

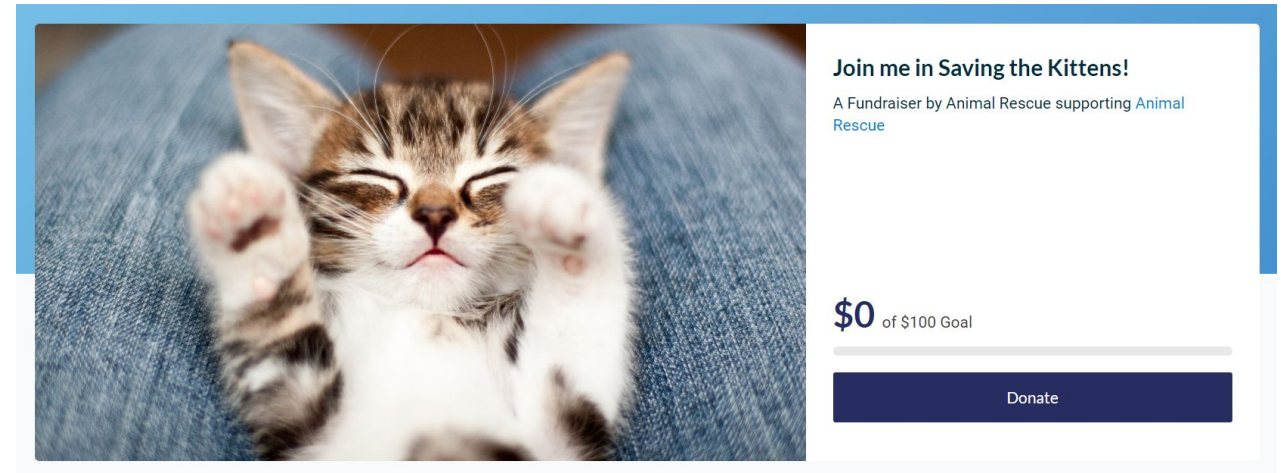


PEER FUNDRAISERS
NONPROFIT & FUNDRAISER EXPERIENCE

- **Why is Peer to Peer (P2P) Important?**
- **Who are my supporters?**
- **P2P Fundraisers Nonprofit Experience**
 - **Creating a P2P Fundraiser**
 - **Viewing and Editing P2P Fundraiser(s)**
- **Expand Your Impact! P2P Fundraisers for Supporters**
 - **Creating a P2P Fundraiser**
 - **Viewing and Editing P2P Fundraisers**
- **Additional Resources**

WHY IS PEER FUNDRAISING IMPORTANT?

