fundraising for your organization a success.



*Make Peer-to-Peer part of your comprehensive Qtego fundraising system.  
Or host a standalone P2P campaign.*

1.800.252.0523



[www.Qtego.com](http://www.Qtego.com)

# Why Leverage P2P Fundraising?

## DEVELOP A NEW SOURCE OF REVENUE.

P2P team leaders who find fulfillment by raising funds for your cause will often come back year after year.

## TEAM AND INDIVIDUAL FUNDRAISING

allows supporters to collaborate and raise money together for a cause, often with a collective goal.

## DONORS BECOME AMBASSADORS

for your cause, driving greater awareness, more involvement and excitement around your mission.

## Getting Started With P2P



*Establish fundraising goals*



*Set campaign time period*  
(1 day to 365 days)



*Drive people to join or create a fundraising team*



*Always mobile-friendly design*



*Decide which details to share on campaign and individual team pages — you're in control!*



*Accept campaign donations online or offline* (via check)



*Automatically send donor receipts*



*"Donate" button stays front and center*



*Use your team dashboard to track progress and impact*



## P2P Campaign Customization Tools\*



**Add on-brand messages**  
(tagline, mission, impact story, campaign description)



**Customize primary and accent colors** (unlimited options)



**Use a campaign countdown to create a sense of urgency**



**Offer fixed and/or custom giving amounts**



**Show overall fundraising progress with a donation "thermometer"**



**Shout out to sponsors!**



**Display names of donors — or keep them anonymous**



**Present campaign impact to date (number of donors, dollars raised)**



**Use a photo gallery to tell your story**



**Publicize how much each team has raised**

*\*All are optional features available to every P2P organization.*



# Incredible User Experience!



**Set up a donor account tied to benefiting organization**



**Users share the campaign via social media**



**Personalize individual team landing page** (team name, profile photo, personal story)



**Track progress and celebrate donors**



**Use team dashboard to manage progress**



**Become more connected to the cause!**



**Team leaders invite their network to join or donate**

**DONATE TO RACHEL'S TEAM**

Thank you for your donation! Any amount helps our cause.

\$25 \$50

\$75 \$100

\$150 \$200

\$500 \$1,000

CUSTOM AMOUNT \$200

☒ Please make my donation recurring monthly.

☒ I would like to make an anonymous donation.

**SUBMIT DONATION**

**[Qtego.com/Peer-to-Peer](https://qtego.com/Peer-to-Peer)**