THE 2014 BLACKBAUD
PEER-TO-PEER FUNDRAISING STUDY
Amp Up Your Peer-to-Peer Fundraising

July 2015

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

Authors

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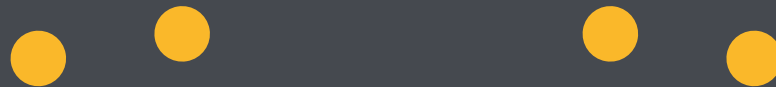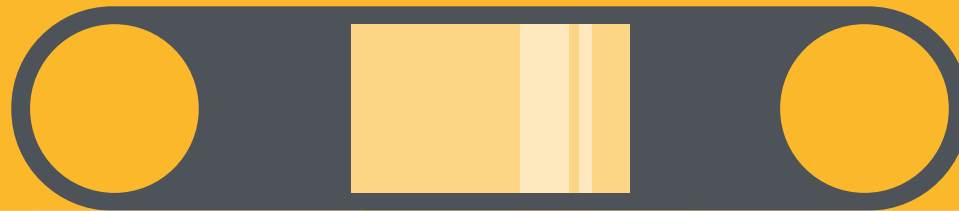Shana Masterson, Senior Consultant

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About This Study

Data helps us be better fundraisers. Each year, the professionals at Blackbaud analyze trends in the peer-to-peer fundraising market to give you the information you need to become a stronger fundraiser.

The 2014 Peer-to-Peer Fundraising Study acts as a measuring stick for the peer-to-peer events happening in the fundraising world around you

Whether you're interested in participant loyalty, fundraiser status, or team performance, this study provides a comparison for your program's performance on similar industry events.

Our goal is to provide information to help you identify growth opportunities for your program. Always remember the goal is not to meet the benchmarks, it's to exceed them.

This Study combines three years of event data from 169 organizations using Blackbaud's peer-to-peer fundraising platforms. Collectively, from 2012 through 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.

To understand the past and present and to uncover future opportunities, this study was created using VantagePoint™

A business intelligence solution specifically designed by Blackbaud for nonprofits, VantagePoint facilitated this Study's comprehensive analysis of three years' worth of peer-to-peer fundraising data.
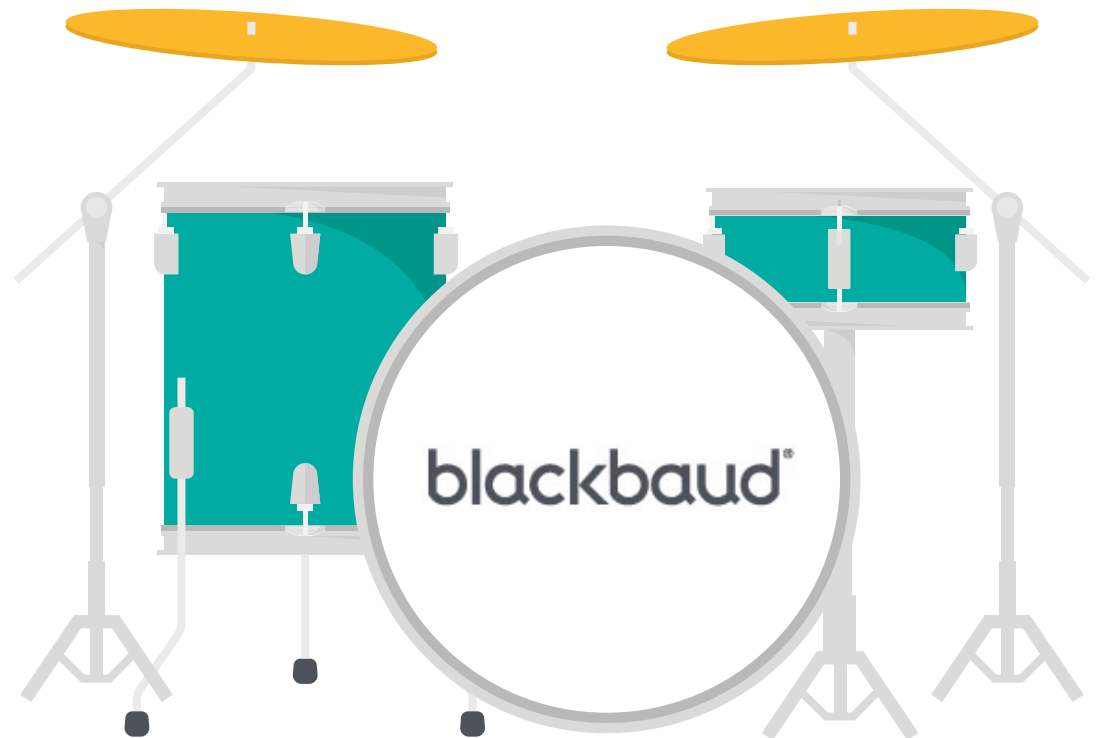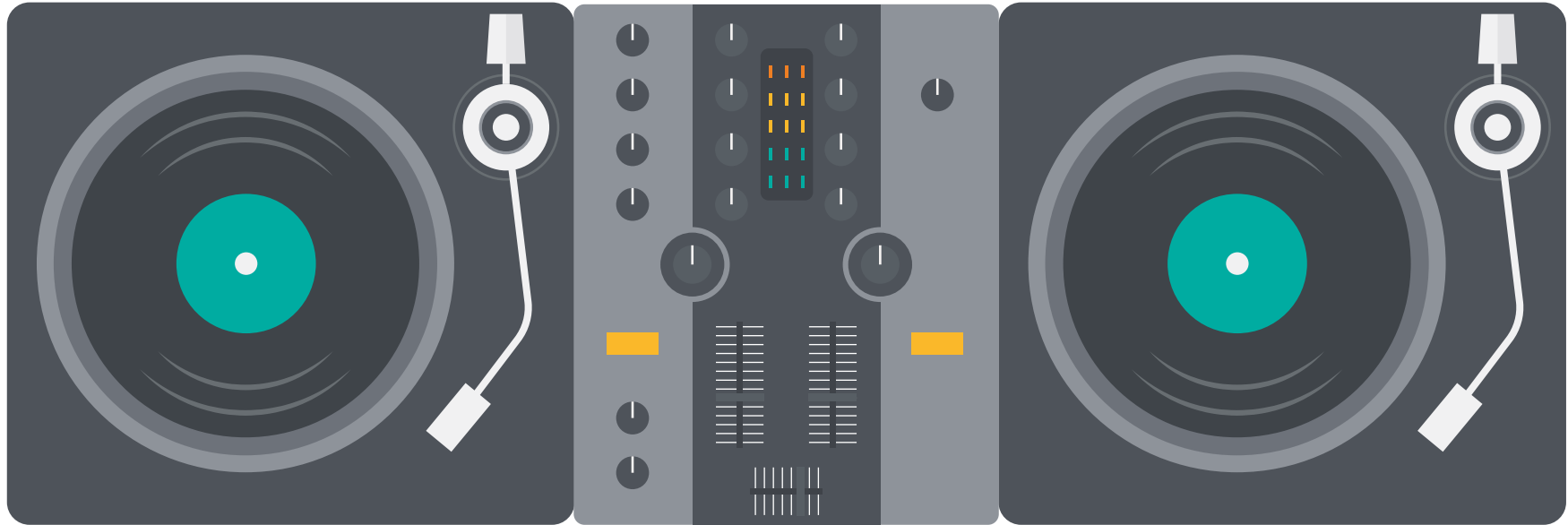
This Study takes a look at participant and team online performance. We use our standard set of key performance indicators to measure performance:

Percent of participants who fundraise online

Average amount raised per participant

Average online donation

Average number of donations

Percent of participants who send emails

Number of emails sent

Event Types

In this Study, peer-to-peer fundraising events have been broken down into four categories:

CYCLE

This includes multi- and single-day events devoted solely to cycling. A registration fee is generally charged and there is usually a minimum fundraising requirement.

ENDURANCE

Multi- and single-day long distance walks, half marathons, marathons, and triathlons fall into this category. These events generally charge a registration fee and often have a required fundraising minimum.
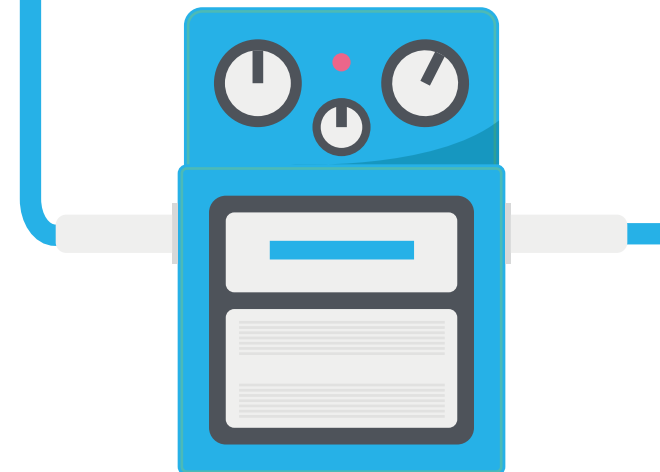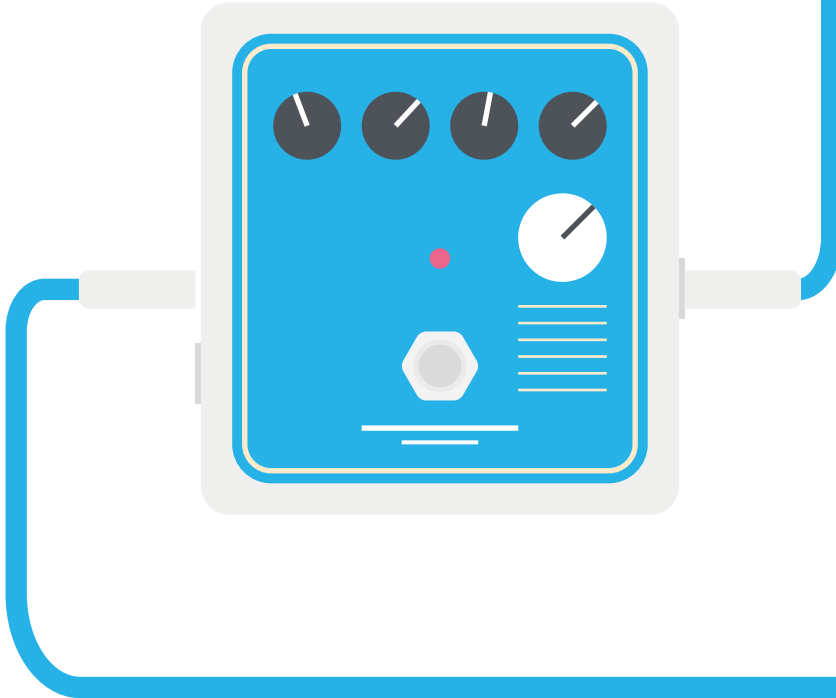
5Ks

Most short-distance competitive races fall into this category. These almost always have a registration fee, but unlike cycling and endurance programs these events do not have a fundraising minimum.