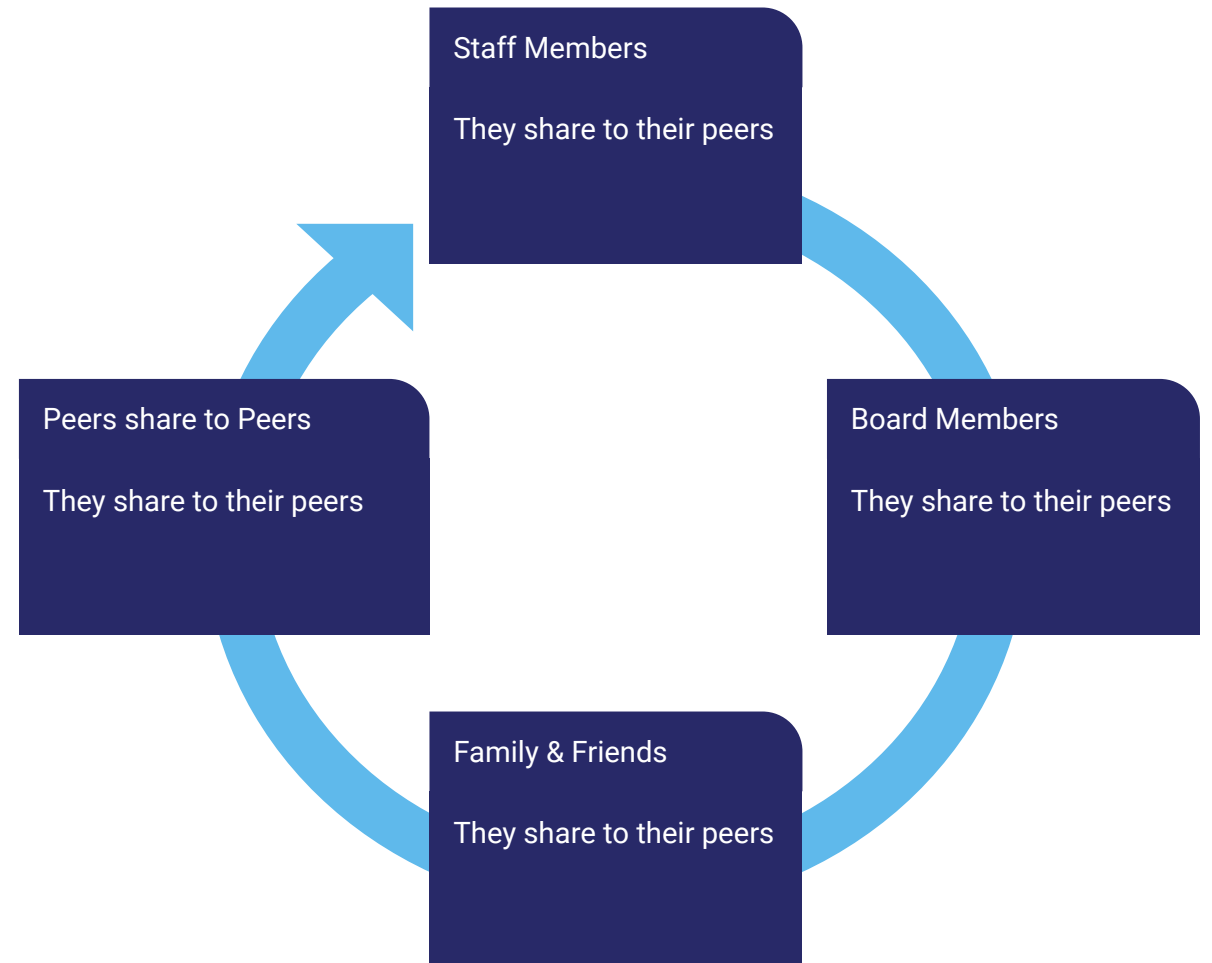
- P2P Fundraisers enable Nonprofit organizations and Fundraisers, who are their biggest supporters, to collect online donations by sharing their Fundraiser via social media and email.
- P2P Fundraisers can be created, managed, and edited via the Fundraiser/Donor profile right on the same Neon One platform.
 - Head to the Login screen!



For the purposes of this presentation, we will review Peer 2 Peer Fundraising from both the Nonprofit and Supporters' perspectives

WHO ARE MY SUPPORTERS?

- Your organization
 - Encourage your staff to promote a specific need (new program, capital campaign, etc..)
 - Gather Board Members together in a single P2P fundraising page so that they may reach out to their networks for support
- Peers, Friends, Family
 - Allow your biggest fans and supporters to raise funds on your behalf





P2P Fundraisers as a Nonprofit organization

The next few slides review the user experience for the Nonprofit organization.

Create a peer fundraisers in support of your organization.



NONPROFIT EXPERIENCE

The screenshot shows a web interface for managing fundraisers. At the top, there is a navigation bar with links: 'Gives Day Performance', 'My Public Profile', 'My Fundraisers' (which is underlined), 'My Donations', 'My Users', and 'Resource Center'. Below the navigation bar, the main heading is 'My Fundraisers'. To the right of this heading is a blue button labeled 'Create Fundraiser', with a red arrow pointing to it. Below the heading, there are filter options: 'Title: Show All', 'Fundraiser Status: Published', 'Creator Name: Show All', and 'Creator Email: Show All'. A red arrow points to the 'Fundraiser Status: Published' filter. Below the filters, there is a table with columns: 'Title', 'Creator Name', 'Creator Email', 'Number of Donations', 'Amount Raised', 'Fundraiser Status', 'Start Date', 'End Date', 'URL', and 'Donor'. The table contains two rows of data, both with 'Test' as the title and 'Published' as the status. Each row has a 'View Public Page' button and a three-dot menu icon. The table also includes pagination controls: 'Items per page: 25', '1 - 5 of 5 items', and '1 of 1 pages'.

