GIVINGTUESDAY

The Power of Peer-to-Peer Fundraising

Methodology

Data and Study Period

This analysis draws on three years of aggregated, de-identified transaction data from GoFundMe Pro, covering donations made between September 1, 2022 and August 31, 2025. The dataset includes tens of millions of donations totalling billions of dollars across thousands of nonprofit organizations.

Unit of Analysis

The primary unit of analysis is the donor-organization relationship: if a single donor gave to multiple organizations, they were counted separately for each organization. Donor identity was established using de-identified platform records, and first-gift dates were used to classify donors as new or returning within the study period.

Defining P2P vs. Other Channels

All comparisons between P2P and non-P2P performance were made within the GoFundMe Pro platform. "P2P fundraiser donations" refers to donations made through supporter-created fundraising pages on behalf of a nonprofit organization. The comparison group consists of all other donations made to those same nonprofits on GoFundMe Pro (e.g., direct donations to an organization's campaign page). Most metrics were therefore calculated only for organizations that made at least some use of P2P fundraisers. The exception is the donor base size analysis, which includes all organizations in the dataset, including those with no P2P activity, in order to compare donor base sizes across different levels of P2P utilization.

Key Analytical Approaches

Donor acquisition

We identified whether a donor's first-ever gift to a given organization came through a P2P fundraiser or another channel, and used this to calculate new donor acquisition rates across each of the three study years.

Donor retention

We tracked whether donors gave again within 30, 90, 180, and 365 days of their first gift. Donors acquired through recurring giving were excluded from this analysis to isolate purposeful donor behavior.

Donor value

Donors were segmented into four groups based on acquisition channel (P2P vs. other) and whether they ever made a recurring gift, allowing a cleaner comparison of how P2P-acquired donors contribute over time.

Organizational size

Organizations were classified by staff size: Very Small (1–9), Small (10–49), Medium (50–99), Large (100–249), and Very Large (250+), to allow comparisons across organizational capacity.

Donor base size

To compare donor base sizes across organizations with varying levels of P2P utilization, organizations were grouped by the share of non-recurring donations originating from P2P fundraisers (0%, 0–10%, 10–50%, and 50–100%) and organization size. We then

calculated average donor base sizes across categories. Winsorization at the 1st and 99th percentiles was applied to average donor counts to reduce the influence of outliers.

Geographic analysis

We examined whether P2P-acquired donors were more likely to share a state with the recipient organization, relative to donors acquired through other channels. This analysis was limited to organizations that had received at least one P2P donation and to transactions where both donor and organization state data were recorded.

Recurring giving opportunity

An estimated opportunity calculation modeled what total fundraiser-acquired donor value would look like if recurring participation rates among P2P-acquired donors matched those seen in the general donation channel, alongside the correspondingly lower average donation amounts per transaction.

Limitations

This analysis is observational and cross-sectional rather than causal. Associations between P2P fundraiser use and outcomes such as donor base size may be influenced by other factors, including broader platform engagement or organizational capacity.

That said, the findings across acquisition, retention, donor value, geography, and organizational size all point in the same direction. Taken together, they build a consistent case for the role P2P fundraising plays in expanding donor bases and driving nonprofit growth, particularly for smaller organizations.