

Peer-To-Peer Fundraising Statistics For Non-Profit



0% Platform Fees, You Can Start Right Away

[Start Fundraiser](#)

Here we will understand the fundamentals of [peer-to-peer fundraising](#) and will go through peer-to-peer fundraising statistics, which can help everyone to get clarity on how they work and how effective such fundraisers can be, focusing on crowdfunding organisations. Before I ramble more about it, let's find out what peer-to-peer fundraising is and why it is an integral part of non-profit fundraising.

Start Something Extraordinary: Launch Your [Peer-to-peer Fundraiser](#) Today!

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What Is Peer-To-Peer Fundraising

Imagine extending your helping hand to someone close to your heart, even when you can't be physically present. Peer-to-peer fundraising emerges as a compelling approach, rallying supporters of charitable causes to raise funds independently. Picture it as a unique offshoot of crowdfunding. Instead of a single central fundraising platform, envision a network of individual fundraising pages where passionate individuals share their stories with their personal circles. Every euro/ pound collected culminates in a meaningful contribution to the non-profit organisation, making a genuine impact.

In contrast to broader crowdfunding practices, which cater to individuals, companies, and non-profits alike, peer-to-peer fundraising predominantly finds its home within the realm of non-profit organisations. This ingenious strategy taps into the powerful web of existing donors, motivating supporters to reach out to their cherished network – be it family, friends, colleagues, or acquaintances – to secure contributions.

The magic of peer-to-peer fundraising resides in its effectiveness. It thrives on the foundation of established relationships, harnessing the loyalty of dedicated non-profit donors. The added social proof elevates its influence – when a personal connection shares a story, trust blossoms naturally. Notably, peer-to-peer fundraising often aligns with specific events, such as invigorating walkathons or exhilarating marathons, amplifying its impact even further.

Embrace the spirit of peer-to-peer fundraising: where caring transcends distance, and every story shared becomes a beacon of hope. Join hands with non-profit organisations, leveraging the power of connections to uplift communities and create lasting change.



Donation Based Crowdfunding

Multi-Team fundraising

Setup your own donation based crowdfunding or fundraising website. Choose a simple Crowdfunding setup, have other people create a peer to peer fundraiser or create multi-team fundraising campaigns.

How Peer-To-Peer Fundraising Works

Non-profit organisations have to identify a project/event/cause and identify its prominent supporters. After, non-profit organisations can contact those supports to ask them if they would like to participate in the fundraiser. Then they train the interested supporters, either

themselves or by sending them an online manual, after which the individual supports will set up their own individual fundraising pages.

The fundraisers will then ask their family, friends, and their private network to donate money on their own individual fundraising pages. All the funds raised by each of the individual fundraisers will go to the main fundraising page of the respective non-profit organisations. Non-profit organisations usually have their own websites on which they will host peer-to-peer [fundraising campaigns](#).



Peer-To-Peer Fundraising Statistics

There is no wonder that the 2020-21 Covid-19 has massively hit all sectors, even including the crowdfunding sector. Given the circumstances, many non-profit organisations have taken massive hits in their financials. This means the peer-to-peer fundraising statistics can explain how deeply crowdfunding has been affected during the pandemic. According to [Peer-to-Peer Fundraising Thirty Survey](#), fundraising revenues for the 30 largest U.S. programs dropped 33.9%, or \$401.2 million, to \$900.1 million, representing the largest single-year drop in the 15-year history.



Peer-to-peer fundraising statistics can explain how peer-to-peer fundraising is more complex and requires more time and planning. Since it will be your support who will be raising the money, you will need to find them first and then provide them with training. Additionally, there should be constant support available to them. However, since peer-to-peer fundraising is exponential, as all individual campaigns of your supports have a ripple effect and bring you more donors, it can bring you more visibility and raise more money than a crowdfunding campaign.

According to [Non-profit Tech for Good: 2019 Global NGO Technology Report](#)'s peer-to-peer fundraising statistics, worldwide 33% of non-profits use peer-to-peer fundraising and 2.2 million people took part in peer-to-peer fundraising programs in 2020 (Source –Peer-to-Peer Professional Forum: [Peer-to-Peer Fundraising Thirty](#)).



Another [peer-to-peer fundraising statistics](#) point depicts how Dutch peer-to-peer programs are now dominated by exciting events, which by their very nature attract a small but intense following. Also, in the year 2021, there is visible growth in the overall charity sector, which explains the overall 4.1% growth in donations, while 45% of worldwide donors are enrolled in a monthly giving program.

Some More Peer-To-Peer Fundraising Statistics

- Female donors are more likely to donate because of social media marketing, while male donors are more likely to give because of email messages.
- Corporations gave over \$20 billion to non-profit organisations last year.
- 40% of Fortune 500 companies offer volunteer grant programs.
- Overall online revenue increased by 23% over the past year, up from 15%.
- 31% of worldwide donors give to organisations located outside their country of residence.
- 92% of surveyed corporate human resources executives agree that contributing business skills and expertise to a non-profit can be an effective way to improve employees' leadership and broader professional skill sets.

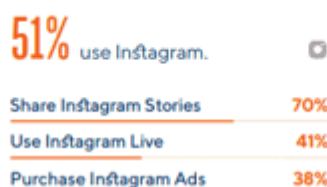
Social Media



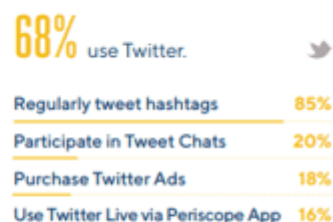
27,204 Average number of Facebook followers**



95% of NPOs in Europe regularly use social media to engage their supporters and donors.



4,032 Average number of Instagram followers**



9,077 Average number of Twitter followers**

Conclusion

A peer-to-peer fundraising strategy can generate good revenue if done in a planned way. Allowing individuals to create a customized page for their fundraiser can attract a lot more donors than usual. Also, it is important to give clarity on the cause and the development of the fundraiser in order to maintain the peer-to-peer fundraising statistics.



Having a great team for donor management can maximise the engagement for peer-to-peer fundraising. We, the Whydonate Team, as a crowdfunding platform, can help you to reach your goal in a peer-to-peer fundraising campaign.

Start Your [Peer-to-Peer Fundraising Campaign](#) and Rally Support!