



AE PAC

# The Secrets to Successful Peer to Peer Fundraising

03.04.2019



# THE QUESTION TO SUCESSFUL FUNDRAISING

## WHY DO PEOPLE IN YOUR COMPANY GIVE?



## 3 Keys to a Successful P2P Campaign

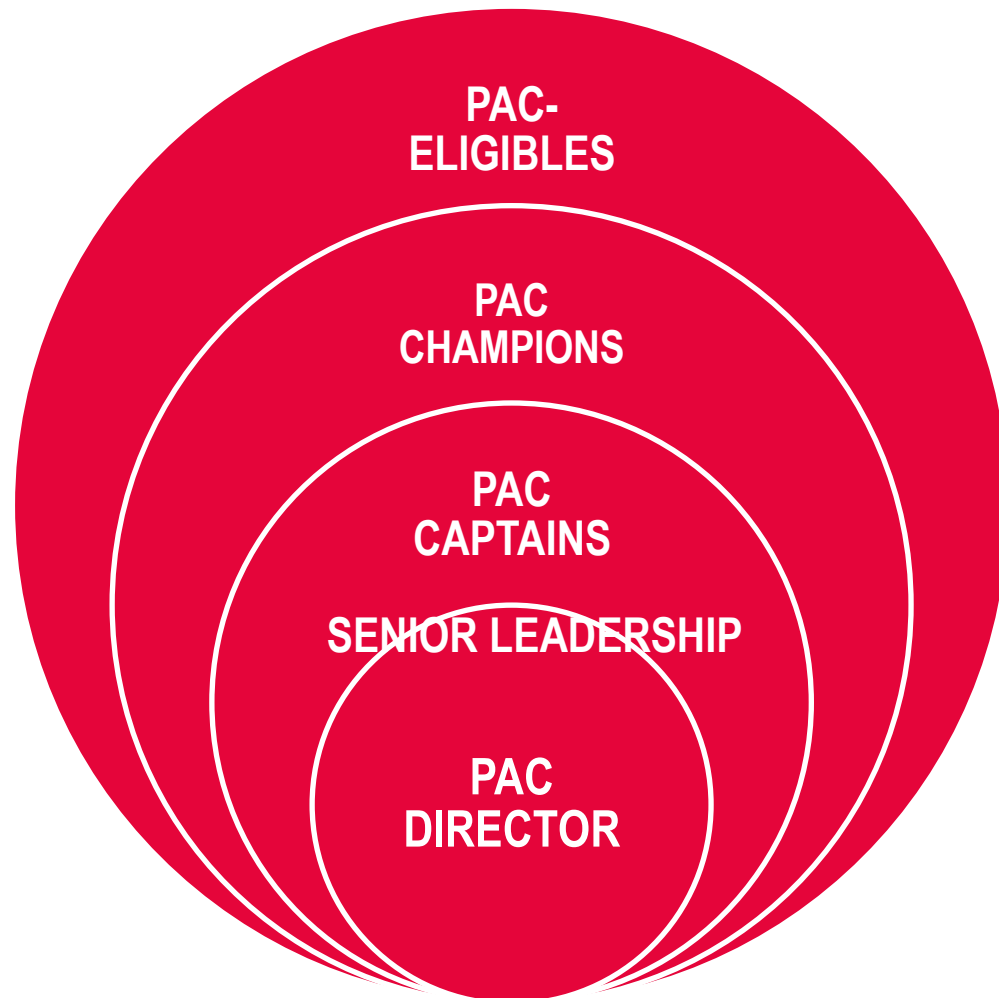
**RELATIONSHIPS**

**CUSTOMIZATION**

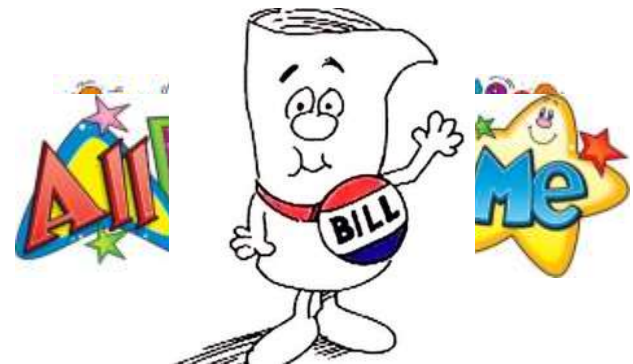
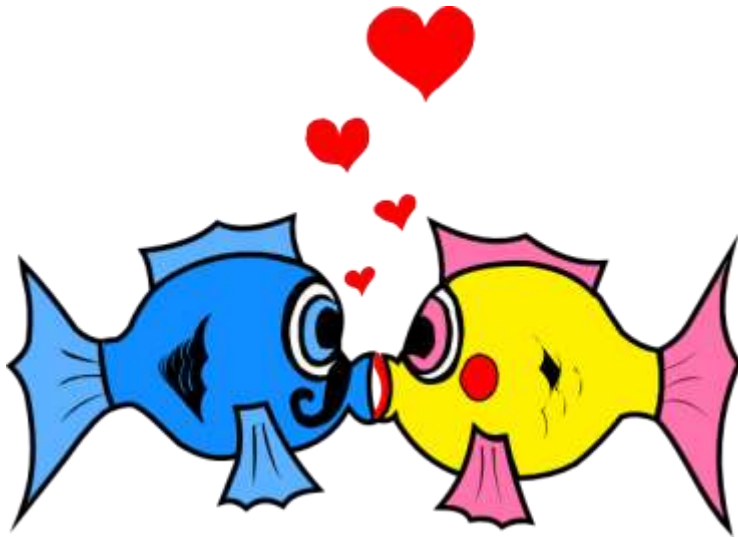
**DATA**



