

Part 3: What Can I Learn from Last Year's Numbers?

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Presenters:

Amy Braiterman, Blackbaud Jeff Shuck, Event 360

Events Boot Camp Series

Events Boot Camp, Part 1: How Can I Make Next Year's Event More Successful?

If you're planning your first event or looking to make your next event the best ever, sign up for this can't-miss session on planning your next event. We'll discuss event communication and marketing plans, event sponsorship and committees, site design, tools to drive revenue and awareness, and more.

Events Boot Camp, Part 2: How Can I Develop a Successful eMail Marketing Strategy? Co-Host: Zuri Group Join us as we talk about designing an event email marketing strategy and maximizing its impact. We will cover topics like email timing, frequency, and design.

Events Boot Camp, Part 3: What Can I Learn from Last Year's Numbers? Co-Host: Event 360

We will help you uncover the wealth of information in your event numbers. We'll share how you can impact your event and participant behavior by analyzing mid-season metrics and discuss how the event data from this year's achievements can lead to next year's successes. Register today to learn best practices for performing detailed analyses of event data to discover hidden gems within your event.

Events Boot Camp, Part 4: How Can My Events Raise More and Utilize New Strategies?

We'll share best practices for using Blackbaud Friends Asking Friends, including how to create an effective event site, how to raise more funds online, and how to integrate online and offline efforts. Plus, learn more about what's new with Blackbaud Friends Asking Friends: event committee dashboard, integration between Google Analytics and mobile ready pages and forms.

Events Boot Camp, Part 5: We Have a Facebook Page and My Participants are Tweeting...Now What? Co-Host Charity Dynamics

We'll discuss how your organization can use social media to extend your reach, increase events online presences, and raise more funds. We'll also share how social media works with online and offline tactics to create integrated marketing and cultivation plans for your event. Plus, we'll share the latest results from our annual social media research project.

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Blackbaud Friends Asking Friends

Our History

- Supported more than 33,000 events
- More than \$1 billion raised online
- 14+ million participants
- 26+ million donors
- 1st event is still a customer (Arthritis Foundation San Diego Jingle Bell Run)

Our Proven Results

- Average participant sends 28 emails
- 1 in 4 FAF emails conversion
- FAF emails have a 90 percent or greater open rate
- Average online gift size: \$60
- In 2009, 4 of the top 5 customers in the RWR30
 ranked by % growth used Blackbaud Sphere Events



Event 360 is an Event Fundraising Company

About Us

Event 360 helps nonprofits use the art and science of event fundraising to create powerful experiences that drive giving, loyalty and awareness.

Our strategic services include event fundraising, production, and IT consulting, among other capabilities.

Our Proven Results

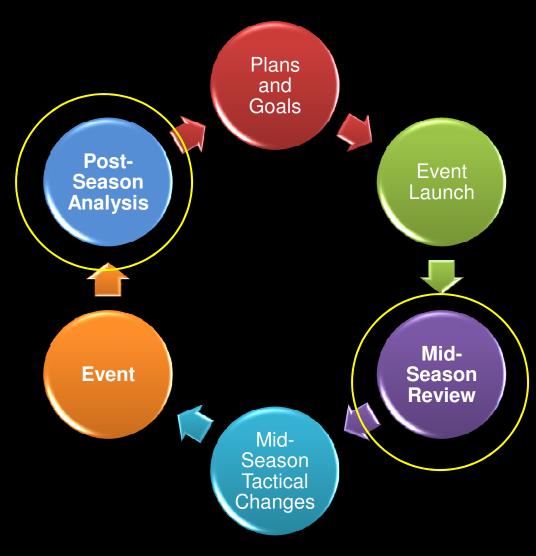
- ●50+ Nonprofit Clients
- More than \$500 million raised, 175 Events, 188,000 participants, and 5000 miles of road travelled
- Blackbaud Authorized Partner



