



**Power of Partnerships**  
**VaLa Fundraising Conference - 30th May**

# Thank you for having me!

I'm Loui, I'm iRaiser's Nordics Regional Manager. We provide you with tools, which enables you to collect donations online. I have +7 years of experience within digital fundraising, working for multiple organisations including UNHCR.

Today we're going to talk (in English sorry!) about Peer-to-Peer fundraising and how you can get companies involved in your campaigns though corporate partnerships.



**Loui Ohlendorff**  
Nordics Regional Manager



Empower Worlds  
Changers



## OUR STORY

# Created by fundraisers for fundraisers

We build powerful, white-label, secure and scalable digital fundraising software for all kinds of nonprofit organizations worldwide.

Our founders, board members and all iRaiser's coworkers are fundraisers, just like you. Together, we're cumulating more than 30 years of experience and millions raised through fundraising agencies, nonprofit organizations and volunteering.

Your day-to-day missions were ours. That is why we built iRaiser 10 years ago. To help you tackle your challenges with exclusive nonprofit-centric products and services.



## OUR CUSTOMERS

**We are proud to be trusted by  
500+ leading nonprofits  
around the world**

iRaiser is the European leader in digital fundraising solutions. For the last 10 years, we have built our presence in 20 countries, with a team of 65 professionals and 5 offices in Denmark, France, Italy, Belgium and the UK.

We support more than 60 Scandinavian organisations from our Nordic office in Copenhagen.

30+ Finnish organisations are using iRaiser - thank you for trusting us!

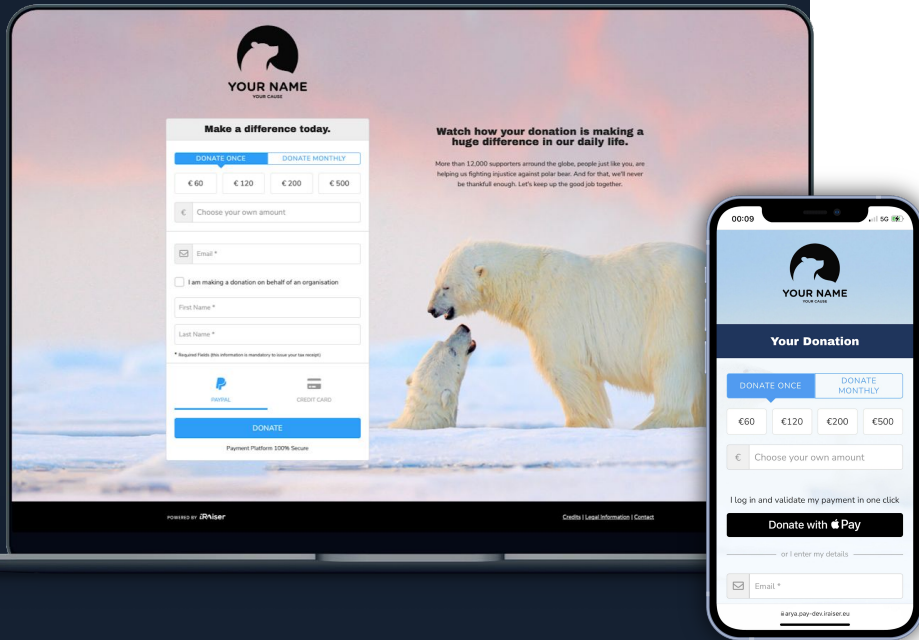


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The background of the entire slide is a photograph of two hands reaching towards each other. One hand is positioned higher and further back, while the other is lower and closer to the viewer. They are set against a soft-focus background of a blue sky with white clouds. The lighting is natural, highlighting the skin tones of the hands.

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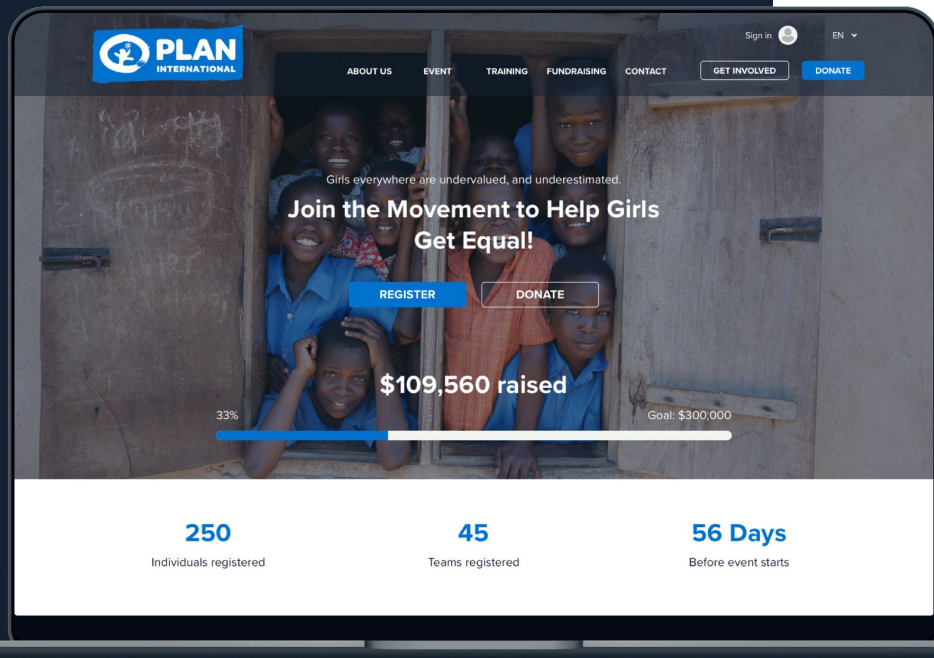
# OUR SOLUTIONS