WALK

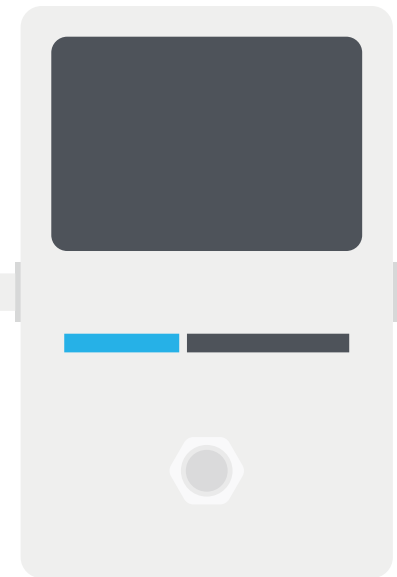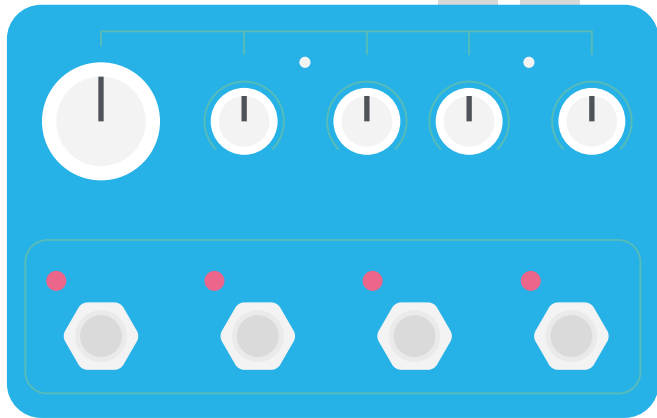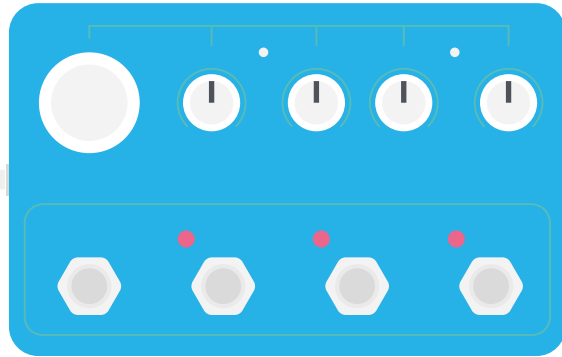Participants are encouraged but not required to fundraise. These non-competitive events aim to include as many people as possible in an effort to raise money, spread mission awareness, and gain new supporters.

A Few of Our Favorite Things

For walk and 5k events, the percentage of participants fundraising has increased after a few flat years. But when you dig into the data, more than half of the people fundraising only have one donation. So opportunity still abounds in this area.

Walk events are still the granddaddy of the events in this Study—in more ways than one. Walks continue to represent the bulk of participation and revenue. Walks are still relatively inexpensive to hold and have a low barrier to entry. At the same time, cycling events are gaining a stronger hold on the market. For all event types, examine any old-fashioned practices and add fresh and contemporary touches to keep pace with the times.
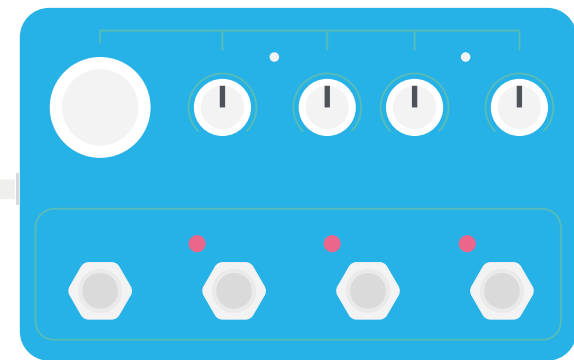
It's all about the base. Returning participants continue to be better fundraisers than new participants; raising in many cases more than double compared to their new participant peers.
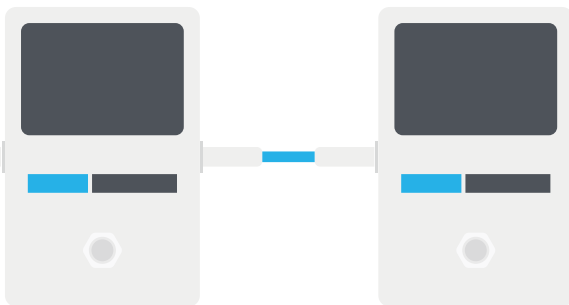
Small and mighty is a great tagline for team captains and top fundraisers. Overall they represent small segments of the participant population, but they raise the majority of the online revenue.

A Few More of Our Favorite Things

Participants fall into four categories: fundraise only, donate only, fundraise and donate, and non-fundraiser. Why the need to create four participant classifications? To grow traditional peer-to-peer event programs, we need to better understand who's fundraising versus who's donating.
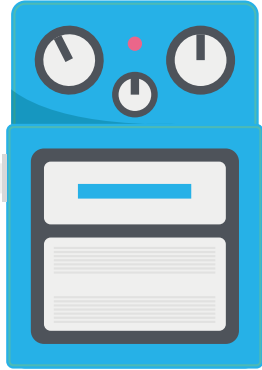
As in recent years, we're continuing to see a decline in the use of email tools, but email is still a very effective fundraising tool. Participants who send emails outperform their non-email sending peers. For example, walkers who send emails on average raise $418.90 compared to non-email senders who raise $65.03. That's a pretty big difference!

This year we looked at team size and team fundraising level to better team performance. A quick preview: increasing the number of team members does not necessarily mean increased fundraising.

Traditional Events:
Definitely Not One-Hit Wonders

Do you remember your favorite event experience? I do. It was fall 2007, and it just wouldn't stop raining. I remember waking up on event day and thinking to myself that no one is going to show up. Who wants to get up at 8:00 a.m. on a rainy Saturday morning and walk in a circle for three miles?

Luckily, I was wrong. Oh, so very wrong. Walkers started arriving a little after 8:00 a.m. We stood there together in the rain. During the opening ceremony, I watched the marker run down the handmade signs. It wasn't the crowd of thousands that I had envisioned, but it was beautiful. Just as the walk was about to start, the rain stopped, the sun came out, and a gloomy morning turned into a perfect fall day.

When I'm asked why I focus on traditional events, I'm brought back to that rainy day. Traditional events may not be the new kid on the block, but their purpose is of the utmost importance. They provide constituents with a day to honor friends, remember loved ones, and stand for the causes that are close to their hearts. While new trends come and go, traditional events are tried and true—they're our solid gold records.
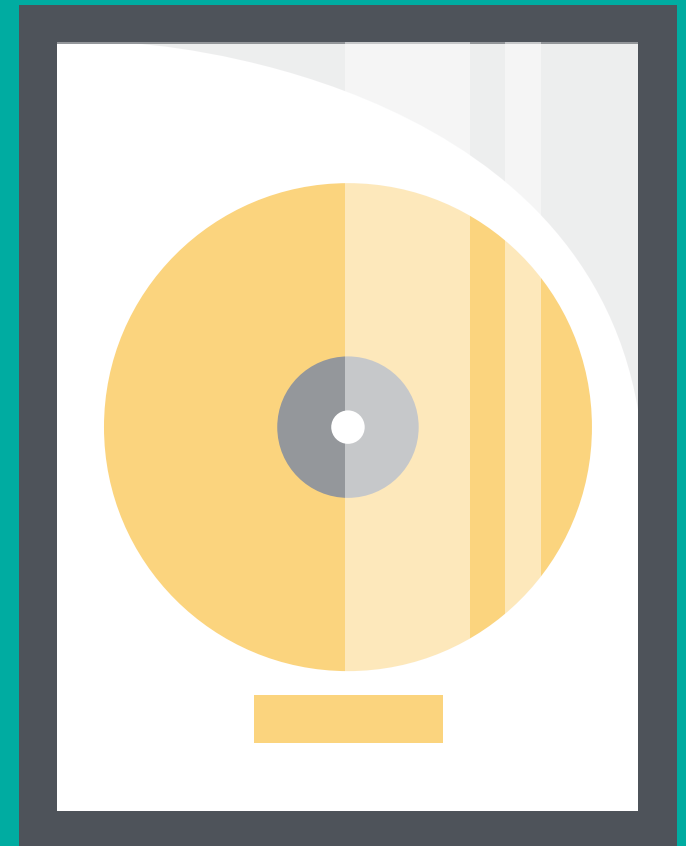
So, are you ready to talk data now? Let's do this.

2014 Traditional Event Marketplace by Registration and Revenue

Before we get into participants and teams, we thought we'd provide an overview of the traditional event marketplace. Charts #1 and #2 illustrate the peer-to-peer event marketplace by percentage of participant registrations and online revenue.

Chart #1 Event Marketplace by Participant Registration

CYCLE	ENDURANCE	5K	WALK
5.17%	2.00%	26.71%	66.07%
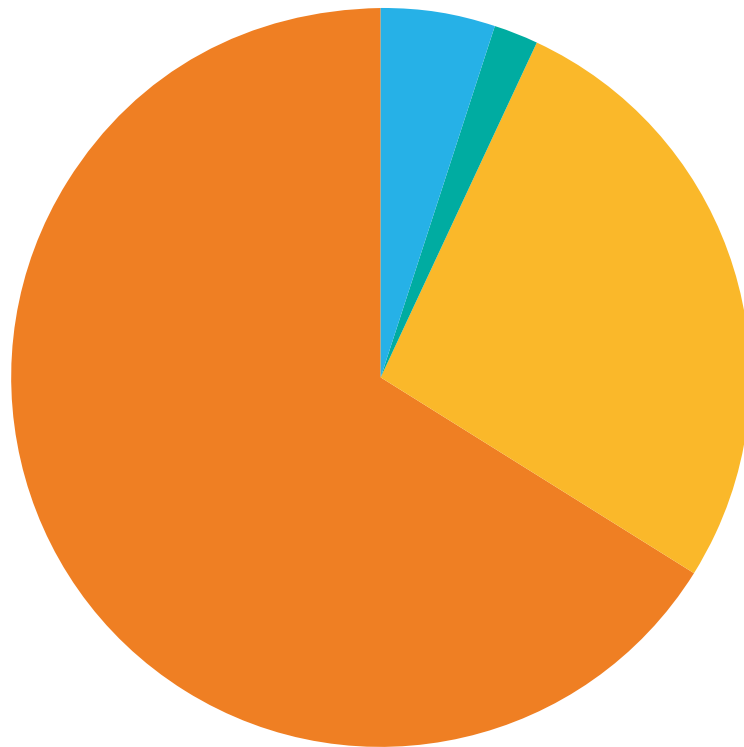
Chart #2 Event Marketplace by Revenue

CYCLE	ENDURANCE	5K	WALK
28%	11%	10%	51%

CHART #3

Where the Money Comes From

Instead of looking at online revenue in one lump sum, we've separated it into three categories: **online donations**, **personal donations** and **registration fees**.

