

How to host a high- performing peer-to-peer challenge

gofundmePROTM

Turn supporter energy into real results for your cause

Fundraising championed by passionate supporters can create an extraordinary ripple effect of impact. This toolkit explores the power of virtual peer-to-peer fundraising challenges and outlines what's involved in launching and managing one yourself with GoFundMe Pro.

What is a virtual peer-to-peer fundraising challenge?

A virtual challenge is an activity where participants work toward a clear goal—like running a certain distance or completing a set number of actions—while raising money for a cause. Participants can take part at any time, from anywhere, without needing to connect to a live event.

Challenges can be time-bound, goal-oriented, or tailored to fit your community. Think “Walk 50 Miles in May” or “Read 10 Books in 10 Weeks.”

What drives success

High-performing challenges share a few key elements:

- **Clear activity:** Participants know exactly what to do.
- **Simple fundraising:** It's easy for supporters to get involved.
- **Flexibility:** Anyone can participate from anywhere, at any time.
- **Compelling messaging:** Participants understand the impact of their efforts.
- **Supportive community:** A network of encouragement keeps everyone engaged.
- **Scalable marketing:** Amplified messaging through organic and paid strategies helps spread the word.

Powering your challenge with the right tools

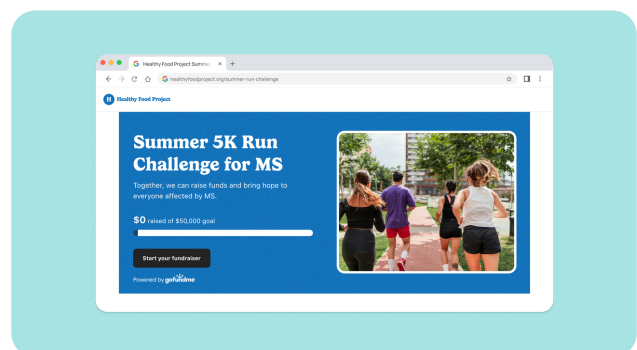
These elements don't happen by accident—they're intentionally designed. GoFundMe Pro's peer-to-peer fundraising tools support each of these success drivers, giving nonprofits the flexibility to launch, manage, and scale virtual challenges with ease.

From intuitive participant experiences and simple donation flows to built-in flexibility and powerful reach through the over 200M-strong GoFundMe network, GoFundMe Pro helps you activate supporters, amplify your message, and turn individual effort into collective impact.

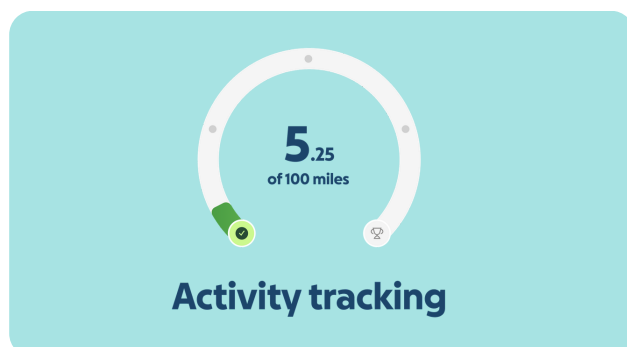
The GoFundMe Pro advantage



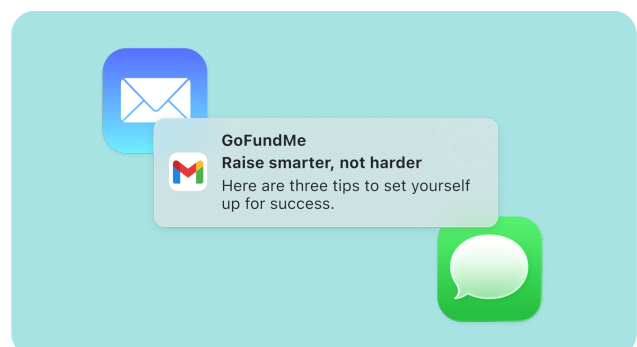
Fast and effortless fundraiser setup: Our platform helps you launch in seconds—no tech skills required.



