

## Five Trends to Observe in Peer-to-Peer Fundraising

DonorDrive's *State of Peer-to-Peer Fundraising Report 2018* examines several issues that nonprofits encounter today and present some fascinating trends that may cause you to re-think your fundraising strategy:

### 1. Promoting a Team Spirit

Team members have become the backbone of both participation and fundraising, and 100 teams can bring you as much revenue as 1,000 individual participants. **A team member raises 70% more than an individual participant.** It's important for organizations to also recognize the value of team captains, who raise 74% more than their team members.

### 2. Do It Yourself (DIY) is on the Rise

Organizations are discovering that they can tailor the DIY concept to their own fundraising initiatives to generate revenue. **Half (50%) of DIY fundraisers donate to their own DIY campaign.** While DIY campaigns give supporters a great tool to express their fundraising creativity, organizations are finding greater success with structured campaigns that appeal to DIY-savvy supporters.

### 3. Top 10 List

**The top 10% of your fundraisers bring in more than half your event revenue.** In comparison to the average event participant, your Top 10% are more ambitious, born leaders, great storytellers, like to share pictures, send five times as many fundraising emails, have larger networks, and persistently fundraise 2.5 times longer. Treat your top 10% like big donors, and be sure to create a Top Ten List!

### 4. Top Strategies for Retaining Participants

Creating a retention strategy is essential. **Stats show for every 100 participants your event loses, you'll need 250 new ones to make up the revenue.** Reasons participants are not retained range from schedule conflicts, to moving out of the area. Create a strategy that keeps participants coming back each year!

### 5. Real-time Data and the Event Success

**Real-time data enables you to react appropriately and have a positive impact on event success,** while real-time monitoring enables an immediate picture of the health of your event. Seen in real time, you can quickly put your event into perspective and react quickly with meaningful steps to improve revenue and engagement.

Click [here](#) to download a free copy of the report.