CYCLE
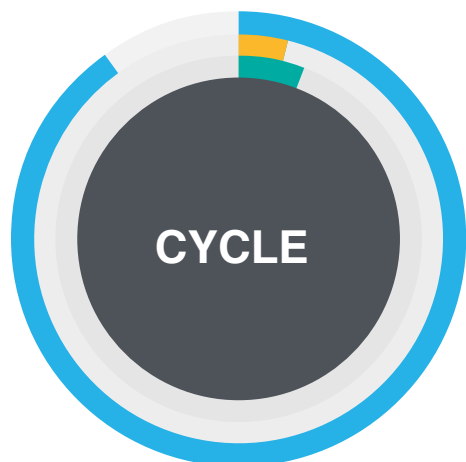
Online Donations
90%
Personal Donations
4%
Registration Fees
6%

ENDURANCE

Online Donations
92%
Personal Donations
2%
Registration Fees
6%

5K

Online Donations
55%
Personal Donations
6%
Registration Fees
39%

WALK

Online Donations
81%
Personal Donations
16%
Registration Fees
3%

CHART #4

2014 Percent of People Fundraising

This Study will show a variety of performance views to better understand fundraiser performance. Chart four shows the percentage of participants fundraising online. To take a closer look at online fundraising, we've divided these fundraisers into two categories: fundraisers with one online donation and fundraisers with two or more online donations.
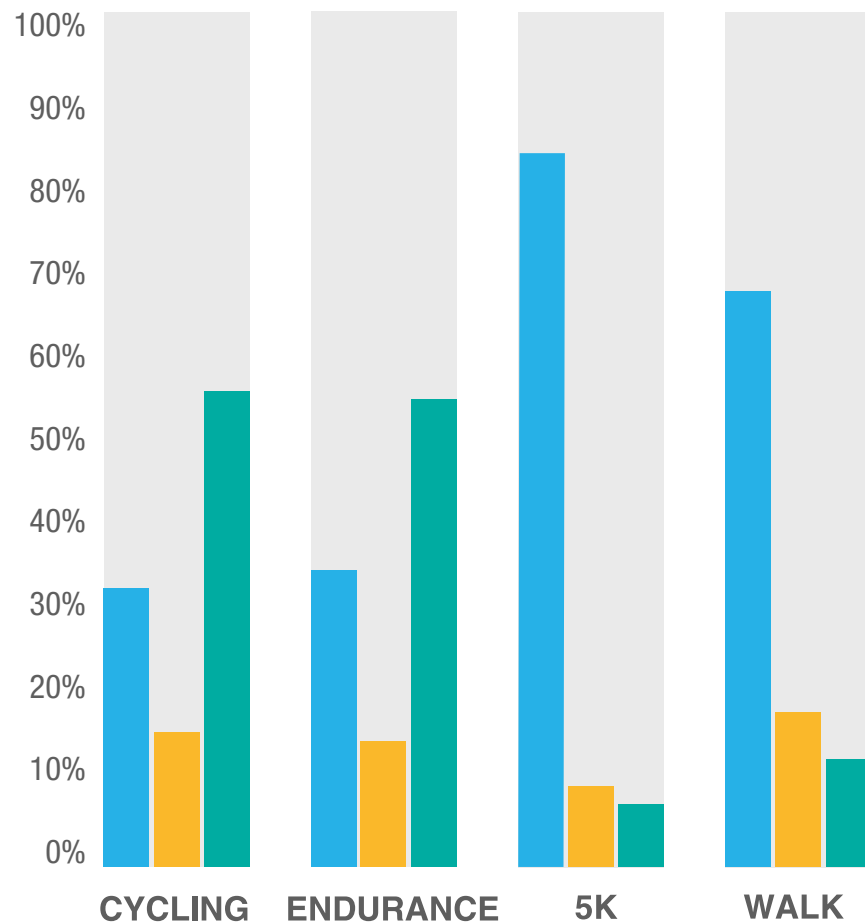
CYCLE
ZERO | **31.19%**
1 DONATION | **15.44%**
2+ DONATION | **53.37%**

ENDURANCE
ZERO | **33.12%**
1 DONATION | **14.40%**
2+ DONATION | **52.47%**

5K
ZERO | **84.01%**
1 DONATION | **8.72%**
2+ DONATION | **7.27%**

WALK
ZERO | **68.64%**
1 DONATION | **18.98%**
2+ DONATION | **12.38%**

CHART #5

2014 Percent of People Fundraising Three-Year View

2012

2013

2014

CYCLE | **68.85%**
ENDURANCE | **68.04%**
5K | **14.98%**
WALK | **31.27%**

CYCLE | **68.66%**
ENDURANCE | **67.38%**
5K | **14.07%**
WALK | **30.74%**

CYCLE | **68.81%**
ENDURANCE | **66.88%**
5K | **15.99%**
WALK | **31.36%**

CHART #6
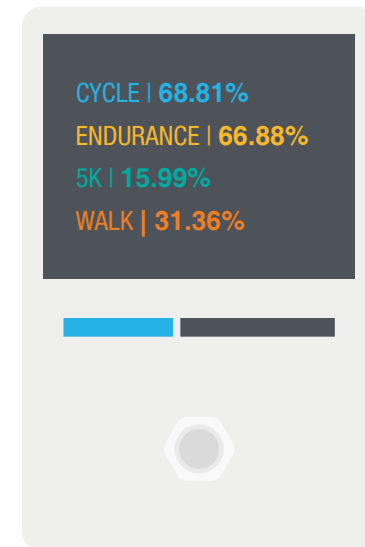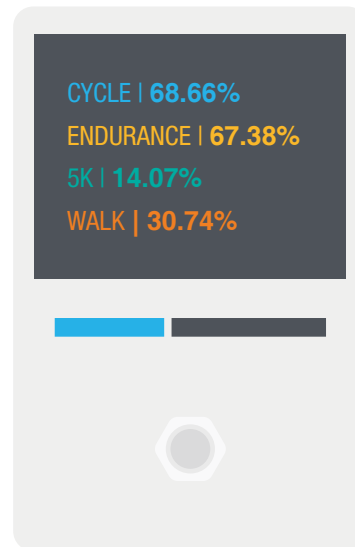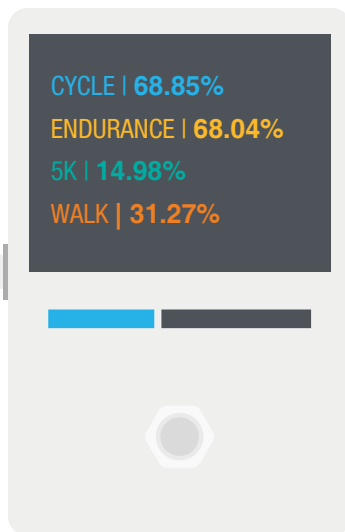
2014 Average Online Donation Amount

Average online donation amount refers to the average amount a donor gives online when a participant asks for his or her support. Donors continued to give more in 2014 than in 2013, and while the increases were not dramatic, they were steady.

CYCLE
2014 DONATION | **$82.44**
YOY % CHANGE | **8%**

ENDURANCE
2014 DONATION | **$75.15**
YOY % CHANGE | **2%**

5K
2014 DONATION | **$61.35**
YOY % CHANGE | **4%**

WALK
2014 DONATION | **$66.81**
YOY % CHANGE | **6%**

CHART #7
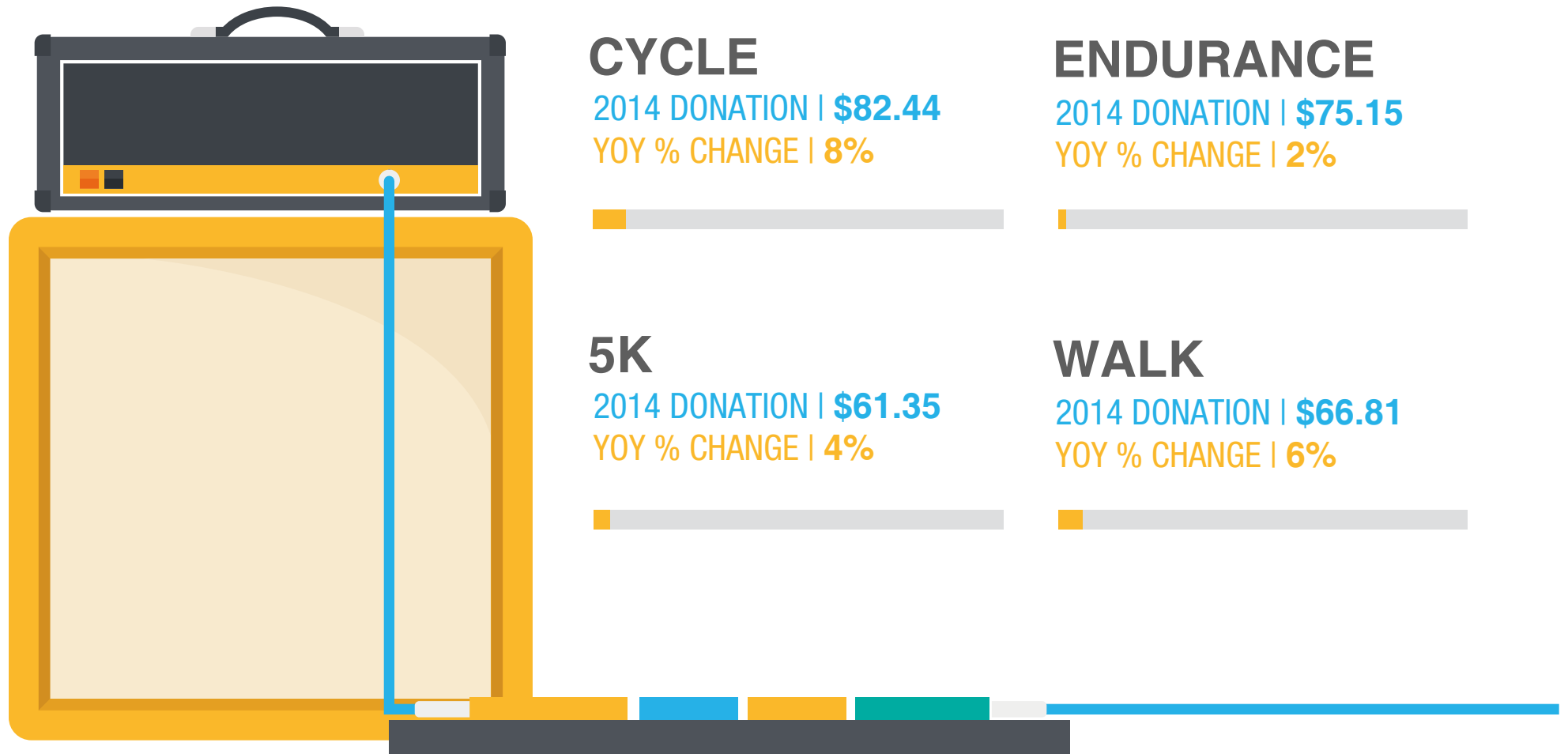
Average Online Donation Amount Three-Year View

CYCLE
- $70.34
- $76.52
- $82.44

ENDURANCE
- $70.82
- $73.54
- $75.15

5K
- $56.66
- $58.90
- $61.35

WALK
- $59.12
- $62.97
- $66.81

$0 $10 $20 $30 $40 $50 $60 $70 $80 $90

■ 2012   ■ 2013   ■ 2014
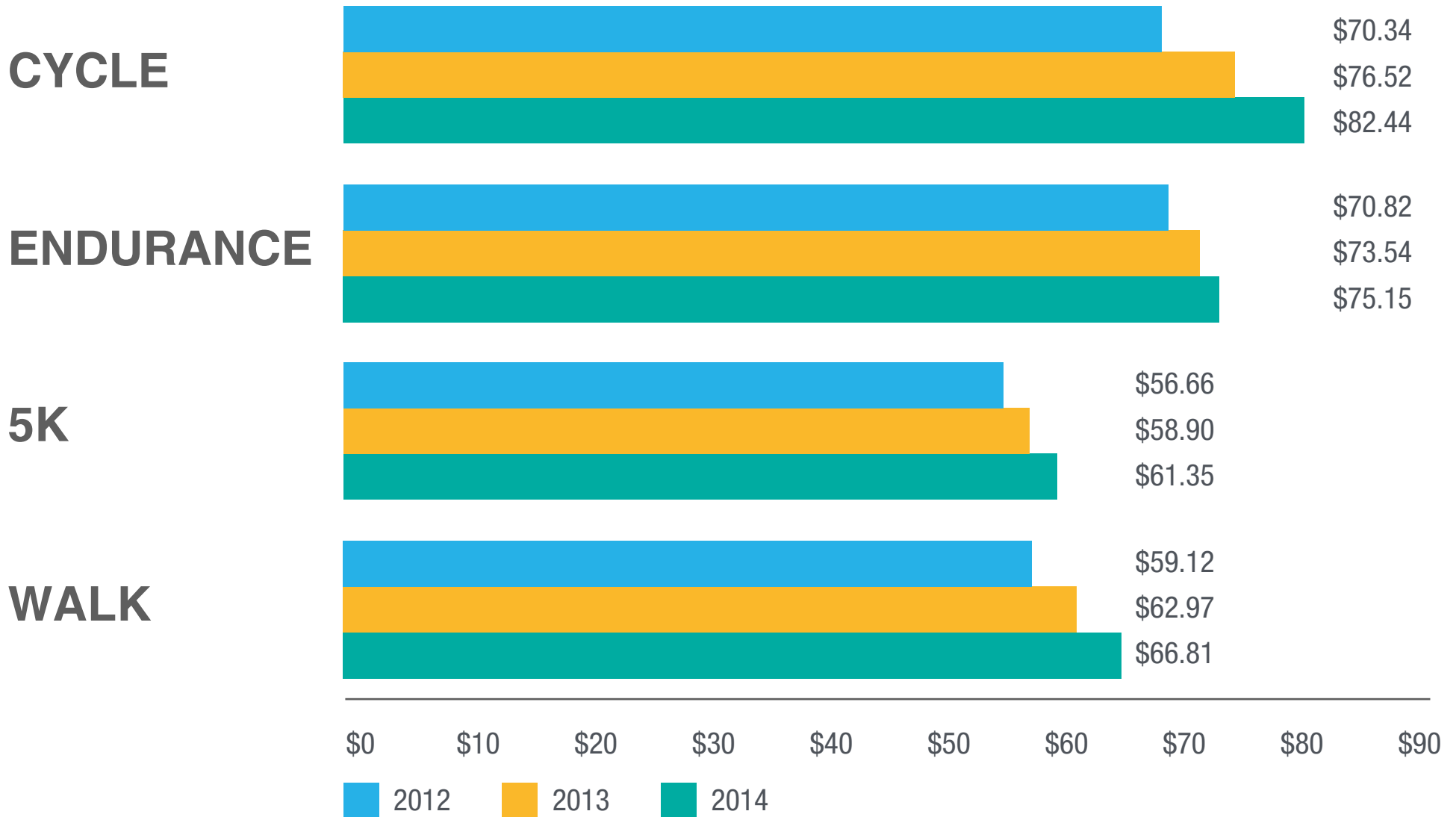
Participant Loyalty:
It's All About The Base