Jeff Shuck President & CEO Event 360, Inc. jeff@event360.com

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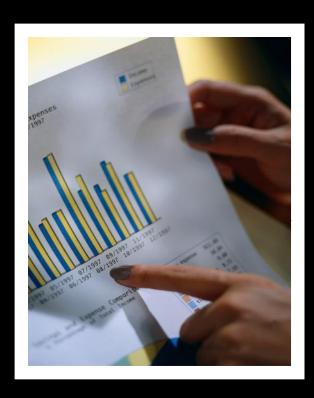
Lifecycle of an Event



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About Analytics

- Using data to improve decision-making
- Don't be afraid of your data!
 - It won't hurt you
 - You won't break anything
 - Even small explorations can yield big insights
- You already own a powerful data analysis tool



What Can I Learn?

Where activity is driving overall results?

Where lack of activity is hurting overall results?

Who is performing and who isn't?

Where to direct finite resources?

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Three Concepts

The Pareto Principle

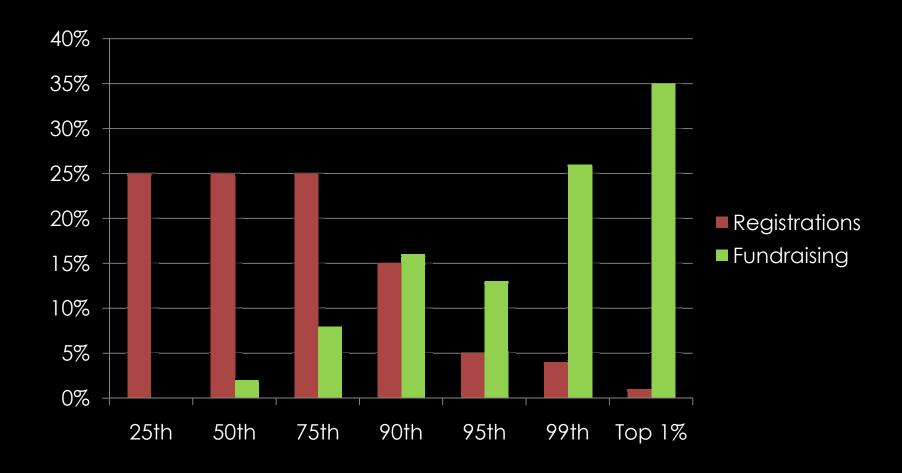
Segmentation

Average versus median

The Pareto Principle

- In any fundraising initiative, the bulk of the dollars come from a subset of the donors.
- Event fundraising is the same not all the participants are equal from a fundraising perspective.
- Our goals are two-fold:
 - Identify and target those most likely to raise money.
 - Raise the overall level of fundraising activity for everyone.

The Importance of a Few



Why Segment?

- Segments are smaller groups of the larger whole.
- Segments are necessary because not everyone is the same.
 - Being everything to everyone makes you nothing to no one.
 - Different messages resonate differently with different people.
 - Different messages are more effective at different stages.
- Segmentation involves looking at the overall population, breaking it into subgroups, and targeting them differently.

Basic Segments

- Zip code
- Relationship to cause
- Runner versus walker
- Amount raised
- Goal status
- Team status
- Email activity



Average Versus Median

- Because of the differing performance between segments, beware of using averages alone
- An average is a helpful shorthand, but averages are distorted by extreme values
- Using median values can deepen your understanding
 - The median is the exact middle value

Overall Performance

Where to Look	Why	What to Look For			
Revenue	The overall measure of the success of any fundraising event	 Trending over time Performance against comparables 			
Participant Satisfaction	A leading indicator of future performance	 Trending over time Areas to increase or reduce investment 			
 An indicator of future performance An indicator of the strength of our ask and mission activation 		 Trending over time Opportunities for a segmented offer 			

Participation

Where to Look	Why	What to Look For			
Number of Participants	A primary driver of revenue	 Should trend with revenue; if participants have gone up but revenue is flat or decreasing, your ask is weak 			
Registration Time	Time as a registrant corresponds to higher fundraising	 Does the length of time people are in your system correspond to your communications calendar? Opportunities to offer early registration incentives to spur higher fundraising 			