## WHAT WE DO

# Payment Solution

- ✓ A tool that makes it easy to receive and handle one-off and regular donations
- ✓ Unlimited donation pages, designed in your colors, logo, font, pictures etc.
- ✓ 26 available languages, including Finnish
- ✓ 135 currencies, Euros, Swedish crowns etc.
- ✓ Optimized for browsing on smartphones, tablets and computers.



## WHAT WE DO

# Peer-to-Peer solution

- ✓ A tool that empowers individuals to raise money on behalf of your organization
- ✓ Integrate your own graphical guidelines : fonts, colours, logos, images, html email.
- ✓ Available in Finnish
- ✓ Pay with local payment methods
- ✓ Optimized for browsing on smartphones, tablets and computers.



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A low-angle shot of two hands reaching towards each other against a clear blue sky. The hand on the left is in the foreground, reaching up, while the hand on the right is slightly further back, reaching down. The lighting is soft, suggesting a bright day. The overall mood is one of hope and connection.

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# WHAT IS P2P FUNDRAISING?

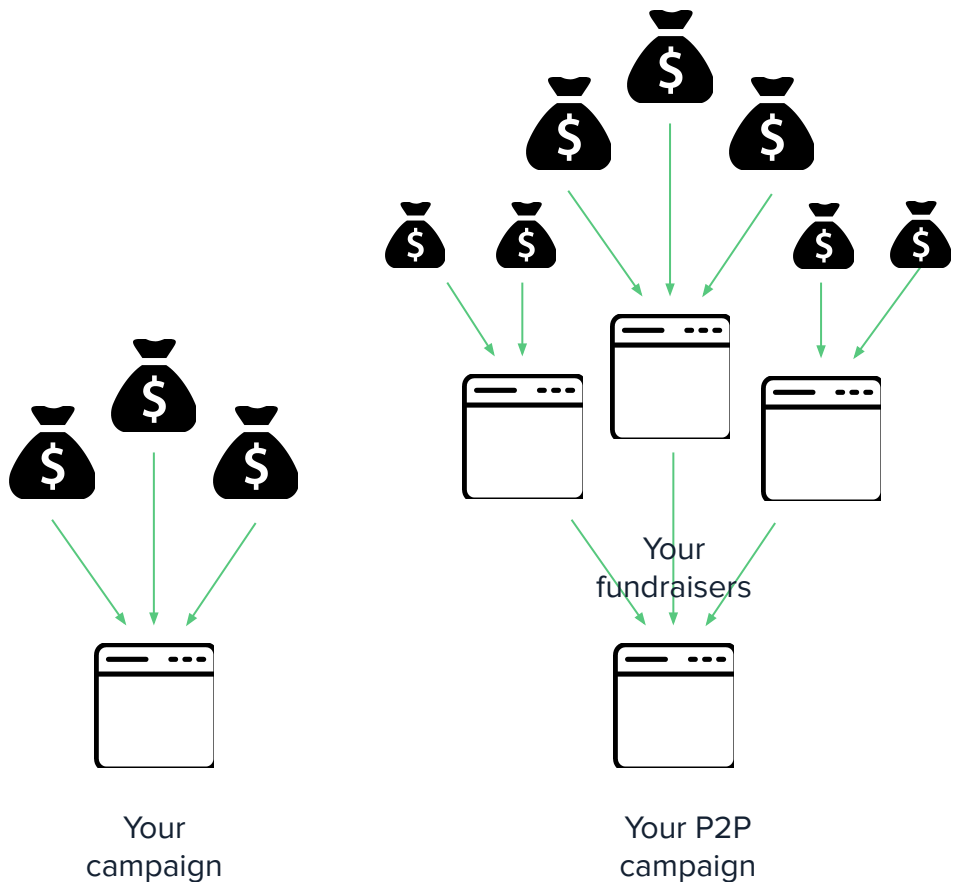


### What is P2P Fundraising?

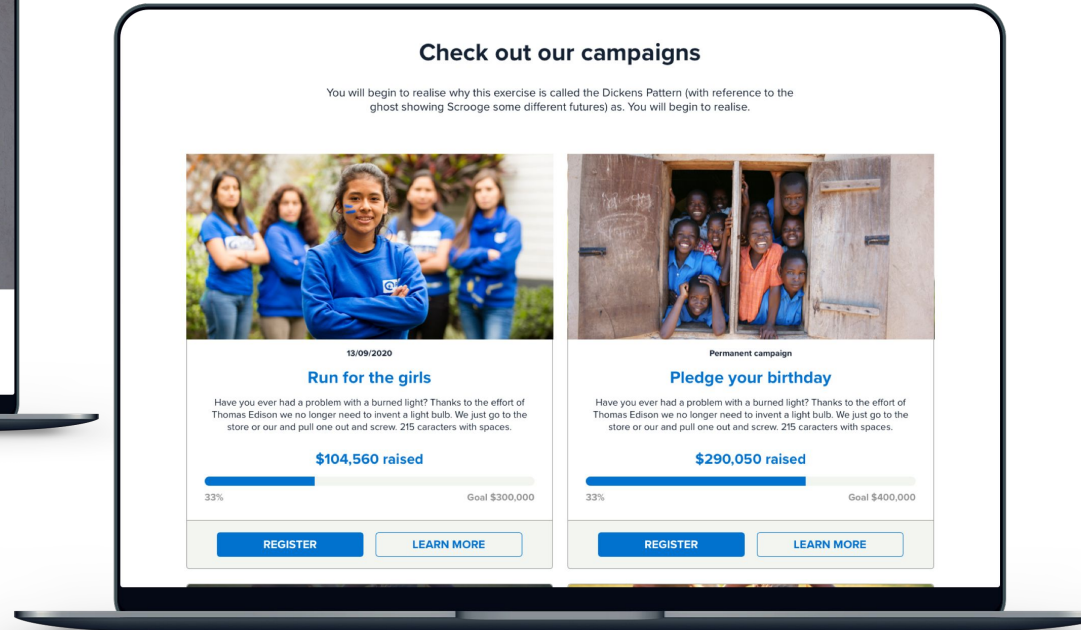
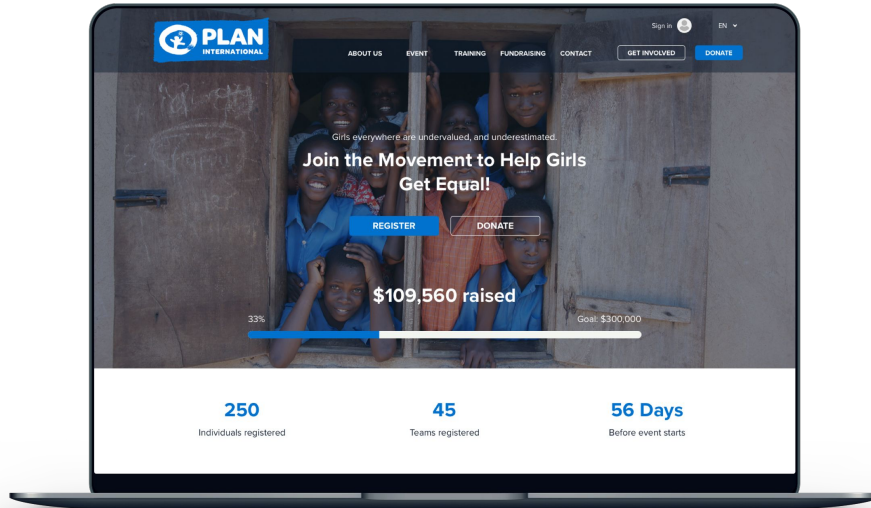
Peer-to-peer fundraising is a multi-tiered form of crowdfunding that allows your supporters to appeal to their friends and family on your behalf.

Rather than just collecting donations from one group of individuals, peer-to-peer enables you to leverage your network's network in order to expand your reach and increase donations.

