

**gofundme**PRO™ GIVINGTUESDAY

Trends, insights, and opportunities

# The power of peer-to-peer fundraising

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# Trends, insights, and opportunities

Traditional fundraising is under pressure from every side. Participation fell 3% in 2025, according to the [Fundraising Effectiveness Project](#), and the long-term decline is stark: just 49.6% of U.S. households gave to charity in 2018, down nearly 17 percentage points from 66.2% in 2000. As trust in institutions continues to erode, the challenge deepens. Yet GivingTuesday's [Growing Giving](#) research points to \$52 billion in untapped fundraising potential across the nonprofit sector.

That gap doesn't reflect a lack of generosity. It reflects a shift in how people decide to give.

As donors become more skeptical of institutional appeals and less responsive to brand-led asks, they're increasingly motivated by causes introduced through friends, family members, colleagues, and peers they already trust.

**Peer-to-peer (P2P) fundraising is uniquely positioned to meet this moment.**

A peer's ask becomes a powerful substitute for the brand doing the asking, allowing nonprofits to show up through the voices people already believe.

## Inside our analysis

To understand how P2P fundraising performs in practice across different organizations, GivingTuesday partnered with GoFundMe Pro to analyze three years of aggregated, de-identified platform data.

Spanning 2022 to 2025, the analysis explored which models of giving resonate with today's donors, how P2P effectively engages and converts new supporters, and where nonprofits can experiment within their P2P models to grow sustained support.

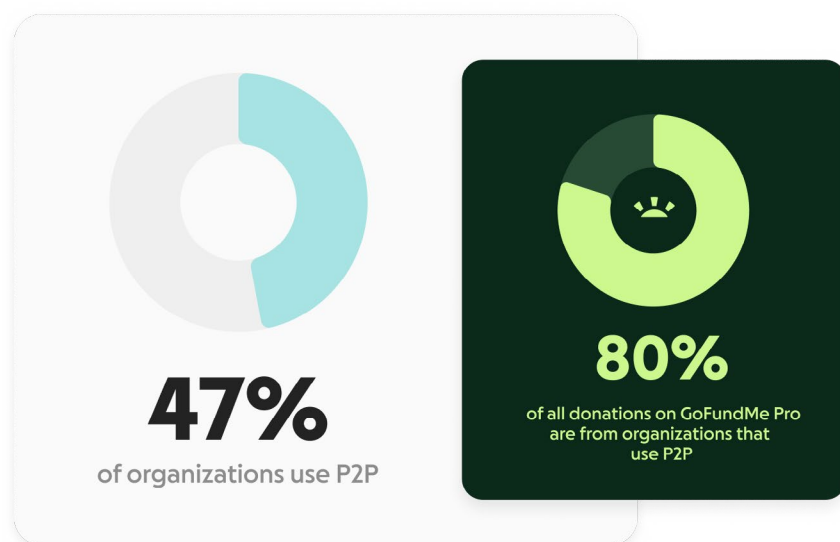
In total, the dataset covers billions of dollars from tens of millions of donations across all campaign types.

# This is what we found:

## 1. P2P remains a powerful fundraising channel for nonprofits

**Across this analysis, nonprofits that use P2P fundraising generally have larger donor bases and higher overall donation volume than those that do not.**

While fewer than half of organizations in our research (47%) received at least one P2P donation, those organizations accounted for more than 80% of all donations on GoFundMe Pro. In other words, the organizations leveraging P2P are driving a disproportionate share of overall giving.



P2P also meaningfully expands donor participation. Among organizations that received P2P donations, one-third of their total donor base gave through a P2P fundraiser.

Together, these findings suggest that P2P is not just an add-on. It's closely associated with scale, reach, and stronger fundraising performance, pointing to significant opportunity for broader adoption.

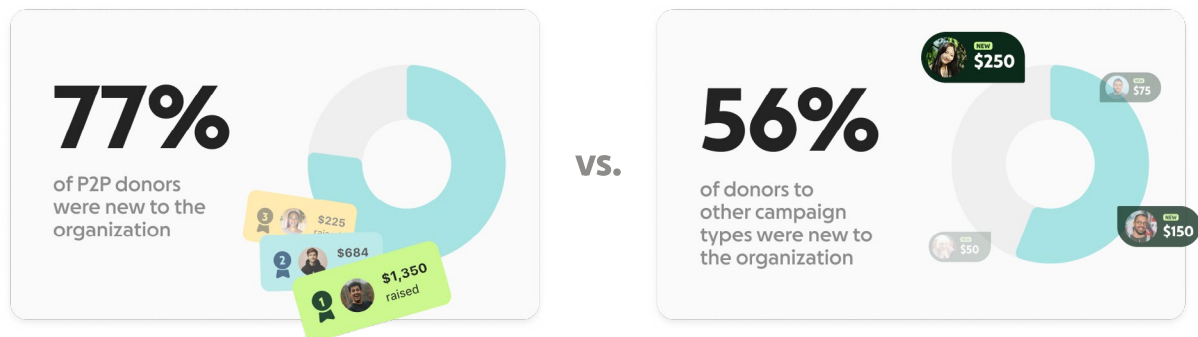
But numbers alone don't fully reflect its power. At a time when institutional trust is wavering, P2P offers a distinct advantage: trust transferred through personal relationships. When supporters fundraise on an organization's behalf, they lend their credibility, voice, and community to the cause.

In a trust-constrained environment, empowering supporters to fundraise isn't just a growth strategy—it's a trust strategy.