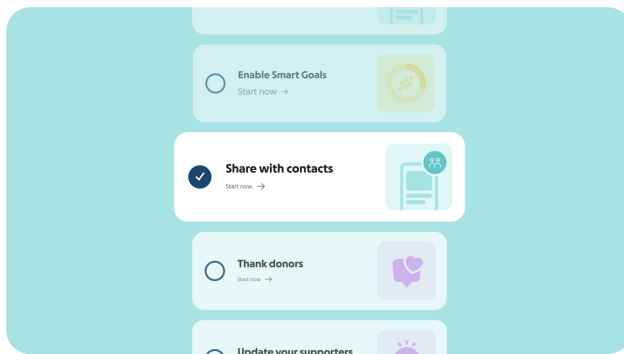
Challenge-ready templates: Built-in best practices help your participants hit the ground running.



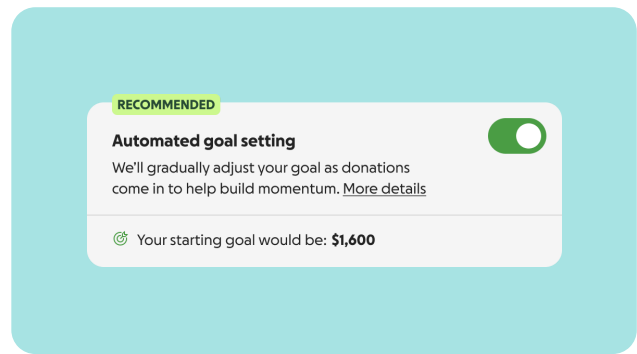
Track progress with ease: From running to reading, participants can track their progress automatically or manually, keeping it simple and stress-free.



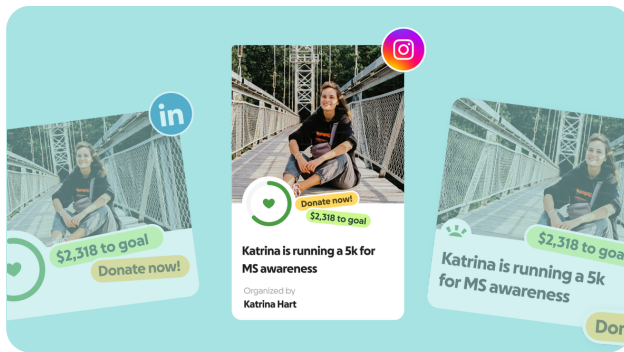
Guided coaching emails: Fundraisers get friendly, automated tips and reminders to stay motivated.



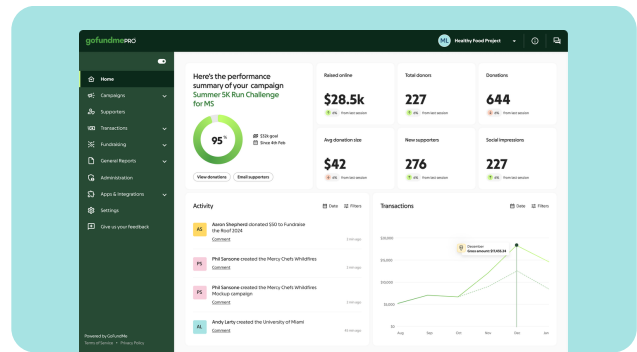
Recommended next steps: Fundraisers receive clear, personalized guidance on what to do next, based on insights from similar fundraisers and their own progress.



Smart goal tracking: Goals adapt as fundraisers progress, keeping the momentum alive.



Premade shareables: Ready-to-go social graphics, email copy, and other assets make spreading the word a breeze.



Lighten your workload: Our platform does the heavy lifting, so your team can focus on its mission.

For a detailed guide on building and launching your peer-to-peer campaign or challenge on GoFundMe Pro, please visit our [support article](#) or [request a platform demo](#).

Marketing: A key driver of success

GoFundMe Pro sets fundraisers up for success in ways no one else can, with built-in tools, guidance, and momentum baked in. Still, no platform can replace your voice. Clear marketing and a strong call-to-action from your organization are what turn great tools into real participation and impact.

