

IT'S A

PEER PEER

EST.

WORLD

2016

VIRTUAL CONFERENCE

Today's MC



Mark Becker
Founding Partner
Cathexis Partners

Conference Hosts



Exclusive Media Partner

NonProfitPRO

Today's Schedule

- **10:00 – 11:00am** How to Optimize the Peer-to-Peer Fundraising Lifecycle
- **11:30am – 12:30pm** Defining Your Peer-to-Peer Mobile Strategy
- **1:00 – 2:00pm** Community & Identity: The Path to Sustainable Revenue, Illuminated by the Pediatric Brain Tumor Foundation
- **2:30 – 3:30pm** Using Broadcast Test Messaging to Boost Event Recruitment & Fundraising
- **4:00 – 5:00pm** Enhancing Peer-to-Peer Experiences to Generate Funds and Build Community: A Real-World Story from AIDS Healthcare Foundation

This presentation:

- How community works
- What community produces
- Why we have failed at community
- How the Pediatric Brain Tumor Foundation built a community by accident and what they're doing with it

Community & Identity: The Path to Sustainable Revenue, Illuminated by the Pediatric Brain Tumor Foundation



Katrina VanHuss

Founder, Partner
Turnkey For Good



Otis Fulton, PhD

VP Psychological Strategy
Turnkey For Good



Emily Clark

Director of Digital Engagement &
Fundraising
Pediatric Brain Tumor Foundation

I am normal.







Community makes
you do crazy
things.

Community =

Shared Idea + Way to Communicate

Community =

Shared Idea + Way to Communicate

with Each Other

Community & Identity:

How It Works



**Trust in Community Members.
Trust in the Shared Idea.
Trust Yields Revenue.**



Community yields
happiness & good
health.





It's great!

I love this organization!

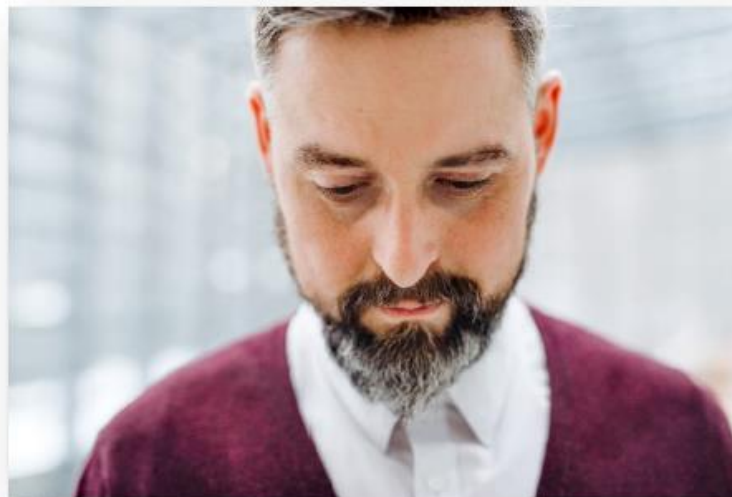
**I feel like I am really part
of something!**

But also:

It's actually kind of lonely.

**I only hear from them when they
want something.**

**I'm not sure my gifts matter
compared to big gifts.**



**Credit Joshua Birkholz, CEO, BWF*

When donors are friends with other donors:

- Increased Lifetime Value (as much as 4X – 5X)
- Resilient during economic uncertainty

**Credit Joshua Birkholz, CEO, BWF*



WHEN DONORS ARE FRIENDS WITH OTHER DONORS:

Increased Lifetime Value
(as much as 4X – 5X)

