

The Evolution of Peer-to-Peer: Engaging the Next Generation of Donors

Presented by **Tiltify**

Sponsored by **Microsoft Elevate**



Meet Jason Heitman

Principal, Creator Fundraising at Tiltify

Jason has spent his career at the intersection of community and cause, believing that the most powerful fundraising isn't an ask, it's a place where people belong.

- 9 years at St. Jude Children's Research Hospital - ALSAC
- 4 years in the U.S. Navy
- 15 years in startup environments

Now at Tiltify, Jason creates the experiences that turn a moment into a movement, bringing the same strategy behind Ryan Trahan's 50 States in 50 Days (which raised \$11.5M for St. Jude and won the Ad Age Award for Best YouTube Creator Collaboration) to more nonprofits.

A forever proud beggar and he wouldn't have it any other way.



Meet Amanda Dafonte

Amanda has spent nearly a decade in the nonprofit technology space, helping fundraising professionals access the insights, resources, and strategies they need to grow their impact.

Throughout her career, she has partnered with organizations of all sizes to develop educational content and learning experiences—from webinars and e-books to practical fundraising resources designed for today's nonprofit leaders.

In addition to her professional work, Amanda served on the Board of Directors for the DC Gay Flag Football League, where she led community engagement initiatives, fundraising events, and corporate sponsorship efforts.



Agenda: People give to people.

- The fundraising landscape has shifted
- What is creator-led fundraising?
- Inside 50 States in 50 Days
- Your 5-step actionable plan

Learning Objectives

1. Define creator-led fundraising and articulate how it differs from traditional P2P
2. Identify why younger donors and smaller creators are reshaping the model
3. Apply gamification mechanics (polls, rewards, milestones) to your own campaigns
4. Activate a 5-step action plan

