


# Are you ready to talk data?



## **THE 2014 BLACKBAUD PEER-TO-PEER FUNDRAISING STUDY**

### **AMP UP YOUR PEER-TO-PEER FUNDRAISING**

Published May 2015

Key Performance Indicators for Online Participants and Teams by Loyalty, Donation Level, and Fundraising Performance

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# Tell me about the Study

- It combines three years of online fundraising data from 169 organizations using Blackbaud's peer-to-peer fundraising platforms.
- Collectively, from 2012 - 2014, these organizations hosted more than 17,725 events, recruited more than 14.2 million participants, and raised more than \$1.4 billion online.
- In 2014, the study group organized more than 5,428 events, recruited more than 4.3 million participants and raised nearly \$434 million online

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# What types of events are we talking about? Traditional Events

**Walks**



**5ks**



**Cycle**



**Endurance**



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# Here are today's KPIs

The Peer-to-Peer Fundraising Study uses our standard set of key performance indicators to measure participant and team performance:

- Percent of participants who fundraise online
- Average amount raised per participant
- Average online donation
- Average number of donations per participant
- Percent of participants who send emails
- Number of emails sent per participant



# A few of our favorite things...

*Data on emails and info on captains*

*Bright copper badges and warm thank you greetings*

*New online donations tied up with strings*

*These are a few of my favorite things...*





# Favorite Thing #1



This should make you  
Jump Jump...  
for walk and 5k events,  
the percentage of  
participants fundraising  
has increased after  
a few flat years.

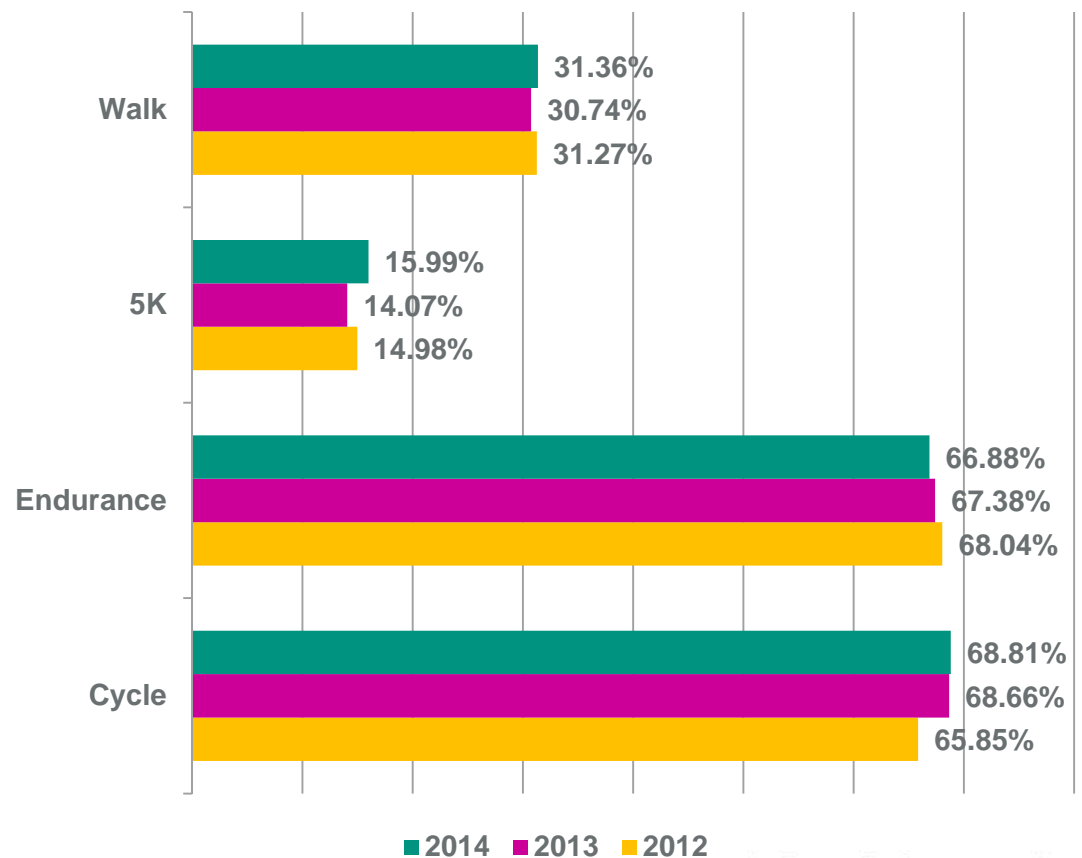


# Observe with *the eye of the tiger*

Identify your fundraisers and determine what behaviors they're exhibiting.

Find your bright spots, show them off, and duplicate them!

3Yr View: Percent of Participants Fundraising Online

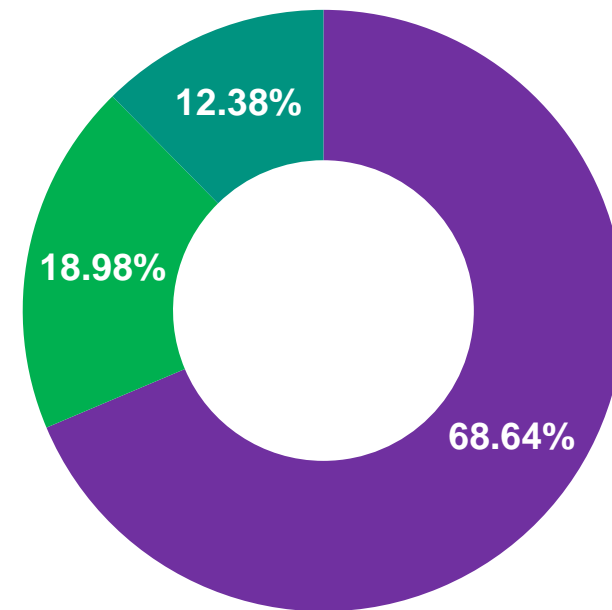




# *It takes two...to make a fundraiser*

When you dig into the data, more than half of the people fundraising have only received one donation; opportunity still abounds in this area.

2014 Walk: Percent of Fundraisers by Donation Count



■ Zero ■ 1 Donation ■ 2+ Donation

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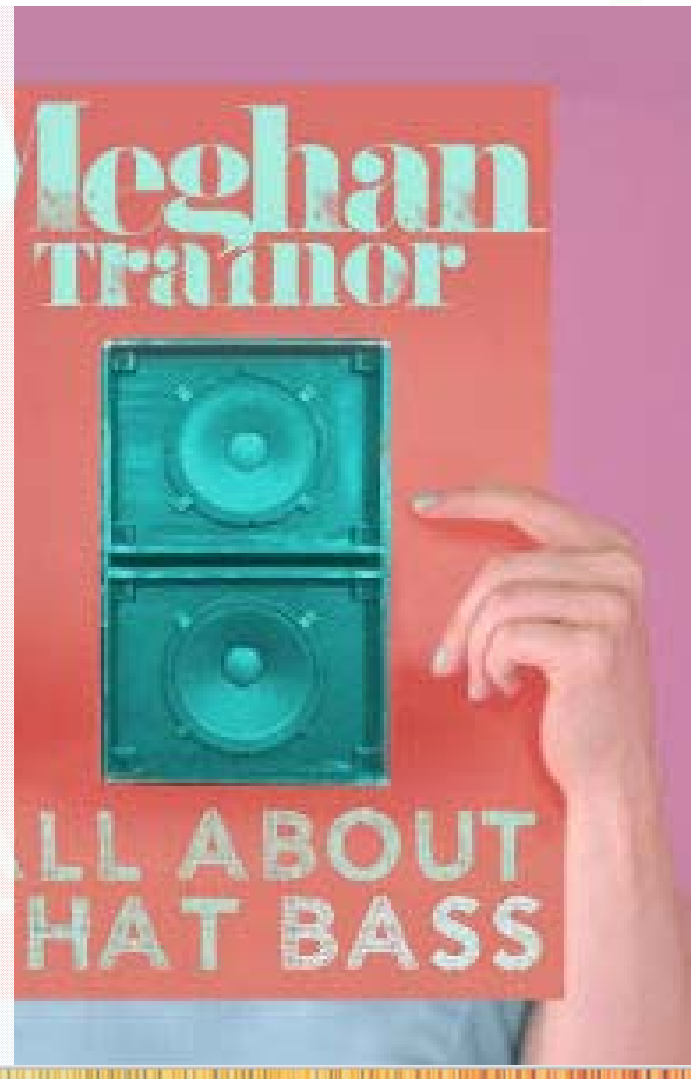




