



BOOST YOUR FUNDRAISING

How to Increase Your Peer-to-Peer Fundraising Donations for Marching Bands and Sports Teams

BOOSTER **HUB**





Introduction

Running a successful marching band or sports team requires significant financial resources. From uniforms and equipment to travel expenses and competition fees, the costs add up quickly. Traditional fundraising methods like bake sales and car washes can help, but they're often labor-intensive with limited returns.

Enter peer-to-peer (P2P) fundraising—a powerful approach that leverages your entire network of students, parents, alumni, and community supporters. When implemented correctly, P2P fundraising can dramatically increase your donation potential while building stronger community connections.

This guide will walk you through a proven 10-step process to maximize your P2P fundraising efforts, helping your marching band or sports team reach its financial goals with less stress and more success.



Table of Contents

Chapter 1

Choose Your Fundraising Tool.....1

Chapter 2

Prepare Your Participant List.....6

Chapter 3

Prepare Your Donor List.....11

Chapter 4

Make Your Communication Plan.....15

Chapter 5

Set a Date for Your In-Person Kick-Off.....20

Chapter 6

Set Goals and Prizes for the Rally.....24

Chapter 7

Kick Off the Rally with Your In-Person Event.....29

Chapter 8

In-Person Contacts.....35

Chapter 9

Promote Your Rally Through All Communication Channels.....40

Chapter 10

Celebrate Your Wins!.....44



CHAPTER 1

Choose Your Fundraising Tool

The platform you choose for your peer-to-peer fundraiser can significantly impact your success. There are three main categories of fundraising tools, each with distinct advantages and disadvantages:

Free Platforms

Several free fundraising platforms exist that allow you to set up donation pages without upfront costs. While the price tag is attractive, these platforms come with **notable downsides**:

- Higher donor fees (they request a tip which your donor may think is going to your program)
- Limited or no promotional tools to help spread your campaign
- Basic features with minimal customization options
- Little to no support if technical issues arise
- Generic-looking donation pages that lack professional branding

Free platforms might seem appealing initially, but the lack of promotion can negatively impact your fundraising totals.

Legacy Platforms

Established fundraising platforms offer comprehensive solutions with dedicated account representatives. These platforms provide:

- Professional-looking donation pages
- Robust reporting and analytics
- Dedicated customer support
- Training resources for your team
- Promotional tools and strategies

However, these benefits come at a premium price:

- High platform fees (often 20-30% plus additional processing fees)
- Delay in receiving funds
- Additional costs for premium features

While these platforms offer excellent service, their high costs can eat into your fundraising totals, leaving **less money for your program's actual needs**.

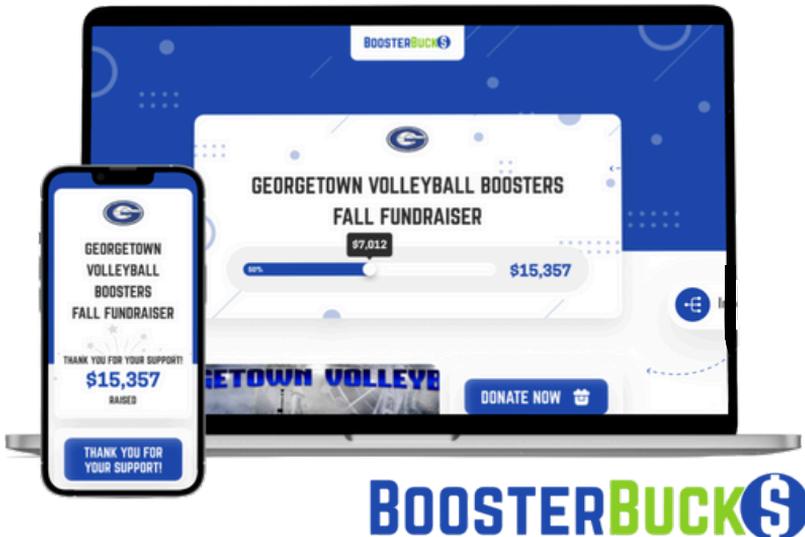


New Smart Platforms

Emerging tools, such as BoosterBucks, BoosterHub's fundraising platform, offer the best of both worlds:

- User-friendly setup process
- Powerful promotion engines to maximize reach
- Lower fee structures (typically 5-10% plus standard processing fees)
- Modern, mobile-optimized donation pages
- Customization options for your brand
- Automated communication tools

These platforms deliver the promotional power and ease of use that free options lack, but **without the high costs** associated with legacy platforms.