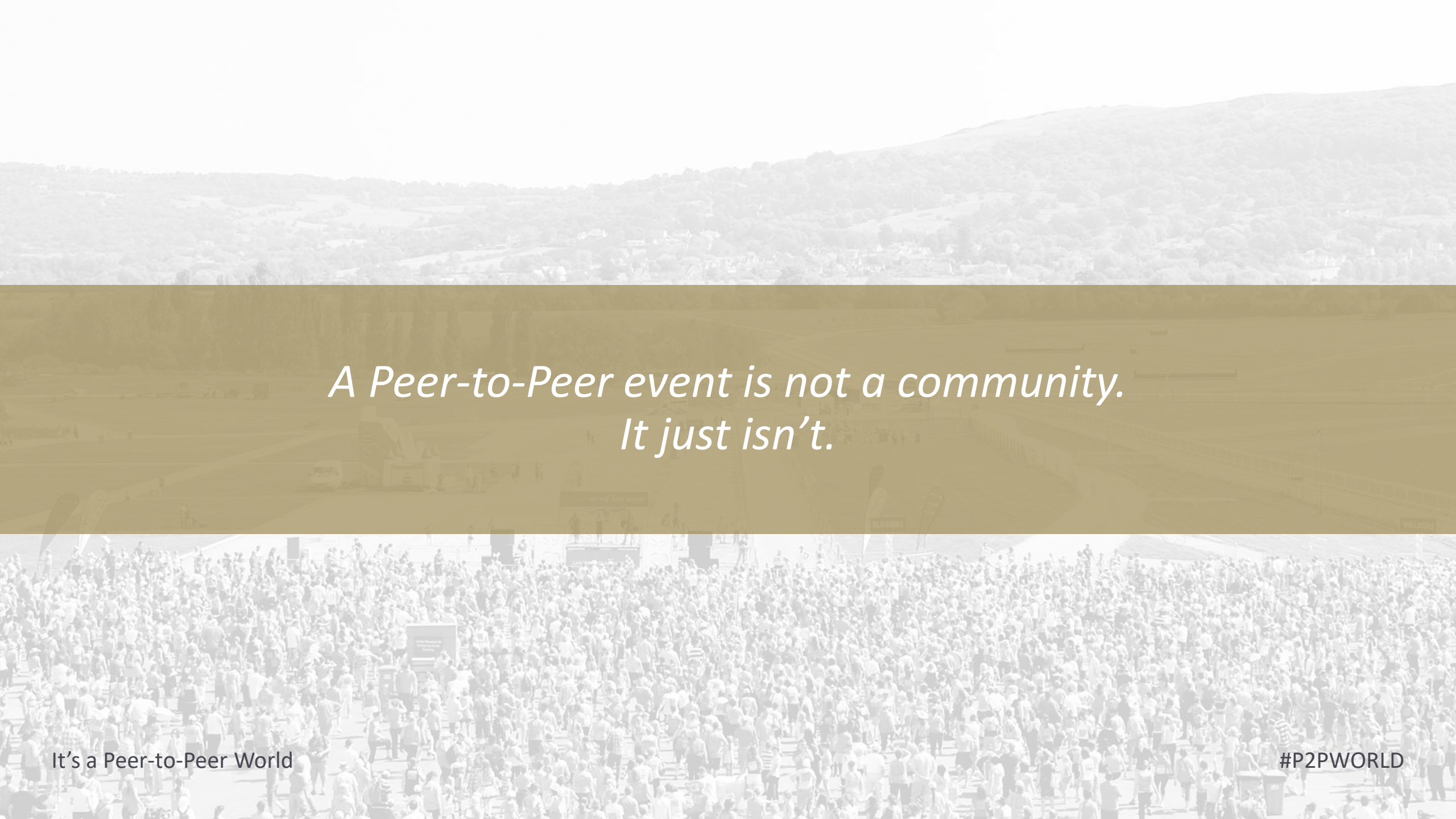
**Credit Joshua Birkholz, CEO, BWF*

The background image shows a large, dense crowd of people gathered for an outdoor event, likely a marathon or a large-scale fundraising walk. In the background, there are rolling hills and some buildings. A semi-transparent brown rectangular box is overlaid on the middle of the image, containing white text.

