



**Jillian Stewart**

Peerworks Consulting (NL)



CEE FUNDRAISING  
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## **BUILDING AN EVEN BIGGER COMMUNITY USING THE POWER OF PEER-TO-PEER FUNDRAISING**

### **Masterclass**

**Speaker:** **Jillian Stewart** Peerworks Consulting (SK)  
**Date:** **Wednesday 12 October 2022** – 14:30-18:00  
**Venue:** AC Hotel by Marriott, 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**

Most likely, you already have a community of donors... but wouldn't it be game-changing to have a community of people who participate in events and campaigns and fundraise on your behalf? Or perhaps you've been doing some crowdfunding... but what about *crowdfundraising*?

In this masterclass, you'll discover the power of peer-to-peer (P2P) fundraising and learn how to leverage your community's personal networks to attract significantly more supporters *and* raise more money for your cause.



We will begin by exploring the various types of P2P programs and explaining the unique risks and benefits of investing in them. We will then take a deep dive into what is critical to the success of any P2P campaign. Throughout the session, we'll showcase some of the coolest, most successful P2P programs from around the world.

You'll walk away from this session with a solid understanding of what makes P2P so powerful...as well as the confidence you need to either add "peer-to-peer" to your overall fundraising strategy or boost the results of your existing P2P strategy.

#### **Learning outcomes:**

- Understanding the different types of P2P fundraising– from events to "DIY".
- Understanding the unique benefits of P2P fundraising and why it's so effective.
- Understanding key success factors in minimizing risk and maximizing the revenue of a P2P program.

#### **Who should attend:**

Everyone will find something valuable in this session—organisations that are not (yet!) doing P2P fundraising as well as those organizations already doing some P2P and are looking for ways to optimise or expand those program(s).

**Jillian** is a passionate "fundraising event junkie" and founder of Peerworks Consulting. She has spent the past two decades creating and optimizing peer-to-peer fundraising events and campaigns for big and small charities all over the world. In addition to being a consultant, Jillian "eats her own dog food" by actively participating in events and personal fundraising for the causes she is most passionate about, including climate change, mental health, breast cancer, HIV/AIDS and rare lung disease. When not working hard to change the world, Jillian loves to be out exploring the world...usually hiking and camping in the middle of nowhere.



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**Please evaluate  
this masterclass at**

**[bit.ly/2022jillian](https://bit.ly/2022jillian)**

**Thank you!**



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