Recommendation

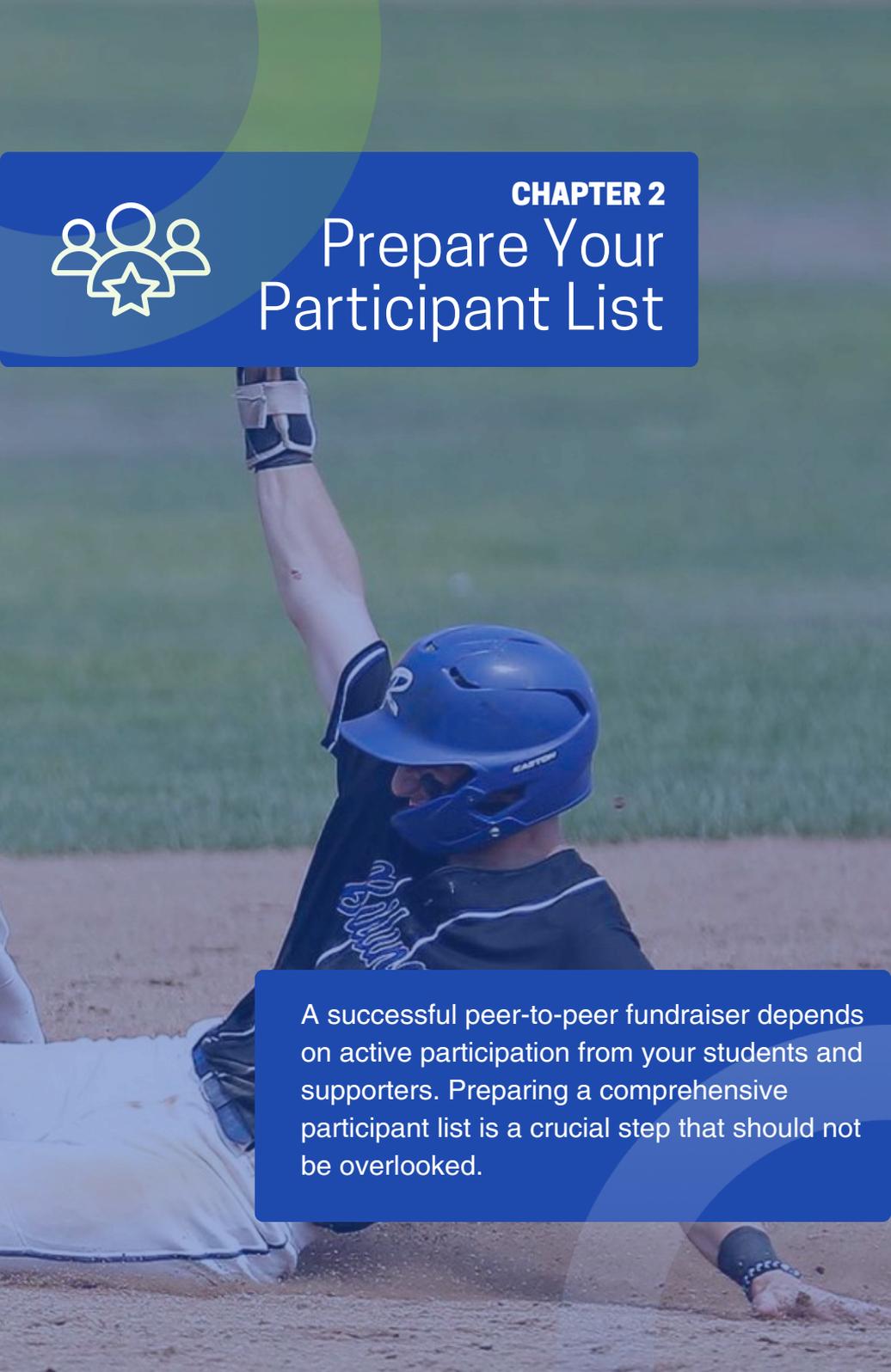
For most marching bands and sports teams, new smart platforms provide the optimal balance of features, affordability, and fundraising potential. Consider your specific needs, technical capabilities, and fundraising goals when making your selection.



CHAPTER 2



Prepare Your Participant List

A photograph of a baseball player in a blue helmet and black jersey sliding into a base. His right arm is raised, and he is wearing a white glove. The background is a blurred green field.

A successful peer-to-peer fundraiser depends on active participation from your students and supporters. Preparing a comprehensive participant list is a crucial step that should not be overlooked.

Building Your List

Create a spreadsheet with the following information for each potential participant:

- Full name
- Email address
- Phone number
- Role (student, parent, coach, alumni)
- Team/section (for large organizations)

For student participants, collect parent/guardian contact information as well, especially for younger students who may need assistance with the fundraising process.