Title	Creator Name	Creator Email	Number of Donations	Amount Raised	Fundraiser Status	Start Date	End Date	URL	Donor
Test	—	—	0	\$0	Published	03/11/2022	—	View Public Page	...
Test	—	—	0	\$0	Published	03/11/2022	—	View Public Page	...

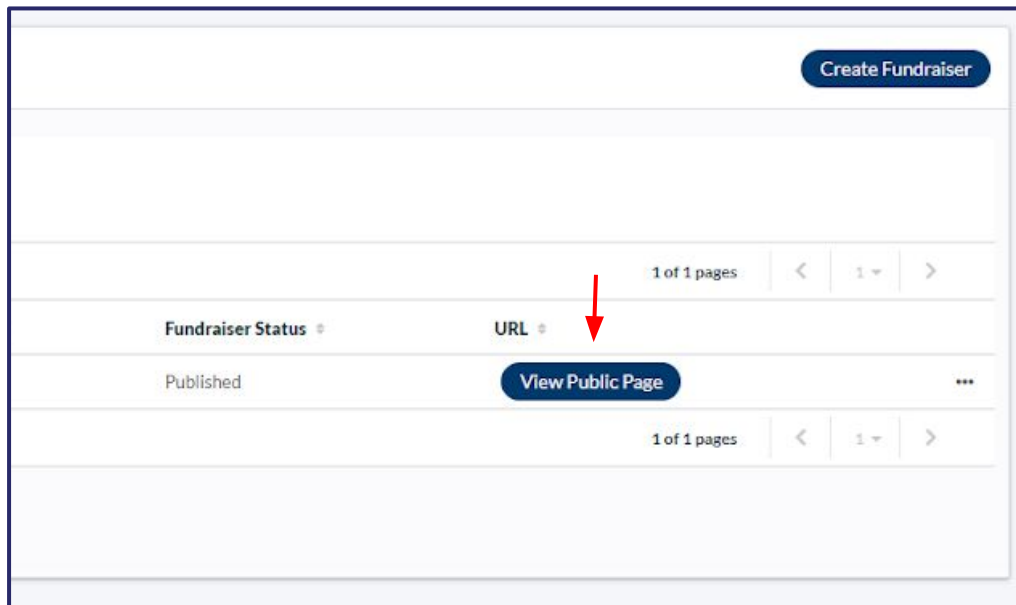
- Want to create a P2P Fundraiser for a specific program or need? Click “Create Fundraiser”.
- Current “Published” Fundraisers will populate on your list.
 - You can view last year’s P2P Fundraiser by adjusting the “Fundraiser Status” filter to “Show All”.
- Use the 3 dots option copy an old Fundraiser, edit a published Fundraiser, or view donations to a specific Fundraiser.

NONPROFIT EXPERIENCE | PERSONALIZE YOUR FUNDRAISER

The screenshot shows a web form titled "Create your Fundraising Page" for "NEON ONE". The form is divided into a left sidebar with editing tools and a main preview area. The sidebar includes fields for "Fundraiser Title", "Custom URL", "Set a Goal", "Hero Image" (with an upload button), and "Fundraiser Story" (with a text area and a "Save Fundraiser" button at the bottom). The main preview area shows a live view of the fundraiser page, including the "NEON ONE" logo, a "Fundraiser Title" field, a "Goal" field showing "\$0 raised", a "Donate" button, and a "Recent Donations" section with two entries: "\$30" and "\$5" from "1 month ago" and "3 months ago" respectively.