It's no secret that returning participants are more engaged and raise more money than existing participants. Nonprofits understand that it costs less to retain participants than to acquire new ones. Despite this, many events aren't seeing as much repeat participation as they'd like. So, let's dig into what we know about loyalty and apply that to peer-to-peer fundraising.

What can all peer-to-peer events learn from cycle events?

Cycle events seem to have the market cornered on repeat participation and rider loyalty. They offer a "choose your own adventure" event experience that can be challenging, while also including all skill levels. Through the activity of riding, riders feel a sense of community, even though not all of them are necessarily connected to the cause.

While we're not suggesting you need to add a cycle event or an endurance component to your walk event, you should look for ways to provide fun options for all your participants. Add a stroller jog to your 5k, or build excitement throughout your walk course by providing optional components, like a maze. These activities give participants another element to unite around and look forward to year after year.

Most importantly, make your event day mission-centric. A meaningful event experience is an important component to building a loyal base of fundraising participants. Let's take a look at how returning participants contribute to online fundraising revenue.

CHART #8
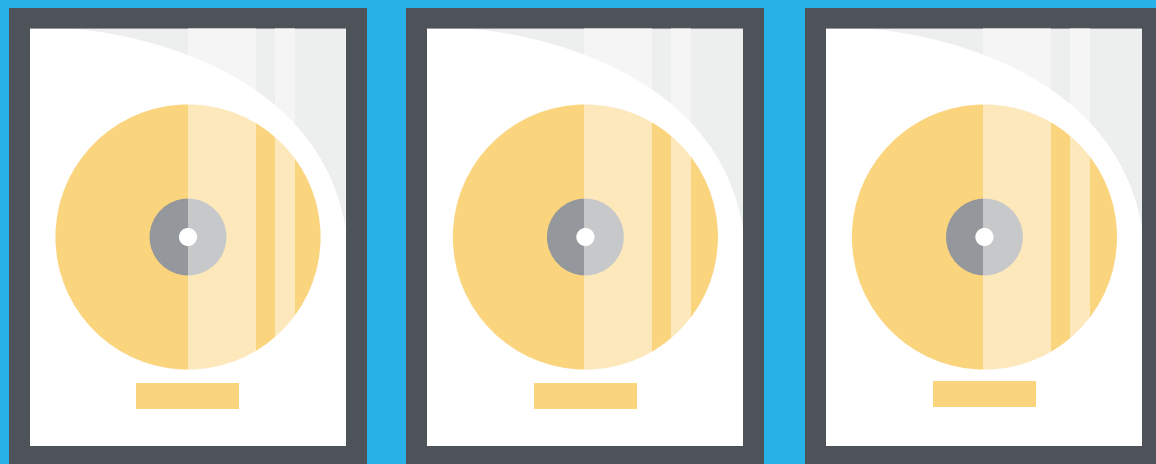
2014 Percent of Returning Participants

For the purpose of this Study, a returning participant is defined as someone who registered online in 2013 and returned to register online again under the same name and email address in 2014.

CYCLE
2014 | **55.8%**

ENDURANCE
2014 | **44.6%**

5K
2014 | **35.8%**

WALK
2014 | **29.7%**

blackbaud®
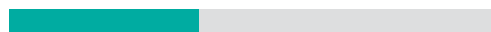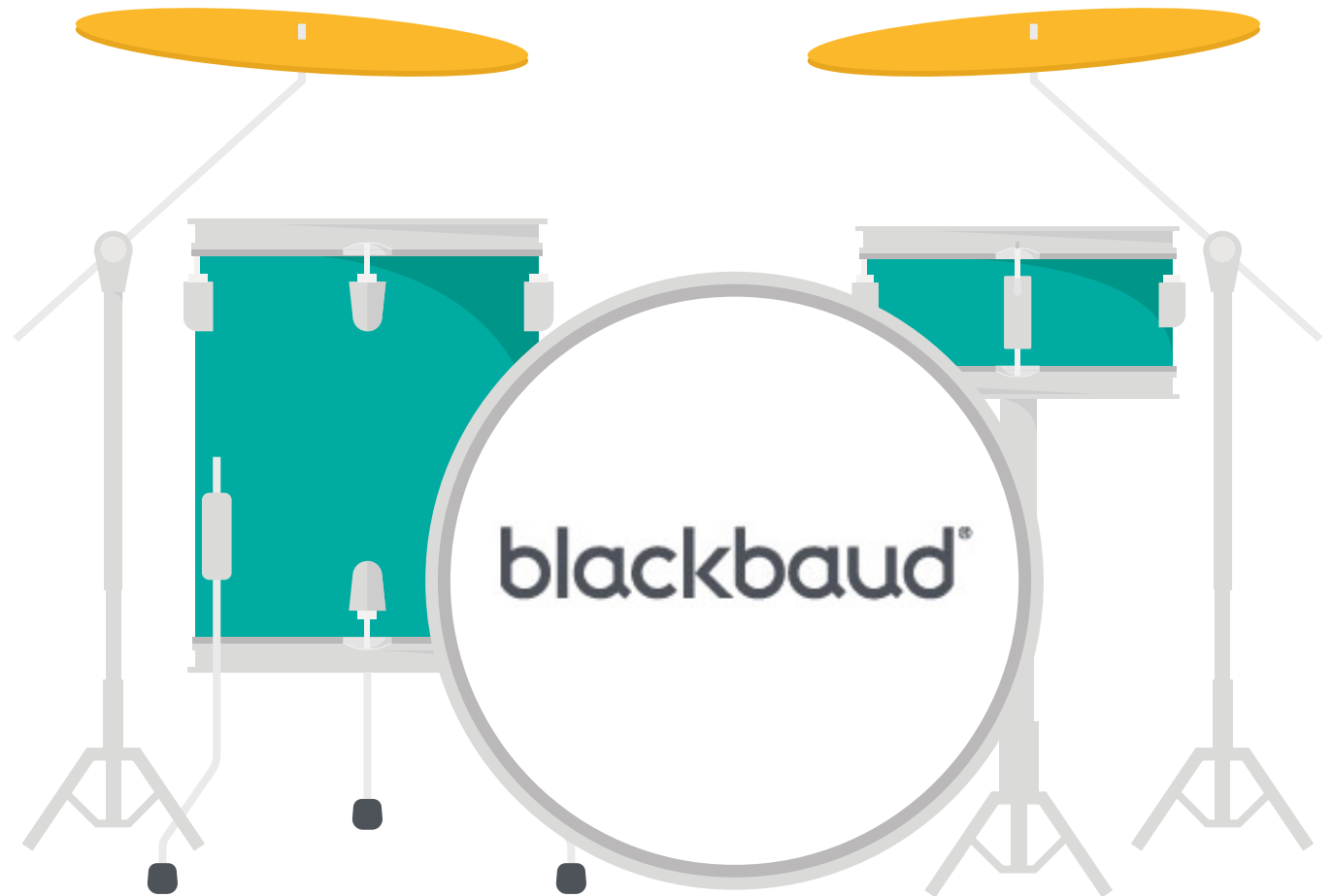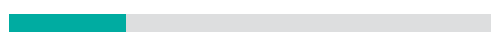
CHART #9

Percent of Participants Who Return Online Three-Year View

Category	2012	2013	2014
CYCLE	55.8%	56.8%	57.6%
ENDURANCE	44.6%	49.7%	44.0%
5K	35.8%	35.2%	36.4%
WALK	29.7%	29.8%	29.6%

0.0%   10.0%   20.0%   30.0%   40.0%   50.0%   60.0%   70.0%

■ 2012   ■ 2013   ■ 2014
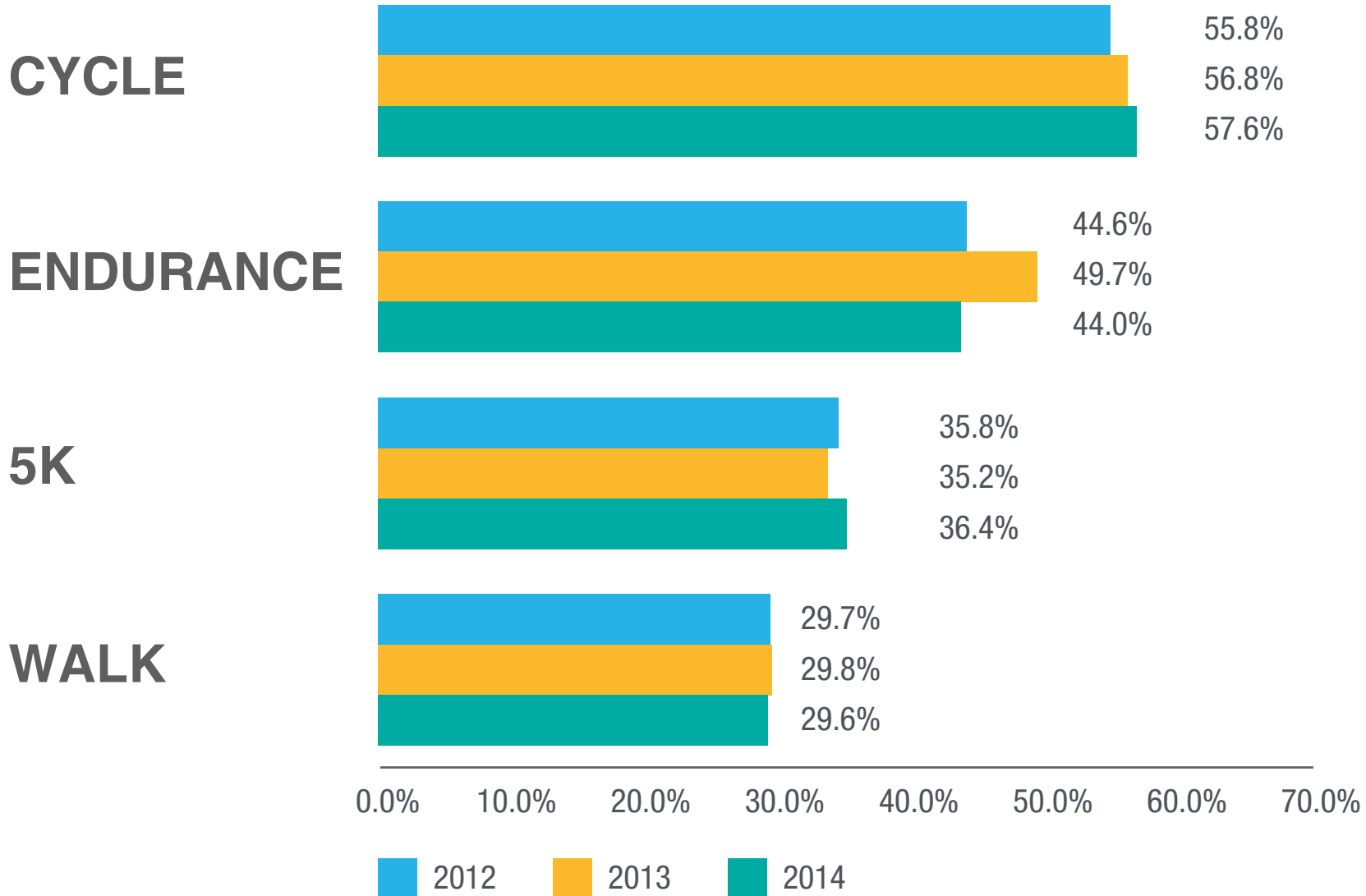
New vs. Returning Participants Online Fundraising Performance

The chart shows the value and online performance of new versus returning participants. It's time to be all about the base. Returning participants are passionate, loyal and effective fundraisers. Are you cultivating this powerful group?

