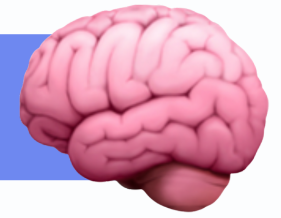


# The Ultimate Peer To Peer Checklist

## Develop your strategy



- Choose whether you are running a time-based campaign or a rolling campaign
  - If running a time-based campaign, decide on a timeline
- Select a point person
- Determine your campaign's revenue goals
- Choose your campaign name and hashtag

## Ensure your website is optimized for success



- Turn on P2P with Givecloud
- Build a page dedicated to educating your supporters about the power of P2P
- Ensure your page is easy to find on your website
- Add multiple call-to-action buttons throughout your site
- Add a section to your homepage encouraging your supporters to build a fundraiser
- Have high-quality photos, videos, and your bio easy to access for your supporters

## Advertise your way to success



- Launch a social media countdown
- Advertise through email campaigns and social media posts
- Highlight past supporters
- Use storytelling to motivate and inspire others

## Launch your campaign



- If running a time-based campaign, do a soft and a hard launch
- Teach your supporters P2P best practices
- For best results, update your supporters every five days
- Highlight fundraisers that are excelling
- Take the time to say a proper thank you