The Fundraising Landscape Has Shifted

The Participation Decline



Fewer than half of U.S. households donate

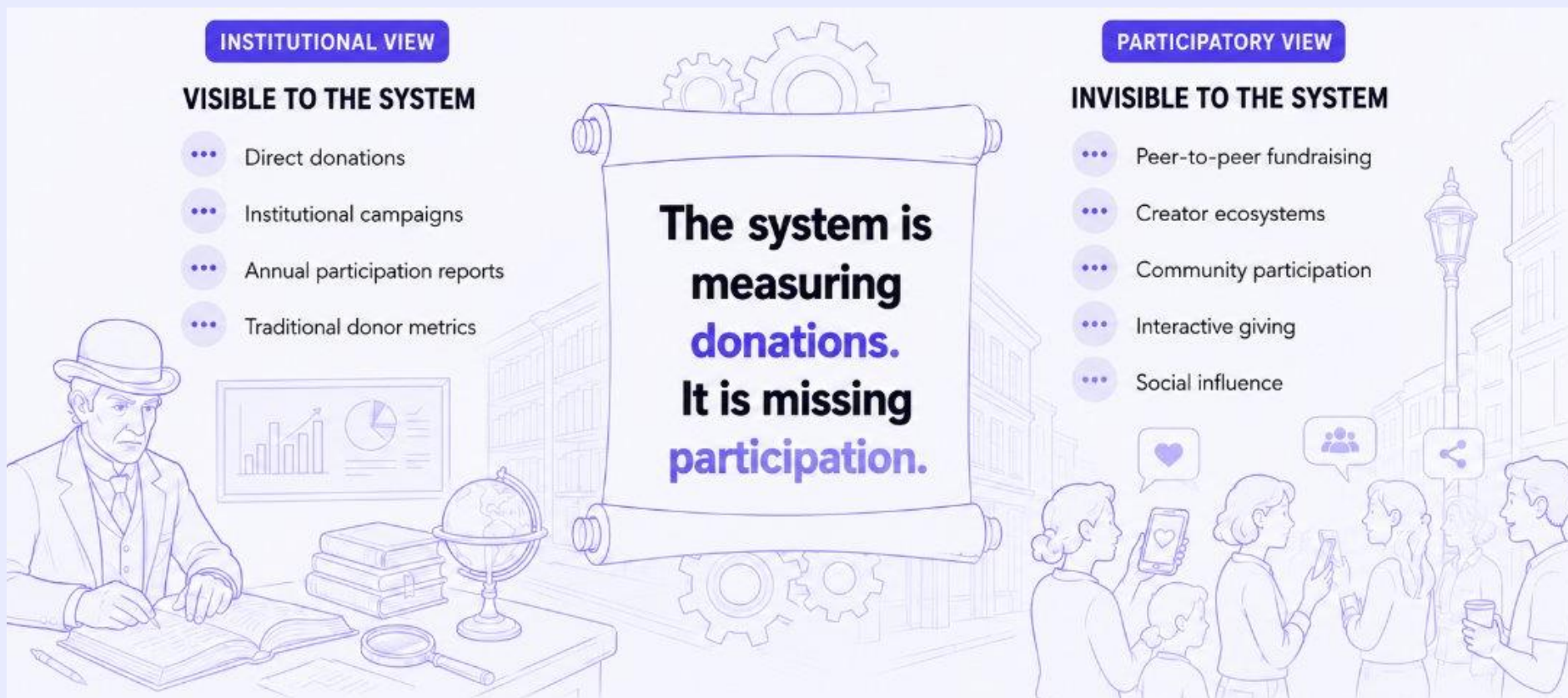


Donor base declining steadily



Total giving revenue is increasing

We are measuring vinyl in a Spotify world



So Where is Participation Happening?

The Gen Z Reality

- Gen Z is 3.75x more likely than Boomers to say they feel more compelled to give than they did a year ago.
- 67% of Gen Z report increasing their charitable giving since the pandemic.
 - Despite controlling only 6–7% of U.S. household wealth.
- Social media is Gen Z's #1 cause discovery channel.
 - 36% of donors ages 18–29 discover causes through social platforms, compared to just 12% of donors ages 55–64.
- 48% of Gen Z donors have donated through a creator-led fundraising campaign.
 - Compared to 35% of Millennials, 24% of Gen X, and 11% of Boomers.
- 70% of people who donated through a creator fundraiser supported a cause they had never previously engaged with.

What is Creator-Led Fundraising

And why is it the new way of peer-to-peer?

Hint: It's not what most people think

Meet lilsimsie

The screenshot shows a Tiltify fundraising dashboard for the user 'lilsimsie'. At the top, a progress bar indicates a current total of \$964,458.04 and a goal of \$1,000,000. Below this, a summary section displays 'Total raised' as \$5,000,012.45 and 'Campaigns' as 34. A 'Latest Messages' section shows recent communications from 'Tiltify' regarding 'Top 300 Fundraisers of 2025' and 'Campaign Retired' notifications. The left sidebar contains navigation options for Campaigns, Teams, Auctions, Transactions, Messages, and My Account. A small video thumbnail in the top right corner shows a group of people celebrating.



Redefining "Creator"

When most people hear "creator," they think:

Influencers. Massive audiences. Internet celebrities.

While those are all types of creators, what a creator really is:

Anyone who can mobilize people.

Anyone who can rally a community around something they care about.

Redefine "DIY"

DIY fundraisers have always existed. What's changed is the tools they have, the platforms they use, and the audiences they can reach.

Ask yourselves:

What do you do with fundraisers who don't fit into your typical P2P mold/model?

Most organizations either ignore them or force them into a templated program. Both are wrong.

People Trust People More Than Institutions

When a nonprofit sends a fundraising email, about **3%** of recipients take action. When a friend, creator, or community member makes the ask, that number jumps to **roughly 17%**.

This is why peer-to-peer works. People don't give because an institution asked. They give because someone they trust invited them in.

You Don't Control the Spark. You Set the Conditions.

Engaged Communities

Find the people who already care about your mission. They're in your CRM, your event lists, your social followers.

Accessible Infrastructure

Make it absurdly easy to fundraise. One click to start. Mobile-first. No institutional language. No friction.

Relationships

Steward your fundraisers like partners, not inventory. Thank them relationally. Let them own the creative.

They don't want to join your campaign. They want to bring their community into something meaningful.

The Power of Small Communities



Creator, Studytyme, is currently in Kenya livestreaming and has raised \$17,235.00 for Gruppo Nairobi, an organization working to build schools and empower local children through accessible education.