## Favorite Thing #2

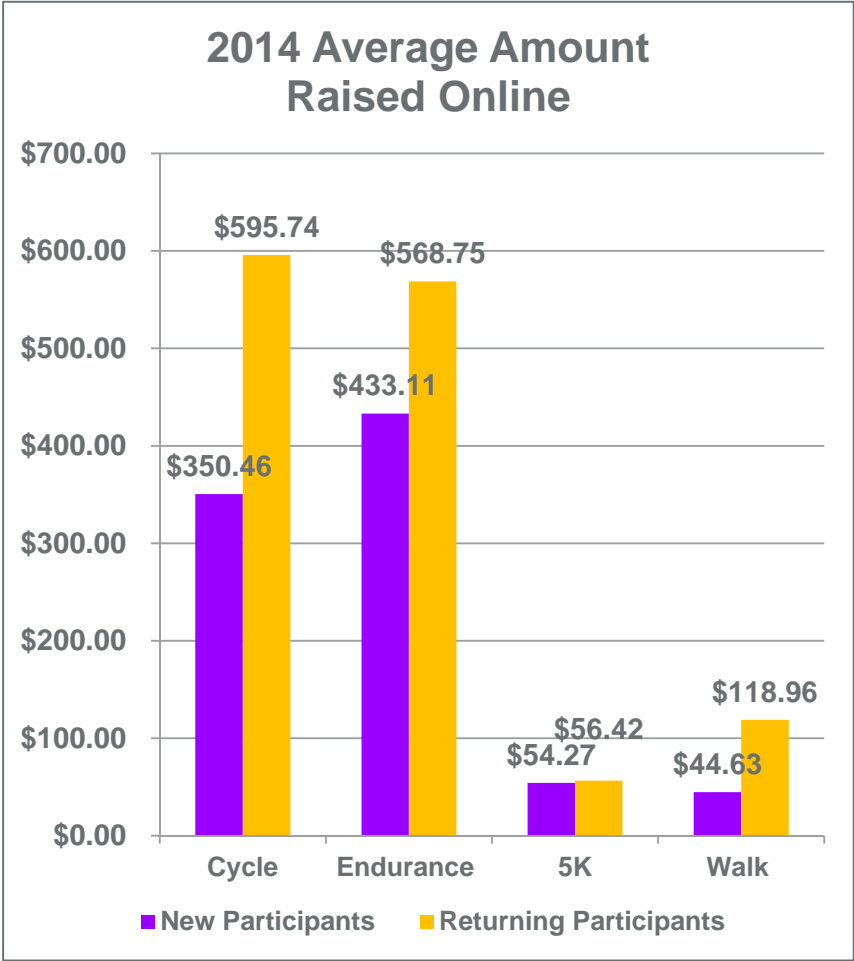
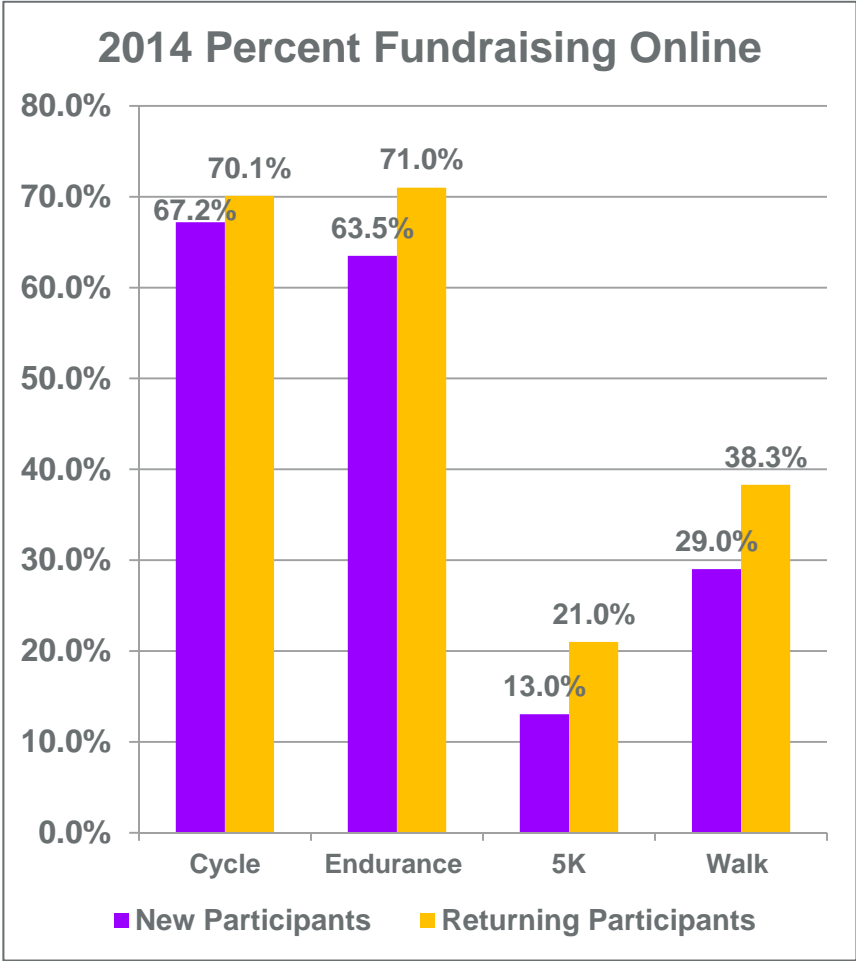
*It's all about that bass.*

Or base? Returning participants continue to be better fundraisers than new participants, raising in many cases more than double than the new participants.





# Here's why it's all about that base



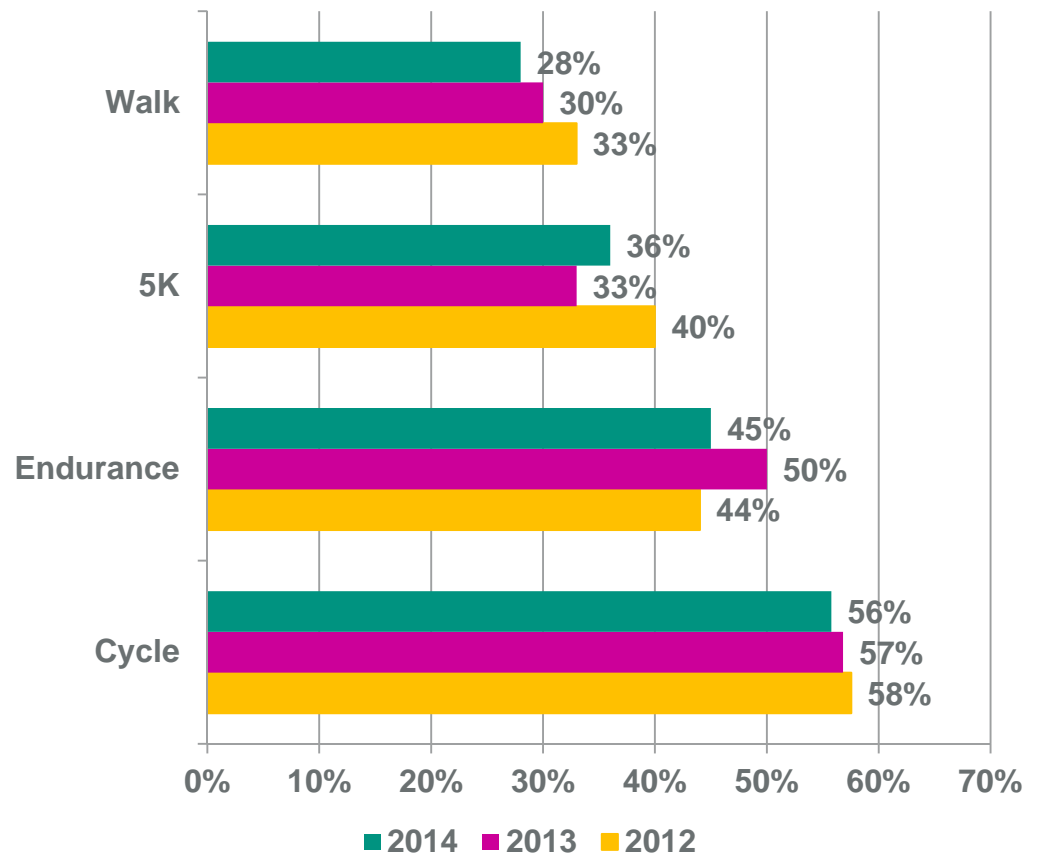
# Hey now, you're an all star!



Are you delivering best in class events or are you just going through the motions?

What about your communications? Are you spraying or segmenting?