*Facebook Fundraising is Peer-to-Peer.
It just is.*

It's a Peer-to-Peer World

#P2PWORLD

The background image shows a large, dense crowd of people at an outdoor event, possibly a festival or conference. In the background, there are rolling hills and some buildings. The scene is captured in a high-angle, wide shot. A semi-transparent brown banner is overlaid across the middle of the image, containing the main text.

*A Peer-to-Peer event is not a community.
It just isn't.*

It's a Peer-to-Peer World

#P2PWORLD



A P2P event is a family reunion.



- \$141,726 funds raised since initiating FB fundraising
- New constituents
- Individual fundraising campaigns
- Advocacy efforts
- **DON'T SHUT IT DOWN!!!**
 - —Emily & Ian

ry Night Community

+ Invite



· Yesterday at 7:37 AM · 🌐

Our 4 year old was recently diagnosed with CNS embryonal NOS. Surgery appeared to be successful. Radiation and chemo start next week. Music helps me cope and gives me comfort, so putting together a playlist. What songs helped you power through the journey?



3

8 comments



Like



Comment



Send

View more comments



Geoff Still

Lauren Daigle definitely helped us. Our son asked if they could play her during his resection. They explained that he couldn't have stimulation but allowed him to play her songs until anesthesia

Like

Reply

1d



My son's favorite song is three little birds by bob marley and the wailers, he will point at me and make a noise for me to sing him again while I hold and rock him. The repetition of the same lyrics is soothing to him 💙



PBTF CFO shows up in support.

It's a Peer-to-Peer World

#P2PWORLD



[redacted] is at **Ontrac**.

April 3 · Phoenix, AZ · 🌐



Good morning everybody around the world I'm a 2 x testicular cancer survivor and cancer free 10 years august 1st, I walk for different cancer organizations and foundations and I'm an advocate mentor ambassador for them also, we're all in this together knowbody fights alone



6

Creating a community of support.



August 30 · 🌐



Hi all. I'm new here. Having a hard time and could use someone to talk to who understands what I'm going through. My son was very recently diagnosed with a brain tumor in June, we got the call the day we came home with our second son from the hospital. It's an emotional time right now. Providing my boy a beautiful childhood and staying strong for him, but could still use a friend, prayers or lovely thoughts. 🤝



46

30 💬



Love



Comment



Send

Top comments ▼

Families facilitating conversation



Message me mama! My son is a brain cancer patient and I know how you're feeling. Hang in there



Like Reply 8w



Praying for for you mama. Keep your faith. Make all the beautiful memories. Even if it's a short walk to the park to watch the sunset.

Like Reply 8w



Hi friend. Same. Trying to find a





March 31 · 🌐



We are getting ready for another cancer fundraiser and Anthony is doing a jiu jitsu tournament in honor of all the stars and eternal stars he's met along his journey. Send us your fundraising ideas! His goal is to be the top fundraiser in the kids category. Comment ideas below. Thinking of you all 🧡💙

🧡💙👍 20

3 💬

👍 Like

💬 Comment

📧 Send

Top comments ▼



That's a wonderful idea! Thank you Anthony, you're an inspiration. ❤️



Write a comment...



is with

May 18 · 🌐



Dear all, Our son Danny was diagnosed with a LLG in his cerebellum bordering the brain stem in 2019, He just turned 17 and is doing fairly well after surgery and with Debrafenib. Due to his depth perception limitations, he took golf as his high school sport since it is one of the only sports where the ball doesn't move. He has been working with the **Pediatric Brain Tumor Foundation** and has created a fundraiser for Brain Tumor Awareness Month. Please check his website and video! We are all together in this very tough journey, hoping this story brings you faith and support him if you can 🙏❤️🙏



y Night Community

+ Invite



TEAM.CURETHEKIDS.ORG

Golf Fundraiser for Brain Tumor Awareness Month

In June of 2019 I was diagnosed with a brain tumor in my cerebellum and was admitted to UC...