Passion > Reach



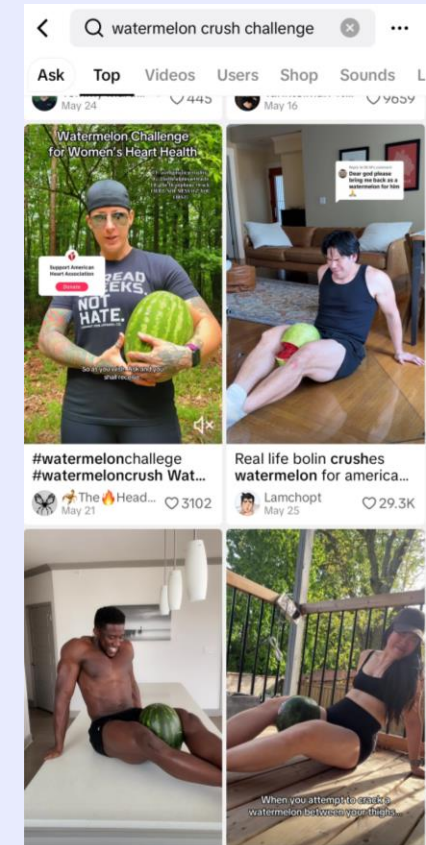
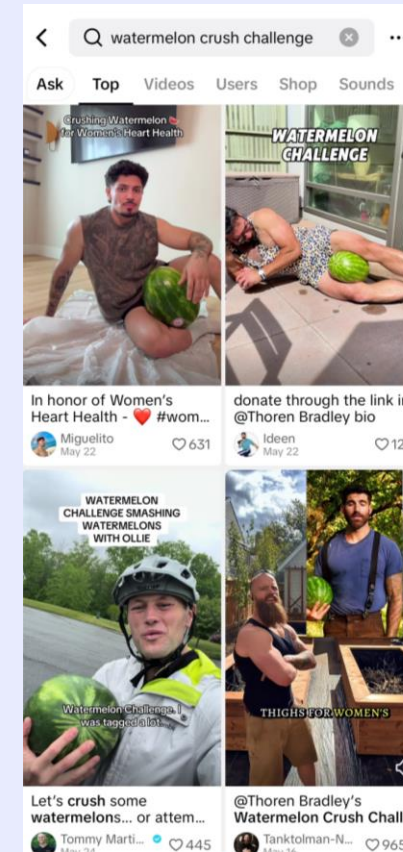
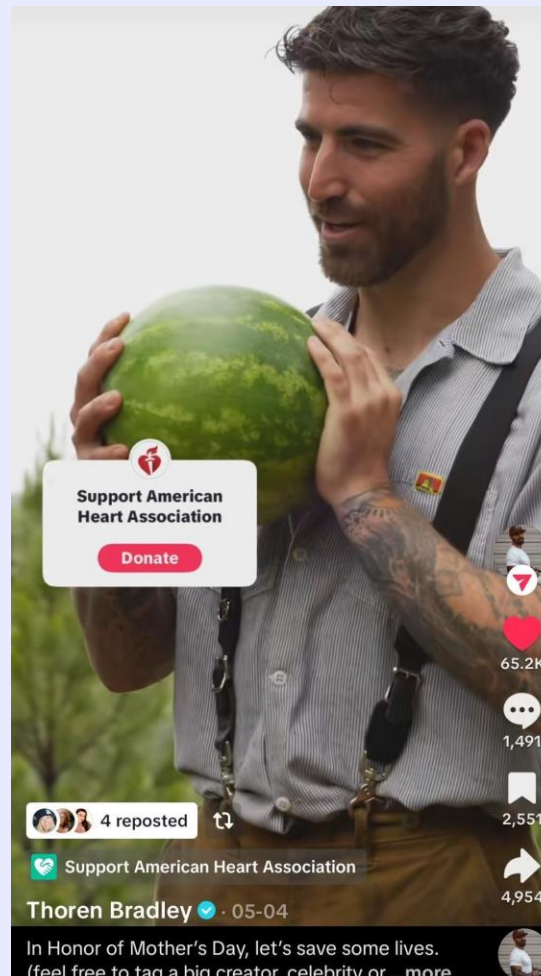
Creator, acraftyjellyfish, is currently knitting bees on livestream and has raised \$1,229 for Point of Pride, an organization working to provide gender-affirming support to tens of thousands of trans people around the world.

This Isn't Manufacturing the Next Ice Bucket Challenge

But when lightning strikes, your infrastructure has to be ready to catch it.