3yr View: Returning Participants





# Favorite Thing #3

SIMPLY  
THE  
BEST

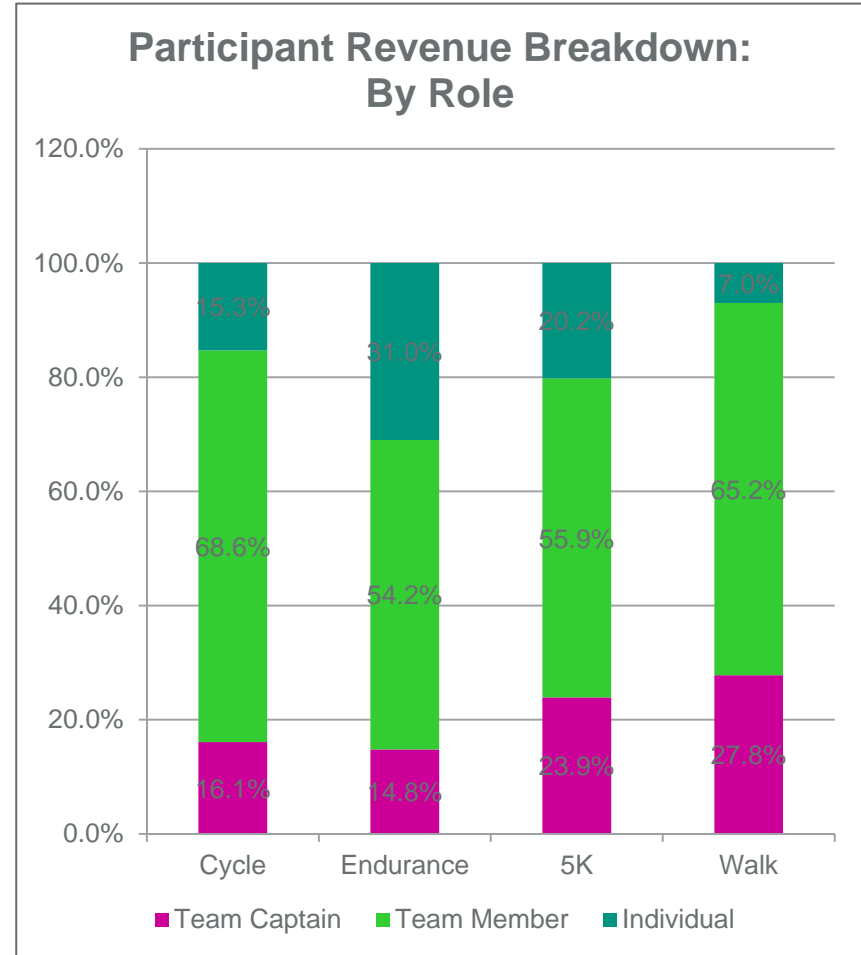
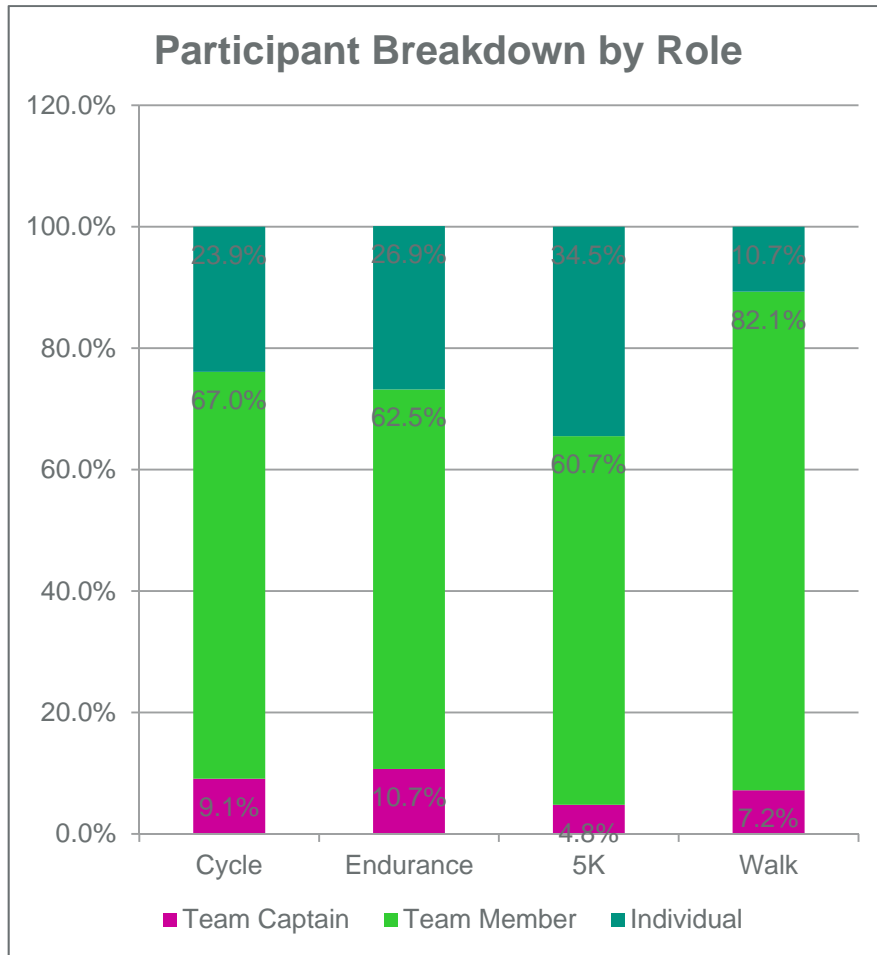
*You're simply the best,  
better than all the rest...*

Team captains and top fundraisers represent small segments of the participant population, but they raise the majority of the online revenue.





# Participation By Team Role



# Who's the simply the best?

Team Captains.  
More team  
captains  
fundraise online  
and they raise  
more.

Percent who raise money online			
	Team Captain	Team Member	Individual
Cycle	77.5%	74.7%	48.8%
Endurance	77.0%	70.3%	54.7%
5K	34.9%	17.6%	9.2%
Walk	54.1%	31.2%	19.2%

Average Amount Raised Online			
	Team Captain	Team Member	Individual
Cycle	\$859.46	\$499.48	\$311.42
Endurance	\$686.06	\$429.41	\$570.65
5K	\$168.74	\$31.50	\$20.04
Walk	\$255.26	\$52.02	\$42.70

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# More Segments! Top Fundraiser are pretty amazing too



To help us take get know our fundraisers we've divided participants into four categories:

- All Participants: Everyone – zero dollar participants and fundraisers
- Donate Only: 1 online donation
- Good Fundraiser: received 2-4 online donations
- Great Fundraiser: received 5+ online donations

## Average Dollars Raised Per Participant

	All Participants	Donate Only	Good Fundraisers	Great Fundraisers
Cycle	\$487.30	\$161.02	\$281.04	\$926.30
Endurance	\$498.12	\$140.96	\$227.43	\$1,229.90
5K	\$34.31	\$63.29	\$155.49	\$688.70
Walk	\$63.03	\$65.28	\$160.12	\$794.01

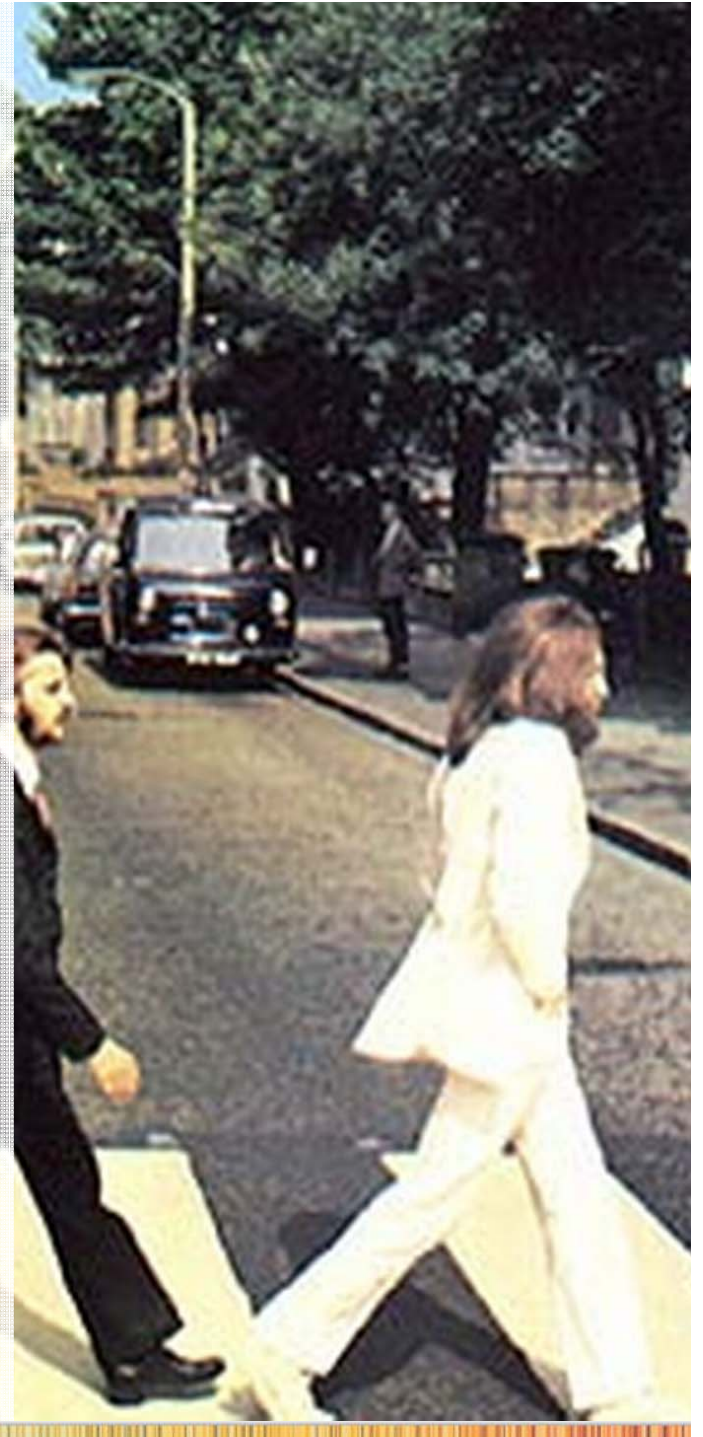




## Favorite Thing #4

This year, we looked at team size and team fundraising level to improve team performance.

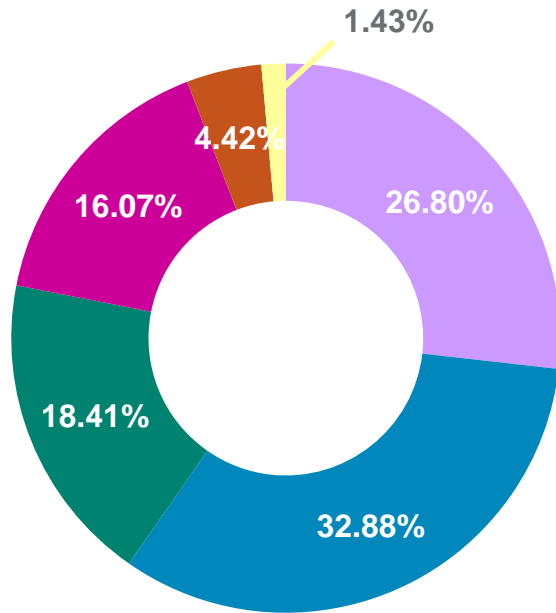
Did you know that a larger team does not necessarily mean more fundraising?



