



As Peer-to-Peer Fundraising Matures, Professionals Prepare for the Future

MIAMI, March 8/CSRwire - Peer-to-peer fundraising is in the midst of an exciting transformation, as some of North America's largest nonprofits shift their focus toward hosting more efficient campaigns and a number of emerging programs show significant growth.

This was the central theme of a gathering of nearly 500 professionals who met this month in Miami to celebrate the growth of peer-to-peer fundraising and prepare for its future at the Peer-to-Peer Professional Forum's annual conference.

"Peer-to-peer fundraising is becoming much more diverse — and much more efficient — than ever before," said Peer-to-Peer Professional Forum President David Hessekiel. "Nonprofits report that they are taking steps to make sure they are managing their costs and getting more bang for their investments."

Peer-to-peer fundraising is the practice of having a nonprofit's supporters take part in an activity such as a walk, bike ride or challenge and reach out to their friends, family members and colleagues for donations. The industry has exploded over the past decade, as online fundraising tools have made the peer-to-peer fundraising more accessible to smaller organizations and made it easier for individuals to create their own campaigns on behalf of their favorite charities.

Highlights from this year's Peer-to-Peer Professional Forum Conference include:

- * The release of the [The Peer-to-Peer Fundraising Thirty](#), the annual survey of 30 largest U.S. P2P campaigns. The survey found these campaigns raised nearly \$1.45 billion in 2017, down 6.6 percent compared with 2016. But while top-line revenues are down, the survey and interviews reveal that most large programs are raising more money per participant and many charities are staging multiple campaigns rather than focusing all of their energy on one national-scale series.
- * **Chris McPhee**, a 42-year-old paramedic who has helped raise nearly \$700,000 for Toronto's Princess Margaret Cancer Center through the Enbridge Ride to Conquer Cancer, was honored with the [Cash, Sweat & Tears Award](#), given annually to the top volunteer fundraiser in North America. McPhee — who began participating in the ride in 2009 in honor of his mother and mother-in-law, both of whom had died from cancer — has been an inspiration for riders throughout Ontario and a tireless fundraiser.
- * Memorial Sloan Kettering Cancer Center's **Cycle for Survival** — the fast-growing athletic fundraising campaign that has raised more than \$155 million for rare cancer research — was named the Peer-to-Peer Professional Forum's [Program of the Year](#). In 2017, Cycle for Survival attracted more than 30,000 riders who raised \$34 million for the hospital — an increase of more than 13.3 percent from the \$30 million it raised in 2016.

In addition, Peer-to-Peer Fundraising Canada, the Forum's sister organization, released the results of a [new survey](#) of fundraising at Canadian peer-to-peer fundraising program.

About the Peer-to-Peer Professional Forum

The Peer-to-Peer Professional Forum supports professionals who manage peer-to-peer fundraising events at nonprofits around the world. It offers a growing array of conferences, webinars, research, white papers, and case studies that aim to help these professionals gain knowledge and insights that help them become more effective fundraisers.

Learn more at peertopeerforum.com

Contact

Peter Panepento
Content Director
Peer-to-Peer Professional Forum
peter@peertopeerforum.com
202-531-3996