



Who We Are

More awareness, supporters, engagement, and donations. This is what nonprofits need to fulfill their mission, and this is what Charity Dynamics delivers.

Founded in Austin, TX in 2004, Charity Dynamics is a full-service digital marketing agency focused on leveraging technology to generate results. We're strategists, developers, designers, and project managers. We're tech gurus, data nerds, idealists, and difference-makers. We're passionate about our clients and connecting them with the right digital solutions and innovative technologies.



Peer-to-Peer Expertise

Whether you need to take your walk, run, endurance or DIY program to the next level or are exploring peer-to-peer fundraising for the first time, we know what it takes to inspire supporters to make your mission their own. Using our expertise in participant engagement and user experience, we will catapult your supporters into your organization's fundraising narrative.

We work with 60% percent of the Top 30 peer-to-peer organizations, and have been privileged to lead peer-to-peer engagements for nonprofits like:





We Know Nonprofits

In fact, we work exclusively with nonprofits! One quarter of our staff has direct nonprofit work experience, another sizeable percentage has worked in services and technology companies directly serving nonprofits, and we all have a cause that is near and dear to us.

Our peer-to-peer consulting team has extensive experience in the peer-to-peer space, including direct experience working for peer-to-peer events like Team LIVESTRONG, Leukemia & Lymphoma Society's Team in Training, and Canadian Cancer Society's Relay For Life.



We Take a Holistic Approach to Your Event

We believe that participants and donors deserve a world-class experience at every single touchpoint. It's not just eCommunications or preliminary event strategy that benefits from peer-to-peer expertise: from Blueprint configuration to Participant Center customizations to mobile fundraising apps, we employ best practices that drive participation, engagement, and fundraising revenue.



We're Platform Experts

We're platform agnostic, and deeply familiar with many P2P platforms including Blackbaud Luminate Online, Classy, DonorDrive, Rallybound, Crowdrise, Engaging Networks, Great Feats, Charity Engine, and more. In fact, many of our team members worked at Blackbaud or Convio in the past, and we have years of experience customizing, configuring, and responsively developing TeamRaiser. We know the most effective ways to leverage your platform to offer a custom, high-touch experience to your participants and donors.



Peer-to-Peer Program Services

Strategic Planning

Develop a plan to meet your growth goals through program insights tailored to you.

DIY & Emerging Opportunities

Gain insight on exciting trends in peer-to-peer fundraising that are raising millions.

Increase Conversions

Through better user experience, testing and Google Analytics, optimize your registration and donation pathways.

Websites That Work

Whether a run, walk, or ride, get the most out of your digital properties with responsive, accessible, and performance-driven event sites.

Benchmarking

Comparing your performance to your peers will reveal where you excel and the biggest opportunities to improve.

Participant Coaching

Turn your participants into effective fundraisers with a targeted and timely communication plan.



Dedicated Project Teams

We know being flexible and able to draw on a diverse range of expertise is key to making our clients' initiatives successful. That's why our clients have access to a full, dedicated team of strategists, user experience designers, custom developers, and project managers.



We Focus on Your Success

Client success is a fundamental part of our partnerships, and at the core of everything we do. We want to ensure that we're achieving not only your short-term goals but setting you up for continued success in the future. Our consultants identify and track KPIs, resolve any concerns or questions, and help chart the path to your continued growth and success.



Our Peer-to-Peer Work in Action

**Click links to view full case studies*

[Boston Children's Hospital Trust](#)



[The Humane Society of the US](#)



[Make-A-Wish](#)



[Best Friends Animal Society](#)



[Children's Cancer Research Fund](#)



[St. Louis Children's Hospital](#)