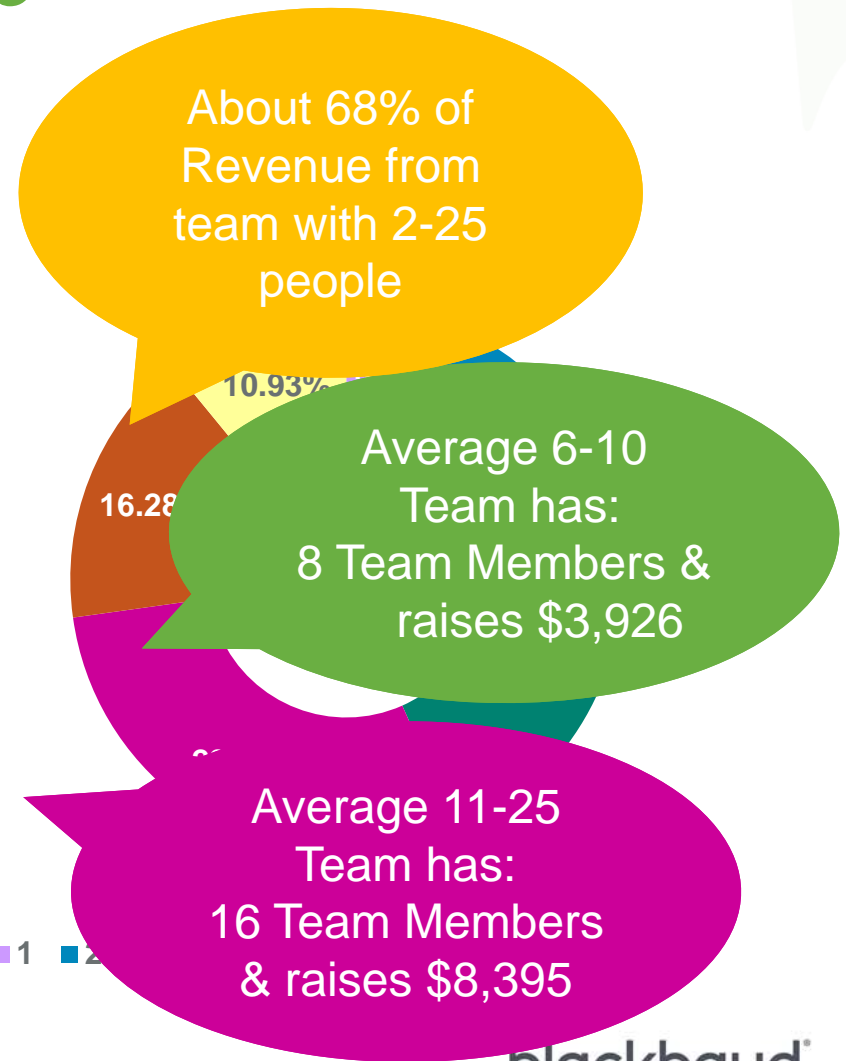


# Teams by: Team Size

Walk Percentage of Teams:  
by Team Size



■ 1 ■ 2 -- 5 ■ 6 -- 10 ■ 11 -- 25 ■ 26 -- 50 ■ 51+



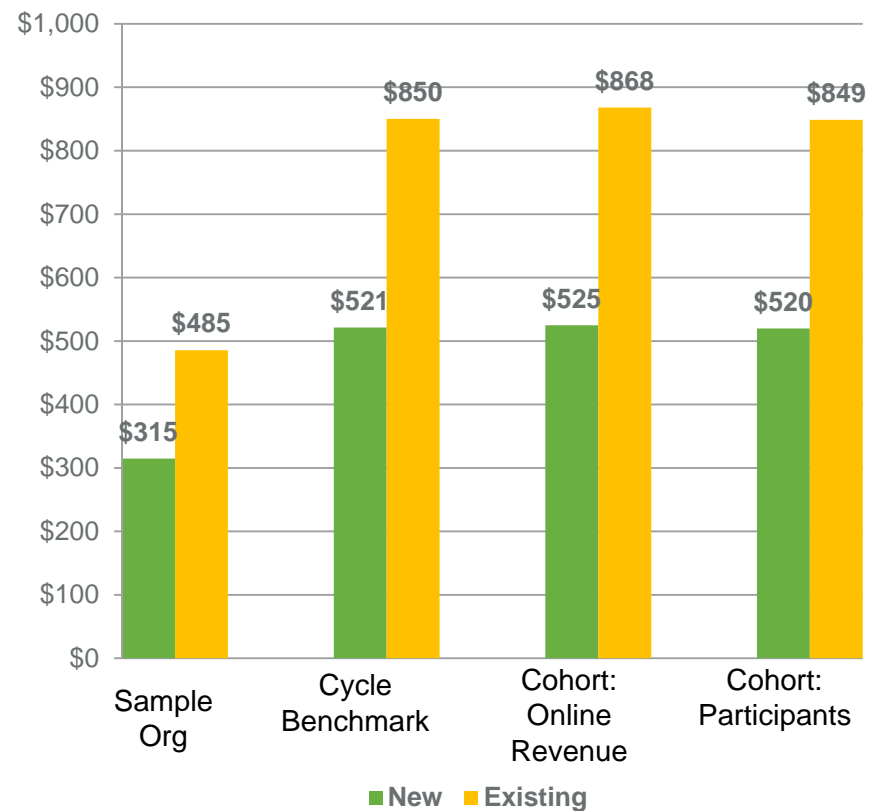
■ 1 ■ 2

# Thank you! Want more?

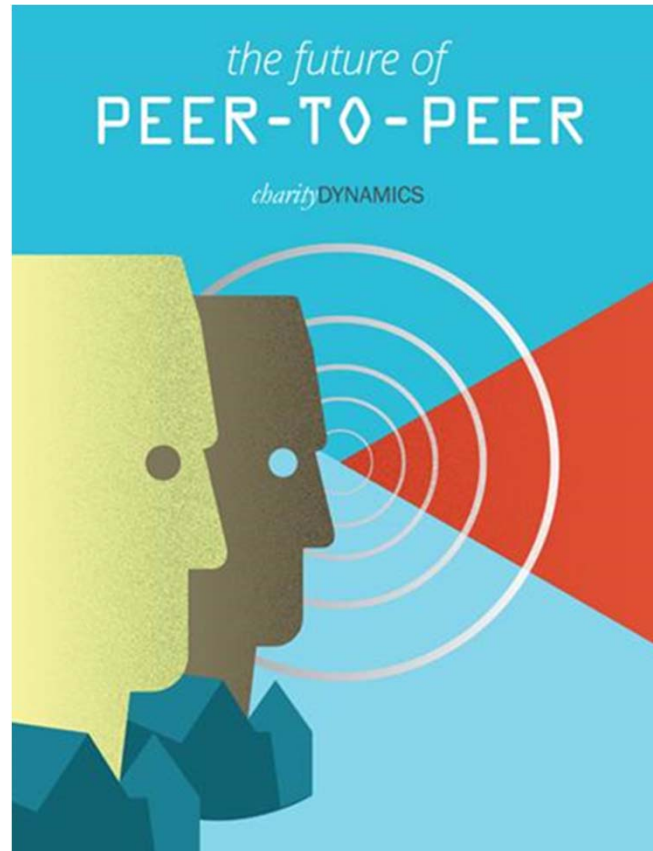
Coming in June  
to inboxes near  
you the P2P  
Fundraising Study

- Interested in seeing how you stack up to the benchmark? We've got just the thing for you... Did someone say P2P Audit?
- Our fundraising experts review your fundraising data, then compare to P2P Study and to peer benchmark groups based on your online performance.
- We'll also look at how you're using TeamRaiser and provide you with recommendations to make the most of your online platform

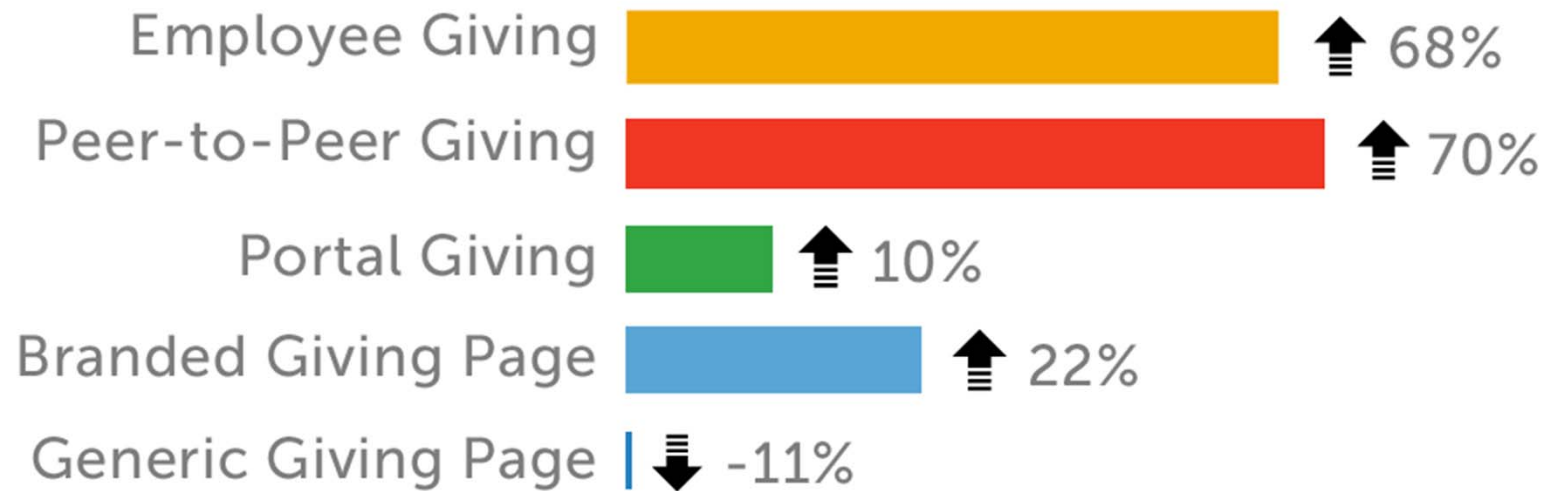
Sample Average Online Revenue Raised per Fundraiser