Chart #10 Percent of Participants who Fundraise Online

	CYCLE	ENDURANCE	5K	WALK
New Participants	67.2%	63.5%	13.0%	29.0%
Returning Participants	57.9%	62.6%	14.6%	31.6%
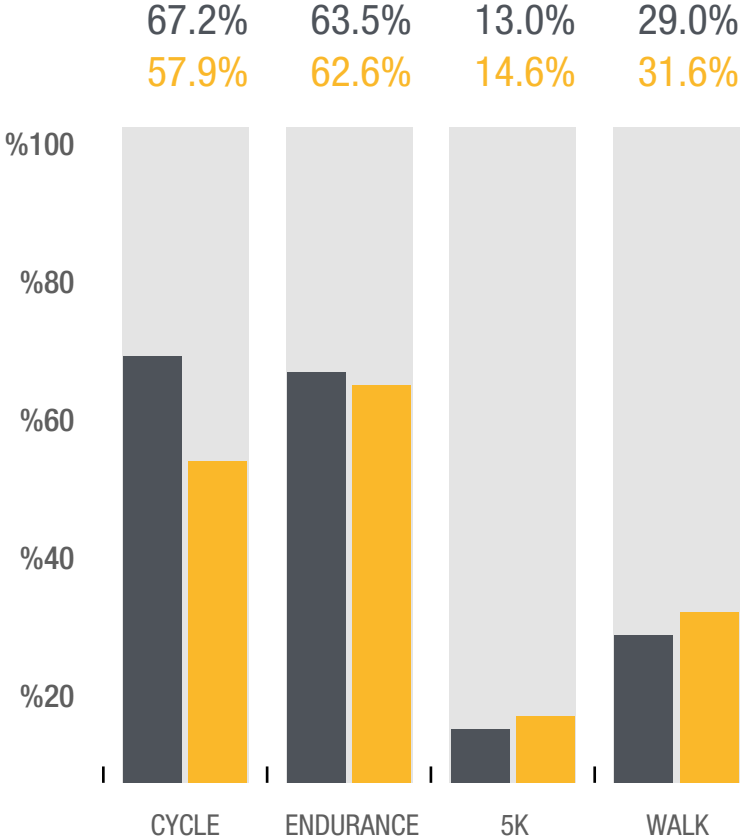
Chart #11 Average Dollar Amount Raised Per Participant
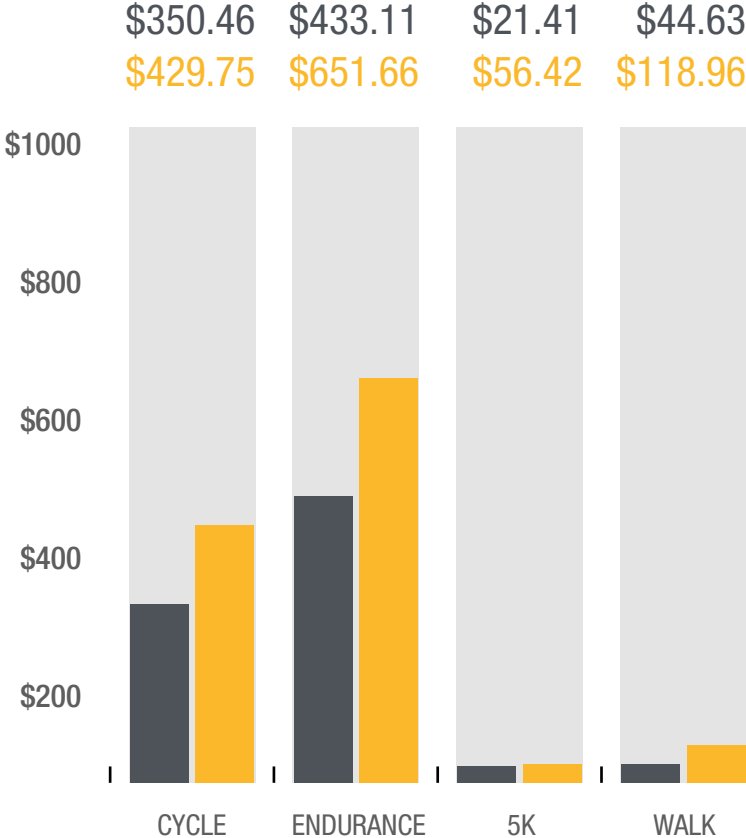
	CYCLE	ENDURANCE	5K	WALK
New Participants	$350.46	$433.11	$21.41	$44.63
Returning Participants	$429.75	$651.66	$56.42	$118.96

NEW PARTICIPANTS **RETURNING PARTICIPANTS**

New vs. Returning Participants Online Fundraising Performance

Chart #12 Average Online Gift Amount

$72.45 $70.82 $54.27 $60.17
$88.10 $79.60 $67.16 $74.72

$100			
$80			
$60			
$40			
$20			

CYCLE   ENDURANCE   5K   WALK
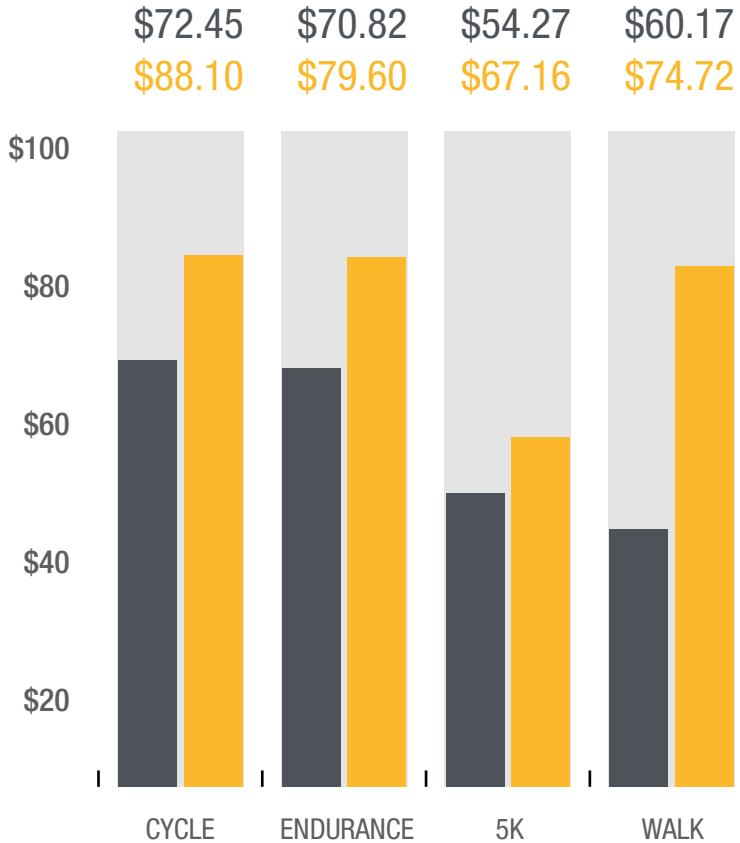
Chart #13 Average Number of Gifts Per Participant
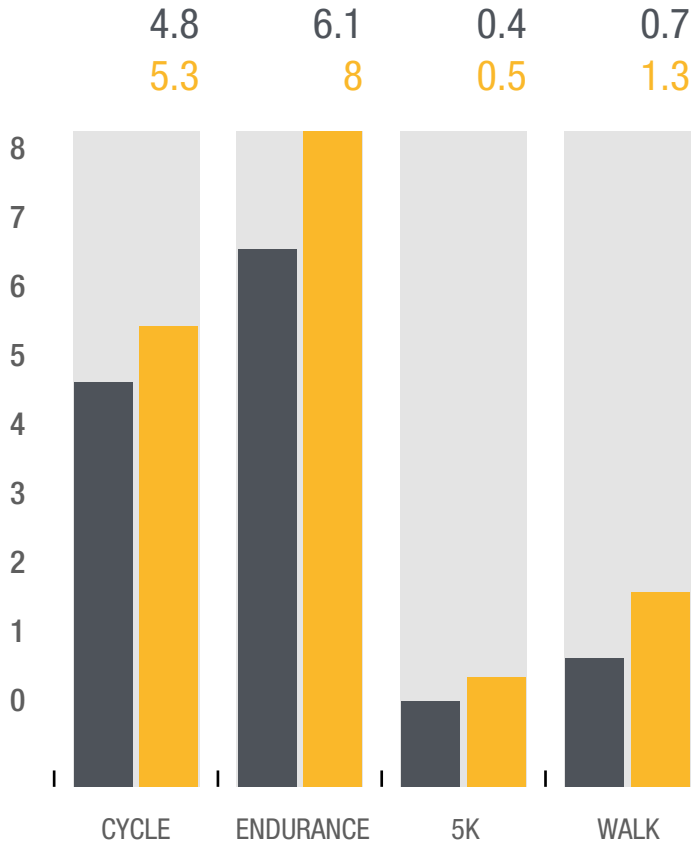
4.8   6.1   0.4   0.7
5.3   8   0.5   1.3

8			
7			
6			
5			
4			
3			
2			
1			
0			

CYCLE   ENDURANCE   5K   WALK

NEW PARTICIPANTS   **RETURNING PARTICIPANTS**

New vs. Returning Participants Online Fundraising Performance

Chart #14 Percent of Participants who Send Emails

	CYCLE	ENDURANCE	5K	WALK
New	28.1%	22.4%	3.6%	3.6%
Returning	27.6%	27.9%	4.5%	9.9%
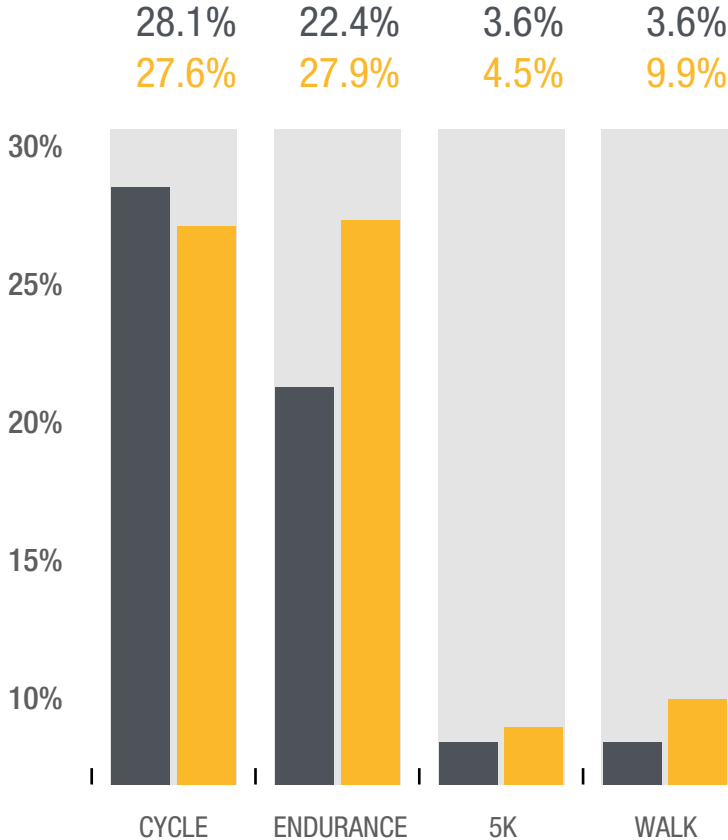
Chart #15 Number of Emails Sent