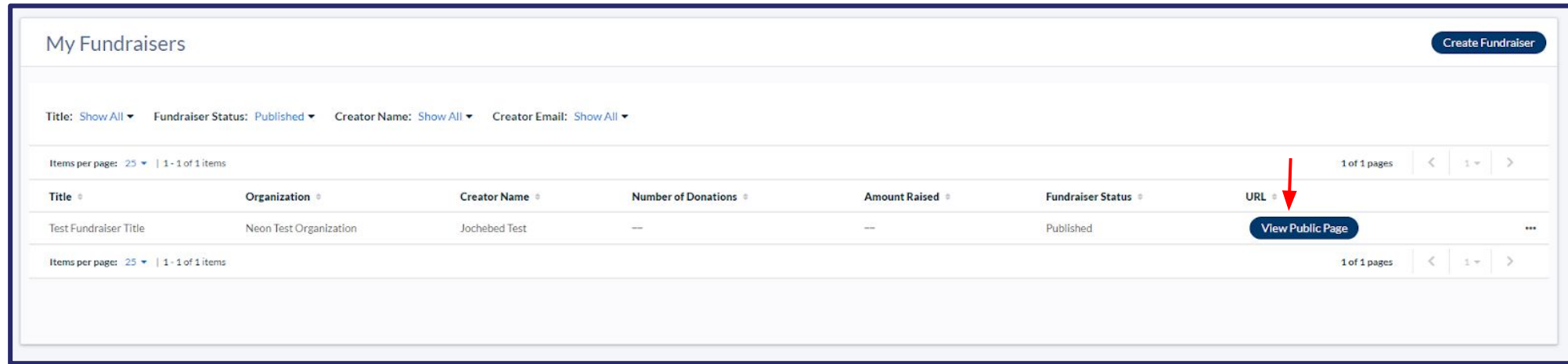
- Use the editing tool on the left side to adjust your Fundraiser Title, URL, Goal, and Hero Image.
- Tell us your Fundraiser story!
- Click 'Save Fundraiser' when you are ready to publish. Please note it can take up to 2 hours to appear live

NONPROFIT EXPERIENCE | PREVIEW FUNDRAISERS

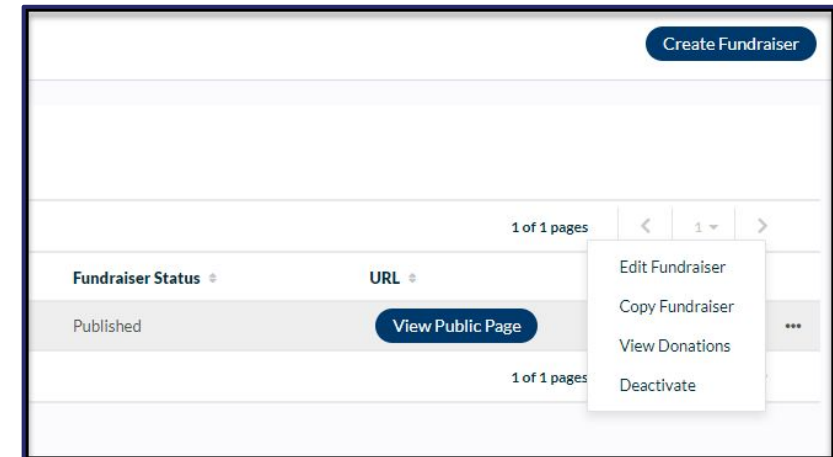


- Once you hit 'Save Fundraiser', you will be returned to your list of fundraisers
- From there you can click 'View Public Page' to review your page and view your custom URL for sharing
 - *It may take up to 2 hours for your custom URL to be live*