# Talk Data to Me – The Future of Peer-to-Peer



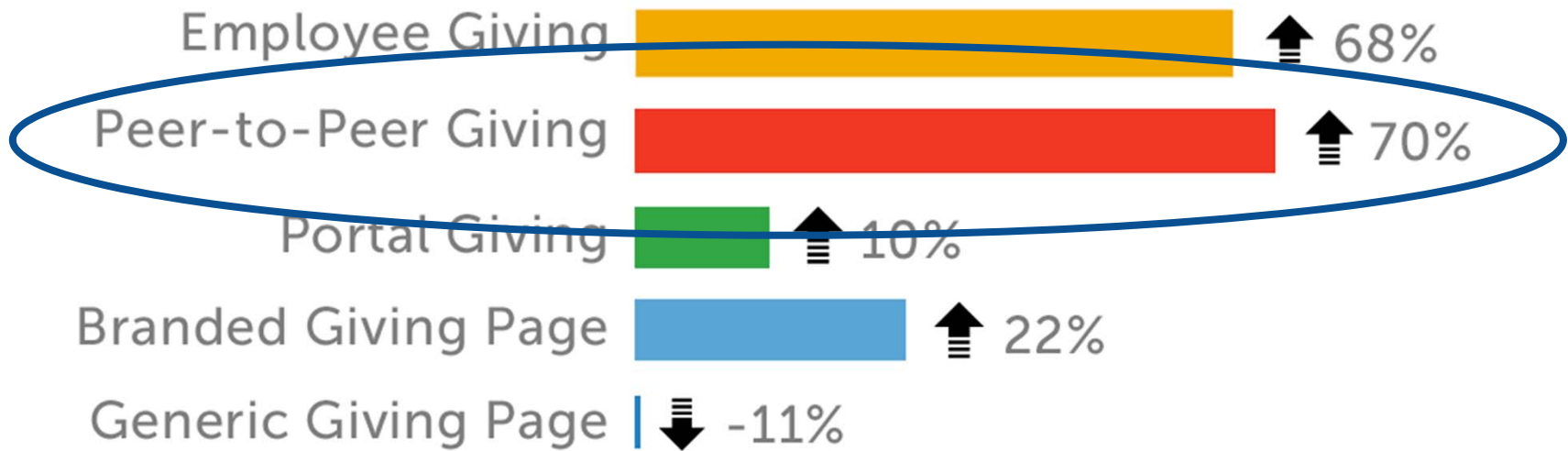
#FutureofP2P



## Donation Dollars 2013 vs. 2014

**54%** of donations were made through charity giving pages.



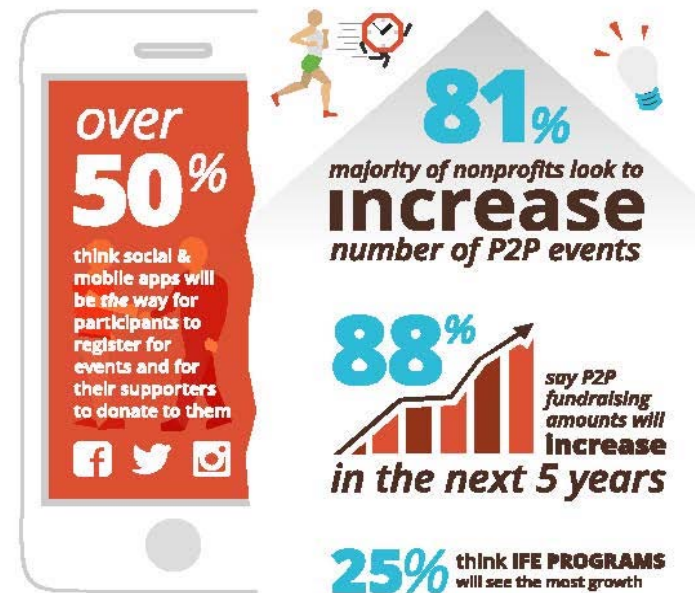
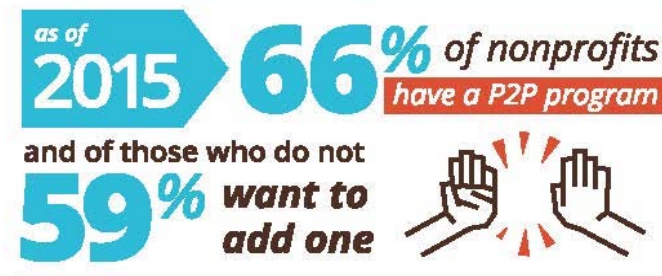


# Donation Dollars 2013 vs. 2014

**54%** of donations were made through charity giving pages.

# Charity Dynamics Future of Peer-to-Peer Survey

- Professional Opinion Survey
- 118 Organizations
- >200 individuals
- US and Canada
- National and Regional Organizations



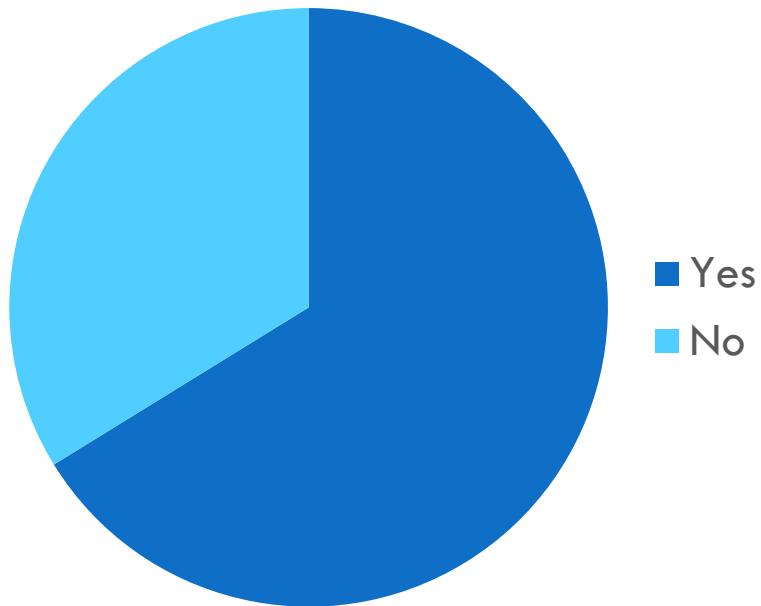


**88%** of nonprofit  
professionals believe P2P  
fundraising will increase.

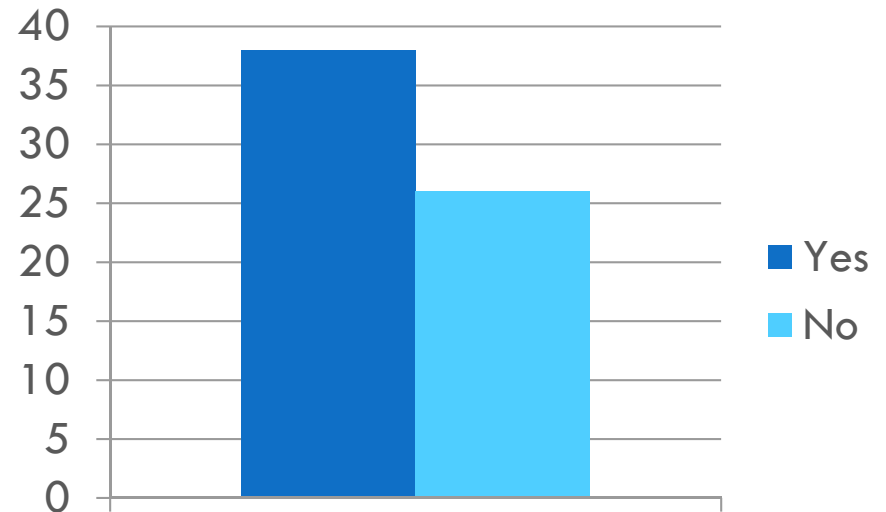


# Research on Peer-to-Peer Programs

Does your organization have a P2P Program in place?



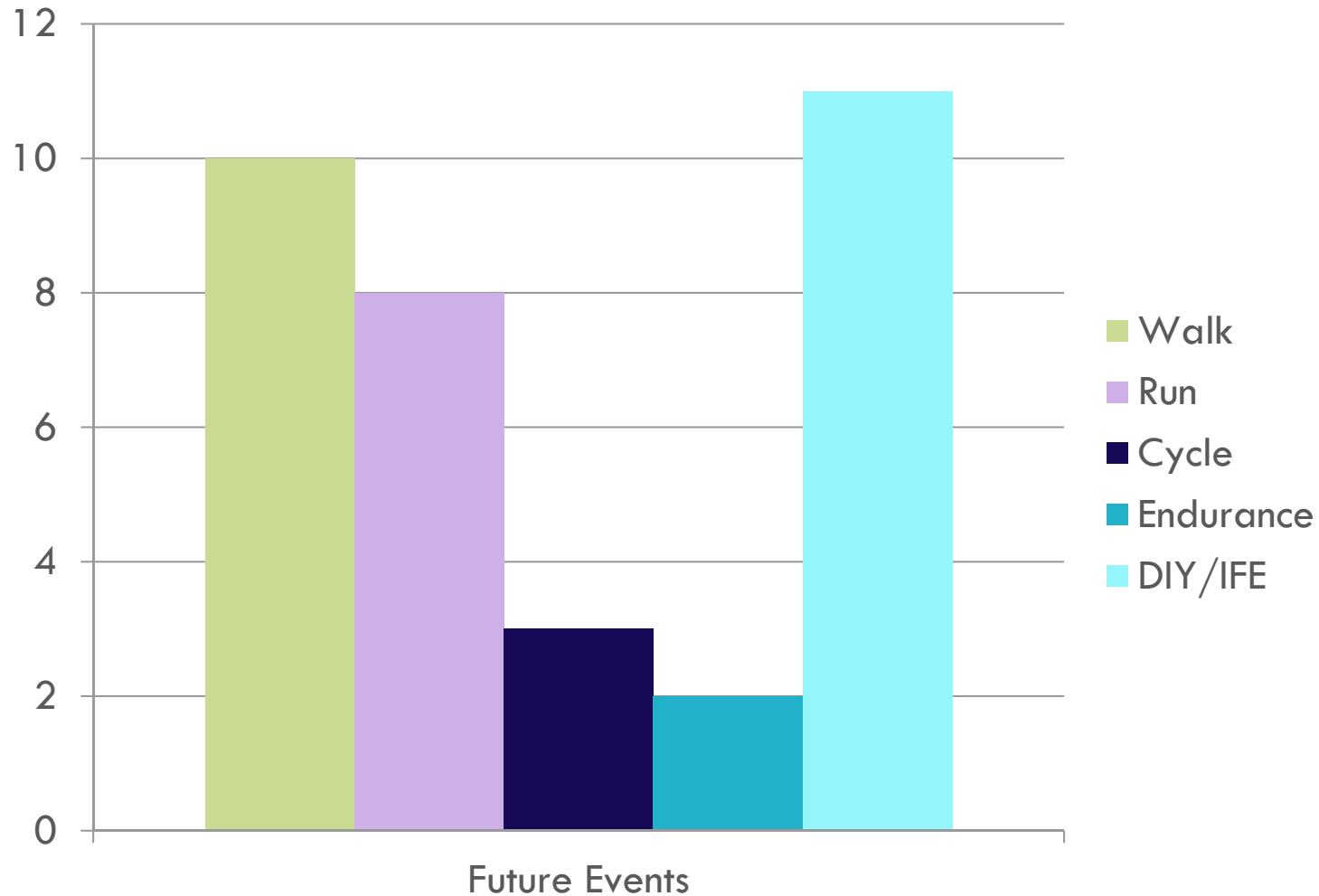
Do you plan on adding a P2P event in the future?