	CYCLE	ENDURANCE	5K	WALK
New	11.1	22.4	0.6	0.6
Returning	27.6	27.9	1.4	3.4
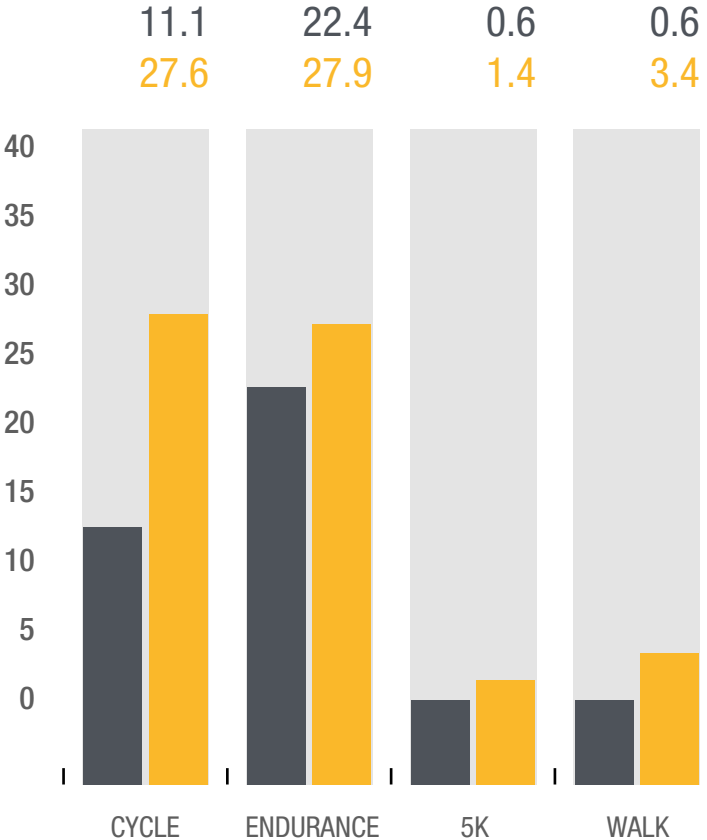
■ NEW PARTICIPANTS   ■ RETURNING PARTICIPANTS

Personal Donations:
RESPECT, find out what it means to me

For many participants, simply showing up for an event is enough to prove their dedication to a cause. But over the past few years, there's been an increase in the number of participants who go the extra mile and make a donation. By making a donation, they're saying they care. Here are some ideas we can use to help them along.

Make the donation step less of an option.

When designing your event registration process, there's no need to sheepishly ask a participant if they might be interested in maybe making a donation. Instead, make it an inherent part of the process. Provide something on the event registration page like, "I can't wait to do the Run to Save Sea Lions in October! In the meantime, I want to protect them NOW by donating $____!" That way, participants will be excited and more inclined to donate right then.

Be transparent about your registration fee.

How are you positioning your registration fee? Is it a barrier to entry and something that needs to be constantly discounted or waived? Or is it something that helps defray event costs? Don't assume participants know why you have a registration fee. Be transparent about where the money goes. And don't assume that because you have a registration fee you can't ask for a donation as well.
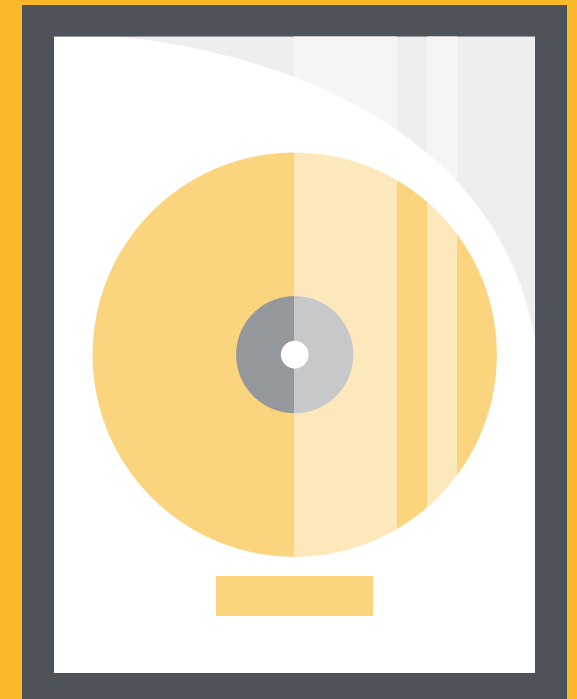
Follow Up with Participants Who Made a Donation at Registration

Success! Your participants made a donation at event registration! Now what? Let's help them become great fundraisers. In your welcome series, segment the communications based on whether or not participants made a donation during registration.

If they did, thank them for their donation and provide them with the next step in the fundraising process. Try not to overwhelm participants by giving them lots of tasks. Instead ask them to do one thing. For example, you can ask them to change the picture on their personal page to something that supports your mission. One action often leads to more!

One more note about donations:

If you've read our Drab to Fab: Peer-to-Peer Makeover, you know we've nixed the words "self-donor" and "self-donation" from our vocabulary. We're keeping it simple and going with "personal donation." #nomorejargon

Personal Donation Segments

In this section, participants fall into three categories:

Donate Only
Donate and Fundraise
Fundraise Only

Charts #16 and #17 connect the dots between participants and the revenue they raise. Chart #16 shows the percent of participants in our three fundraising categories and directly connects to Chart #17, which shows their percent of revenue.

An important note: In this section, we've removed all the zero dollar participants. Keep in mind we're looking at a smaller group of participants. For example, for 5k participants we're only looking at the 16% who have online revenue attached to their constituent record. Of the 16% of 5k fundraisers, 37% made a donation during the registration process.

Chart #16 Personal Donation Percent of Fundraiser Population

Legend: Donate and Fundraise · Fundraise Only · Donate Only

Cycle: Donate and Fundraise 19.9%, Fundraise Only 71.2%, Donate Only 8.9%
Endurance: Donate and Fundraise 12.4%, Fundraise Only 83.3%, Donate Only 4.3%
5K: Donate and Fundraise 7.6%, Fundraise Only 63.2%, Donate Only 29.2%
Walk: Donate and Fundraise 13.0%, Fundraise Only 49.9%, Donate Only 37.1%
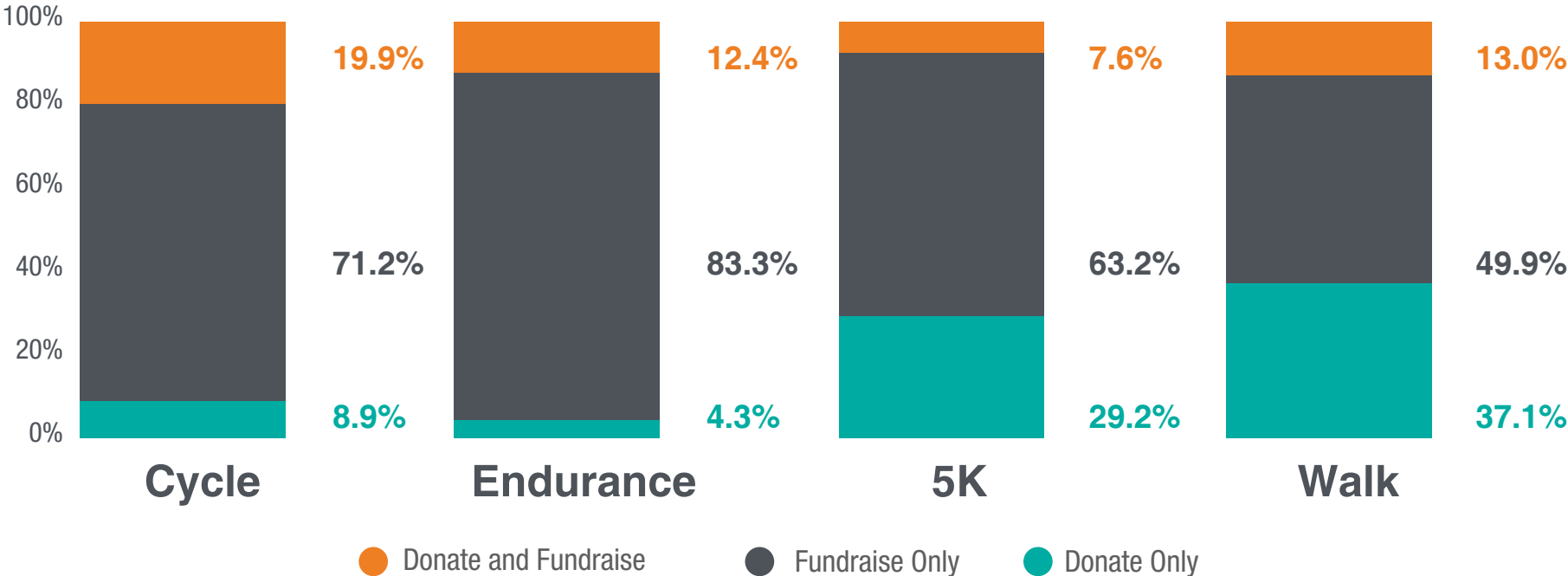
Personal Donation Segments: Percent of Revenue from Participants Who Donated During Registration

Chart #17 Personal Donation Percent of Fundraiser Population

	Cycle	Endurance	5K	Walk
Donate and Fundraise	22.6%	11.7%	13.8%	24.8%
Fundraise Only	75.6%	87.7%	78.8%	64.2%
Donate Only	1.8%	0.6%	7.4%	11.0%