	Email	Phone #	Role	Team
				

Segmenting Your Participants

Consider organizing your participants into logical groups:



Current Students
(by grade, section,
or team position)



**Team captains
or section
leaders**



**Parent
volunteers**



**Coaches and
staff**



Alumni

This segmentation will help you tailor your communication and assign appropriate responsibilities **based on each group's capabilities and connections.**

You can also use these groups to “gamify” your fundraising rally and create competition!

Verify Your Information

Before launching your fundraiser:



Check for accuracy in all contact details



Remove duplicate entries



Identify and fill in any missing information



Get explicit permission to contact participants about the fundraiser

Test email addresses with a simple announcement message. Taking time to clean and verify your participant list will **prevent communication gaps** that could undermine your fundraising efforts.

Tips for Comprehensive Collection

- Use existing roster information from your program
- Collect information during registration or at the beginning of the season
- Create a simple online form for participants to update their information
- Ask team captains or section leaders to help gather missing details
- Check with your school or organization's administration for approved contact lists

A complete and accurate participant list **serves as the foundation** for your entire peer-to-peer fundraising campaign.





CHAPTER 3

Prepare Your Donor List

While the core concept of peer-to-peer fundraising involves participants reaching out to their personal contacts, having a supplemental donor list can significantly boost your results. This approach combines the power of personal connections with strategic outreach to your organization's broader network.

Identify Potential Donor Categories

Start by identifying key groups who might support your program:

- Alumni of your band or team
- Local businesses and corporate sponsors
- Parents of former students
- Community members with connections to your activities
- Faculty and staff
- School board members
- Previous donors to your program
- Local arts or sports organizations

Building Your Master Donor List

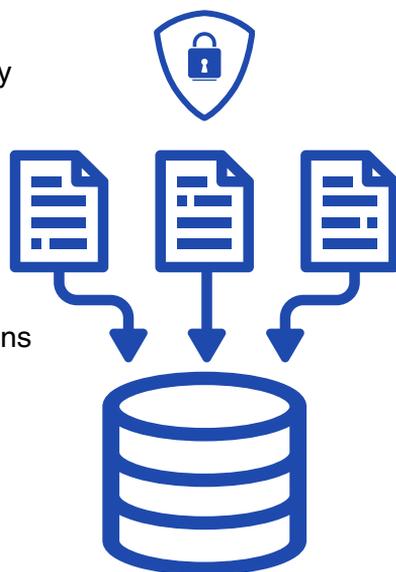
Create a centralized donor database that includes:

- Name
- Email address
- Phone number
- Connection to your program
- Previous donation history (if applicable)
- Special interests or notes
- Preferred contact method

Respect Privacy and Data Protection

When compiling donor lists:

- Follow all applicable privacy laws and school policies
- Obtain permission before adding contacts to your fundraising platform
- Provide clear opt-out options in all communications
- Secure your donor data appropriately
- Be transparent about how contact information will be used



Distributing Donor Contacts to Participants

One effective strategy is assigning specific donors to individual students:



Match alumni with current students in similar positions/sections



Assign local businesses to students who have family connections there



Distribute previous donors among participants to ensure personal outreach



Give team captains or section leaders slightly larger lists based on their leadership roles

Provide clear guidance on **how and when students should contact** these assigned donors, including templates for messages.

Supplementing Personal Networks

Beyond your master donor list, encourage participants to develop their own contact lists:

- Family members (immediate and extended)
- Teachers from other subjects
- Family friends
- Neighbors
- Parents' colleagues
- Coaches from other activities
- Religious community members
- Local businesses they frequent

Challenge each participant to identify at least 20 personal contacts for their fundraising efforts. This combination of assigned donors and personal networks creates a comprehensive outreach strategy.



CHAPTER 4

Make Your Communication Plan

Clear, consistent communication is essential for a successful peer-to-peer fundraising campaign. A well-structured communication plan ensures everyone understands the goals, timeline, and their specific responsibilities.

Pre-Launch Communications

-
- Send initial announcement about the upcoming fundraiser
 - Share the purpose and financial goal
 - Begin collecting participant information
 - Outline basic participation expectations
- 4-6 Weeks before**
- Provide detailed fundraiser information
 - Explain the online platform and how it works
- 2-3 Weeks Before**
- Share specific financial targets (overall and per student)
 - Outline the timeline of activities
 - Emphasize the importance of gathering 20+ personal contacts
- 1 Week before**
- Send reminder with final details
 - Distribute login information for the fundraising platform
 - Share templates for personalizing donation pages
 - Remind participants to bring devices to the kick-off event
 - Provide step-by-step instructions for setting up personal fundraising pages

Key Information to Communicate

Make sure all communications clearly articulate:

1 **The Purpose:** Why are you raising funds? Be specific about how the money will be used.

