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CanadaHelps × learn with JPP

Stewarding your charity's P2P fundraising community

SPEAKER: JESSICA PANG-PARKS

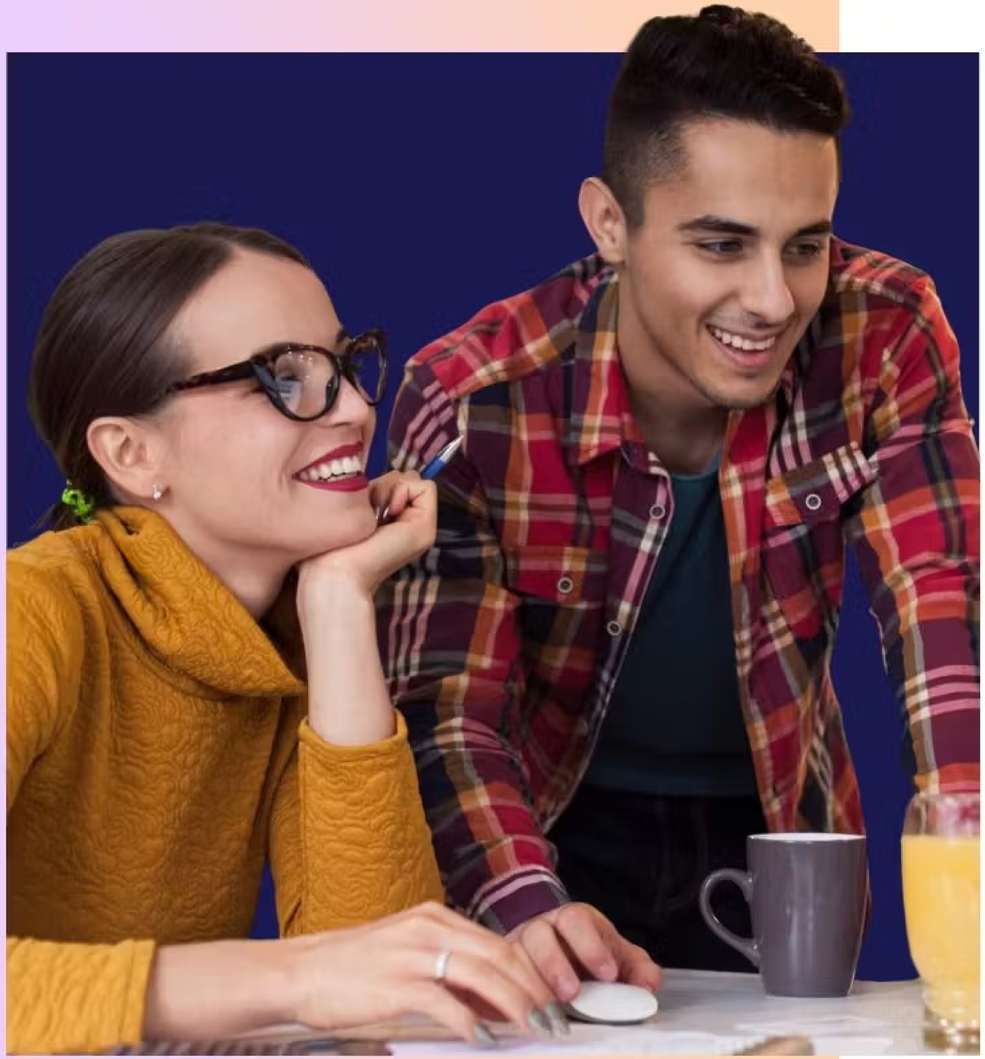
CanadaHelps

About CanadaHelps

- CanadaHelps is a charitable organization increasing giving in Canada through technology.

- **For Canadians,** CanadaHelps offers the most comprehensive and flexible range of giving solutions for donating or learning about any charity in Canada.
- **For Canada's 85,000 charities,** CanadaHelps provides affordable fundraising tools and education to help charities increase their impact.

- Since 2000, more than 5 million Canadians have donated over $3.7 billion to charities using CanadaHelps.



Housekeeping

- The recording and slide deck will be emailed to you following the webinar. You'll be able to watch the recorded video on demand.
- You can hear us, but we can't you.
- Have questions or technical difficulties?
- Type them into the Questions Log at anytime.

