



**Marco Kuntze**

Relishing Digital (GB)

**Anett Matkó**

Unicef Hungary (HU)

## How To Launch Your First Successful Peer-To-Peer Fundraising Campaign

### Masterclass

**Speaker:** **Marco Kuntze** Relishing Digital (GB)  
**Anett Matkó** UNICEF Hungary (HU)

**Date:** **Wednesday 9 October 2019** – 14:30-18:00

**Venue:** Austria Trend Hotel, Vysoká 2A, Bratislava, Slovakia

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**14:00-14:30 >>** **Delegate Registration for the Masterclass Program**

**14:30-16:00 >>** **Part 1**

**16:00-16:30 >>** **Coffee Break**

**16:30-18:00 >>** **Part 2**

For decades Peer-to-Peer fundraising has been one of the main fundraising activities in English speaking countries. In the United Kingdom the top 25 charity events alone raised £139.5 million in 2016 and in the USA 25% of charity donations are made to P2P campaigns. Furthermore, over \$1 billion has been raised through the Facebook's charitable giving tools globally of which Facebook birthday fundraisers have raised over \$300 million for charities in the last year alone.

In addition to being a fantastic new way of raising money, Peer-to-Peer fundraising also offers a great way to recruit new supporters and draw on the passion of your existing supporters for your cause.

In this interactive masterclass, you will learn strategies and techniques that will enable you to plan and execute your first Peer-to-Peer campaign as well as optimise your existing P2P programme.

Using the case study of Unicef Hungary we will be showcasing how a small team has taken these ideas and launched their first real P2P programme.



### Learning outcomes:

- Understand how Peer-to-Peer fundraising works and how it can benefit your charity and supporters.
- Learn what fundraising activities work best for Peer-to-Peer fundraising.
- How to set up your first Peer-to-Peer campaign from choosing your fundraising concept to selecting your fundraising tools.
- How to recruit fundraisers from new and existing supporters.
- How to deliver a great experience for your fundraisers.

**Marco** is a digital fundraising expert, specialising in Peer to Peer fundraising having worked for eight years at JustGiving, the UK fundraising platform that has raised \$5 billion for good causes. He has helped shape the online fundraising of some of the world-leading digital fundraising campaigns such as Cancer Research UK's Race for Life with 100s of thousands of fundraisers and has helped to raise tens of millions for charities annually. He now advises charities including Unicef on Peer to Peer and digital fundraising and provides strategic advice to fundraising technology companies such as GivePanel, RaiseNow and Give.asia.

**Anett** is a fundraising officer at UNICEF Hungary. She is the leader of the Peer-to-Peer programmes with a special focus on sports-related events and birthday fundraising. The latest successes of their organization are thanks to the digital tools they have been using for marketing and lead generation.



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