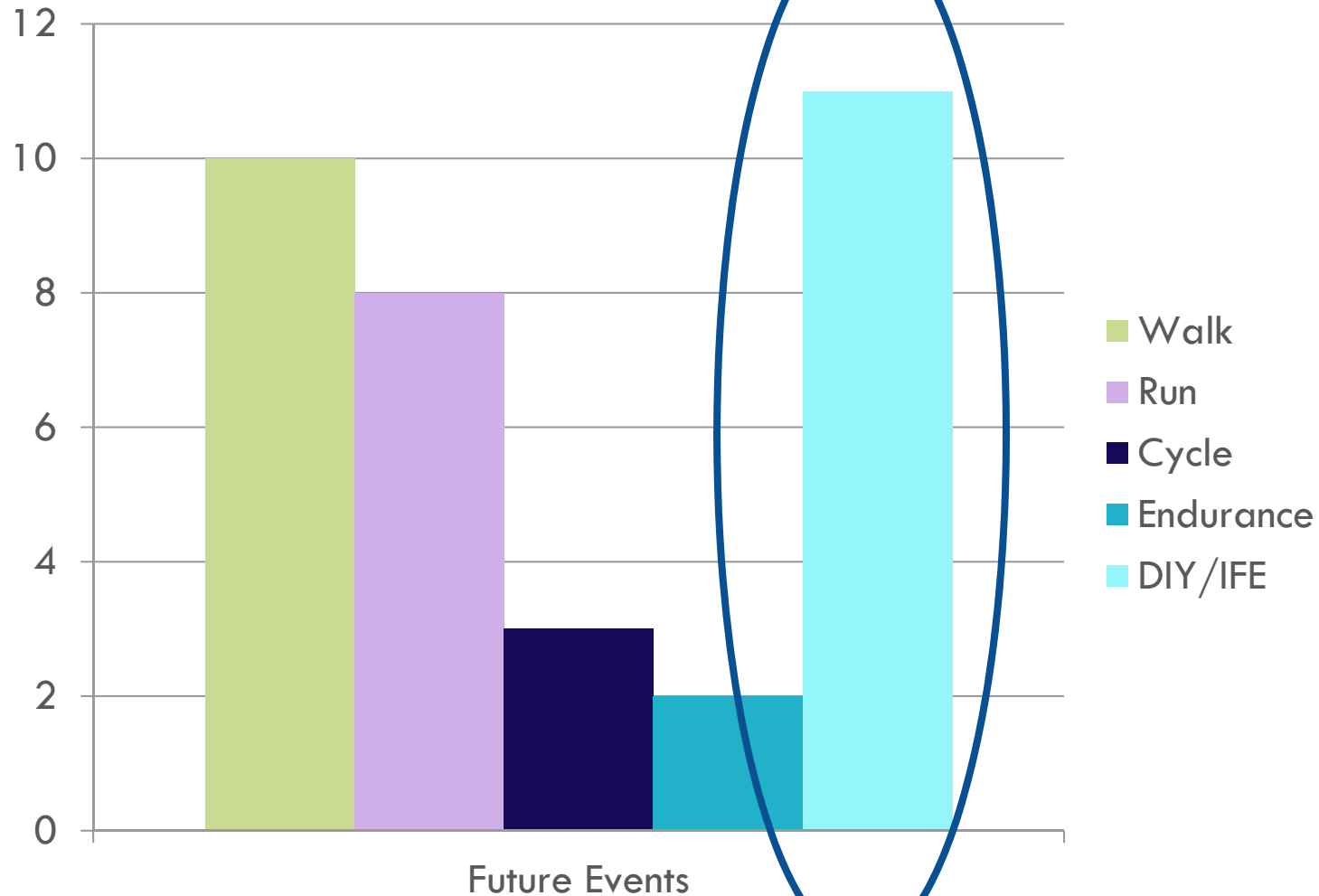
**66% of respondents already having a P2P program in place.**

**59% of the organizations without a program plan to add one in the future.**

# What type of event do you plan to add?



# What type of event do you plan to add?





# Do-It-Yourself / Independent Fundraising Events

Where your money goes Search for a fundraiser Sign in Register now Donate now

How to Do It Tips & Tools FAQs Contact Us Sign In

**Do It For Cancer**  
Make a difference your way.

Simply pick a fundraising idea and we'll provide you with the support you need to make it a success! Different people are interested in different things, sounds obvious, we know. But it got us thinking:

If everyone's different, why should the way they raise funds for cancer be the same?

Just pick an idea

**Fundraise for YOUR Cause**

**Raise funds:**  
Donate your special occasion to change lives

**More >**

**Fight Hunger Together**

**30 Hour Famine:**  
Students go hungry so others don't

**More >**

**Run for Cl...**

**Team Vision: Ra...**  
for a good...

**More >**

**Host a Sponsorship Event**

**Engage Your Church**

**Join Together With Women**

**one dollar DIFFERENCE**

HOME LEARN MORE GET STARTED MY FUNDRAISING CENTER DONATE

Every dollar YOU raise can make the difference to cure ALS.

What if your dollar... or your friend's dollar... or your co-worker's dollar was THE DOLLAR that put us over the top to identify the cause and cure for Lou Gehrig's Disease?

Share With Friends

One Dollar Difference offers constituents the opportunity to create fun and creative third-party events on the behalf of The ALS Association.

No matter where someone is located or the time of year, anyone can host an event to help in our fight to cure and treat Lou Gehrig's Disease.

Through our online platform, organizers and participants can promote and fundraise for their event anywhere at anytime.

Funds collected through One Dollar Difference will be contributed directly to The ALS Association chapter of your choice.

**COOKOUT TO KNOCK OUT ALS**  
Primarily inspired by ALS and in honor of their fraternity brother, Lou Gehrig, the Kappa Delta Sorority and Phi Delta Theta Fraternity host an annual cookout on the University of North Carolina campus and have raised over \$22,000 towards the fight against Lou Gehrig's Disease.

START AN EVENT  Choose a Location **GO**

FIND AN EVENT NEAR YOU **GO**

DONATE TO A FUNDRAISER **GO**

HOME LEARN MORE ABOUT ALS ABOUT ONE DOLLAR DIFFERENCE FUNDRAISING TIPS FAQ CONTACT US

GET STARTED START AN EVENT FIND AN EVENT

MY FUNDRAISING CENTER LOGIN FUNDRAISING TIPS

DONATE FIND A FUNDRAISER FIND AN EVENT

Our mission is to lead the fight to treat and cure ALS through global research and nationwide advocacy while also empowering people with Lou Gehrig's Disease and their families to live fuller lives by providing them with compassionate care and support.

©2014 The ALS Association  
The ALS Association | Contact Us

Site Design by Charity Dynamics  
Powered by Convio

**Donate Now**

Donate online in honour of your wedding, or in honour of a couple getting married.

**Create a wedding page**

Instantly create a wedding page and take advantage of free wedding planning tools!

**Order wedding material**

In lieu of traditional wedding favours, order material from our online wedding store.

**The Wedding Celebration Program is...**  
a way for couples to mark their special day while bringing hope to people touched by cancer. [Learn more about this program](#) and how the money you help us raise will be used.

**Learn more!**

"Our guests thought it was fantastic says Genevieve. "People really liked getting this instead of some small thing that they'd forget..."

