Digital-First P2P Fundraising Survey Results

Presented by **PeerToPeer** Professional Forum

Brought to you by **TILTIFY** **GoodUnited**

Digital-first programs

Community Fundraising | DIY Fundraising

Facebook Challenges / Fundraising

Tiktok Fundraising | Twitch Fundraising

Youtube Fundraising | Strava Challenges

Gaming Programs

Non-digital-first programs

In-Person Walks, Runs and Cycling Events that accept online donations

Hybrid in-person events that temporarily went online by event cancellations

General online fundraising without a P2P element (where the donor is solicited by a volunteer fundraiser)

Key Findings

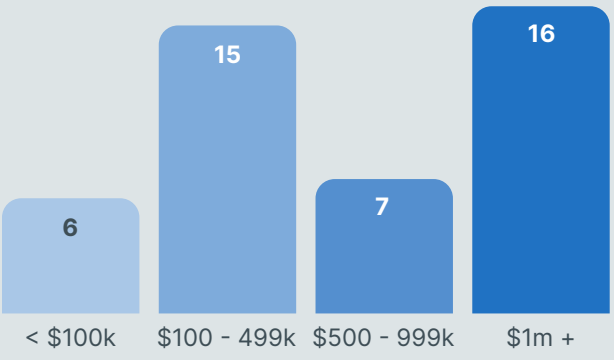### Digital-first Program Revenue YoY

$154.9m 2021
$119.2m
2020
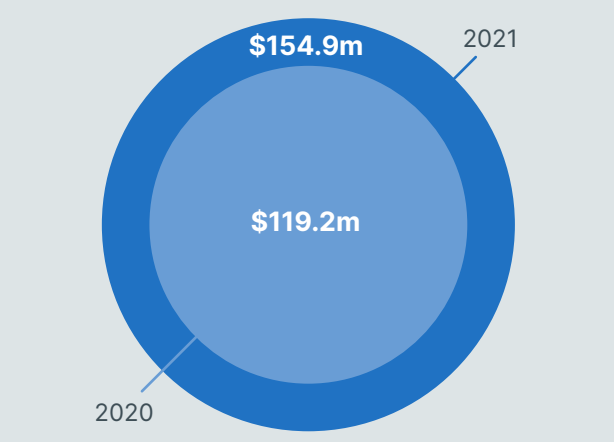
44 nonprofits generated $154.9 million from digital-first peer-to-peer fundraising programs in 2021, up 30% from $119.2 million in 2020.