# P2P STRUCTURE

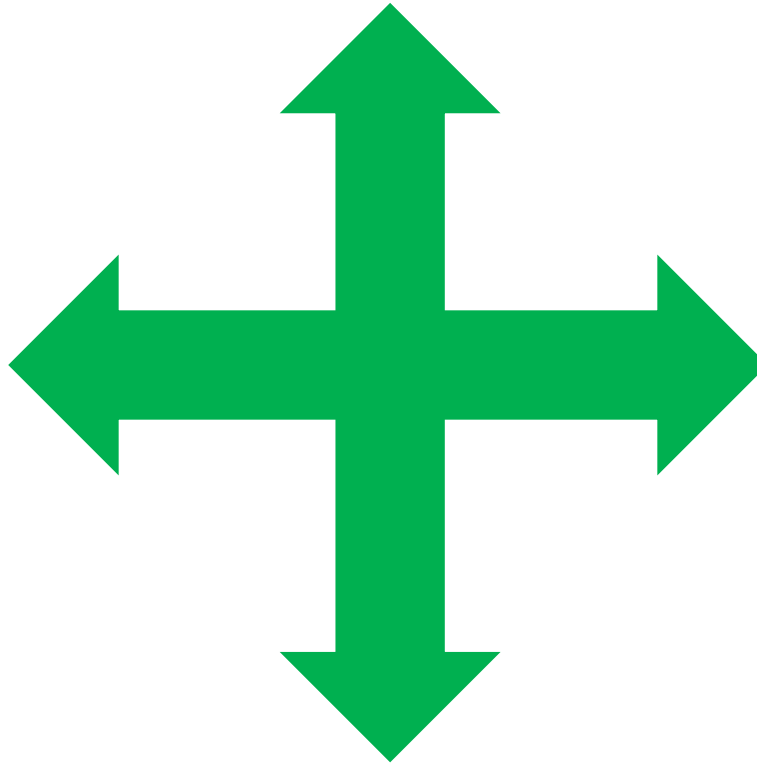


# KISS YOUR P2P CAMPAIGN: KEEP IT SIMPLE SILLY!



# P2P LEADERSHIP SUPPORT

MARKET YOUR LEADERSHIP SUPPORT



LEADERSHIP IS NOT ALWAYS HIERARCHIAL

# PAC CAPTAIN RELATIONSHIPS



# P2P CAMPAIGN LOGISTICS

MAKE PARTIAL THANK YOU DONATIONS SOME MORE





# SHARE THE DATA!

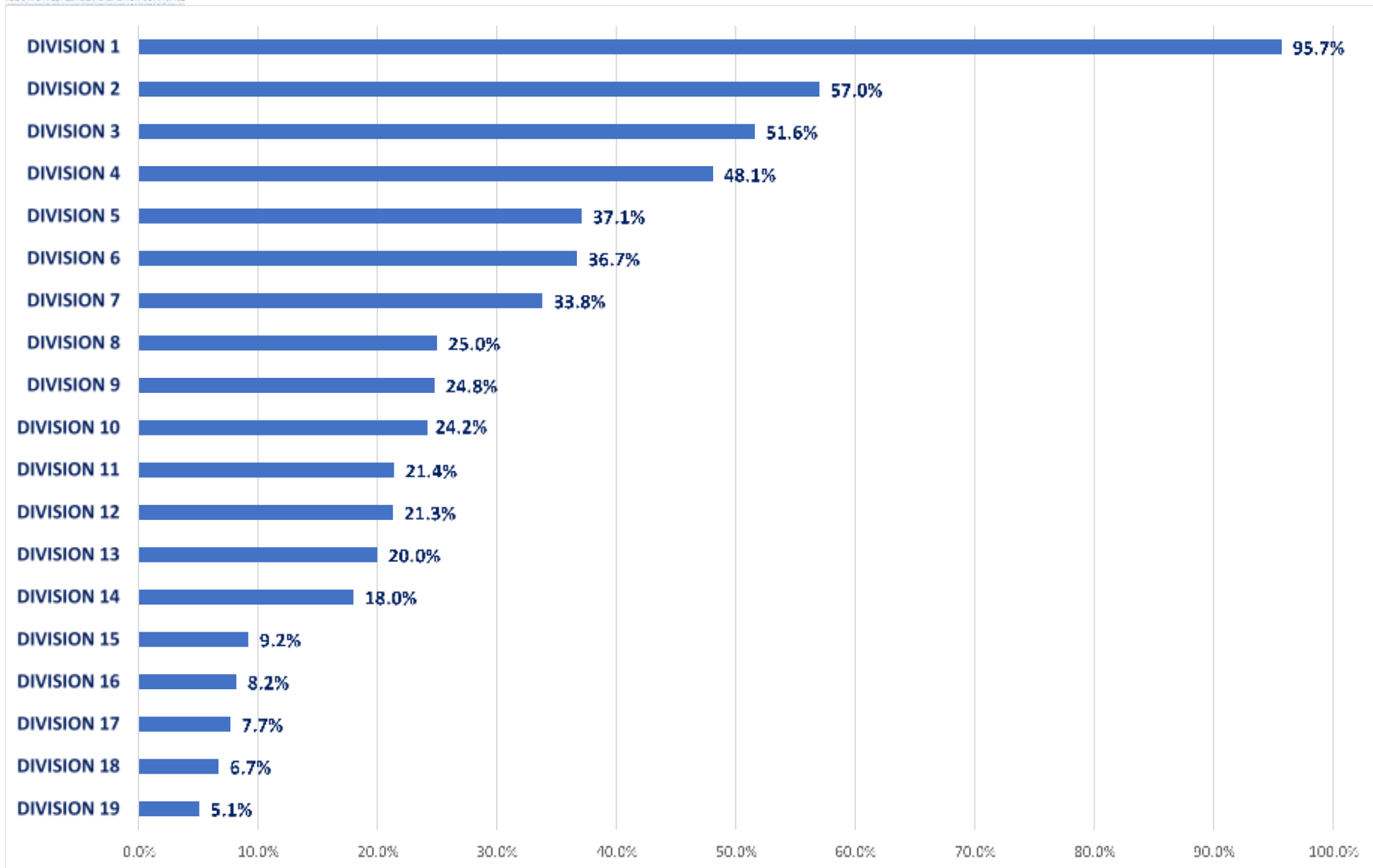
DIVISION BASELINE PRE-CAMPAIGN		DIVISION CAMPAIGN RESULTS WEEKS 1-4 RESULTS		DIVISION CAMPAIGN RESULTS WEEK 5 HIGHLIGHTS		
03.30.2018		NEW	INCREASED	NEW		INCREASED
173	Members	129	13	39	Members	2
17	L Club 1/2 of 1%	10	2	1	L Club 1/2 of 1%	0
3	L Club 3/4 of 1%	2	0	1	L Club 3/4 of 1%	0
1	L Club \$5,000	0	0	0	L Club \$5,000	0
<b>194</b>		<b>141</b>	<b>15</b>	<b>41</b>		<b>2</b>