The screenshot shows a Tiltify fundraising page for 'The Watermelon Challenge for Women's Heart Health' in support of the American Heart Association. The page features a progress bar showing \$270,664.69 raised towards a goal of \$300,000.00. A pop-up notification indicates that James Cappola's Watermelon Crush has reached a goal of \$200,000.00. Below the progress bar are two leaderboards: 'Top fundraisers' and 'Top donors'.

Top fundraisers		Top donors			
1	TheSpeechProf	\$5,495.00	1	Cozy Earth	\$20,000.00
2	Magnus and Brian	\$3,106.00	2	Anonymous	\$4,161.00
3	Shoelover99	\$1,790.00	3	Kookaburra Bird Shop	\$1,500.00
4	Yourbestiemisha	\$1,532.00	4	Opie	\$1,250.00
5	CaptainValhalla	\$715.00	5	Crush Mama	\$1,000.00
6	Sawyer.Hackett	\$595.00	6	Death by watermelon snusnu	\$1,000.00
7	lisandravcomedy	\$542.00	7	Anonymous	\$1,000.00
8	Vanessa.the.Valkyrie	\$531.11	8	Roberson Family	\$1,000.00
9	SCIBodyTherapy	\$295.00	9	Sean G	\$1,000.00
10	CryptidBee	\$205.69	10	Fairy Quad Mother	\$844.44



Inside 50 States in 50 Days

Ryan Trahan & St. Jude Children's
Research Hospital - ALSAC

50 States. 50 Days. \$11.5 Million.

In summer 2025, YouTube creator Ryan Trahan and his wife Haley Pham set out to visit all 50 states in 50 days, documenting the journey through daily videos and inviting millions of viewers to donate to St. Jude Children's Research Hospital along the way.

It was 50 episodes of recorded video — a format that had never powered peer-to-peer fundraising at this scale.

Every video had to reignite excitement. Every day had to feel like a new campaign moment. And every viewer had to feel like a participant, not a spectator.

RYAN TRAHAN
50 STATES IN 50 DAYS



Participation Powered Fundraising

How gamification gives donors ownership

Audience Votes

Supporters used polls and milestones to vote on what happened next.

Every vote cost a donation.

Every donation moved the community closer to unlocking new challenges.

The Wheel of Doom

\$50K+ donations triggered a spin of the [Wheel of Doom](#), adding unpredictable challenges to the next day's adventure.



Donor Recognition

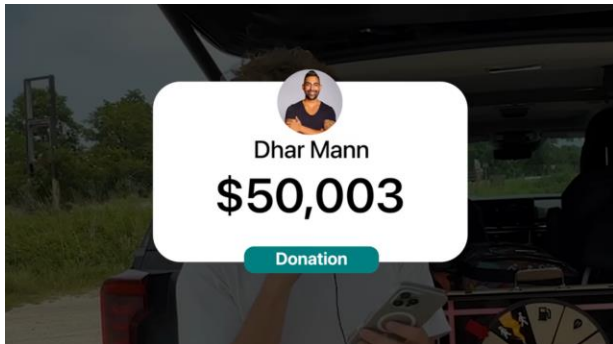
\$5K+ donors got a verbal shoutout in the next video.

\$1K+ donors had their names in the episode credits.

\$5K–\$10K donations alone generated over \$5 million.

The Power of Brand Involvement

100+ brands joined Ryan's campaign — from Kia to Lectric eBikes to Airbnb — through donation matches and creator challenges. When fundraising becomes participatory, brands want in too.



Hand Creators the Keys

What made Ryan's adventure so successful was getting out of his way.

- People know their people better than you ever could
- Creators have their own brand and it's different from yours
- If someone is passionate enough to fundraise for you, don't stifle that passion

The Repeatable Framework

Participation Mechanics → Community Momentum → Higher Conversion → Repeat Giving

Participation Mechanics: Polls, rewards, milestones, auctions — the tools that turn donors into participants

Community Momentum: When supporters feel ownership, they bring others in. Donations compound.

Higher Conversion + Repeat Giving: Participants come back. They give again. They become your next generation of fundraisers.

Your Actionable Plan

Steps you can take right now to improve your peer-to-peer strategy

Step 1: Remove Friction



One Click

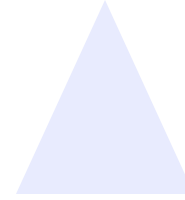
Get your "Start Fundraising" flow down to a single click.

If a supporter can donate in one step, they should be able to fundraise in one step too.