Legend: ● Donate and Fundraise ● Fundraise Only ● Donate Only
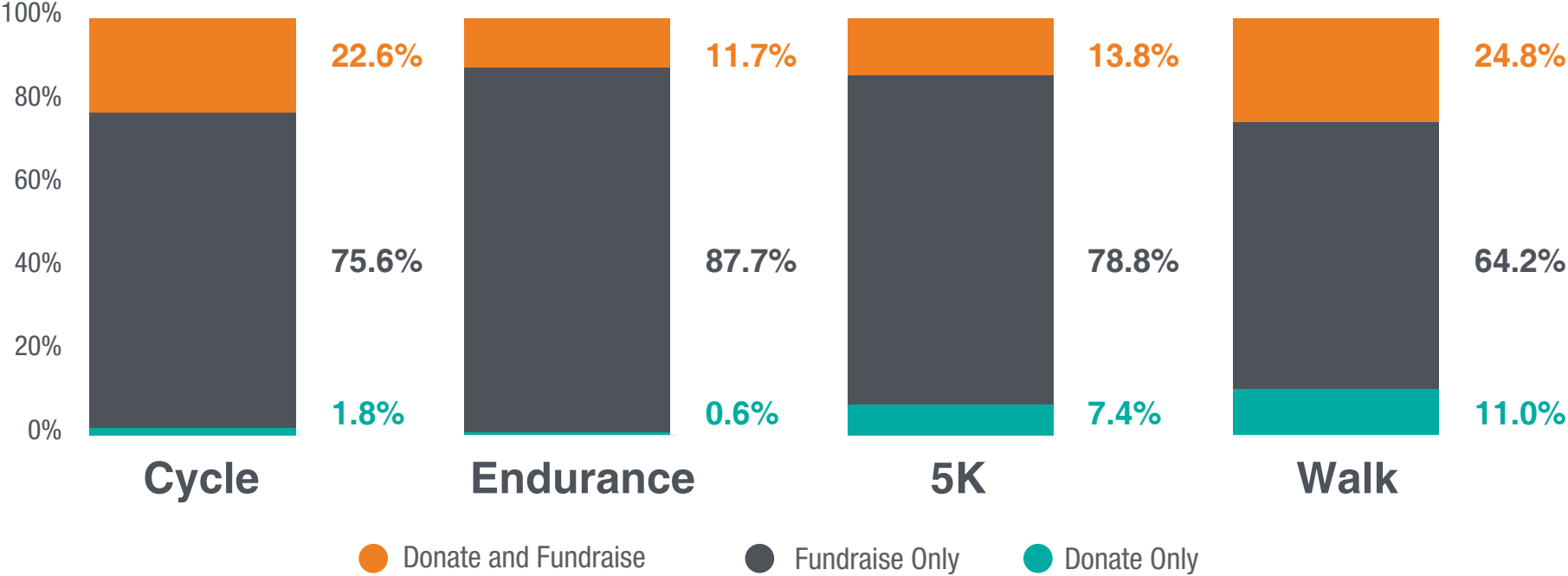
Personal Donation Segments

Chart #18 illustrates the value and online performance of all three types of participants.

Chart #18
Average Dollars Raised per Fundraiser
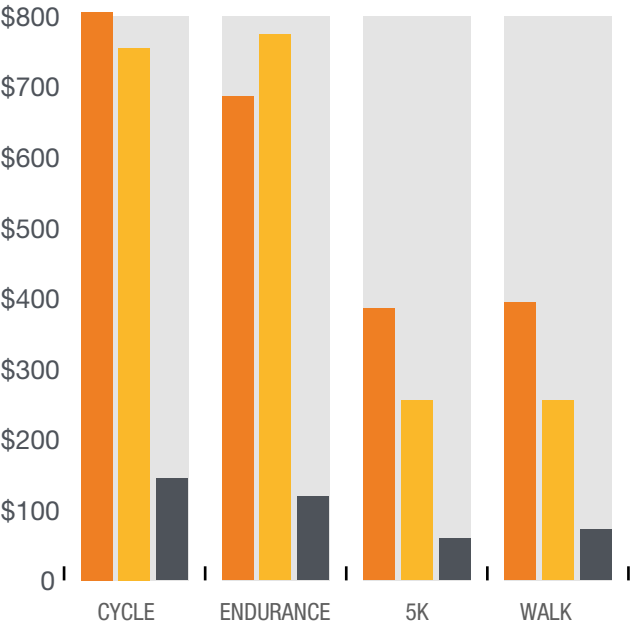
CYCLE | **$145.48** | $752.00 | $801.49
ENDURANCE | **$121.95** | $778.93 | $689.38
5K | **$54.10** | $267.31 | $391.07
WALK | **$60.95** | $267.19 | $393.20

Chart #19
Average Online Donation Amount
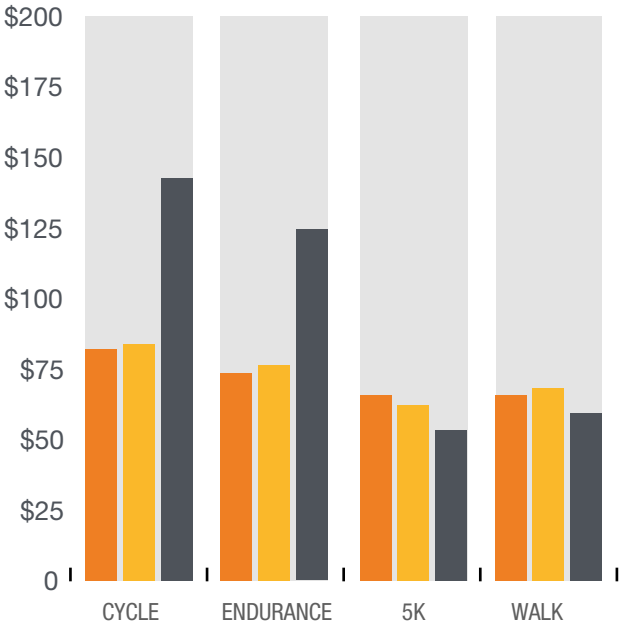
CYCLE | **$145.48** | $81.92 | $81.31
ENDURANCE | **$121.95** | $75.53 | $70.82
5K | **$54.10** | $61.21 | $67.06
WALK | **$60.95** | $68.32 | $65.86

Chart #20
Average Number of Donations per Fundraiser
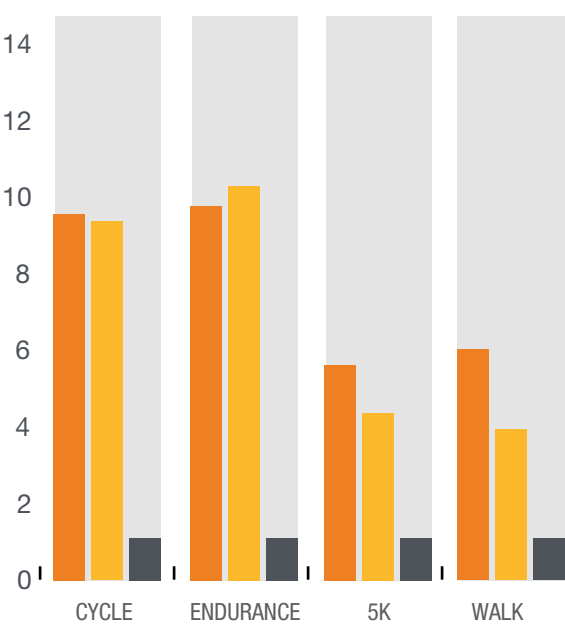
CYCLE | **1** | 9.2 | 9.73
ENDURANCE | **1** | 10.31 | 9.8
5K | **1** | 4.37 | 5.8
WALK | **1** | 4 | 6

■ **DONATE AND FUNDRAISE**　　■ **FUNDRAISE ONLY**　　■ **DONATE ONLY**

Personal Donation Segments

Chart #21
Percent of Fundraisers who Send Emails
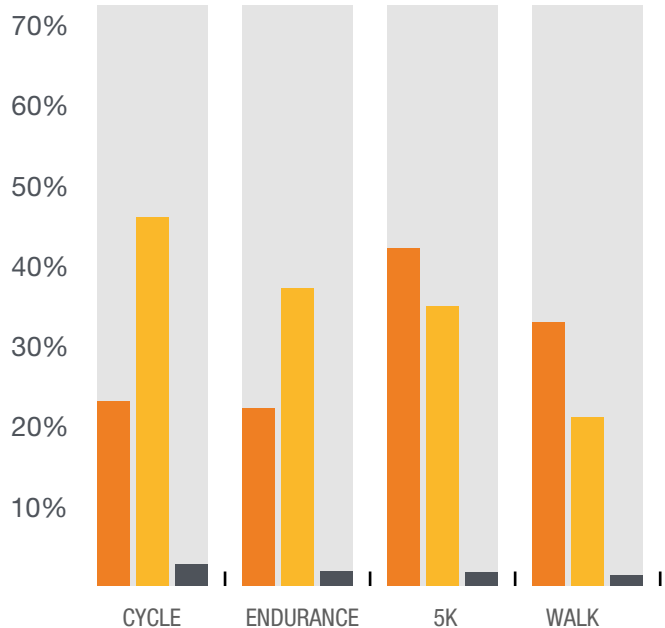
CYCLE | **3.6%** | **48.4%** | **23.63%**

ENDURANCE | **2.8%** | **38.6%** | **23.5%**

5K | **2.8%** | **35.1%** | **42.9%**

WALK | **1.9%** | **21.8%** | **$31.8%**

Chart #22
Number of Emails Sent
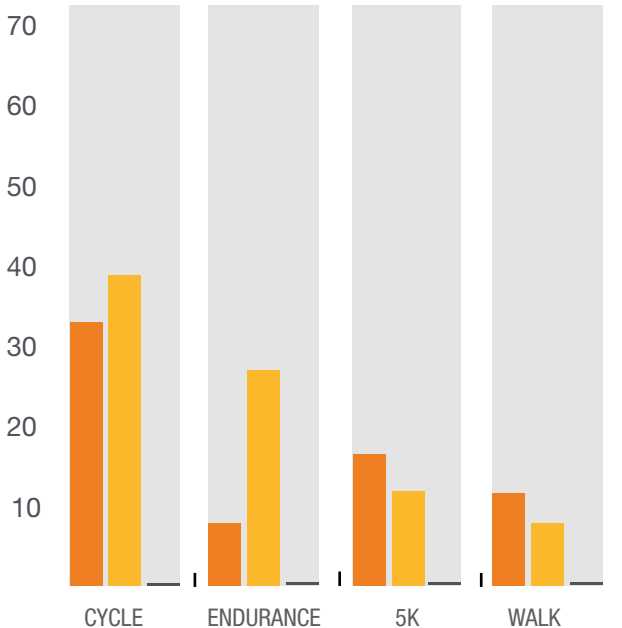
CYCLE | **0.36** | **39.2** | **33.8**

ENDURANCE | **0.18** | **28.9** | **9.1**

5K | **0.64** | **12.2** | **17.8**

WALK | **0.16** | **9.1** | **12.1**

■ **DONATE AND FUNDRAISE**   ■ **FUNDRAISE ONLY**   ■ **DONATE ONLY**

Email Senders:
Don't Stop Believing

It's clear that participants are using email less to fundraise, but that doesn't mean you should give up on it. Data shows that email generates a lot of revenue. While the decline is no doubt fueled by other options like mobile applications and social media, some of it is fueled by misconceptions.

A Self-Fulfilling Prophecy

The belief that participants don't use email anymore leads us down a dangerous path where we neglect it completely. The data has told us year after year that the more emails a participant sends, the more money he or she will raise. If you find your faith in emails has wavered, retrain your brain to believe in the power of email!

Email is The Hub of the Online Fundraising Activity

Emails sent through your participant fundraising center should be professionally branded yet personal and contain direct links to donate. As an added bonus, participants can track how many people opened their emails or visited their page. It's easier to keep records for follow-up and thank you emails as well.

When working with your participants, position email as a priority. Other channels like mobile, social, and in-person are fantastic reminders for potential donors and can generate donations from people you wouldn't have emailed directly. Participants that are firing on all communication cylinders are the most effective.

Email Senders

Based on the data in Charts #23 and #24, it's misleading to think that because only 6% of walkers send emails that email tools are no longer important. If only 31% of walk participants are fundraising then we can't expect there to be a huge number of email senders.