2 **The Goal:** Set both an overall target and individual participant targets.

3 **The Timeline:** When does the fundraiser start and end? What are key milestone dates?

4 **The Process:** How exactly will participants use the platform? What steps do they need to take?

5 **The Expectations:** How many contacts should each person reach out to? What communication methods should they use?

6 **The Support:** Who can participants contact if they have questions or need help?

Communication Channels

Utilize multiple channels to ensure your message reaches everyone:



Email



Text message



Social media groups



In-person meetings



Website updates



Parent portals



Printed materials

Teaching Personalization

Provide guidance on how participants should personalize their fundraising pages:

- Suggest uploading recent photos in uniform/team attire
- Offer templates for personal stories that can be customized
- Share examples of compelling "why" statements
- Create short video tutorials on setting up effective pages
- Encourage authentic communication of passion for the program

A well-executed communication plan builds excitement, clarifies expectations, and prepares everyone for a successful fundraising kick-off.





CHAPTER 5

Set a Date for Your In-Person Kick-Off

While peer-to-peer fundraising happens primarily online, an in-person kick-off event dramatically increases engagement and results. This face-to-face launch creates momentum, builds excitement, and ensures everyone starts on the same page.

Selecting the Optimal Date and Time

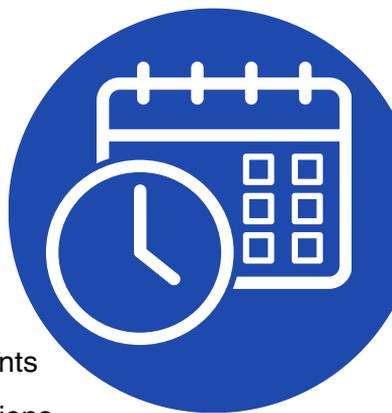
When choosing your kick-off date, consider:

- **Practice Schedule:** Schedule the kick-off immediately following a regular practice or rehearsal when students are already present
- **Academic Calendar:** Avoid conflicting with exams, school events, or holidays
- **Seasonal Timing:** Launch your fundraiser with enough time before major expenses (e.g., 3-4 months before competition season)
- **Day of Week:** Weekday evenings typically work best for most families
- **Duration:** Plan for 45-60 minutes—long enough to be thorough but short enough to maintain attention

Location Requirements

Your kick-off location should have:

- Sufficient seating for everyone
- Space for small group assistance
- Good acoustics for announcements
- Reliable Wi-Fi access for all participants
- Projection capabilities for demonstrations
- School cafeterias, auditoriums, or large classrooms often work well



Technology Preparation

Before the event:



Test the Wi-Fi capacity with a sample group



Ensure your fundraising platform is fully set up and tested



Prepare a step-by-step visual guide for the platform



Create a simple handout with login instructions



Have technical support people identified and prepared



Ask participants to bring charged laptops, tablets, or smartphones

Agenda Planning

Create a structured agenda:



- **5 minutes** - Welcome and purpose
- **5 minutes** - Explanation of financial goals and needs
- **5 minutes** - Introduction to the fundraising platform
- **5 minutes** - Create sample personal fundraising page
- **10 minutes** - Participants set up their pages
- **5 minutes** - Introduction of challenges and prizes
- **5 minutes** - Q&A session
- **5 minutes** - Launch the fundraiser
- **15 minutes** - Make personal calls and texts

Support System

Arrange for adequate help during the event:

- Station tech-savvy volunteers throughout the room
- Create a "help desk" for those needing extra assistance
- Have parent volunteers assist younger students
- Prepare team captains or section leaders to help their groups

The in-person kick-off transforms your fundraiser from a mere request for money into an engaging team activity that builds program unity while maximizing financial results.



CHAPTER 6

Set Goals and Prizes for the Rally

Strategic goal-setting and exciting incentives can dramatically increase participation and results. When students have clear targets and motivating rewards, their engagement levels soar.