Digital-first vs Non-digital-first Growth YoY

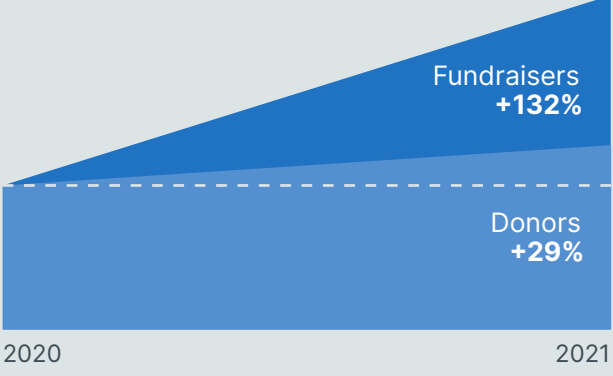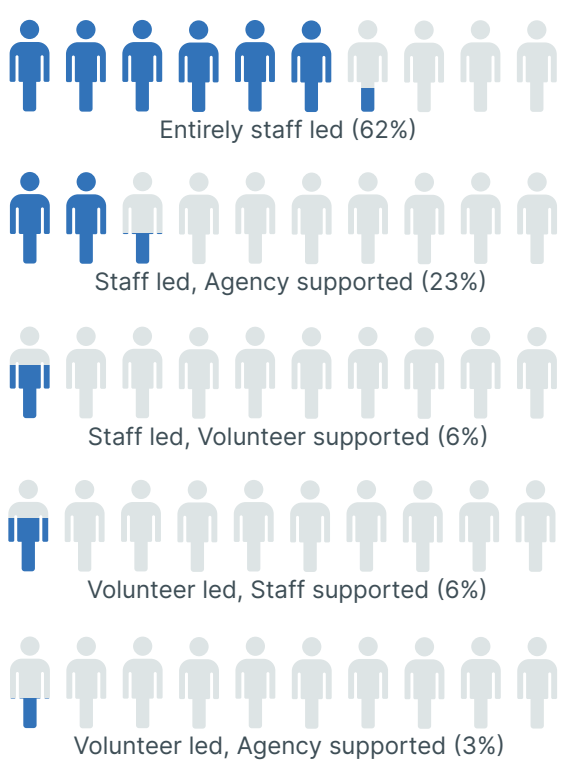Non-digital-first | Digital-first
30%
3.5%
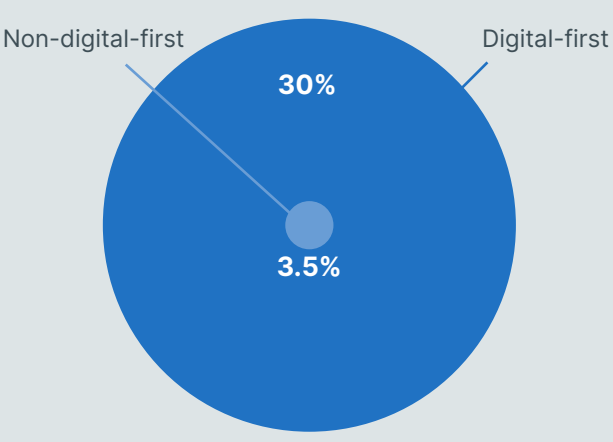
That 30% revenue increase is nearly 9x the collective rate registered by the primarily physical and hybrid programs measured by this year's separate Peer-to-Peer Fundraising Thirty study which showed a 3.5% rise from 2020 to 2021.

Digital-first Programs by Amount Raised

< $100k	$100 - 499k	$500 - 999k	$1m +
6	15	7	16

Sixteen programs reported raising $1,000,000 or more from digital-first peer-to-peer fundraising; seven reported $500,000 to $999,999; 15 reported $100,000 to $499,999 and six reported under $100,000 in revenue.

Participation & Donor Growth

Fundraisers +132%
Donors +29%
2020 — 2021

Participation in these programs grew 132% from 2020 to 2021 (note: some programs launched in 2021 and not all participants raised money.) The number of donors to digital-first efforts grew 29% (among the 86% of organizations who provided this data.)

How are organizations staffing digital-first programs?

Staff vs Agency vs Volunteers

Entirely staff led (62%)

Staff led, Agency supported (23%)

Staff led, Volunteer supported (6%)
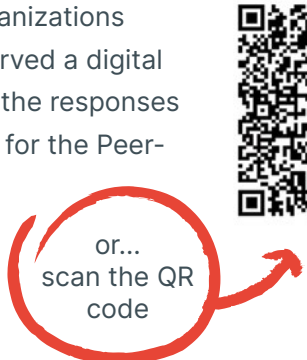
Volunteer led, Staff supported (6%)
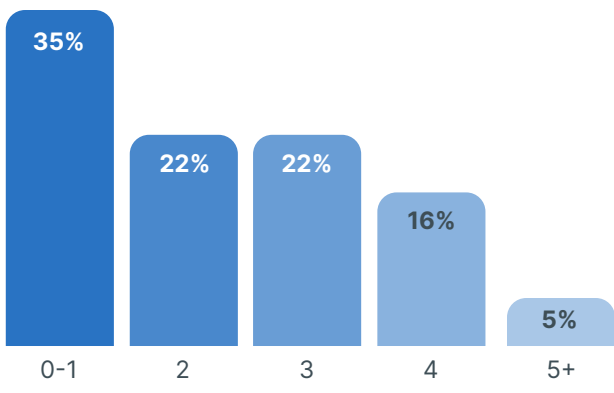
Volunteer led, Agency supported (3%)

What is the Digital-First Peer-to-Peer Fundraising Survey?

The inaugural Digital-first P2P Fundraising Study polled organizations about their programs that originated online and primarily served a digital community. The results above were obtained by combining the responses from the digital-first survey as well as responses submitted for the Peer-to-Peer Fundraising Thirty survey.