NONPROFIT EXPERIENCE | EDIT, COPY, DEACTIVATE FUNDRAISERS

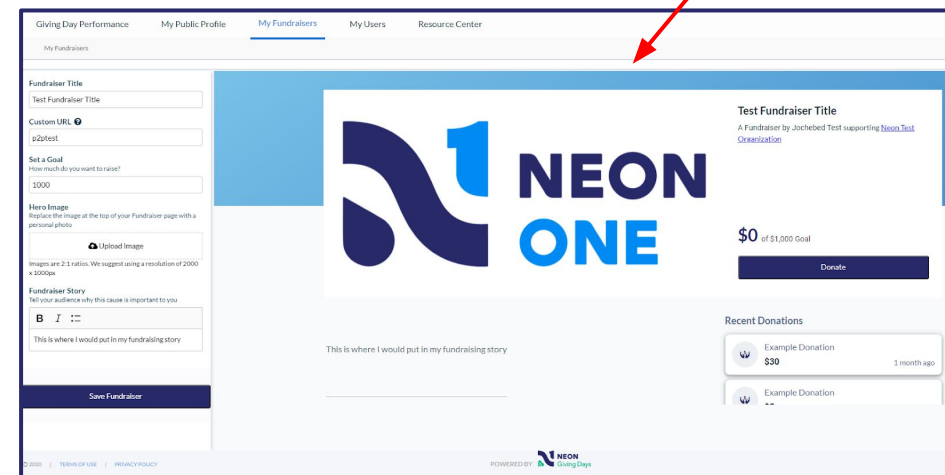
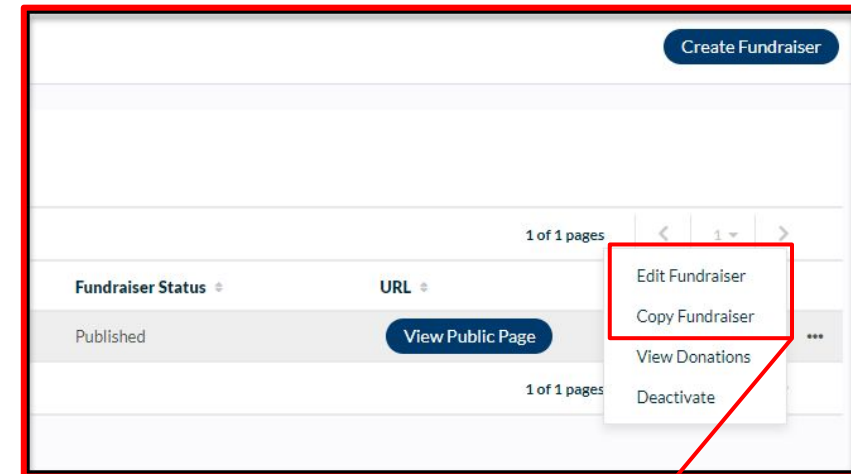


- From the My Fundraisers tab you can view, edit, copy or deactivate your Fundraiser page, view donations or create a new Fundraiser.



NONPROFIT EXPERIENCE | EDITING & COPYING A FUNDRAISER

- Clicking on Edit will take you back to the Create a Fundraiser page, where you can change your page as needed.
- Clicking on Copy will create a duplicate version of your Fundraising page, which you can edit and publish.