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learn with JPP volunteer engagement expert

STEWARDING YOUR CHARITY'S P2P FUNDRAISING COMMUNITY

Jan. 2026
Canada Helps

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Land Acknowledgement

I operate Learn with JPP Consulting in T'karonto. For thousands of years, T'karonto has been the traditional land of the Huron-Wendat, the Seneca, and the Mississaugas of the Credit. Today, this meeting place is still the home to many Indigenous people from across Turtle Island and I am grateful to have the privilege to work on this land.

I call for the reconciliation of current injustices as well as those that have been carried out against Indigenous communities which include but are not limited to broken treaty relationships.

I encourage you to learn more about the traditional territories of the Indigenous Peoples where you live, work, and play using tools like native-land.ca.

It’s me, hi!

- Award-winning volunteer engagement professional
- Practice at the intersection of philanthropy and volunteer stewardship
- Center advocacy and ethics in my work
- Find me online at LearnWithJPP.com

AGENDA

- Welcome and Framing
- Understanding Today’s P2P Fundraiser
- Applying Stewardship to P2P
- Common Challenges & Practical Solutions
- Long-term relationship building
- Wrap-up and questions

Welcome

We agree to…

- Respecting each others' viewpoints
- Suspend the right to be offended
- Have fun and participate fully

Photo by Cytonn Photography from

Framing

Peer-to-Peer Fundraising is also known as:

- **Community-based fundraising**
- **P2P**

Where individuals organize personal campaigns to collect donations from their peers on behalf of a charity.

Photo by Marta Wave from Pexels

Photo by ANTONI SHKRABA production from Pexels

Photo by Olavi Anttila from Pexels

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The 5 Ts of philanthropy

- **Treasure**: donating money, stocks, in-kind
- **Time**: donating only non-renewable resource
- **Talent**: donating skills (of all kinds)
- **Ties**: introducing network to a cause
- **Testimony**: personal voice and story

Volunteer Engagement

Many times, P2P Fundraisers will contribute all of these!

Today's session: apply volunteer stewardship practices to P2P stewardship

Getting to know you

Photo by SevenStorm JUHASZIMRUS from Pexels

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What's your go-to beverage in the morning?

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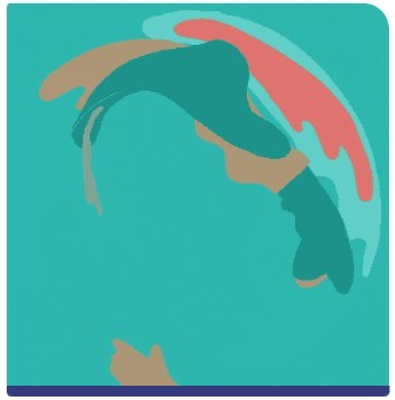
Coffee

0

Tea

0



Something else

What are some memorable P2P fundraisers you've seen?

Does your organization have a P2P or community-based fundraising program?

- Yes- and it's successful!
- Yes- but we want to improve
- Not yet

What motivates your organization's P2P fundraisers?

Why do they choose community fundraising?

- **Identity:** “It’s who I am, not just something I do”
- **Meaning:** “Every dollar I raise feels like I’m turning pain into hope”
- **Social Purpose:** “I can’t just be a bystander”
- **Lived Experience:** **“**I know what it’s like to need that support”
- **Belonging:** “I found my people”

When fundraising is tied to personal stories or grief, it becomes entwined with emotional labor.

Let's talk stewardship. How does your organization steward donors?

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Good stewardship looks like...

- Building and maintaining relationships
- Recognizing people as individuals
- Listening
- Tying action to mission
- Being responsive
- Being appreciative
- Sharing values
- Telling success stories
- Asking for feedback
- Being okay with goodbye

Photo by RDNE Stock project from Pexels

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Great stewardship means shifting our approach

STOP

"How can the P2P Team recruit as many fundraisers as possible and keep them for as long as possible?"

START

"How can we, as a collaborative organization, motivate folks engaged with P2P to continue supporting the mission and community in a way that works for them?"

If a longtime P2P fundraiser shares they're unable to participate this year, what questions can you ask to explore new avenues for engagement?

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Where has your organization previously redirected P2P fundraiser support to?