View the full survey results at goodunited.io/digital-first

or... scan the QR code

No. of in-house staff

0-1	2	3	4	5+
35%	22%	22%	16%	5%

The State of Digital P2P Fundraising 2021

A Tiltify Benchmarking Study

The State of Digital P2P Fundraising, released in February 2022, analyses data collected on the Tiltify platform between Jan. 1, 2021, and Dec. 31, 2021.

Learn more and download the report at resources.tiltify.com

Fundraising Averages & Donation Stats

$1,193	29	$41.87
Avg. raised per fundraiser	Avg. # donations per fundraiser	Avg. donation amount

Engaging Donors in Digital Communities

In traditional peer-to-peer fundraising events, fundraisers set up a fundraising webpage and send out the link to friends and family members, asking them to donate to the charity they have selected. The donor visits the page, donates, and leaves. The actual activity – the walk, run, ride, etc. – is separate from the act of fundraising.

When fundraising in a digital community, however, the act of fundraising becomes entertainment, and donors get to join in the fun. Fundraisers invite their community of friends, fans, or followers to tune in while they livestream on a platform like Twitch, YouTube, TikTok, or Facebook. During the stream, the fundraiser can offer ways to acknowledge donors, such as thanking them verbally during the stream, doing something silly when certain fundraising amounts are reached, inviting donors to vote on what happens next, or offering rewards in exchange for donations. The fundraiser becomes an ambassador of the charity, using their livestream to educate their community and invite them to give, and the donor becomes an active participant in the fundraising journey alongside them.
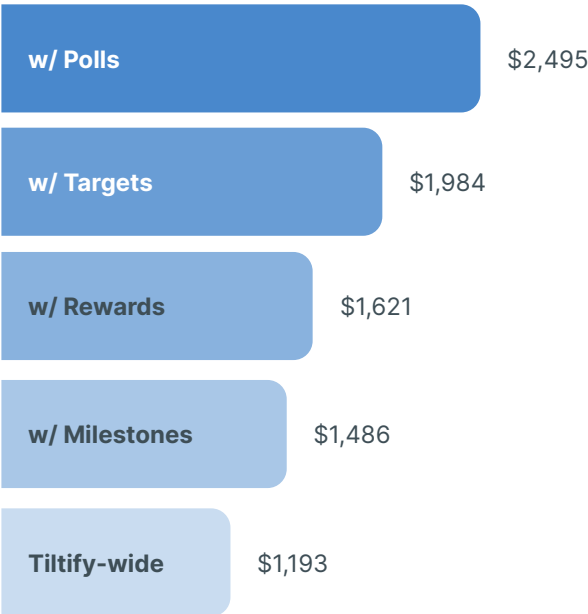
Shifting the role of the donor from one-and-done bystander to active participant is a game changer for peer-to-peer fundraising. Donors are primed to increase their gift amount and to give multiple times to the same campaign. Not only is this experience more engaging for the donor, but the fundraiser also benefits by building better relationships with their digital community as they raise funds together for a cause they are passionate about.

Donor Engagement on Tiltify

Empowering fundraisers to interact with and reward their donors helps them raise more for your mission. Tiltify's donor engagement features (Milestones, Rewards, Targets, and Polls) keep donors coming back to a fundraiser's campaign over time and encourage them to give multiple times to the same campaign.

The average donor gives 1.35 donations/individual campaign across Tiltify, and that number grows when fundraisers add one or more engagement tools to their campaign:

Average Fundraising by Feature

Feature	Amount
w/ Polls	$2,495
w/ Targets	$1,984
w/ Rewards	$1,621
w/ Milestones	$1,486
Tiltify-wide	$1,193

Average Number of Donations/Individual

Tiltify-wide	w/ Milestones	w/ Rewards	w/ Targets	w/ Polls
1.35	1.46 (↗8%)	1.46 (↗8%)	1.54 (↗14%)	1.57 (↗16%)

While these features have roots in livestream fundraising, they can be adapted to any kind of fundraising campaign. But empowering fundraisers to become ambassadors of your cause, and donors to become active participants in an individual's fundraising campaign is the key to creating a successful digital-first fundraising program.

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