### Definition of Peer-to-Peer fundraising

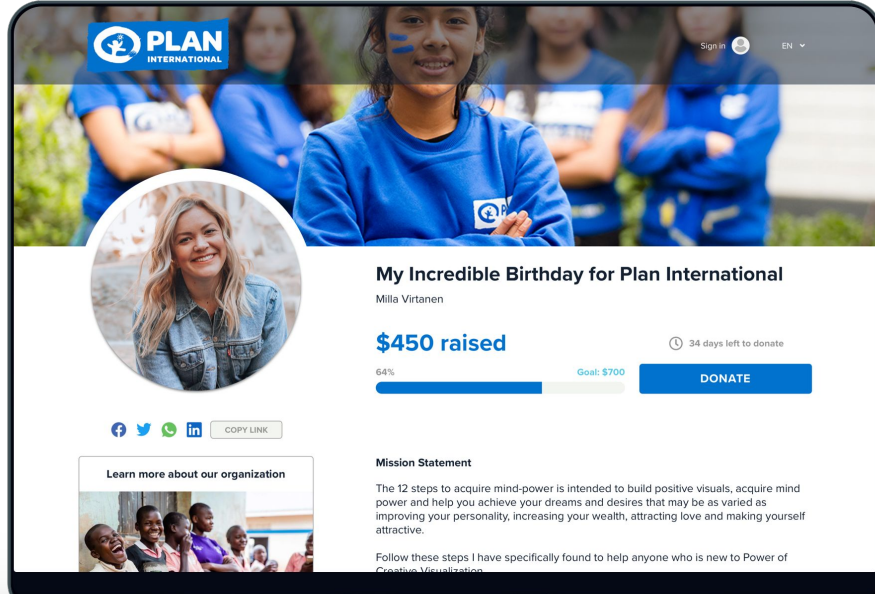


# Different kind of campaigns



PEER-TO-PEER

# Let your supporters take care of your cause



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# Why do Peer-2-Peer fundraising?

## IMPROVE CURRENT RELATIONSHIP

Engaging with your donors is the best way to retain them. A peer-to-peer campaign is the perfect opportunity to engage existing donors and deepen that relationship.

## INCREASE AWARENESS

If your fundraisers aren't able to raise tons of money on behalf of you, they're still accomplishing something essential. They are spreading the word about your cause.

## BOOST DONOR ACQUISITION

By activating your most loyal and passionate supporters as fundraisers, your campaign and your cause get access to a whole new audience of potential donors.

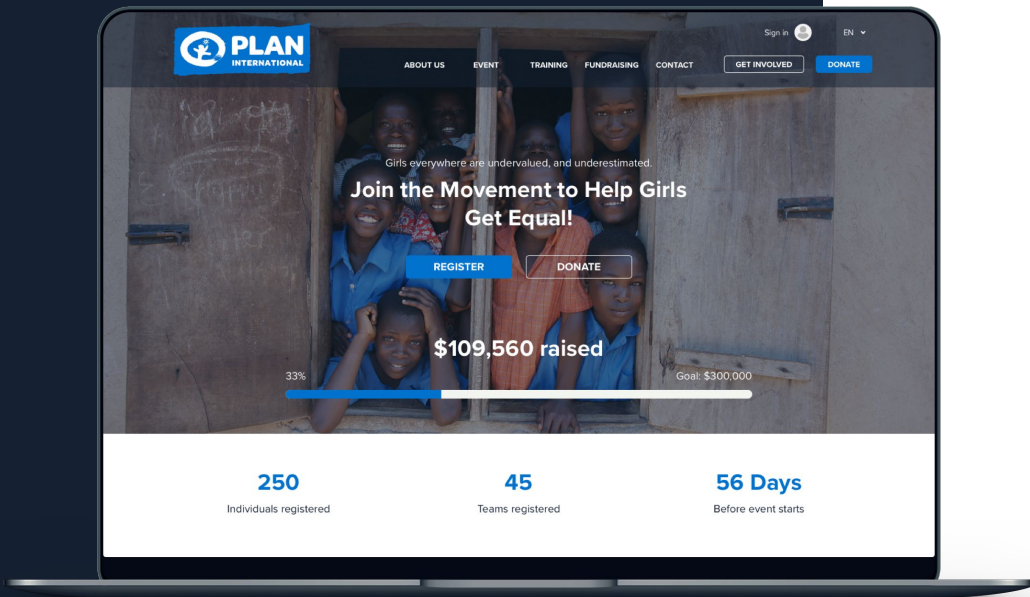
## BUILD PARTNERSHIPS

Besides improving your relationship with existing donors, increasing your awareness or boosting your donor acquisition, P2P can also help you build corporate partnerships.

A low-angle shot of two hands reaching towards each other against a clear blue sky. The hand on the left is a darker skin tone, and the hand on the right is a lighter skin tone. They are positioned as if about to clasp or support each other. The image has a soft, slightly blurred quality, emphasizing the gesture of support or partnership.

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# **CORPORATE P2P FUNDRAISING**



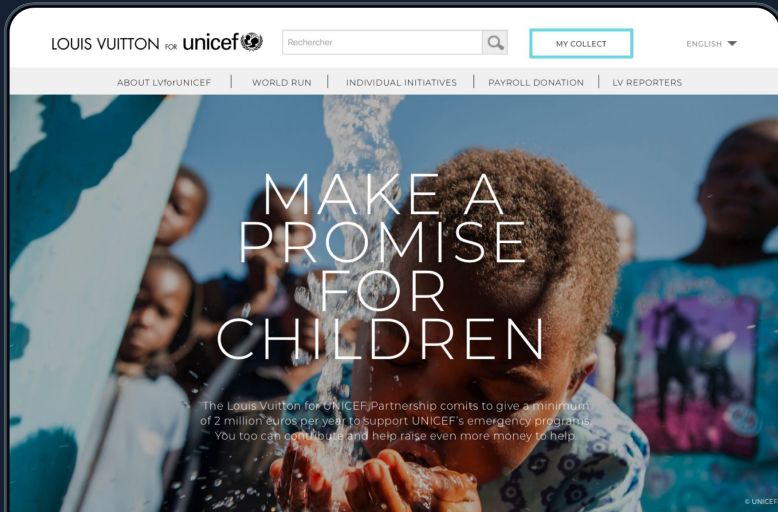
## CORPORATE FUNDRAISING

# Embrace Partnerships

Partnership with businesses can bring many benefit, marketing budget, good PR, brand awareness, expertise and gifts in kind.