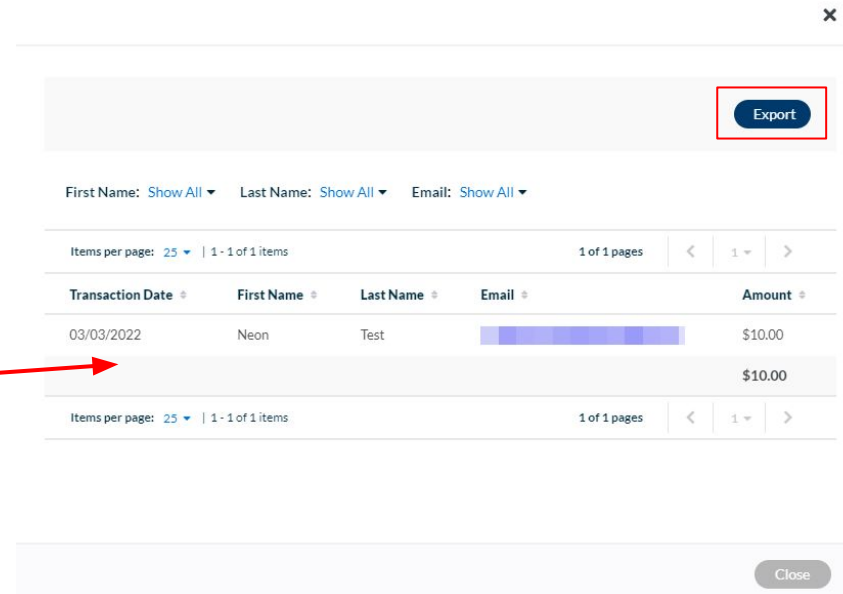
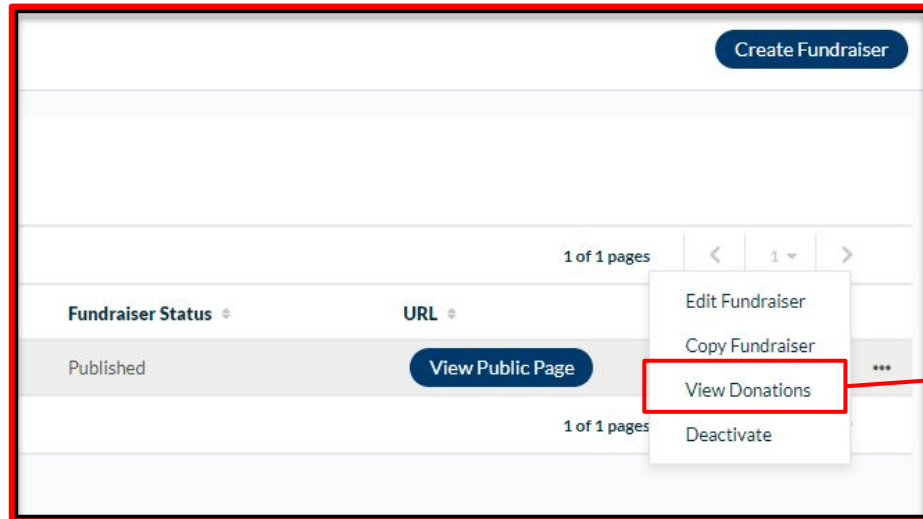


SHARE YOUR FUNDRAISER!

Fundraisers are only successful when they are shared!

Copy and paste your URL into emails and social media posts to encourage friends, family and colleagues to donate!

NONPROFIT EXPERIENCE | VIEW DONATIONS




- Clicking on View Donations will show all the donations made to your Fundraiser. You can export this list as an Excel spreadsheet for easy reporting and sharing.

Expand Your Impact!

P2P Fundraisers by Supporters

The next few slides review the user experience from nonprofit peers and supporters.
Create a peer fundraisers in support of your favorite organization(s).



PEER FUNDRAISER EXPERIENCE | CHOOSE AN ORGANIZATION TO SUPPORT

- Access the public Gives Day website.
 - Search for one of your favorite Nonprofits or browse the entire list of all participating Nonprofits
 - Select an organization to support by clicking the logo or Learn More