Effective Goal Setting

Establish a tiered goal structure:



Make goals SMART (Specific, Measurable, Achievable, Relevant, Time-bound):

- "Raise \$15,000 in three weeks to fund our competition travel expenses"
- "Every student adds at least 20 contacts to the platform during the kick-off event"
- "Achieve 100% participation with every student securing at least 3 donations"

Incentive Structure

Create a multi-level prize system:

Kick-Off Event Prizes

- Immediate rewards for completing set-up tasks (candy, small treats)
- Recognition for the first student to add 20+ contacts
- Small prizes for the first 5-10 donations received
- Team prizes for sections that achieve 100% participation first



Progress Milestones

- Daily or weekly recognition for top performers
- Small rewards when reaching 25%, 50%, 75% of the overall goal
- Special privileges (e.g., choosing the warm-up music for a week)
- Social media shout-outs for outstanding fundraisers



Individual Achievement Prizes

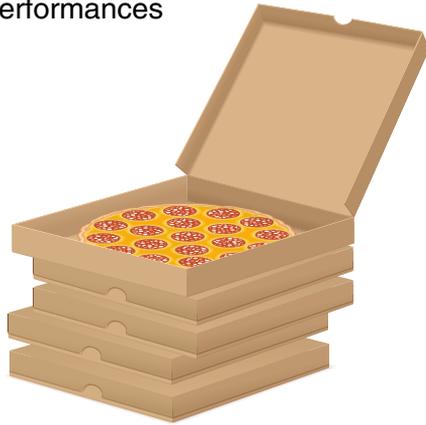
- Tiered prizes based on amount raised:
 - \$100: Program wristband or button
 - \$250: Program water bottle or hat
 - \$500: Program t-shirt or practice gear
 - \$1,000+: Premium item (jacket, personalized equipment, etc.)



Incentive Structure Continued

Group Incentives

- Pizza party for the section/team that raises the most money
- Extra free time or special activity for groups exceeding their goals
- Special recognition at performances or games



Grand Finale Rewards

- Director/coach challenge (pie in the face, funny costume, head shaving)
- Special experience (pro game tickets, amusement park trip)
- Meaningful program enhancement (new equipment, special guest clinician)

Tips for Effective Incentives



- **Focus on experiences:** Often more motivating than physical items
- **Create visual trackers:** Display progress prominently in practice areas
- **Leverage friendly competition:** Pit sections or teams against each other
- **Include parents and staff:** Offer incentives for adult participation too
- **Publicize achievements:** Regularly highlight success stories
- **Mix immediate and delayed gratification:** Some rewards should be instant, others earned over time

Well-designed goals and prizes transform fundraising from a chore into an engaging challenge that builds team spirit while maximizing financial results.



CHAPTER 7



Kick Off the Rally with Your In-Person Event

The in-person kick-off event is where your planning transforms into action. A well-executed launch can generate significant momentum that carries throughout your entire fundraising period.

Pre-Event Preparation

Before students arrive:

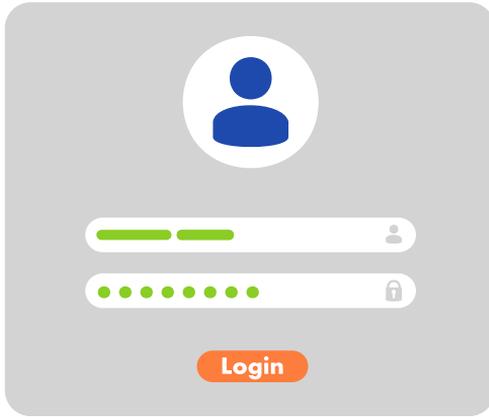
- Set up the room with clear signage and direction markers
- Test all technology one final time
- Organize helper stations throughout the space
- Prepare prizes and incentives for quick distribution
- Set up visual goal trackers in a prominent location
- Have several "seed donations" ready to go live at the start
- Prepare a detailed run-of-show document for all leaders

Creating Initial Excitement

Begin with high energy:

- Start with your program's fight song or signature music
- Have a dynamic speaker kick off the event (director, captain, or passionate parent)
- Share a compelling video or presentation about your program's needs and goals
- Announce a surprise "matching gift" for the first hour if possible
- Reveal some of the prize incentives with visual displays

Guided Platform Setup



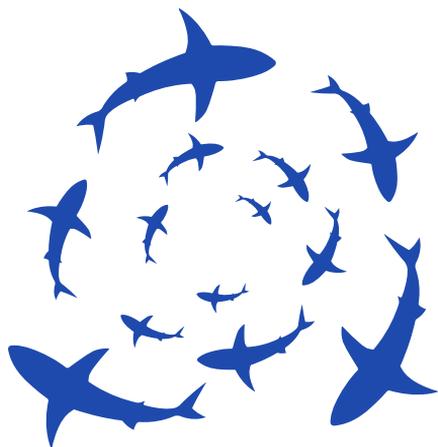
Walk through the technical process step-by-step:

- Have everyone log in simultaneously
- Project a demonstration account on the main screen
- Guide participants through personalizing their pages:
 - Uploading photos
 - Crafting their personal "why" statement
 - Setting individual goals
- Demonstrate how to add contacts to the system
- Show how to send personalized messages