But how should your nonprofit approach corporate fundraising? Four things to consider before tapping into corporate fundraising:

- Choose your partner wisely.
- Prepare a value proposition.
- Explore not only monetary options.
- Build the campaign and assets ahead of time



## Partner

# Choosing a Partner

When seeking corporate partnership opportunities, it's extremely important to choose a compatible partner. What should you consider in the research phase?

- Is *Mission* and *Core Value* align with yours?
- How is the company's financial situation?
- What are the company's motives for this partnership?
- What is the public's perception of the company and its brand?



# UNICEF sold out by making deal with Cadbury, medical journal says

CARLY WEEKS > HEALTH REPORTER

PUBLISHED OCTOBER 30, 2010

This article was published more than 11 years ago. Some information may no longer be current.

**Take a note from the previous 3-year partnership between UNICEF Canada and Cadbury;**

The public was quick to note inconsistencies between the organization's cause—to advocate for children's health and development—and the role of candy as an unhealthy food for children.

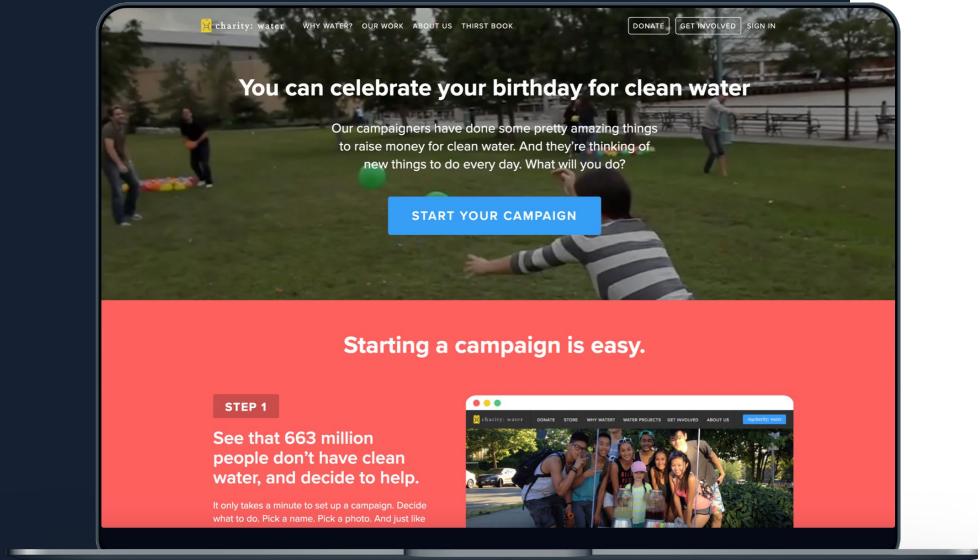


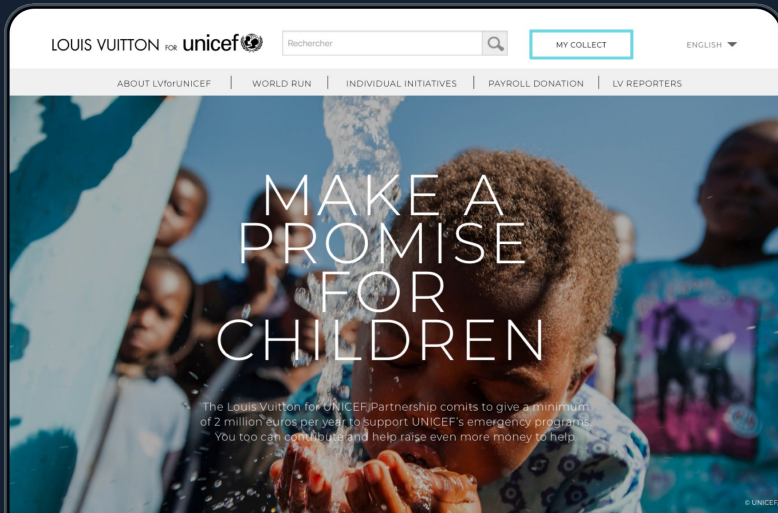
Partner

# To Start, Go for Local Small Businesses

In addition to looking for corporations that align with your mission, try setting your eyes on those that are within your reach. Why?

- Easier to build ties.
- Access to decision-maker is shorter.
- You're probably their only charity partner.
- You can control the campaign.





## Value proposition

# Demonstrate the value of a partnership

Beyond creating social impact, what incentivizes corporations to back your organization?

