

There are many moving parts to communicating with participants and prospects during a P2P fundraising event. Use this checklist to set your timeline and touchpoints to donors along the way.

P2P action item checklist

Pre-event tasks | 4-6 weeks before marketing starts for event

- Develop event information guides, one sheets and marketing materials
- Create social media graphics to be shared with participants
- Set training dates (or create training materials) for event software or donation pages
- Set up event landing page and FAQs material
- Design email template(s) and set automated email cadence (e.g., sign-up/registration thank you, weekly check-ins)

During event tasks | throughout the length of the event

- Immediately upon registration** | Thank you and confirmation email with more event information, social media sharing options and content, and/or participation badges
- First week after sign-up** | Send communication to all participants inviting them to download, view or be a part of training sessions or materials you have created for the event
- Weekly** | Email and/or text updates to all participants that provide total dollars raised so far and ideas for additional marketing and engagement
- Weekly** | Update home page of your website, social media channels, etc., with pertinent updates, status, fun notes or pictures from the campaign/event to date.
- Bi-weekly** | Email and/or text updates to contacts who are not yet signed up for the event encouraging them to get involved
- Intermittently** | Decide your cadence for emails or texts that prompt participants to 'compete' during a certain week for most dollars raised, additional team member sign-ups, etc.

Post-event tasks | 1 day to 1 week after the event

- 1 day after the event** | Send thank you emails to all event participants
- 3-4 days after the event** | If this information is not immediately available after the event, send a follow-up thank you with more event wrap-up details (total dollars raised, link to view event photos, how to get involved next year, etc.)
- 1 week after the event** | Final event thank you sent. Pull down/update event landing page with date(s) for next year, final goals reached and general thank you to anyone who may land on the page after the event has closed

4 additional engagement tips

Make participation and engagement in your P2P event as easy as possible with an **easy online registration** process. Plan ways to provide **fun, creative and engaging communication** from start to finish via a variety of communication channels. Don't forget to use **social media** (i.e., badges, milestone posts and images) that participants can copy/paste to their channels when they donate or sign-up. **Giving flexibility** is also key—provide multiple ways to give both online and through traditional methods.

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