BASELINE PAC MEMBERS	ELIGIBLES	BASELINE PARTICIPATION	CHAMPION	2018 Campaign New Members	2018 Campaign Increased Memberships	NEW % PARTICIPATION
7	52	13.5%	CHAMP #1	8		28.8%
8	53	15.1%	CHAMP #2	4		17.9%
21	47	44.7%	CHAMP #3	9	3	63.8%
14	71	19.7%	CHAMP #4	13	2	38.0%
3	51	5.9%	CHAMP #5	7		19.6%
4	53	7.5%	CHAMP #6	12	1	30.2%
3	52	5.8%	CHAMP #7	6	1	17.3%
6	50	12.0%	CHAMP #8	5		22.0%
4	60	6.7%	CHAMP #9	5	1	15.3%
10	55	18.2%	CHAMP #10	11	1	38.2%
21	76	27.6%	CHAMP #11	2	1	30.3%
7	49	14.3%	CHAMP #12	6		26.5%
8	47	17.0%	CHAMP #13	21	1	61.7%
4	30	13.3%	CHAMP #14	2		20.0%
8	48	16.7%	CHAMP #15	2		20.8%
18	104	17.3%	CHAMP #16	15	3	30.8%
9	49	18.4%	CHAMP #17	6		30.6%
6	50	12.0%	CHAMP #18	3		18.0%
7	52	13.5%	CHAMP #19	9	1	30.8%
6	49	12.2%	CHAMP #20	7		26.5%