- What impact will they be making in the community?
- Will their contributions gain positive publicity?
- Commercial organisations and brands are taking reputation and perception more seriously than ever.

How can you tap into this?

## Non-monetary options

# More than just big cheques

Companies are moving away from one-off donations towards more long-term strategic partnerships. What else can you do

**Choose which campaign you want to support and start your fundraising campaign today.**

15 people already started their campaign. Thanks to them, US\$ 645 have been raised.  
Join the movement and take concrete action for Palestine refugees.



### EDUCATION CAMPAIGN

US\$ 2,500 of fundraising target

Over 530,000 Palestine refugees attend one of our 708 schools. Our schools are places of safety and learning; places where a child can grow and dream; places where a child can breathe. With US\$ 2,500 we can support an entire classroom of children to learn, explore, and thrive.

[Create My Fundraising Page](#)

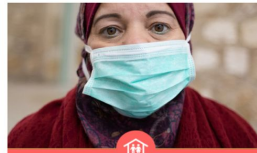


### EMERGENCY SYRIA

US\$ 1,400 of fundraising target

Nine years of conflict in Syria has left much of the country in ruins. Over 95% of Palestine refugees in Syria are in critical need of emergency humanitarian assistance including food, shelter and non-food items. With US\$ 1,400 we can provide assistance to 50 of the neediest refugees.

[Create My Fundraising Page](#)



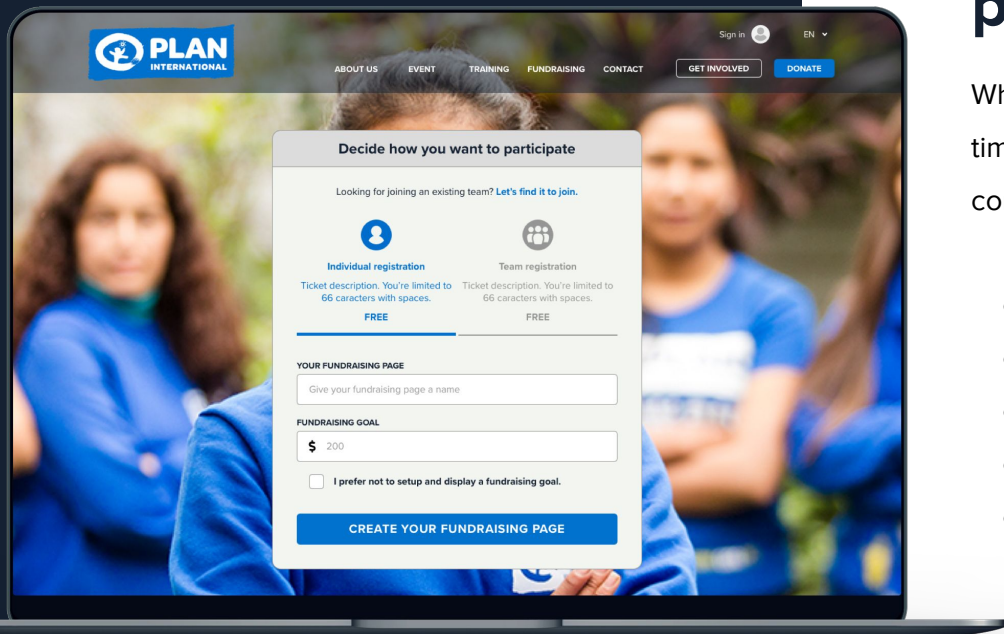
### COVID-19 RESPONSE CAMPAIGN

US\$ 500 of fundraising target

During the COVID-19 crisis, UNRWA is continuing to provide essential services including primary health care services and our Education in Emergencies programme to support students at home. You can help us today.

[Create My Fundraising Page](#)

- Social impact
- Staff morale
- Learning and development
- Marketing, design and PR
- Branding and awareness



## Build the Campaign

# Make it easy for your partner

While companies want to participate in charity partnerships, time-crunched employers often struggle with administering a corporate giving campaign effectively. Then help them!

- First, create the campaign page ahead of time.
- Sample social media posts.
- Create email appeal templates.
- Educate and equip your fundraisers for success.
- Build the communication flow.



The background of the slide features a close-up, low-angle shot of two hands reaching towards each other. One hand is positioned higher and further back, while the other is lower and closer to the viewer. They are set against a clear, light blue sky. The lighting is soft, highlighting the skin tones and the texture of the hands. The overall mood is one of connection and partnership.

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# **OFFLINE / ONLINE PARTNERSHIPS**

It's the same, just different ways to activate them.