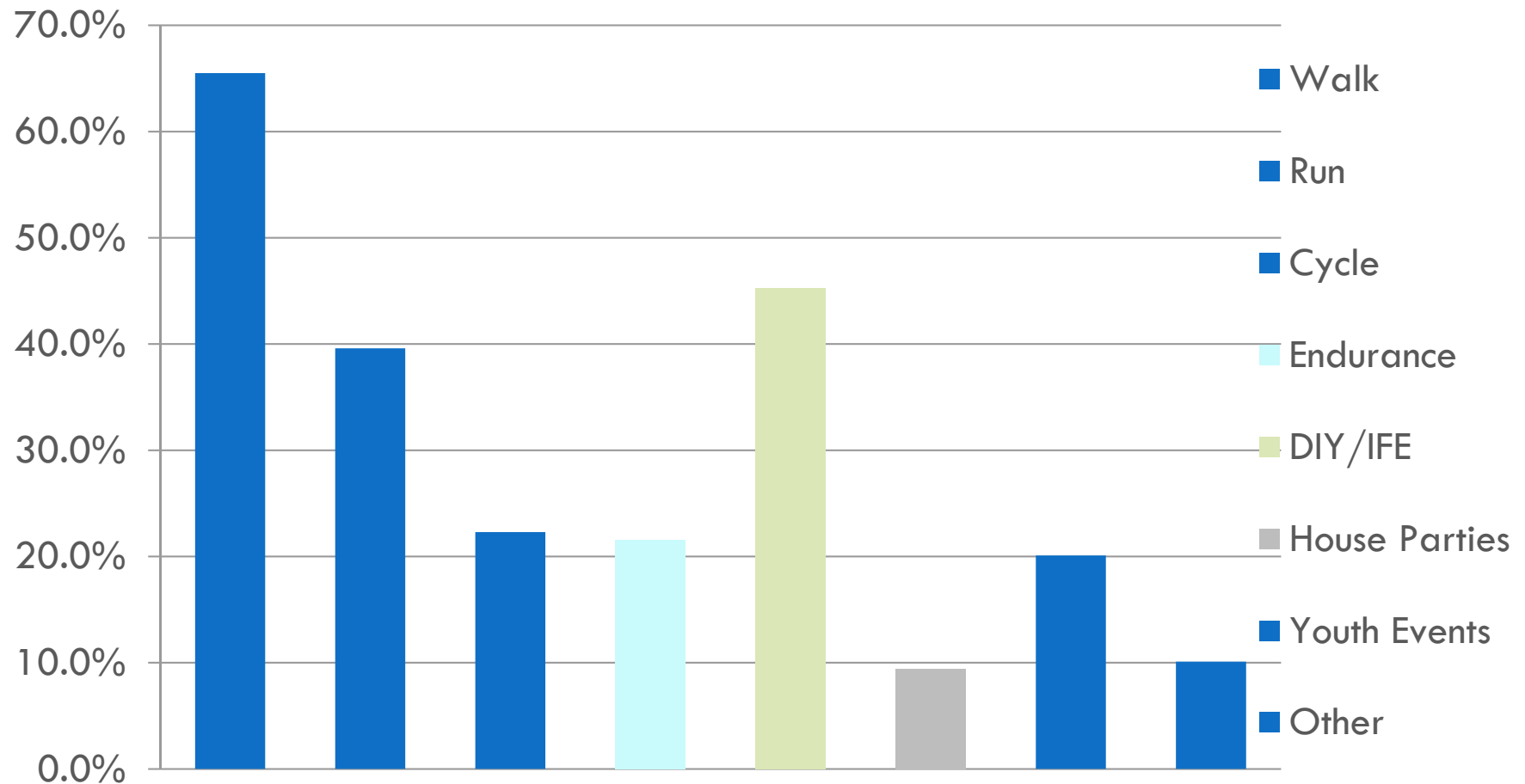
- Genevieve Ward & Mark Sara  
May 29, 2010

**Read more**



- Survey responses from 132 organizations
- 66% with annual revenue in excess of \$1 million
- Segments
  - 59% Health organizations
  - 23% Children's organizations
  - 7 additional segments
- Location
  - 86% US
  - 11% Canada