Marketing directly influences the number of people who join your challenge, how much they engage, and how much they raise. Before launch, decide who will handle marketing: in house or an agency.

Consider:

- **Budget for an agency:** Do you have the funding to hire a marketing or advertising firm to manage strategy, creative, and paid campaigns?
- **Marketing expertise on staff:** Do you have team members who can create emails, social content, and website updates, and manage paid campaigns effectively?

If budget or expertise is limited, ask whether you can adequately prepare your team to handle organic and paid marketing ahead of launch. If not, consider delaying until you can, as marketing plays a central role in a challenge's performance.

Organic promotion tactics

Organic promotion will help build momentum and reinforce your message throughout the challenge lifecycle.

- **Email sequences:** A planned cadence from “save the date” to kickoff, reminders, and in-challenge updates to drive sign-ups and engagement
- **Social media:** Countdowns, teasers, community spotlights, reels, and live videos that generate excitement and highlight participant stories
- **Website presence:** Dedicated pages, blog posts, and homepage banners that make it easy to discover and join your challenge

Paid promotion tactics

Paid promotion will serve as the primary lever for scaling participant acquisition. It also allows you to target, test, and optimize messaging quickly.

- **Strategic placement:** Identifying where your community is most active will help you determine which channels to run paid ads on.
- **Engaging creative:** Pairing clear activities with emotional storytelling and a strong call to action will help drive engagement.
- **Targeting strategies:** Retargeting warm audiences and using look-alike audiences will help enable you to efficiently expand your reach.
- **Budget:** Paid media budgets are best determined in partnership with your marketing agency, with a focus on channel performance and return on ad spend. Our team is happy to connect you with best practices from high-performing challenges to help inform your planning conversations.

Finding and activating the right participants

Successful recruitment combines thoughtful strategy with engaging incentives to attract and motivate participants. It's about reaching the right people, encouraging them to join early, and giving them reasons to stay engaged throughout the challenge.

The ideal participant is likely someone who:

- Self-identifies with the activity
- Is motivated by the activity, impact, and community

Beyond these core participants, there are also qualities that can boost your challenge's reach and engagement. If you have access to individuals with the following nice-to-have traits, that's a bonus:

- Is a natural ambassador or micro-influencer who enjoys sharing
- Is a volunteer, donor, alumnus, staff member, or board member
- Is part of a corporate group or team that can activate at scale
- Has participated in a challenge before

Additionally, partnering with an influencer or celebrity can amplify excitement, build community, and drive donations—especially when they have an authentic connection to the cause and actively engage their audience.

This can include:

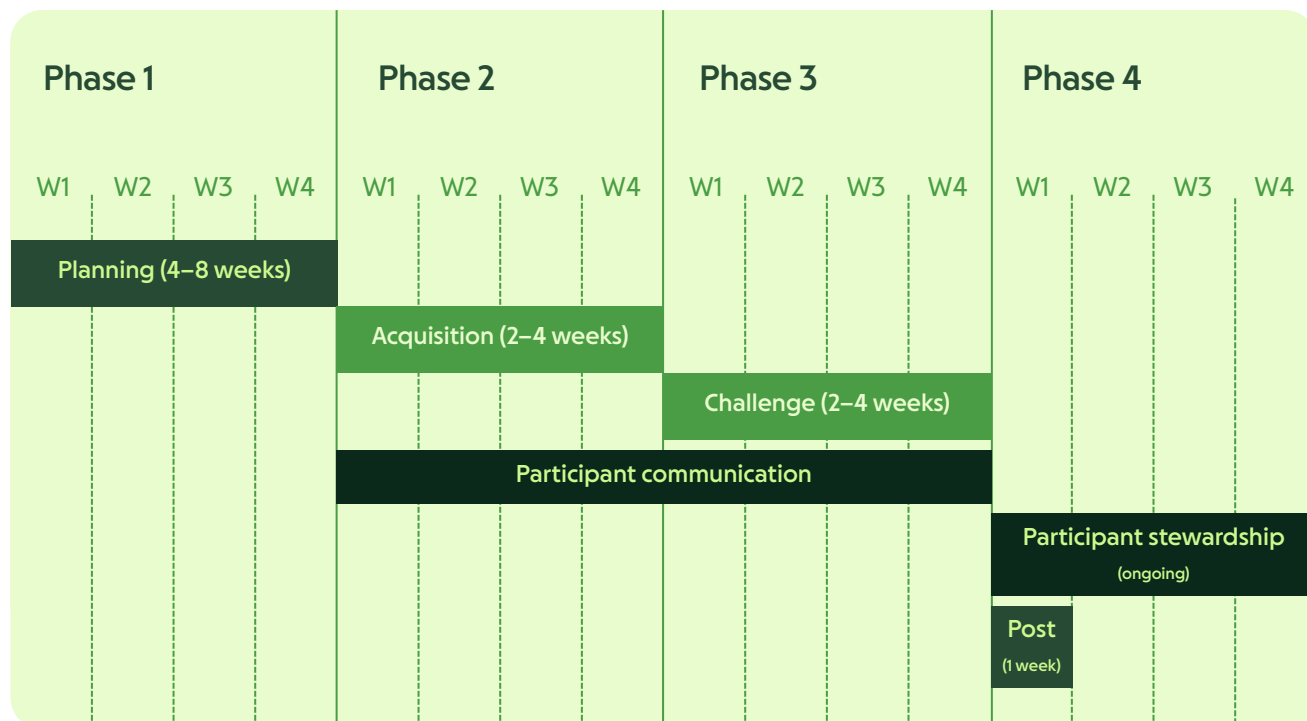
- A launch or teaser post announcing their involvement and inviting people to join or donate
- A progress update sharing their activity or funds raised
- A closing post thanking supporters and encouraging final donations

Once identified, consider how you'll inspire your participants to get involved. Some options include:

- **Personal outreach and broad-stroke marketing:** Combining one-on-one invitations with broader campaigns to reach highly engaged supporters and new audiences
- **Corporate wellness or corporate social responsibility programs:** Partnering with companies to encourage employee participation, team-building, and charitable giving at scale
- **Ambassador programs:** Engaging key supporters as early sign-ups, offering bonus incentives, or providing leadership roles to help promote the challenge within their networks
- **Incentives that resonate:** Offering meaningful rewards—branded swag, progress badges, or recognition—unlocked after a first donation or key milestones, including digital perks like online swag credits or virtual meet-and-greets

Sample launch calendar

Month-long-challenge



Phase 1: Planning (4 to 8 weeks)

This first phase is about defining your overall strategy and laying the groundwork for a successful challenge. Key decisions include:

- Challenge type
- Challenge name
- Incentive
- Landing page content
- Fundraiser story and visuals
- Communication plan
- Influencer involvement

Phase 2: Acquisition (2 to 4 weeks)

During this phase, you will focus on finding, reaching, and converting potential participants. Considerations include:

- Target audience
- Outreach method

Phase 3: Challenge period (2 to 4 weeks)

Once your challenge launches, the next phase is focused on maintaining momentum and engaging participants.

- **Early engagement:** Consider messaging that supports the enthusiasm of participants who want to begin immediately after registering.
- **Fundraising surge:** Plan to meet the demand for a significant portion of donations that typically occur in the two weeks preceding the official challenge start date.
- **Ongoing communication:** Keep participants motivated with consistent updates, encouragement, and reminders throughout the challenge.

Phase 4: Challenge close (1 week)

The post-challenge phase is an opportunity to recap success metrics and strengthen relationships with participants. While final communications are best sent in the week following the challenge's close, ongoing relationship-building has no set finish line.

- **Final communication:** Send your last communication to tie up loose ends, including surveys or feedback cycles.
- **Build relationships:** Reach out to top participants to build relationships and encourage future involvement.

Bringing your challenge to life

A successful peer-to-peer challenge doesn't happen by chance: it's created with intention, preparation, and a commitment to your community. Your supporters are ready to take action, and this toolkit provides the roadmap to engage, empower, and amplify their impact—one participant, one challenge, one story at a time.

When you're ready to take the next step, we're here to help you bring your challenge to life.

[Get started](#)

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