Mobile-First

Your supporters are on their phones. If your fundraising sign-up doesn't work beautifully on mobile, it doesn't work.



Drop the Institutional Language

Stop saying "create a peer-to-peer fundraising page."

Say "rally your friends for [cause]." Speak like a human, not a compliance form.

Step 2: Meet People Where They Are

Ask: Where are my supporters actually spending time?

YouTube? Discord? Twitch? TikTok? Meet them there, don't make them come to you.

Step 3: Treat Fundraisers Like People, Not Inventory

STOP	START
Telling supporters exactly how to fundraise	Giving them creative ownership over their campaign
Forcing supporters into predefined program templates	Inviting them to bring their community into something meaningful
Assuming "creator" means "gamer" or "influencer"	Recognizing that a parent, a coach, or a volunteer is a creator too
Thanking fundraisers with a form email	Stewarding them relationally — like the partners they are

Step 4: Make Fundraising Fun and Participatory

Last year, fundraisers on Tiltify raised:

- \$1,467,527 through **interactive polls**
- \$24,023,892 through **rewards**
- \$6,693,820 in **donor-led matches**
- \$1,080,851 with **auctions**
- \$10,000,000 via **crypto donations**

☰ Polls

Should G get a tattoo?

Vote

Yes

€358.00

No

€373.00

🚩 Milestones

Cheap Cosplay

\$7,000.00

Spicy Food Challenge

\$9,000.00

Wjfe goes Sky Diving

\$12,000.00

< 7 - 9 of 10 >

☆ Rewards



One Cartwheel, No Excuses

Fundraiser fulfilled

€25.00

Unlimited

No matter where I am during the Kenya Charity Stream, I'll stop what I'm doing and attempt a cartwheel. Whether it's in the city, the countryside, a hotel, or somewhere completely unexpected, the cartwheel must happen.

Add to cart



Dress-Up Challenge

Fundraiser fulfilled

€50.00

Unlimited

For 10 minutes, I must wear the item chosen for this reward live on stream, no matter how ridiculous, embarrassing, or out of place it may be. The timer starts immediately, and I have to commit to the look for the full 10 minutes.

Add to cart



67 Song Dance

Fundraiser fulfilled

€67.00

Unlimited

When a donation of exactly €67 is received, a song will start playing and I must immediately stop what I'm doing and dance until the song ends. No skipping, no excuses. 🎵 🕒

Add to cart

<p>Dual Helmet Mounted Display with Signed Baseplate Save the Children Dual-mounted helmet display with a baseplate signed by Arrowhead Studios devs. NOTE: See shipping restrictions Latest bid \$1,800.00 5d 5h 53m 26s</p>	<p>'HEROES 26' Pop 2 Vision Case by Fractal Design Save the Children Customized Pop 2 Vision Mid-Tower Case by Fractal Design Latest bid \$730.00 5d 5h 53m 26s</p>
<p>'Johan Pilestedt' Brass Challenge Coin Save the Children A brass challenge coin featuring the signature of Johan Pilestedt. Latest bid \$565.00 5d 5h 53m 45s</p>	<p>Joel' Brass Challenge Coin Save the Children A brass challenge coin featuring the signature of gamemaster Joel. Latest bid \$910.00 5d 5h 53m 24s</p>

Raised **\$575.00** Goal: **\$250.00**

2x Donation match in progress

Hatsune Miku - \$180.00 / \$250.00

1d 20h 4m 6s

Step 5: Community Ops

- Identify someone or a committee within your organization to focus on fundraiser ecosystems and micro-creators. Clearly define the role and goal.
- What this role actually does:
 - Scouts and nurtures micro-creators in your existing supporter base
 - Manages creator relationships (not campaigns — relationships)
 - Tracks participation metrics, not just dollar totals
 - Serves as the internal champion for this model
- You don't need to hire a department. You need to give one person permission to focus on this.

This is not a fundraising trend. It is a behavioral shift.

Audiences



Communities

Campaigns



Movements

Donors



Participants

Transactions



Experiences

Institutions



Networks

Broadcast



Interaction

We have to use technology to create community, not social isolation.

Thank you! Stay connected:



Learn more about
Tiltify Catalyst

<https://tiltifycatalyst.com/>



www.linkedin.com/in/amanda-dafonte-5a4573173



<https://www.linkedin.com/in/jasonheitman/>



Questions?