Community fundraisers and advocacy

Community is feeding fundraising

It's a Peer-to-Peer World

#P2PWORLD

Community is feeding walk & advocacy



TURNT010.COM


Brain cancer survivor, 8, walks 52 miles to raise awareness

An 8-year-old brain cancer survivor, who spends his summers in Narragansett, is going the ext...



Admin · August 4 · 🌐

Talking to children about their sibling's brain tumor diagnosis can be difficult. If your family or a family you know would like to learn more about the Pediatric Brain Tumor Foundation's resources, fill out our family connection form available in English and Spanish at <https://curethekids.org/family.../family-connection-form/> or email familysupport@curethekids.org to talk with a member of our team.



5 TIPS FOR TALKING TO YOUR CHILD'S SIBLINGS ABOUT CANCER

ASK YOUR CHILD'S CARE TEAM FOR HELP

Talking to children about **cancer** can be **difficult**, but you **don't have to do it alone**. Your child's doctor, nurse, social worker or child life specialist can provide you with **advice** and **support** for talking to your child and their siblings. You can also **ask someone on your child's care team** to **join you** in the room when you talk to their siblings.

ENCOURAGE YOUR CHILD TO ASK QUESTIONS

Be **honest** and **open** about their sibling's illness and your own emotions. You may need to help them understand:

- They **didn't cause** their sibling's tumor.

ASK OPEN-ENDED QUESTIONS

When you talk to your child, let them know their feelings are **okay** and **normal**. Asking them **open-ended questions** can help your child feel more **comfortable** about sharing any **difficult emotions** with you.

- "What do you **understand** about what I've explained?"
- "How do you **feel** about your sister/brother/sibling?"

BE PREPARED FOR BEHAVIOR CHANGES


It's **common** for children to experience small changes in their behavior, such as **tiredness**, **difficulty concentrating**, or "**acting out**" to draw attention. If you notice **large changes** or

Family Night Community

Siblings of children with brain cancer often struggle with a lot of difficult feelings. They may feel sad and angry, lonely, or guilty. Talking to your child ab... [See more](#)

👍👎 5 4 comments

Like Comment Send


 This is really important. I cannot stress how important. I had no idea my brother was going to die. I was so heartbroken when he did and I realized that everyone around me knew. I just thought he was sick. It bothered me for over a decade. I was 1... [See more](#)

