

Boosting Your Fundraising Efforts

Advanced Peer-to-Peer Insights from Blackbaud

The peer-to-peer fundraising landscape is quickly changing as new ways to give and engage have emerged. What used to consist primarily of organization-driven events—such as runs, walks, and rides—now includes DIY and crowdfunding. To adapt and drive efficiency across programs, organizations need to effectively identify the most promising constituents for participation in each type of event and reach them with the right message. Advanced Peer-to-Peer Insights from Blackbaud offers data-driven predictions and guidance to help increase participation, identify the best advocates, and increase overall fundraising.

Advanced Peer-to-Peer Insights delivers three main components:

- **DIY and Event Participation Prediction**

Blackbaud combines an organization's past event and participant information—with data from over 1.2 billion industry-wide peer-to-peer giving transactions—with Blackbaud's proprietary behavioral and demographic data to predict which constituents are likely to participate in a future event or DIY fundraising activity.

- **Constituent Persona Segmentation**

Advanced Peer-to-Peer Insights identifies key characteristics of constituents and assigns them a persona. This designation helps segment constituents based on attributes such as causes they prefer to support, motivations, life stage, and demographics.

- **Implementation and Consulting Support**

Blackbaud provides Advanced Peer-to-Peer Insights customers with the expertise needed to understand the returned data and interpret its results. Each customer will be assigned a consultant who can help translate insight into strategy and strategy into action.

KEY BENEFITS:

- Easily and efficiently find top event participant prospects
- Identify your most promising peer-to-peer fundraising advocates
- Segment constituents based on preferred cause type, motivation, and expected behavior.

With Advanced Peer-to-Peer Insights, marketers and fundraisers can identify their best constituents and tailor their messages to drive engagement—ultimately improving event participation, enabling the best DIY advocates, and increasing contributions.

To learn more, visit our website or connect with a Blackbaud representative at blackbaud.com/chat.

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About Blackbaud

Blackbaud (NASDAQ: BLKB) is the world's leading cloud software company powering social good. Serving the entire social good community—nonprofits, higher education institutions, K-12 schools, healthcare organizations, faith communities, arts and cultural organizations, foundations, companies, and individual change agents—Blackbaud connects and empowers organizations to increase their impact through cloud software, services, data intelligence, and expertise. Learn more at www.blackbaud.com.