# Events Organizations Have in Place

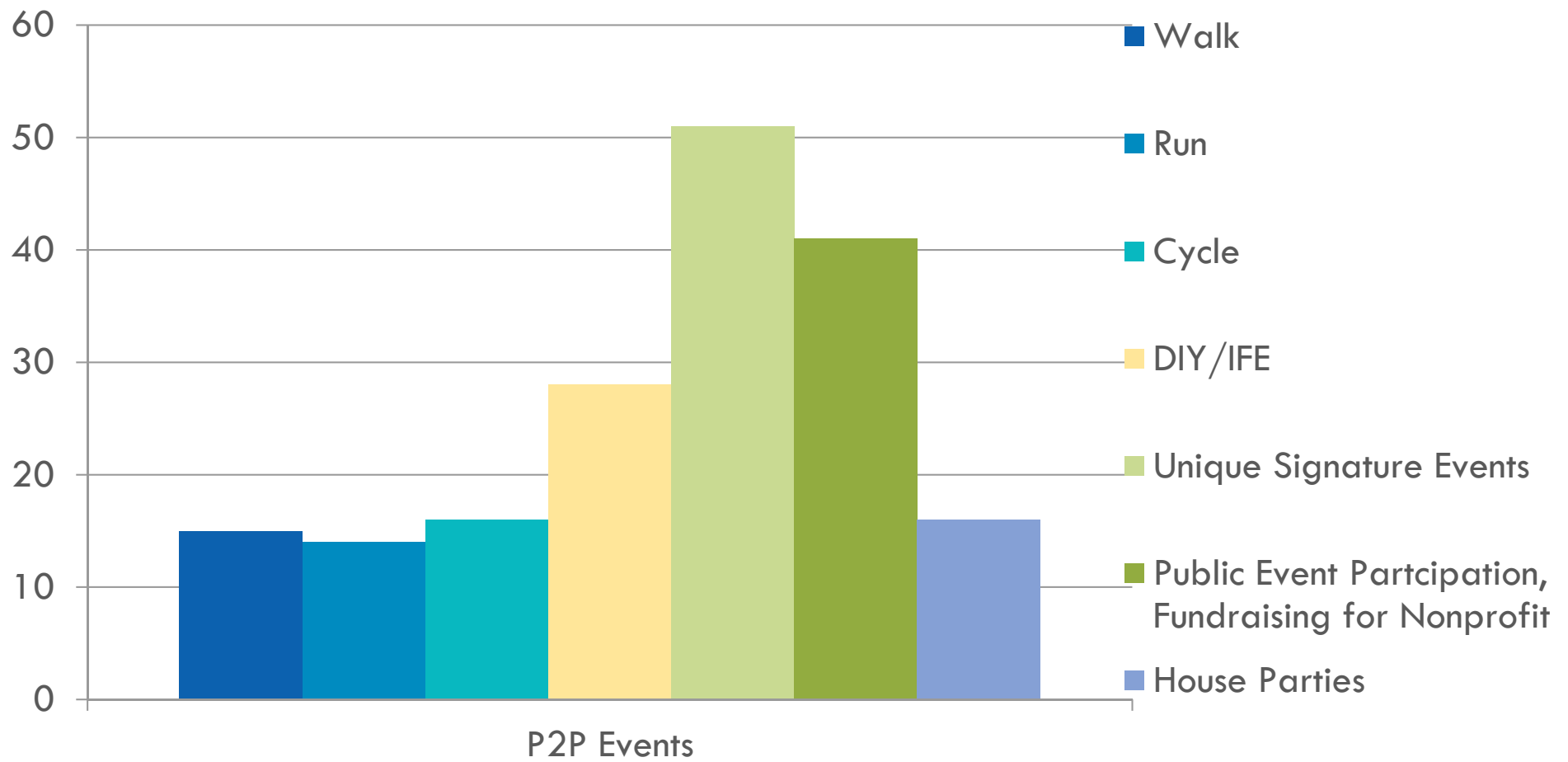


**66% of organizations surveyed include a walk event in their P2P program.**



# Event Considerations for Orgs with P2P Program

**42% of nonprofits are intent on adding P2P events in the future.**

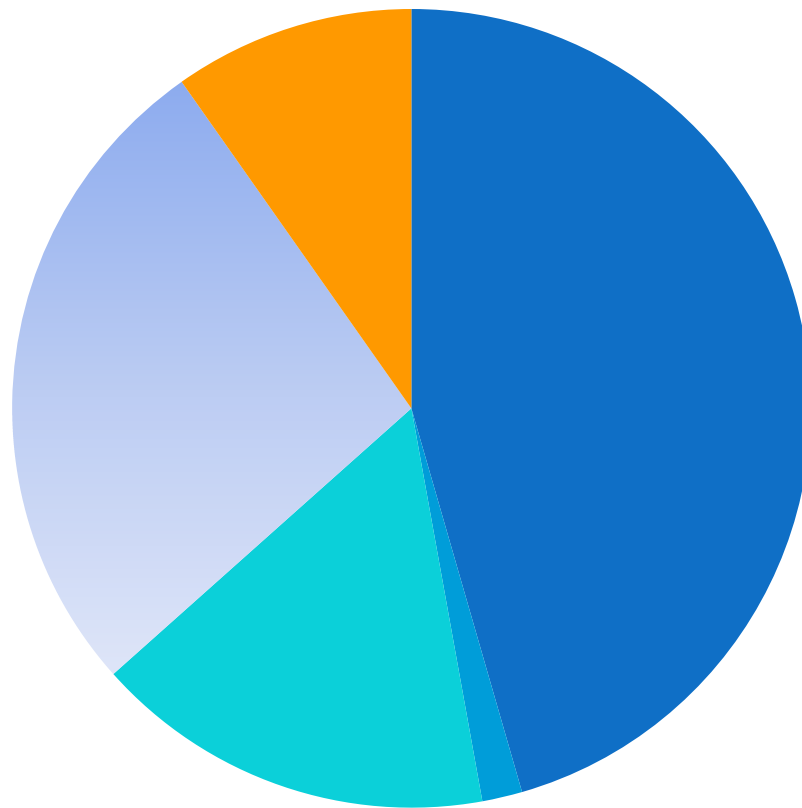






**Of the 3% who predicted a decrease, 40% thought it would come from participant fatigue.**

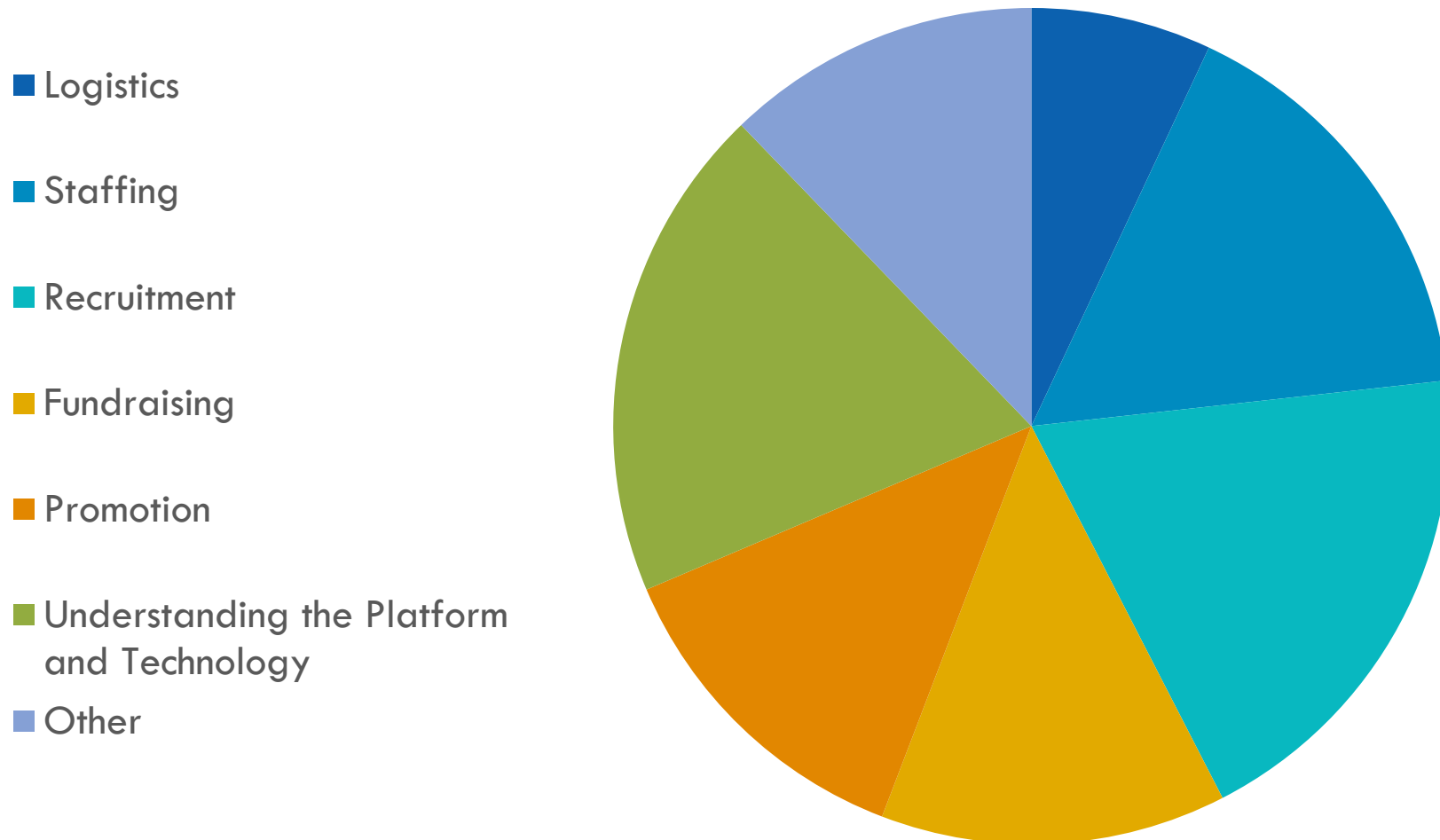
# Barriers to Peer-to-Peer Events



- Competing Fundraising Priorities
- Undeveloped Case for Investment
- Lack of Resources and Know-How for Creation
- Lack of Resources and Processes for Implementation
- Other



# Challenges of Peer-to-Peer Events



# Demographics of Giving and Participation

# Baby Boomers VS. Young Professionals

Baby Boomers constitute 43% of total giving. Young professionals (ages 18-32) are expected to grow the most as peer-to-peer fundraisers.



The athletic aspects to many peer-to-peer events tend to attract participants ranging based on underlying factors of age groups.

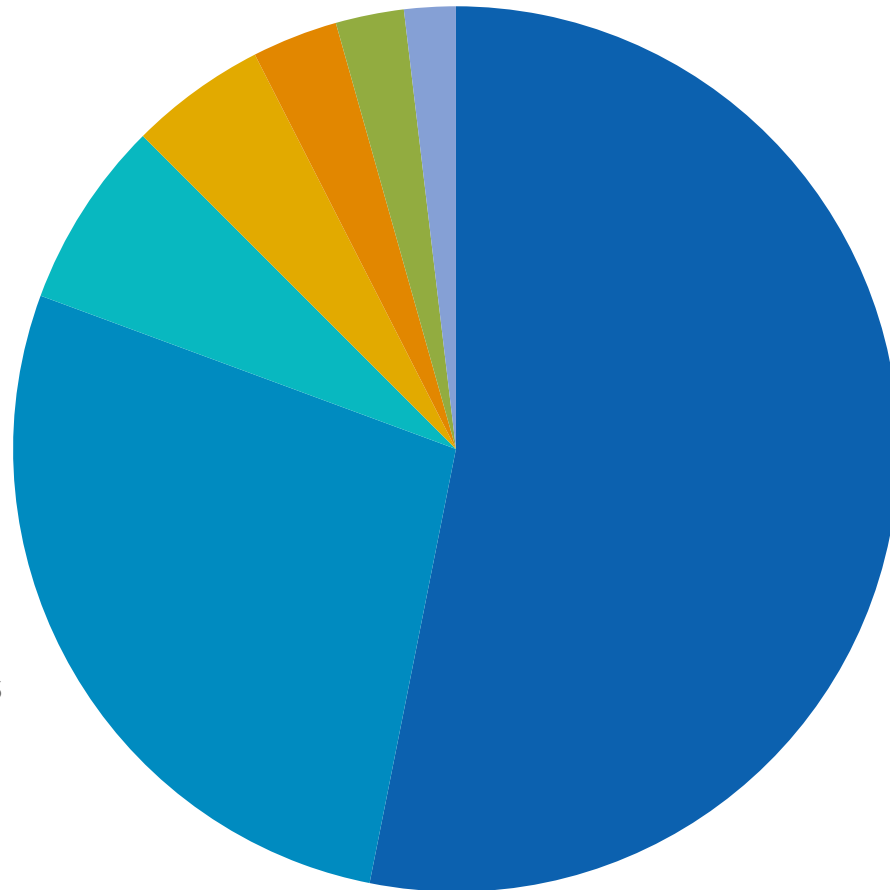
- Physical activity level
- Time commitment
- Cost

# Channels of Peer-to-Peer Fundraising



# Channels Supporters Will Use to Register in 5 Years

- Social Media & Mobile Fundraising Apps
- Text/Phone
- Cause Marketing
- Website
- In Person
- Social Media & Mobile Health Apps
- Social Impact Groups

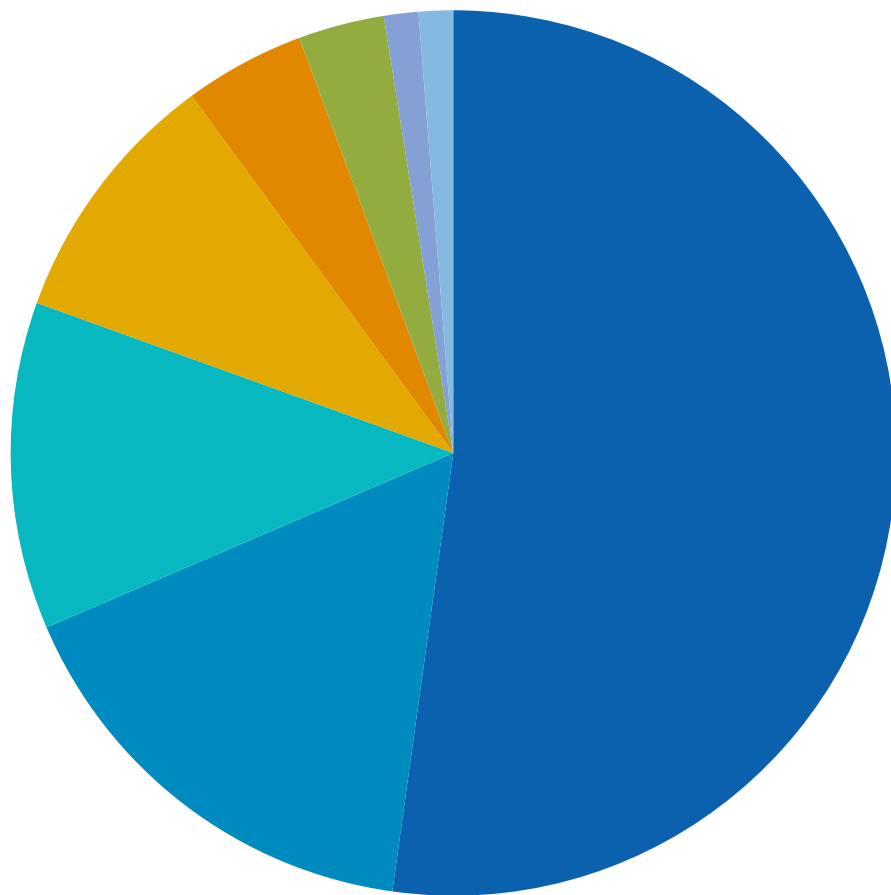


# Boundless Fundraising™



- Average 7% of all fundraising coming through applications
- Endurance events on average 10% of fundraising coming through applications

# Channels Supporters Will Use to Donate in 5 Years



- Social Media & Mobile Fundraising Apps
- Google Wallet / Apple Pay
- Cause Marketing
- Credit Card on a Website
- Company Match Funds
- Social Impact Clubs and Funds
- Donor Advised Funds
- Personal Corporate Sponsors

# Cause Marketing

**Dishing Out Meals**  
Fighting homelessness and hunger in our community

**DONATE** \$5 \$10 \$15

Many homeless individuals have to choose between spending their money on food or keeping a roof over their head.

Homeless individuals often resort to eating at public kitchens, food pantries and local soup kitchens.

Homelessness affects teenagers, single parents, and elderly individuals struggling to make ends meet.

You can make a difference for homeless men, women and children in your community by donating to the [www.homeless.org](http://www.homeless.org).

**KFC**  
Proceeds benefit the homeless





# Social Impact Groups



**Accelerator**

 **PHILANTHROPITCH AUSTIN**

# Maximize Your Success

- Social and Mobile strategy with options for giving and registration drives success today and will grow in importance
- Make sure to have a mobile-friendly platform, don't lose smartphone donations
- IFE is growing in popularity and has lower barriers to entry than other P2P event programs



# Q & A