Community is feeding support groups

It's a Peer-to-Peer World

#P2PWORLD

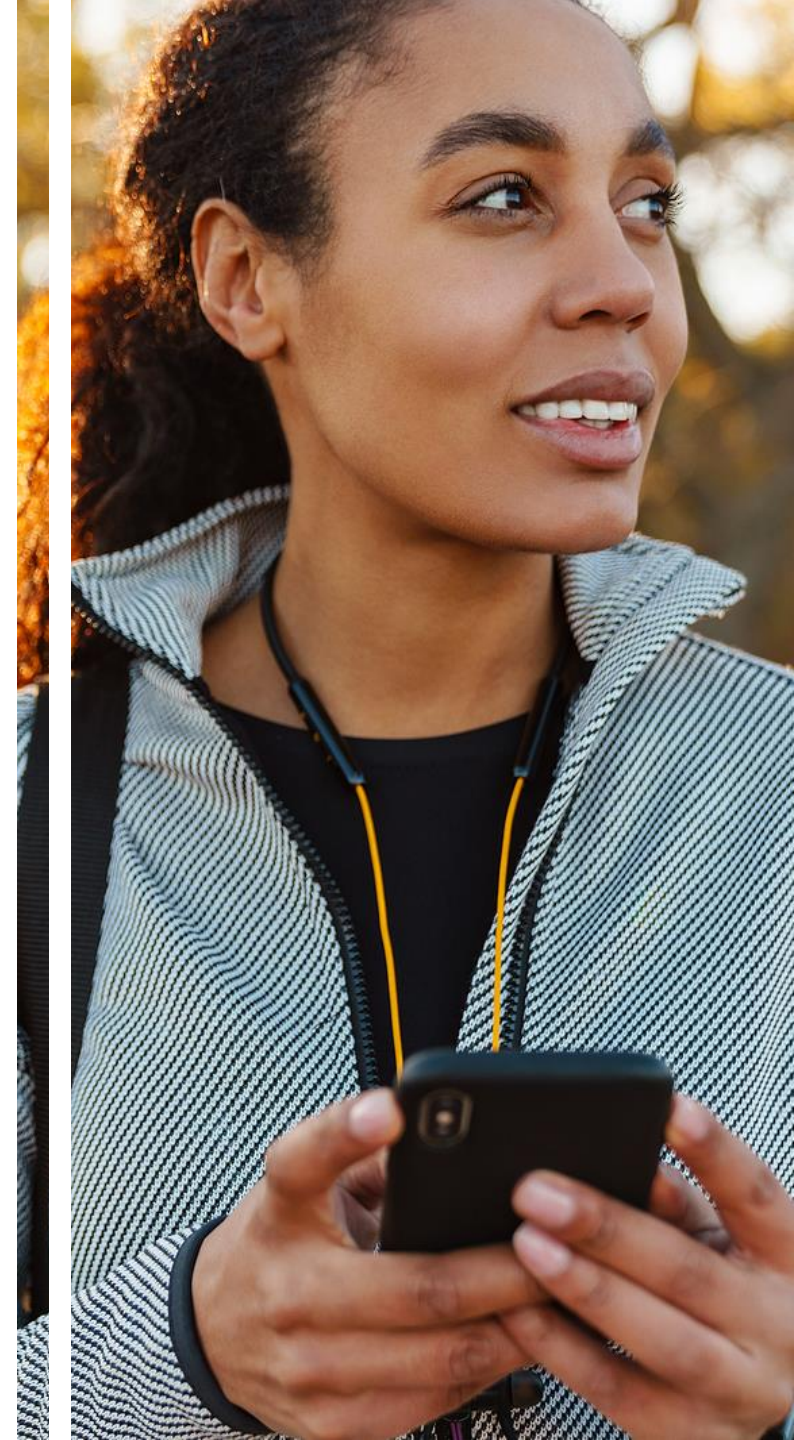
Community =

Shared Idea + Way to Communicate

with Each Other

Organizational Communication Types, in order of our effort (most to least):

- Organization to member (marketing)
- Member to organization (reply)
- Member to outsider (e.g., P2P)
- Member to member (community)



Organizational Communication Types, in order of Impact on Identity (most to least):

1. **Member to member (community)**
2. Member to outsider (e.g., P2P)
3. Member to organization (reply)
4. Organization to member (marketing)



A grayscale background image showing a crowd of people. In the foreground, a person's hand is holding a smartphone, displaying a photo of a group of people. The text is overlaid on the left side of the image.

Broad strokes – community building inside
your organization:

1. Understand “community”
2. Evaluate where you are
3. Set goals
4. Brace for conflict
5. Nourish the community



Why haven't we deployed "community"?


- Silos
- Segmentation of outbound comms
- Control
- Annual goals, not LTV

A woman with short brown hair, smiling, wearing a black top and a gold necklace. The background is blurred, showing greenery and a person in a blue shirt.

**COMMUNITY
MUST BE
FOSTERED BY
THE C-SUITE**



What could we fix with Community?

The background image shows a large, dense crowd of people gathered at an outdoor event, possibly a festival or conference. In the background, there are rolling hills and some buildings. The scene is captured in a high-angle, wide shot. A semi-transparent brown banner is overlaid across the middle of the image, containing the text.