Fundraising

Where to Look	Why	What to Look For			
Number of Donors	 An often overlooked but critically important metric This is where all the income is generated – participants do not create revenue, donors do 	The ratio of donors to participants (strong programs have ratios of 3 or 4 to one and higher)			
Percentage of Participants with Zero Donors	An easy way of seeing how well you are convincing your participants that your event isn't just an activity	 How many participants have zero donors? Many programs exhibit rates of 70% to 80%. Are you pursuing participants who contribute nothing? 			
Percentage of Self- Donations	A quick way of assessing the power of your ask; every participant should be ask to give personally	 Participants who self-donate are much more likely to raise money from others This number can show you excellent segments to target 			
Number of Emails Sent	A measure of the effectiveness of your appeals to fundraise; this number tells you how many asks your participants are making	Are there participants who never ask anyone?What can you do to make asking easier for them?			

Donations

Where to Look	Why	What to Look For			
Gift Size	 An important measure of both how powerful the asks of your participants are, and of how powerfully your cause resonates with donors In most fundraising events, this is the only real indication we have of the worth the donor puts on 	 Low median gift size (\$25) can mean that your participants are not being adequately coached to fundraise Low median gift size can also mean that your donors do not find your cause compelling This metric can be impacted quite well when the right 			
	our appeal	language and levels presented on the fundraising page.			

Managing by the Numbers

Set Recruitment Event Goal

Break down into Recruitment Participant Types

- Past Team Captains
- Past Participants
- New Team Captains
- New Participants

RETENTION RATE IS KEY

Break Down into Weekly and Monthly Goals

- Focus on Smaller Goals
- More Attainable and Less Stressful
- Helps You Track Your Progress Through the Event Cycle

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Managing by the Numbers

Team Recruitment Goal: 100 teams

• Retention Rate: 50% (50 Teams)

• New Team recruitment goal: 50 Teams

Walker Goal: 1000 Walkers

Breakdown walker into weekly goals

Revenue Goal: \$100,000 / Walker Average: \$100

	Oct	Nov	Dec	Jan	Feb	March	April	May
Past Teams	15	10	5	15	10	5		
New Teams	5	10	5	15	15			
Past Walker	50	70	30	100	125	50	50	30
New Walkers		30		50	75	100	100	40

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Track your progress: Mid-season Core Metrics

- Core Metrics
 - A set of data that measures the success and projected success of your event
 - Snapshot of event's performance
 - Measure against your goals/plan for the season and against last year
- Actionable metrics
 - The metrics you have the ability to influence via your marketing tactics

Participant Behavior can be influenced mid season

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What metrics should I track?

Overall Event Gauge

- Donation \$ raised
- Number of donations received
- Number of participants
- Source performance
- Site traffic
- Number of Teams

Detailed Participant Metrics

- Average donation amount
- Donation \$ / participant
- Donation # / participant
- Emails sent / participant

Participant Behavior

- Team size and fundraising performance
- Number of emails sent
- Adoption of facebook badge
- Fundraising goal

Segments

- Core segments as defined entering into season
- Upon analysis, any segments that pop up different than initial list

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Mid-Season: Making Adjustments

Situation: Team captain numbers are down compared to this time last year

Metrics to measure

- Number of Past Team Captains
- Number of New/ First Time Team Captains

Past Team Captains who have not signed up

- Targeted email campaign
- Team Captain Registration Challenge
- Phone Calls
- Invite to kickoff or other pre-event activity

Past Individual Participants who have not signed up

- Targeted email campaign
- Team Captain Registration Challenge
- Phone Calls
- Invite to kickoff or other pre-event activity

New Team Captains – External Efforts

- More aggressive promotion of event on organization website
- Social network push
- Promote Team Captain Challenge
- Article in upcoming organization communication
- Include event information in mailings

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