7	52	13.5%	CHAMP #21	12	1	36.5%
6	51	11.8%	CHAMP #22	8	1	27.5%
7	52	13.5%	CHAMP #23	9		30.8%
<b>194</b>	<b>1253</b>	<b>15.5%</b>	<b>TOTALS</b>	<b>182</b>	<b>17</b>	<b>30.0%</b>





# 2019 AEPAC Participation

Data Current as of January 15, 2019



# ASSOCIATION P2P CAMPAIGNS

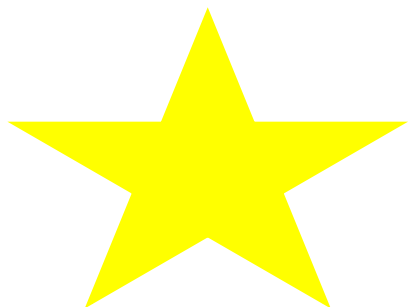


# THE QUESTION TO SUCESSFUL FUNDRAISING

WHY DO PEOPLE IN YOUR ASSOCIATION GIVE?



# ABBOTT 2018 P2P CAMPAIGN RESULTS



**\$304,000**

**NEW ANNUALIZED RECEIPTS**



**1,156**

**NEW MEMBERS**

**&**

**248**

**INCREASED MEMBERS**



**39%**

**PARTICIPATION INCREASE**



# KEY TAKEAWAYS



## RELATIONSHIPS

**HAVE THE RIGHT PERSON MAKE THE ASK  
SAY THANK YOU!**

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