

Guide to Peer to peer Fundraising Campaigns



HIPGive is Hispanics in Philanthropy's digital platform that makes it possible to mobilize resources for social impact projects throughout the Americas.

In this guide, you will learn how to use the Peer to Peer function to create personal sub-campaigns as part of your main crowdfunding campaign on HIPGive.

The focus of this guide is on the technical aspects of how to set up and run a Peer to Peer campaign.

For further guidance and strategies for successful crowdfunding campaigns on the HIPGive platform, you can write to us at **hipgive@hiponline.org**





What are Peer to peer campaigns?

Steps to create a Peer to peer project

Create a new organization member on HIPGive - for organizations
 Create the Peer to peer campaign - for organizations
 Invite your promoter to join the HIPGive platform - for organizations
 Complete the Peer to Peer project - for promoters
 Submit project for review - for promoter
 Review and upload your Peer to Peer crowdfunding project for publication - for organizations

FAQs



What are Peer to Peer campaigns?

Peer to Peer campaigns are personal "sub-campaign" pages that you can create as part of your main crowdfunding campaign.

- They allow you to invite people to participate in your campaign as promoters or individual crowdfunders.
- Promoters or individual crowdfunders use their personal networks to ask friends and family for donations and their progress is shown on their personal campaign page.
- The personal campaign pages are linked to your main crowdfunding campaign and the funds raised will contribute to the overall financial goal of your crowdfunding campaign.
- Your crowdfunding campaign administrator will be able to track and segment the transactions to see the funds raised by each promoter or individual crowdfunders.

How to create a Peer to Peer project on HIPGive

1. Create a new user on HIPGive - for organizations

Once your crowdfunding project is published:

- Go to the *Members* section
- Click on the top right to **create user**
- Fill out the new member information and select "**Peer to Peer**" from the *profile type* drop down list.

Click on Save

HIPGive.org

C Dashboard	realit Merribers			
Projects	Filter		Name	Last name
🛱 List			Louise	Promoter
Transactions	Name	Email	Email	Phone
8 Donor	Elisa González Camacho	acapulco@ninosenalegria.org.mx	louise@peertopeer.com	5511223344
Organization			Password	Confirm Password
Information				
AB Members			Profile	
			Peer to Peer	
			c	Cancel Save

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ENG / ESP Log out

2. Create the Peer to Peer campaign - for organizations

 Go to the page of your Crowdfunding project and click on the "Peer to Peer" button.

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General	Project detail 17		Organization
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Projects			
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Transac	tions Project Name		Project ID
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Organization	Goal	Currency	Status
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498 Membe	s Start Date	End Date	Project URL
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	Category	Subcategory	
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- Select the member profile that will be managing and promoting this Peer to Peer campaign.
- Give a **provisional name** to this campaign. Please note that the promoter will be able to change the name of the Peer to Peer campaign.
- Click on "Create".

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Transactions Donor Organization Information	Project Name Lets rebuild schools in Acap. Goal 150000	× Peer To P Elisa González Camacho V Louise Promoter Project Name	eer		Project ID 4b473e2dae071 Status published
谷 Members	Start Date 01/06/2022 Country México	Sub-campaign Cancel Guerrero	Create		Project URL reconstruyamos_escuelas_en_acapulco_7s Campaign
	People			tegory ality Education	



3. Invite your Promoters to join the HIPGive platform - for organizations

- Once the Peer to Peer project draft is ready, it is time to tell your Promoter to join the HIPGive platform by logging in with the email and password you previously created for them.
- They should log in using the following link: <u>https://hipgive.org/en/login</u>





Log in or Sign Up Q

4. Complete the Peer to Peer project - for promoters

• Once your Promoter has logged in to the HIPGive platform, they should click on the pencil icon on the right to go to the editing mode.

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Projects Ist Donor	Projects Filter					Download Report
	ID	Name	Organization	Main contact	Status	Campaign
	a636e59fc00ab 🌋	Sub-campaign	Niños en Alegría, A.C.	louise@peertopeer.com	draft	ľ
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Your Promoter will be able to:

- Change the title of the Peer to Peer project.
- Set a fundraising goal for the Peer to Peer project (this must be less than the overall fundraising goal of your main crowdfunding project).
- Set up the start and end dates (these must be within the range of dates of your main crowdfunding project).
- Add content in English and Spanish.
- Include images and/or video by clicking on banner.

Tip: don't forget to click "Save" before moving on to the next tab.

Project detail 🛞 🔽 🛛		Request Review
General information English cont	ent Spanish content Banners	
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Sub-campaign		a636e59fc00ab
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Projects

list

8 Donor

5. Submit the Peer to Peer project for review - for promoter

Projects

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• Once the Peer to Peer project information is filled out, your Promoter can request your organization to review the Peer to Peer project by clicking on Request Review.

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	23/06/2022	23/07/2022	sub-campaign
	Country	State	Campaign
	México ~	Guerrero ~	~
	Category	Subcategory	
	People	~ Quality Education	~
	Owner's name	Owner's email	
	Louise Promoter	louise@peertopeer.co	m



6. Review and upload your Peer to Peer crowdfunding campaign for publication - for organizations

- Once the Promoter sends the project for your review, you will receive a notification email.
- Once your organization have reviewed the Peer to Peer project, you can send it to the HIPGive team for publication.
- The HIPGive team will proceed to publish it and you will receive a notification email with the URL of the Peer to Peer campaign and its details.

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8 Donor Organization	Goal 50000	Currency MXN	Status	
48 Members	Start Date 27/06/2022	End Date 23/07/2022	Project URL sub-campaign	
	Country México	State ~ Guerrero	Campaign	~
	Category People	Subcate	gory ity Education	~
	Owner's name	Owner's	email	



FAQs

How do I know when it is a Peer to Peer crowdfunding campaign?

Peer to Peer campaign have an icon next to the title to help you identify them.

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Proje	ects							
<u> </u>	LIST	ID	Name	Organization	Main contact	Status	Campaign	
Ð	Transactions			-				
8	Donor	a636e59fc00 🛛 🌋	Sub-campaign	Niños en Alegría, A.C.	louise@peertopeer.com	published		Ø
Orgo	inization							
0	Information	,14a2ee64fe64	Personal sub- campaign	Niños en Alegría, A.C.	acapulco@ninosenalegria.org.mx	draft		Ø





FAQs

Is the money raised by the Peer to Peer campaign reflected in my main crowdfunding project?

Yes, the funds raised by your Peer to Peer project are reflected in your overall fundraising goal.

Do I have access to the contact information of the donors who contributed through the Peer to Peer campaign?

Yes, the contributions made through the Peer to Peer campaign will be available when you download your project data from the platform.

Peer to Peer Promoters will only have access to the contact information of Peer to Peer project's donors.







Contact us:

hipgive@hiponline.org

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