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Plan for redirection

Have this information ready:

- Links to sign up for newsletter and follow on social
- Latest advocacy campaign(s)
- Option to fundraise at a different time/ in a different way
- Available volunteer roles, application forms, and warm intros to staff partners

Common challenge #1: Feeling undervalued

This can come up when there are:

- Over-celebration of specific types of P2P fundraisers:
  - High revenue-generators
  - Specific demographics (geography, language, race, gender)
- Limited recognition for reaching “smaller” goals and milestones
- One-size-fits all approach to appreciation

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P2P fundraiser Recognition Tips

- Gather and share stories, with consent, from many different types of P2P fundraisers
- Allow fundraisers to set personal goals and milestones
  - Set automatic celebration emails
- Engage a team of volunteers to make thank you calls
  - Provide a key messaging and a voicemail script
  - A great corporate service project!
- Remember that every recognition message should:
  - Demonstrate the impact of contributions (fund-AND-awareness-raising)
  - Align with mission
  - Connect to the why

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P2P fundraisers: What about gifts?

The best gift you can buy: an investment in the P2P experience.

If fundraisers feel the program is disorganized and processes are outdated… which water bottle you order doesn’t matter!

Aside from gifts, what has your organization done to recognize P2P fundraisers?

Common challenge #2: Lack of clarity

This can come up when there are:

- Confusion about role and boundaries
  - Ambassador? Activist? Volunteer?
  - Fuzzy on the organization's official positions/ guidance
- Mixed messages from multiple voices
  - Emails, platform, team captains, and social media share conflicting guidance
  - Does asking for help "bug" people?
- An unclear link to impact
  - Where does the money go?

P2P fundraiser Clarity Tips

- Make an FAQ document that outlines:
  - Role name and responsibilities
  - Timelines
  - How to answer questions the public may ask
  - How the organization spends money (e.g. programs, advocacy, research, admin)
  - How the public can reach the organization directly
  - Where to go for different types of questions/ support
- Share the FAQ with all staff and P2P Fundraisers
- Reinforce the importance of clear and consistent messaging

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Other job aids and tools to consider

- Fundraising page templates
- Video tutorials for setting up a fundraising page
- Network mapping worksheet
- Ask and thank you templates
  - Email
  - Text
- Social media copy and editable graphic templates
- Profile photo frames
- Office hours

Need help or updates?
Engage experienced fundraisers, volunteers, or summer students!

What tools has your organization used to support P2P fundraisers?

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Common challenge #3: Unintentional harm to people with lived experience

This can come up when there are:

- “Urgent” needs for funding
- A deficit/ scarcity-fueled approach or bias towards “pulling on heartstrings”
- Missing processes around collecting and sharing stories
- No human-to-human check-ins with fundraisers

History hangovers and “standard” practices perpetuate exploitation

Photo by Andrea Piacquadio from Pexels

Photo by Pixabay from Pexels

“If it bleeds it leads” – William Randolph Hearst

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A new way forward

"Community-Centric Fundraising is a fundraising model that is *grounded in equity and social justice*. We prioritize the *entire community over individual organizations*, foster a sense of *belonging and interdependence*, present our work not as individual transactions but *holistically*, and *encourage mutual support* between nonprofits."

- https://communitycentricfundraising.org/

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EthicalStorytelling.com

Review and sign the Ethical Storytelling Pledge!

“people’s stories are more than emotion-generating machines”

“story consumers are more than guzzlers of emotion”

“stories should always be constituent first, donor second.”

Caring for story-sharers

- Use strengths-based messaging in all materials
  - Represents people with lived experience positively and authentically
  - Emphasizes the power and opportunities that people with lived experience already have
  - Moves away from stigmatizing or objectifying language
- Be explicit with expectations
  - “Share as much or as little as you want”
  - “There’s no need to share your pain”
- Share resources when you notice agitation
  - Peer support groups/ programs
  - Helplines and online resources
- Plan ahead with story request forms, clear processes, and recruitment from diverse populations

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What's currently missing from your support to story-sharing P2P fundraisers?

Common challenge #4: Feeling alone

This can come up when there are:

- Rejections and ghosting
- Vulnerable moments without witnesses
- No check-ins from the organization (or all check-ins feel automated/ generic)
- Lack of links to the collective impact

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P2P fundraiser Connection tips

- Share collective milestones
- Normalize the challenges
- Formalize mentorship between first-time and experienced fundraisers
- Schedule personalized check-in calls (ideally every 1-2 weeks)
- Host a kickoff party!
  - Highlight real experiences and real voices
  - Also helps with clarity: share the FAQs and case studies

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Kickoff party help is here

tinyurl.com/2026p2p

Inside:

- Ethical Checkpoints
- Volunteer Vibe Checklist
- Mini Teambuilding Blueprints

No more awkward silence or forced fun

How does your organization connect with P2P fundraisers outside of the campaign?