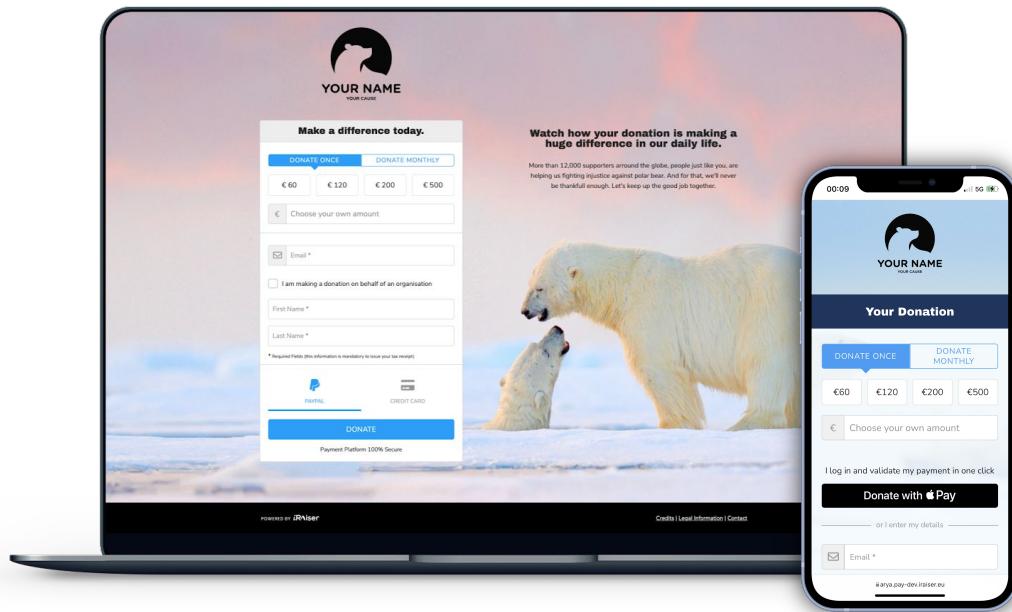


## Activation

# Corporate P2P campaigns

No matter its size or mission, any nonprofit can implement a corporate P2P campaign. There are many different forms of corporate partnerships, which can include:

- Match Giving or double up
- Employee involvement
- Partner to partner
- Social influencer
- In-kind gift
- Events





PEER-TO-PEER

# Match Giving



# COWI

## COWI and its employees support Ukraine

COWI

**DKK 1,578,040**  
**collected**

 The time is over, but you can still donate!

210%

Target: DKK 750,000

**SHOCK NOW**



COPY LINK TO SHARE

**Ukraine under attack - help the civilians!**



### Your support makes a difference

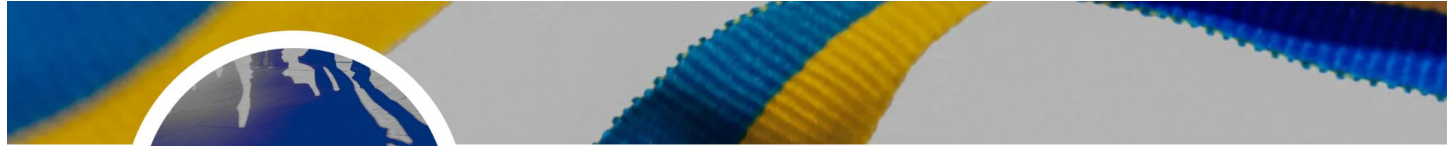
We care about Ukraine and hope that we can play a little part in shaping a better tomorrow for the Ukrainian people, who is suffering immensely. Therefore, COWI will match employee donations - our fundraising will be used for medicine, food and other necessities. We encourage you all to contribute, and remember that even small donations will make a difference.



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PEER-TO-PEER

# In-kind donation + employee activation



COPY LINK TO SHARE

Ukraine under attack - help the civilians!



## Donations to support Ukraine

KPMG Denmark

**DKK 1,074,751**  
**collected**

⌚ The time is over, but you can still donate!

**SHOCK NOW**

### Your support makes a difference

KPMG in Denmark condemns the Russian government's military invasion of Ukraine in violation of international law. KPMG colleagues and firms stand together across the world, and we are united in our support for the people of Ukraine and all of those across the region who have been affected by this senseless military action.

KPMG in Denmark have made a donation of DKK 1 million to Red Cross to support the people of Ukraine. The money will go towards local humanitarian (food, shelter, clean water) aid and save as many civilian lives as possible with medical support.

In addition, all KPMG employees can donate any amount via Mobile Pay or credit card until Sunday 13 March.