Q&A

*Time for us to ask you questions.
Please open your chat.*

It's a Peer-to-Peer World

#P2PWORLD

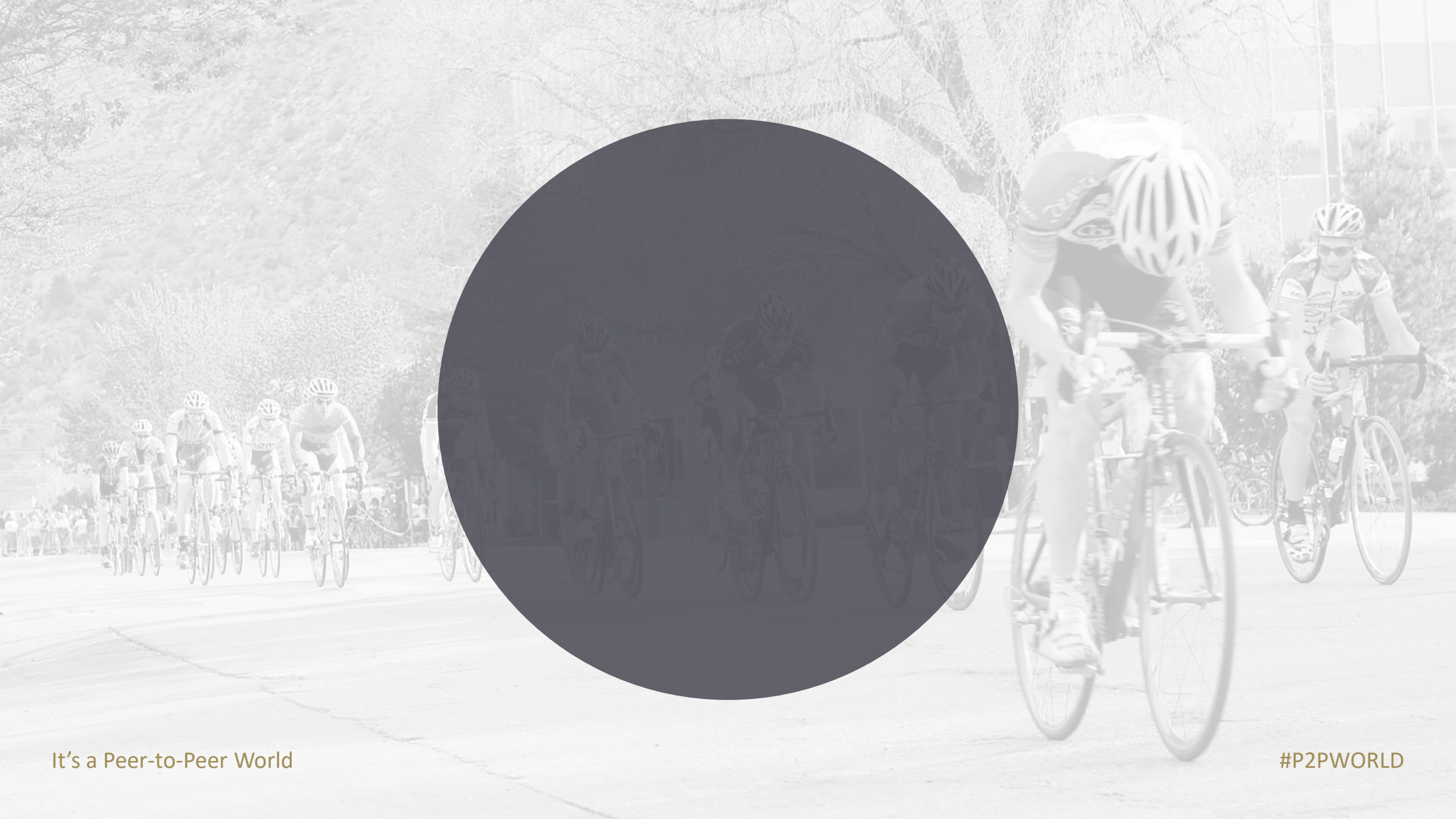
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