- They're encouraged to opt-in to the newsletter
- We include them in some volunteer appreciation emails
- Newsletters and volunteer thank you emails
- Something else
- We don't... yet

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Stewardship matters year-round

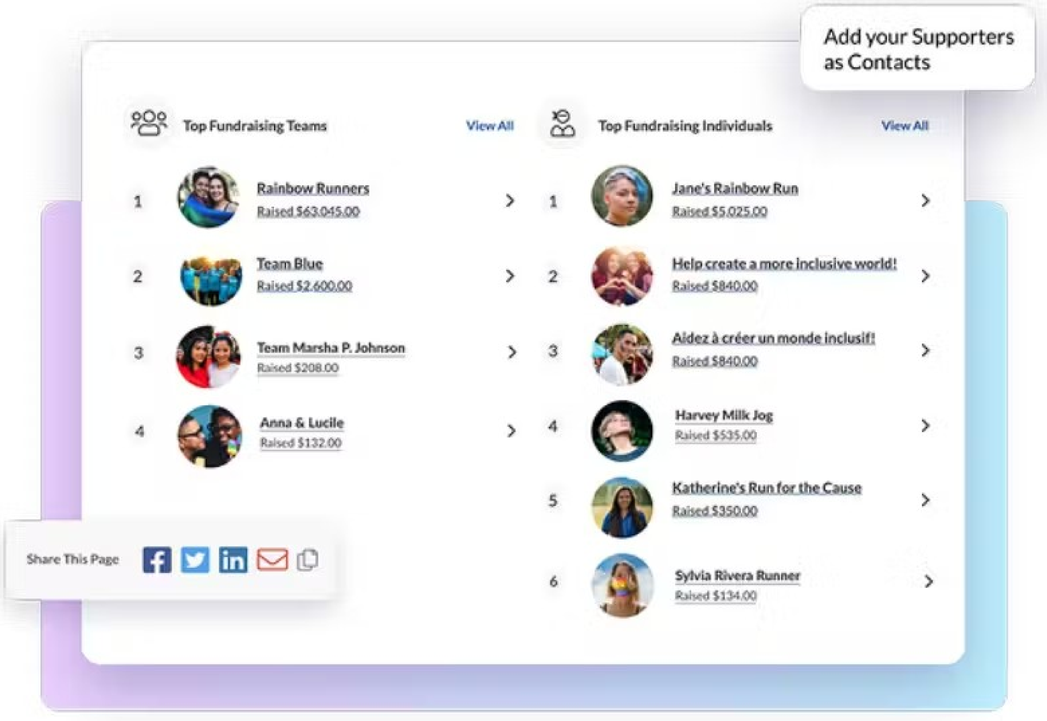
- Ask for feedback on the experience
  - Survey
  - Debrief sessions
- Invitations to deeper engagement
  - “First to know” sessions (e.g., for your annual report)
  - Learning from an expert
  - Committee or Board service
- If P2P fundraisers are considered volunteers, recognize their contributions when celebrating:
  - National Volunteer Week (usually in April, see Volunteer Canada website)
  - International Volunteer Day (always December 5)

Final thoughts

Photo by Max Andrey from Pexels

- P2P fundraisers often have a personal connection to the mission
- Be mindful and planful when asking fundraisers to share personal stories
- Provide and update job aids to promote consistency
- Thank you gifts only do so much
- Give a care about the individual, and they will champion your cause beyond the campaign
- You got this!

What's one new P2P fundraiser stewardship tactic you'll commit to?



PEER-TO-PEER

Turn your supporters into fundraising champions

The CanadaHelps Peer-to-Peer crowdfunding platform makes it easy to raise money via team-based charity events. No matter if the event is online, offline, or a hybrid campaign.

Book a Time with CanadaHelps' Team to discuss your fundraising

learn with JPP

LinkedIn: Jessica Pang-Parks

Website: learnwithjpp.com

Instagram & YouTube:
@LearnwithJPP

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TQRCG

Book a Time with CanadaHelps' Team
to discuss your fundraising

@CanadaHelps

charitylife@canadahelps.or
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Answering questions submitted during registration...

Ask me anything

0 questions
0 upvotes

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