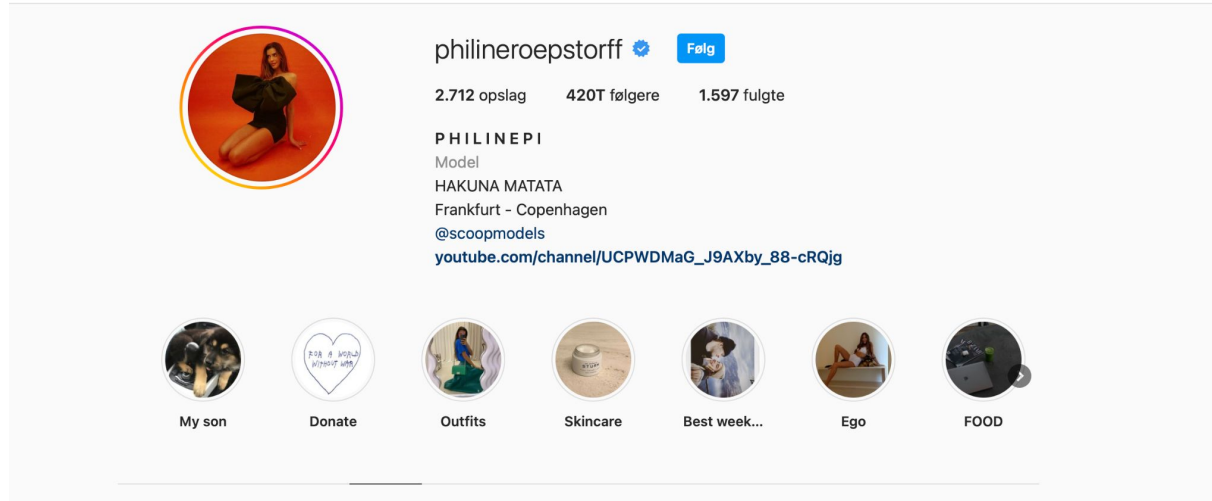
**Every donation is voluntary and both smaller and larger amounts are welcome, so thank you so much in advance for your generosity!**



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PEER-TO-PEER

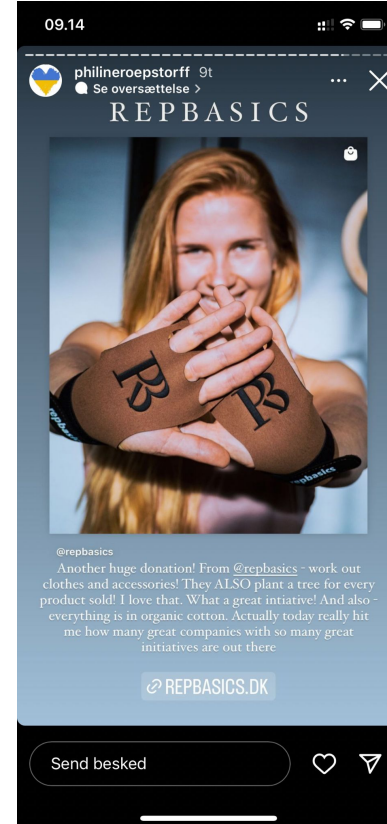
# Social influencer + businesses activation



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PEER-TO-PEER

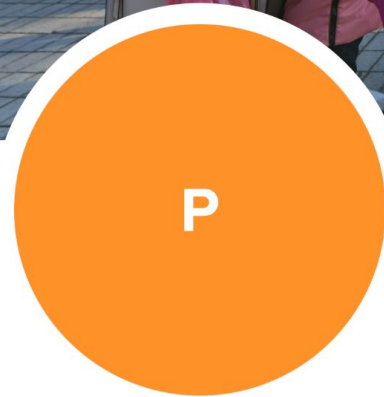
# Social influencer + businesses activation



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PEER-TO-PEER

# Social influencer + businesses activation



## Help Ukraine

Philine Roepstorff

**164.989 kr indsamlet**



Tiden er forbi, men du kan stadig donere!

**STØT NU**

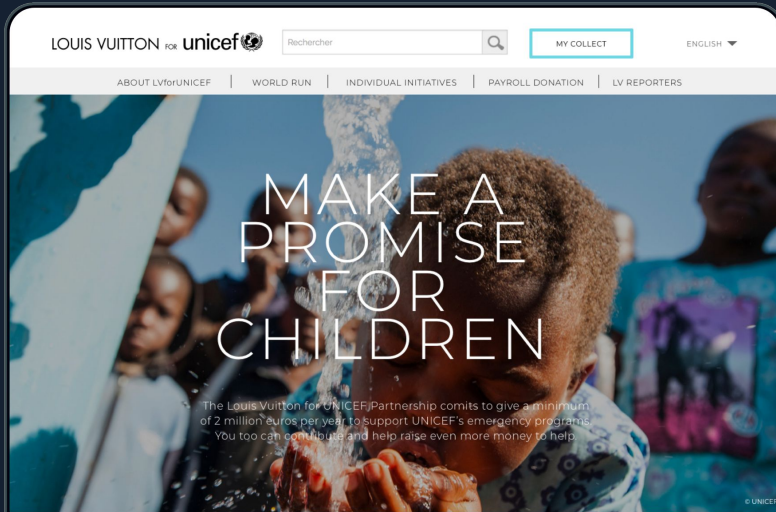


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The end

## To sum up

- Find the right potential partners
- Demonstrate the value of the partnership
- Let P2P be the main driver
- But consider how non-monetary elements can be involved
- Build the campaign from A-Z, if possible, with room for changes
- Test, test, test, and test.



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Thank you for your time.  
Scan this QR code if you want to connect on LinkedIn



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