Triggering the "Feeding Frenzy"

Create momentum with strategic incentives:

- Have **pre-arranged "seed donors"** make the first donations
- **Publicly celebrate** each donation as it comes in ("We just got another \$50!")
- Award **immediate prizes** for the first students to add all their contacts
- Create a **visual display** of real-time donations (projected dashboard)
- **Announce mini-challenges** throughout the event ("Next five students to get a donation receive...")
- Have section leaders or team captains **model the desired behaviors**



Overcoming Common Challenges

Be prepared to address:



Students who forget devices (have extras available)



Wi-Fi connectivity issues (prepare a backup hotspot)



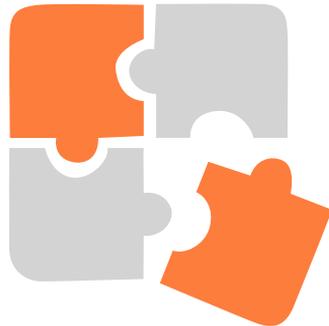
Students struggling with the platform (dedicated help station)



Reluctance to add contacts (provide pre-written scripts)



General disengagement (extra incentives for participation)



Ending with Clear Next Steps

Conclude with specific action items:



- Set expectations for the first 24-48 hours
- Schedule check-in communications
- Clarify how progress will be tracked and recognized
- Remind everyone of the overall timeline
- End with inspiration about the impact their efforts will make

A successful kick-off event transforms fundraising from an individual responsibility into a collective team effort with substantial momentum.



CHAPTER 8

In-Person Contacts

While digital outreach forms the backbone of peer-to-peer fundraising, direct personal contact remains extraordinarily powerful. Incorporating structured time for students to make phone calls, send personalized texts, or have face-to-face conversations significantly boosts donation rates.

The Power of Direct Communication

Digital-only fundraising typically converts 3-5% of contacts into donors. Adding personal communication can increase this to 15-25% or higher. Personal connections:

- Build stronger emotional engagement
- Allow for immediate questions and answers
- Create social accountability
- Demonstrate genuine commitment from the student
- Reassure donors about the legitimacy of the fundraiser

Organizing Contact Sessions

Schedule dedicated time for direct outreach:

- Group Contact Blitz: Set aside 30-60 minutes during practice time for everyone to make calls simultaneously
- Section Challenges: Have different groups compete for the most contacts made in a set time period
- Parent-Student Evenings: Invite parents to join students for a focused contact session
- Weekend Push: Coordinate a specific weekend day/time when everyone reaches out simultaneously

Communication Templates

Prepare students with clear scripts and templates:

Phone Call Template:

"Hi [Name], this is [Student Name] from [Program Name]. We're raising money for [specific need], and I'm calling to ask if you'd consider making a donation to support our program. Our goal is [amount], and every donation helps us [benefit]. I can send you a link to my personal donation page right now. Would that be okay?"

Text Message Template:

Hi [Name]! It's [Student Name] from [Program Name]. We're fundraising for [specific need], and I'd really appreciate your support! Here's my personal donation page: [LINK]. Even a small amount helps us reach our goal. Thank you for considering!

In-Person Ask Template:

"I'm part of [Program Name], and we're currently raising money for [specific need]. Would you be willing to support our program with a donation? I can show you my donation page right now, and it only takes a minute to contribute. Any amount would be greatly appreciated!"

Training for Success

Prepare students with simple training:

1

Role-play conversations in pairs

2

Practice handling common questions and objections

3

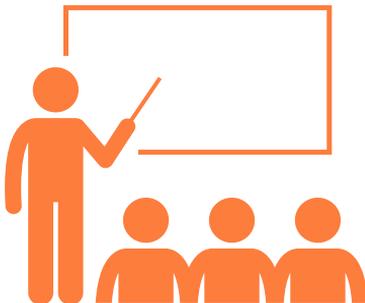
Teach basic phone etiquette and text messaging guidelines

4

Emphasize gratitude regardless of donation decision

5

Demonstrate how to record contact results



Building Donor Confidence

Address security concerns directly:

- Explain to students why donors might be hesitant about online links
- Provide verification information donors can reference
- Suggest students mention the school or organization's endorsement
- Have an official website or social media post they can reference
- Offer alternative donation methods for those uncomfortable with online giving

Following Up Effectively

Teach proper follow-up protocol:

- Send thank-you messages immediately after donations
- Follow up with non-responders after 2-3 days
- Share program updates with all contacts, even non-donors
- Invite contacts to performances or games when appropriate

Personal contact creates a sense of obligation and connection that digital-only outreach cannot match, dramatically increasing both response rates and average donation amounts.