## 2. P2P is a proven way to reach more first-time donors

**P2P fundraisers are highly effective at acquiring new donors. Between 2022 and 2025, around 40% of first-time donors to nonprofits came through P2P campaigns.**

Across the three-year period studied, 77% of donors who contributed through P2P fundraisers were new to the organization, compared with 56% of donors who gave through other campaign types, underscoring P2P's outsized role in expanding the donor base.



Because P2P campaigns are powered by supporters sharing with their own networks, they bring your mission to friends, family, and colleagues who may never have engaged otherwise. That's what makes P2P such a powerful way to grow your community and reach new donors.

The underlying question is how many of these donors stick around.

Our analysis shows that P2P donors are most likely to give again shortly after their initial contribution, with the first **90 days** proving pivotal.

After this window, repeat giving drops compared to donors acquired by other channels, making early stewardship essential to converting P2P donors into long-term supporters.

### 3. P2P is particularly powerful for lean nonprofit teams

**For organizations with smaller staff sizes, P2P fundraisers bring in the bulk of new donors.**

Almost half of the total number of new donors to “very small” organizations, defined by staff size for the purposes of this research, were acquired via a P2P fundraiser, rising to over half for “small” and “medium”-sized organizations.<sup>1</sup>

Among “very small” to “medium”-sized organizations, those making the most use of P2P fundraisers had substantially larger donor bases than organizations that didn’t use P2P at all.

Specifically, “very small” and “medium” organizations had roughly **four times** as many donors, while “small” organizations had **eight times** as many.<sup>2</sup>

Organizations with lean operations that embrace P2P often outperform expectations, attracting disproportionately large donor bases relative to their size.



#### **Greater impact**

In other words, smaller nonprofits that use P2P tend to punch above their weight. This serves as a powerful reminder that P2P isn’t just a fundraising tactic. It’s a lever for greater impact and overall organizational health.

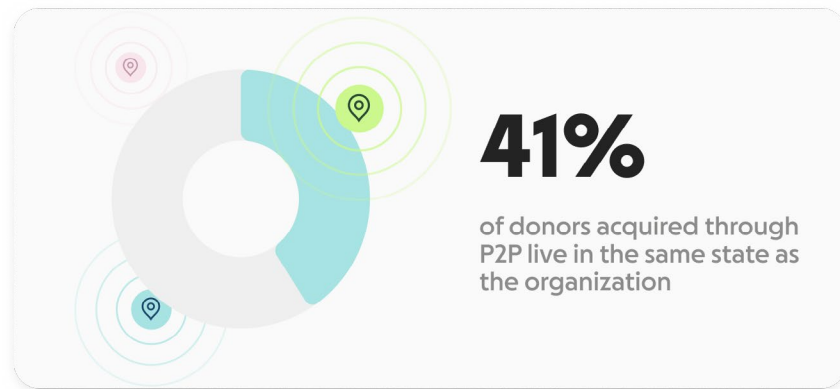
<sup>1</sup> Staff size was defined as: 1-9 (Very small), 10-49 (Small), 50-99 (Medium), 100-249 (Large), 250+ (Very large).

<sup>2</sup> This shows an association, not causation, but the data suggests P2P fundraisers can help small and medium nonprofits grow their donor bases.

## 4. P2P offers a local advantage

**P2P is not just powerful for organizations with lean staff—it helps nonprofit teams of all sizes connect with donors closer to home.**

Nearly 41% of donors acquired from a P2P fundraiser live in the same state as the organization, roughly 10 percentage points higher than donors acquired through other channels.



For smaller organizations without a national footprint, P2P offers a powerful way to attract more supporters in their state and leverage geographic proximity to build deeper relationships and grow long-term donor value.

## 5. P2P presents promising recurring giving opportunity

**Recurring giving is still largely untapped in P2P campaigns. Just 0.4% of donors who come in through a fundraiser choose to make their gift recurring. This points to a significant opportunity to make recurring giving more visible, compelling, and easy to choose.**

One reason recurring participation may be low in P2P campaigns is that nonprofits often present the same suggested amounts for recurring gifts as for one-time donations. Because recurring gifts are charged repeatedly, these amounts can feel high, leading donors to opt out.

For example, donors who are comfortable giving \$25 once may hesitate when asked to give the same amount every month, rather than being offered smaller, more accessible options like \$3 or \$5 per month.

Additionally, many donors are motivated to help meet immediate campaign goals and may view a larger one-time gift as the most impactful way to contribute.

Educating donors on the value of recurring giving is critical. While one-time donations help meet short-term goals, recurring contributions provide the predictable, sustained revenue nonprofits need to support their work over time.



### First steps

A simple first step is to optimize suggested recurring gift amounts to levels better suited for ongoing giving. This has the potential to increase total raised from P2P-acquired donors by more than **30%**.



## Where P2P can take you next

**The data tells a clear story: P2P fundraising helps nonprofits reach new supporters and unlock meaningful revenue.**

It consistently:

- **Drives** growth
- **Attracts** first-time donors
- **Empowers** smaller teams
- **Strengthens** connections with local communities
- **Opens the door** to long-term growth through strategies like recurring giving

And yet, much of P2P's potential remains untapped. For organizations not yet using P2P, the opportunity starts with adoption. For those already investing in it, the next phase is evolution, moving beyond traditional tactics to give supporters more agency in how they engage with and champion your mission. Organizations that do will be best positioned to scale impact, grow sustainably, and meet the moment ahead.