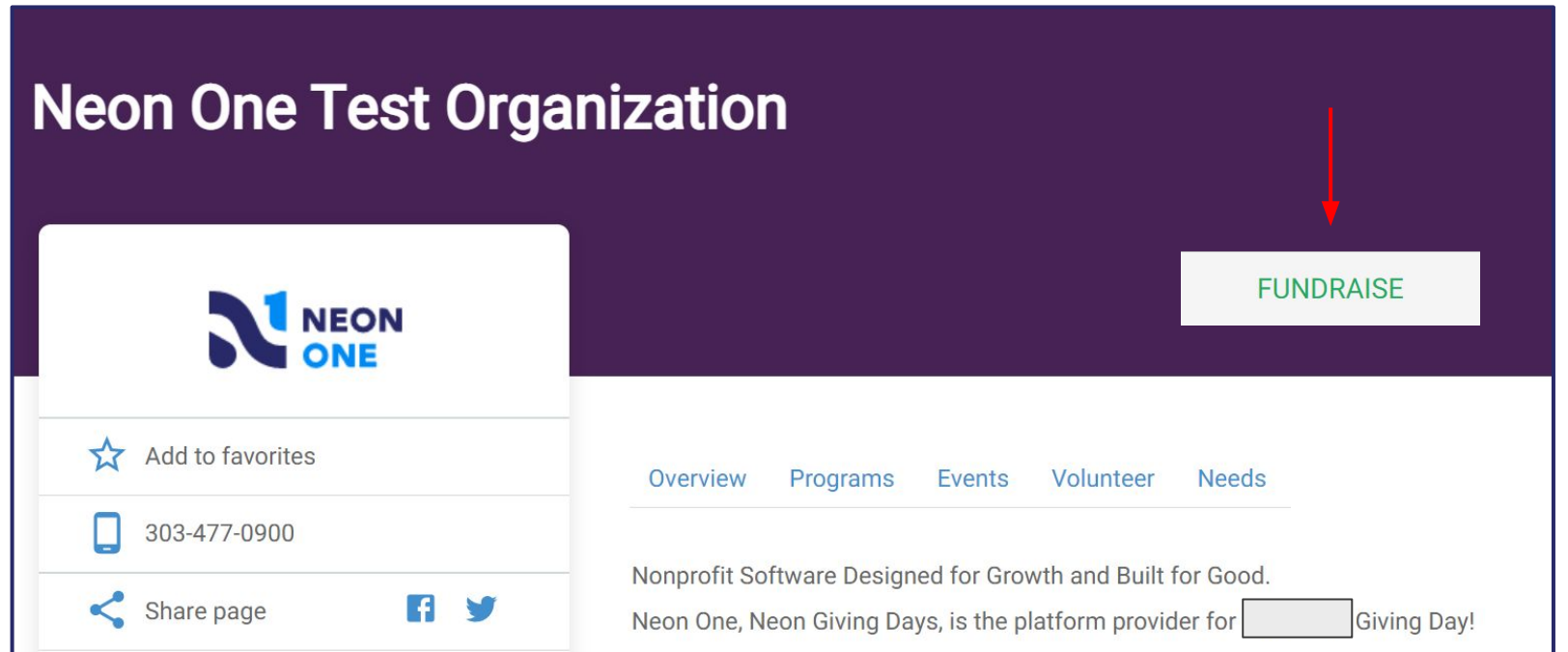
Neon One Test Organization

Nonprofit Software Designed for Growth and Built for Good. Neon One, Neon Giving Days, is the platform provider for Coachella Giving Day!

[Learn more >](#)

PEER FUNDRAISER EXPERIENCE | CREATE YOUR FUNDRAISER

- Click Fundraise or Create a Fundraiser.
- You will be redirected to login or create an account before you build & publish your page



PEER FUNDRAISER EXPERIENCE | LOGIN OR CREATE AN ACCOUNT

Login or create your donor account below!

It's a quick and easy way to view your donation history and manage your payment profiles.

[CREATE PROFILE](#)

Already have a profile? [LOGIN](#)

Email

Password

[Forgot Password?](#)

[LOGIN](#)

Please create your account!

New Account

A simple profile gives you the ability to track your donations and resend a receipt anytime!

* First Name

* Last Name

* Email

* Password

* Confirm Password

* Required field

[CREATE PROFILE](#) [CANCEL](#)

- Have an account? Login or reset your password.
- Otherwise, create an account to publish your fundraiser!

PEER FUNDRAISER EXPERIENCE | PERSONALIZE YOUR FUNDRAISER

The screenshot shows a web form titled "Create your Fundraising Page" for "NEON ONE". The form is divided into a left sidebar with input fields and a main central area with a preview.

Left Sidebar Fields:

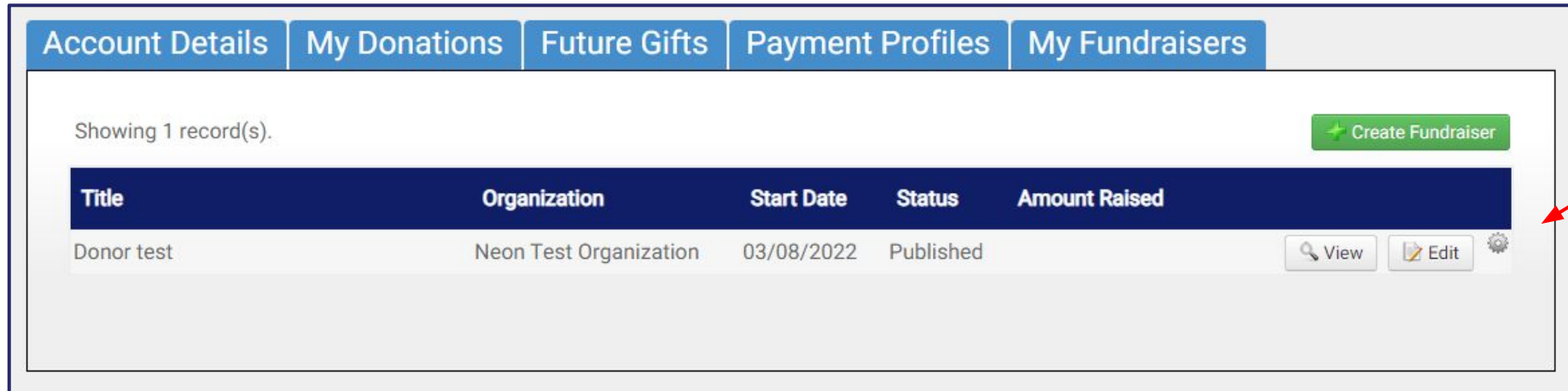
- Fundraiser Title:** "This is where you enter your Fundraiser Title"
- Custom URL:** (with a lock icon)
- Set a Goal:** "How much do you want to raise?" with a "\$" symbol and an input field.
- Hero Image:** "Replace the image at the top of your Fundraiser page with a personal photo." with an "Upload Image" button. Below it, text says "Images are 2:1 ratio. We suggest using a resolution of 2000 x 1000px".
- Fundraiser Story:** "Tell your audience why this cause is important to you." with a text area and a "Share your personal story..." prompt. A red error message at the bottom says "All fields must be filled out!".
- A "Save Fundraiser" button is at the bottom of the sidebar.

Main Preview Area:

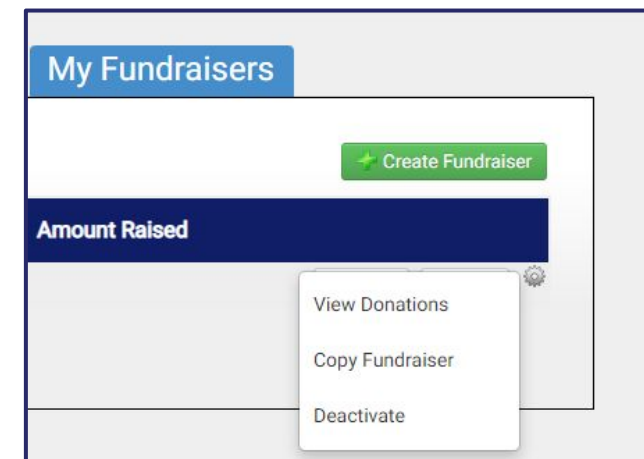
- Header: "This is where you enter your Fundraiser Title"
- Sub-header: "A Fundraiser by Jorchebed Test supporting Neon Test Organization"
- Hero Image: A large blue and white logo for "NEON ONE".
- Goal: "\$0 raised" with a dark blue "Donate" button below it.
- Recent Donations:** A list of two donations:
 - Donation 1: \$30, 1 month ago
 - Donation 2: \$5, 3 months ago

- Use the editing tool on the left side to adjust your Fundraiser Title, URL, Goal, and Hero Image.
- Tell us your Fundraiser story!
- Click 'Save Fundraiser' when you are ready to publish. Please note it can take up to 2 hours to appear live.

FUNDRAISER EXPERIENCE | EDIT, COPY, DEACTIVATE FUNDRAISERS



- From the Giving Day login screen, log into your Fundraiser account.
- Navigate to the My Fundraisers tab.
 - You can edit your page, copy and update, or entirely deactivate.





SHARE YOUR FUNDRAISER!

Fundraisers are only successful when they are shared!

Copy and paste your URL into emails and social media posts to encourage friends, family and colleagues to donate!



Questions?

Reach out via the blue support button in the bottom right corner of the giving site.