CHAPTER 9



Promote Your Rally Through All Communication Channels

Successful fundraisers create omnipresent awareness throughout your community. By leveraging multiple communication channels, you ensure that everyone connected to your program knows about your fundraising campaign and has multiple opportunities to contribute.

Comprehensive Channel Strategy

Utilize all available platforms to promote your fundraiser:

Email Marketing



- Send initial announcement to your entire database
- Create a weekly update highlighting progress and success stories
- Segment emails for different audiences (parents, alumni, community supporters)
- Include direct donation links in all communications
- Feature student testimonials and impact stories

SMS and Messaging Apps

- Send brief, timely updates about fundraiser milestones
- Create dedicated chat groups for fundraising teams
- Share quick reminders about special matching opportunities
- Send personalized texts to previous donors
- Use group messages for time-sensitive announcements



Organization Website

- Add a prominent homepage banner linking to the fundraiser
- Create a dedicated fundraiser page with detailed information
- Add a real-time donation tracker
- Feature donor recognition (with permission)
- Include FAQs about the fundraising platform and process



Social Media

- Create a specific hashtag for your fundraiser
- Post daily updates with visual progress trackers
- Share videos of students explaining why donations matter
- Highlight sponsor logos and appreciation
- Create shareable graphics for participants to post
- Consider targeted social media advertising for broader reach
- Go live during key moments of your campaign



In-Person Promotion

- Make announcements at all practices and rehearsals
- Update progress at parent meetings and school events
- Have students wear fundraiser promotional items
- Announce at performances or sporting events
- Set up information tables at school functions



Content Best Practices

Create compelling promotional content by:

- Sharing specific examples of how funds will be used
- Telling personal stories about the program's impact
- Using high-quality photos and videos of your students in action
- Creating urgency with time-limited matching opportunities
- Highlighting progress toward goals with visual representations
- Recognizing and thanking donors publicly (with permission)
- Showcasing the prizes and incentives for participants



The snowball effect mentioned is real: as more people donate, others feel more comfortable joining in. Comprehensive promotion creates the momentum needed for this effect to take hold.



CHAPTER 10

Celebrate Your Wins!



Proper celebration and recognition after your fundraiser serves two critical purposes: it rewards current participants for their efforts and it lays the groundwork for future fundraising success. Taking time to celebrate builds program culture and reinforces the value of community support.

Immediate Recognition



As soon as your fundraiser concludes:

- Send personalized thank-you messages to every donor
- Publicly announce your final total across all channels
- Recognize top fundraisers on social media and your website
- Send a specific appreciation message to all participants
- Share the impact the funds will have on your program
- Create a visual representation of achievement vs. goal

Fulfilling Promised Incentives

Honor all commitments promptly:

- Schedule the pizza party or other group rewards
- Order and distribute individual prizes based on achievement levels
- Organize any special director/coach challenges (pie in face, etc.)
- Plan special experiences earned through fundraising success
- Create a prize distribution ceremony with photo opportunities

Formal Celebration Event

Consider hosting a dedicated celebration:

- Incorporate recognition into an existing performance or game
- Create a special awards ceremony for fundraising achievements
- Invite major donors to attend a recognition event
- Combine celebration with a demonstration of what the funds will provide
- Include fundraising awards in your end-of-season banquet



Documentation for Future Success

Create resources that will help next year:



Take photos and videos of all celebration activities



Collect testimonials from students about the fundraising experience



Document statistics and metrics from the campaign



Gather feedback from participants on what worked well



Create a digital scrapbook of the entire fundraising journey



Record any media coverage of your fundraiser and its results

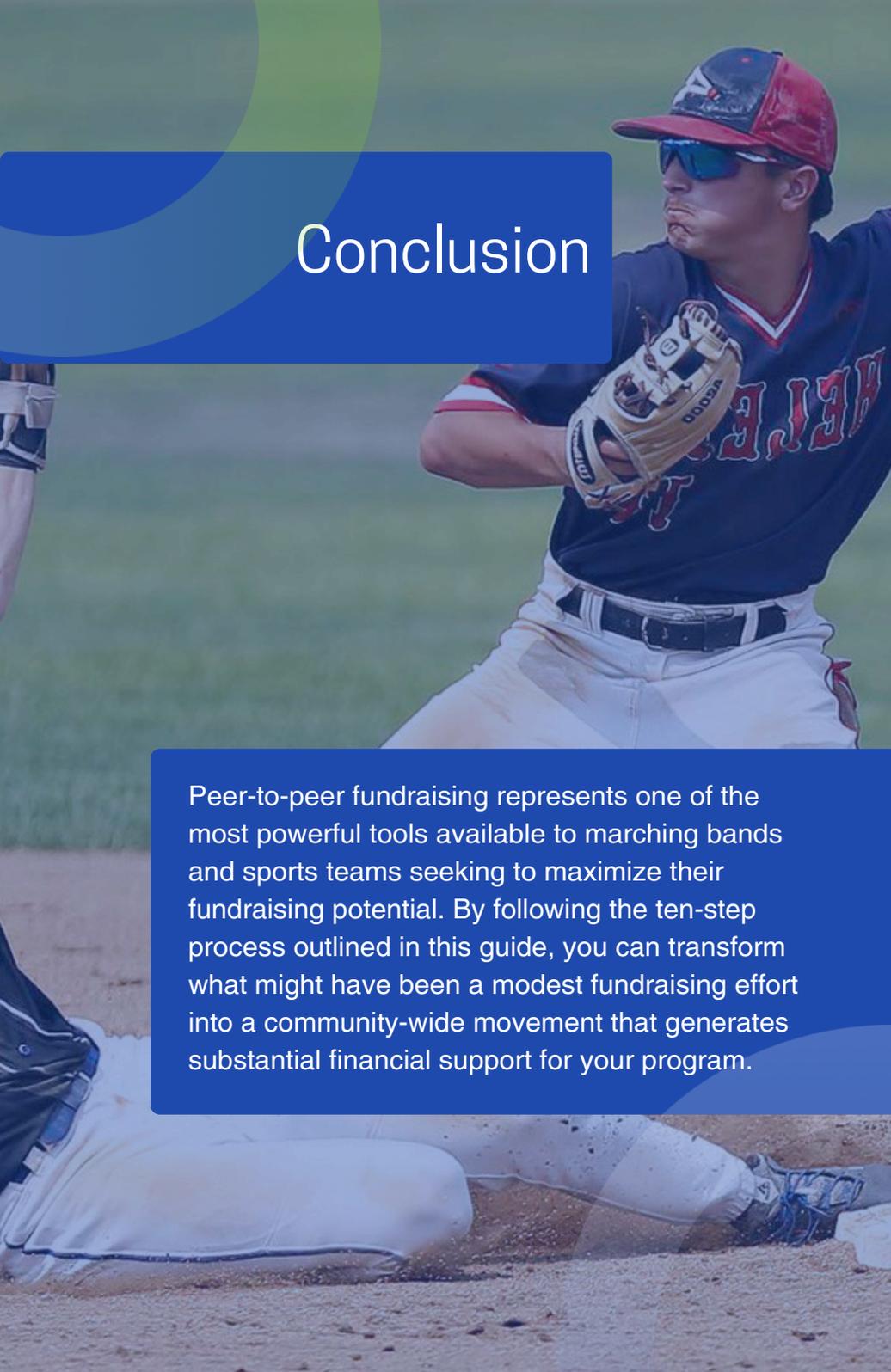
Preparing for Next Time

Use the momentum to establish future patterns:

- Set a tentative date for next year's fundraiser
- Begin building your contact lists for the future
- Identify student leaders for next year's campaign
- Document successful strategies while fresh in mind
- Analyze which approaches yielded the best results
- Start conversations with sponsors about future opportunities

Celebration isn't just about having fun—it's a strategic component of sustainable fundraising success. By recognizing achievements, fulfilling promises, and documenting your journey, you set the stage for even greater success in future campaigns.





Conclusion

Peer-to-peer fundraising represents one of the most powerful tools available to marching bands and sports teams seeking to maximize their fundraising potential. By following the ten-step process outlined in this guide, you can transform what might have been a modest fundraising effort into a community-wide movement that generates substantial financial support for your program.



Key Points:

- **Choose the right platform** that balances features and fees and maximizes potential
- **Prepare comprehensive participant and donor lists** for maximum reach
- **Communicate clearly and consistently** about expectations and goals
- **Launch with an energetic in-person event** to build momentum
- **Set motivating goals and desirable incentives** to drive participation
- **Add personal contact** to digital outreach for higher conversion rates
- **Promote across all available channels** to create omnipresent awareness
- **Celebrate successes** to build culture and prepare for future campaigns

Your program's financial health directly impacts the experiences you can provide for your students. With effective peer-to-peer fundraising, you can reduce the financial burden on families while expanding opportunities for your marching band or sports team.

Start planning your next fundraiser with these strategies in mind, and watch your community rally around the remarkable work you're doing for your students.



**HAPPY
FUNDRAISING!**

BOOSTER**HUB**

WWW.BOOSTERHUB.COM