Chart #23 Percent of Participants Fundraising

CYCLE
2014 | **68.81%**

ENDURANCE
2014 | **66.88%**

5K
2014 | **15.96%**

WALK
2014 | **31.62%**

Chart #24 Percent of Email Senders

CYCLE
2014 | **32.0%**

ENDURANCE
2014 | **24.22%**

5K
2014 | **5.05%**

WALK
2014 | **5.63%**

CHART #25

Email Senders
Three-Year View

CYCLE

2012 | **33.30%**
2013 | **32.10%**
2014 | **32.00%**

ENDURANCE

2012 | **30.97%**
2013 | **28.43%**
2014 | **24.22%**

5K

2012 | **6.17%**
2013 | **4.50%**
2014 | **5.05%**

WALK

2012 | **7.80%**
2013 | **6.80%**
2014 | **6.00%**
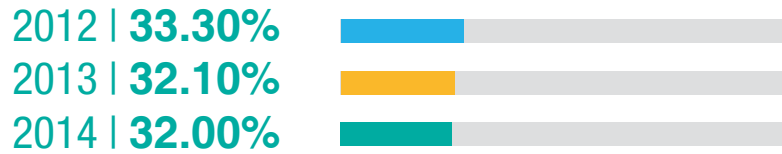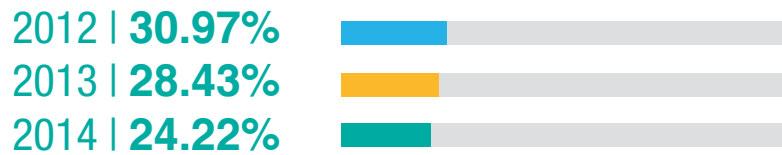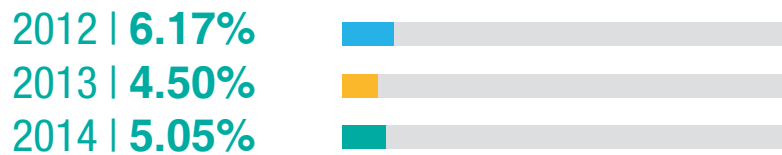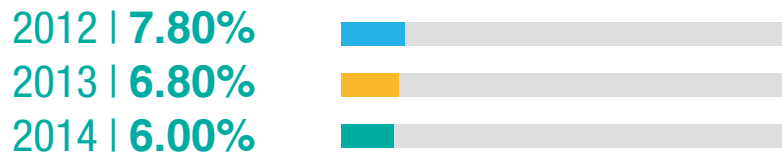
CHART #26

Average Amount Raised Online per Participant

We love to compare different participant segments to uncover the leader of the pack. Chart #26 compares average amount raised online by:

All Participants: Combines both fundraisers and non-fundraisers
Fundraisers: Fundraisers online
Email Senders: Participants who sent emails

	CYCLE	ENDURANCE
All Participants	$487.30	$494.75
Fundraisers	$708.14	$739.92
Email Senders	$929.98	$1,141.65

	5K	WALK
All Participants	$34.17	$65.51
Fundraisers	$214.56	$207.15
Email Senders	$343.81	$418.93
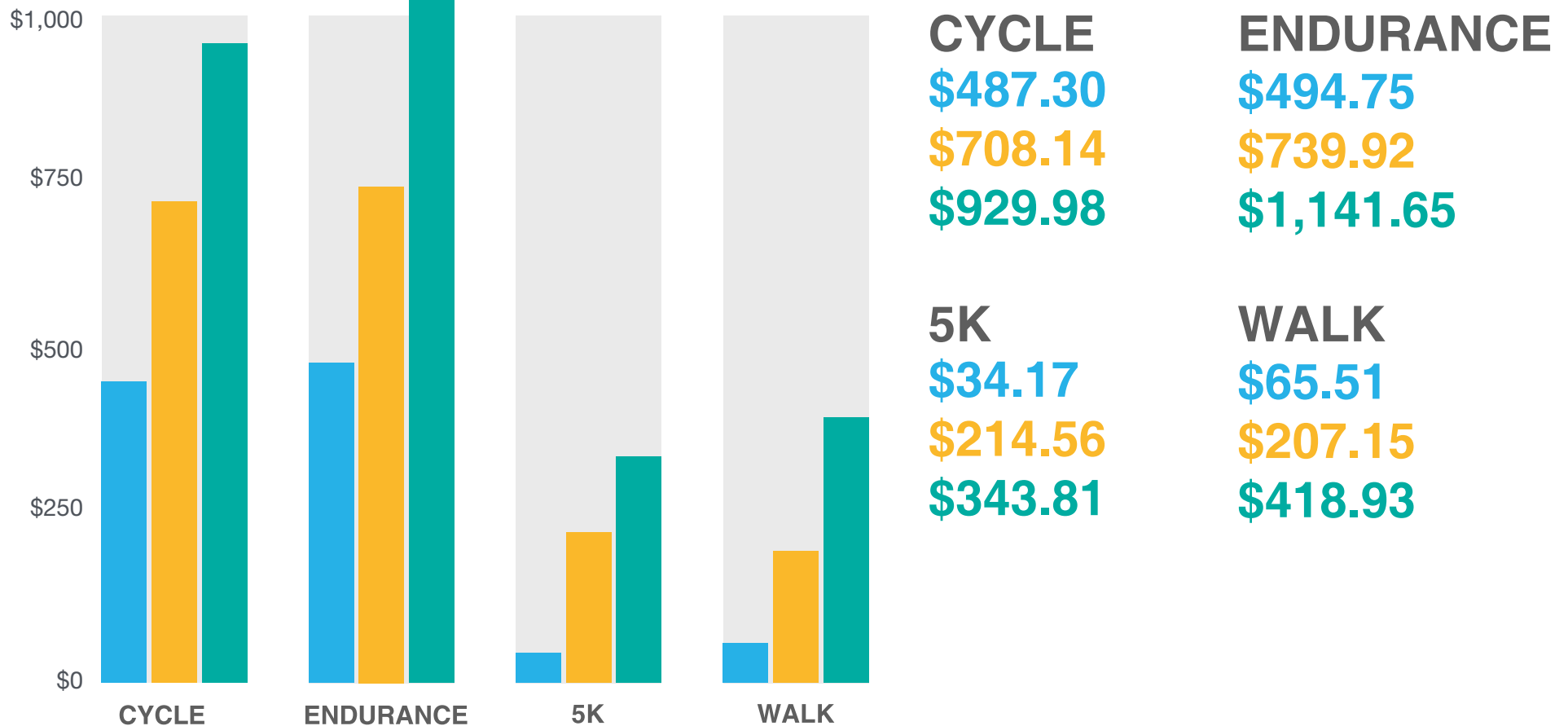
Email Sender Online Performance

Do more emails equal more dollars raised? That's an unequivocal yes! Email senders are awesome, amazing, and effective fundraisers. Let's look more closely at the number of emails they're sending. Charts #27 and #28 separates email senders into three categories for comparison:

Non-Email Sender: A participant who did not use the organization's email tools

Average Email Sender: A participant who sent less than 15 emails

Super Email Sender: A participant who sent 15 or more emails

Chart #27 Percent of Participants Who Fundraise Online

CYCLE	ENDURANCE
55.3%	57.2%
73.7%	95.6%
99.2%	99.3%

5K	WALK
12.4%	27.7%
79.3%	85.1%
89.6%	94.8%

Chart #28 Average Amount Raised Online

CYCLE	ENDURANCE
$279.00	$292.77
$580.94	$705.31
$1,394.66	$1,655.35

5K	WALK
$17.74	$44.43
$215.95	$248.78
$591.94	$747.91

■ Non-Email Sender   ■ Average Email Sender   ■ Super Email Sender

Email Sender Online Performance

Chart #29 Average Online Donation		Chart #30 Average Number of Donations Per Participant	
CYCLE	**ENDURANCE**	**CYCLE**	**ENDURANCE**
$88.97	$75.60	3.1	3.9
$73.73	$71.07	7.9	9.9
$81.63	$77.22	16.5	21.4
5K	**WALK**	**5K**	**WALK**
$59.93	$66.25	0.3	0.6
$57.79	$60.39	3.7	4.1
$67.04	$73.40	8.8	10.2

■ Non-Email Sender   ■ Average Email Sender   ■ Super Email Sender

Fundraiser Status: Get Into the Deep

Fundraisers come in all shapes and sizes; some raise $50 while others raise $10,000; some make donations and others receive donations; some send emails and others don't. Because fundraisers are all different, we can't communicate with them the same way.

Why send a fundraiser an email about how to raise $100 in a week, when they've already raised $500? I'm willing to bet that person who raised $500 has probably already completed every tip on your list. I know you might be shaking your head at me, but seriously this happens. But here's the good news: it doesn't have to happen again.

Our participants are sophisticated; they've grown up, their fundraising needs have changed. So, it's time we change. Let's begin by creating communication plans based on the behaviors of fundraisers. You can do this using TeamRaiser® auto-responders. Customize your donation notifications to give fundraisers a different next step when they receive a $50 donation versus $100 donation. You can also provide tips to participants who haven't raised any money online and send more advanced tips to those who have.

**Here's the bottom line: Today's online fundraising tools allow you to shape your content based on fundraiser behaviors. This isn't a tip. It's the rule. You should tailor your communications to your fundraisers.
You have to create messages that resonate with your participants fundraising level if you want awesome results.**

Here's a tip: Start small. You don't have to rewrite every communication overnight.

Look at the amount raised by your best fundraisers, and use those amounts to drive your milestone communications. If the average fundraiser is someone who receives 2–4 online gifts and raises $160, use that data as milestones to provide more advanced tips to take the other fundraisers from good to great.
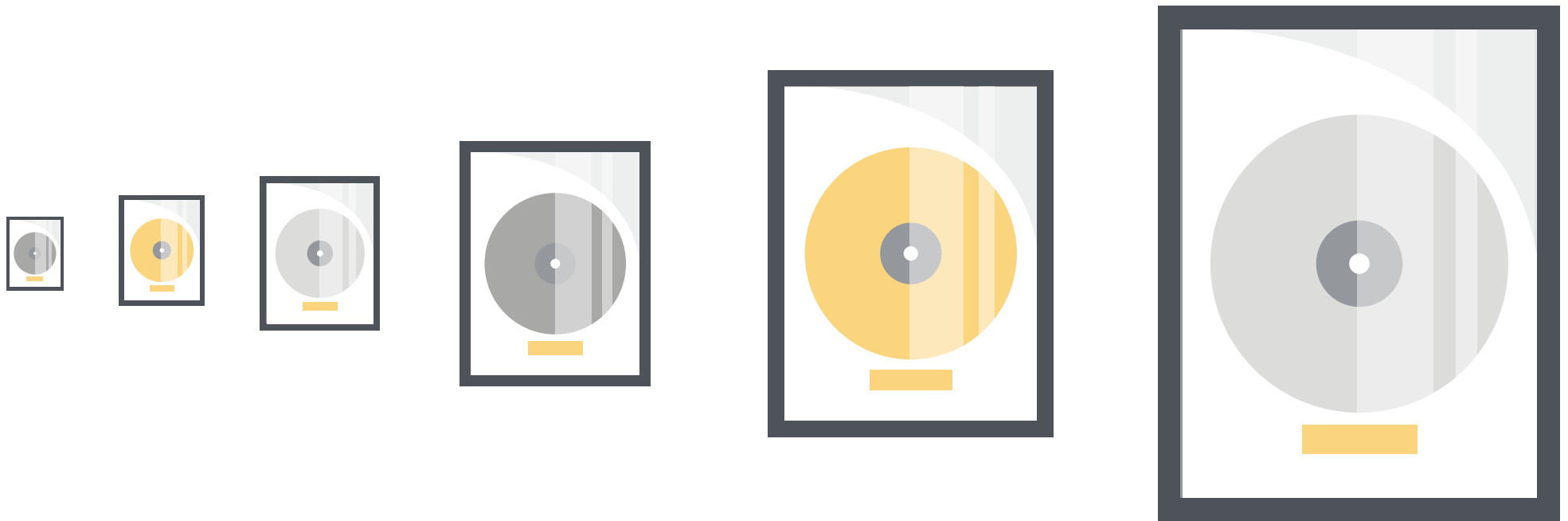
You can do it! And, your fundraisers will show you it worked by raising more for your cause.

Traditional View of Fundraiser Status:
All Participants vs. All Fundraisers

Before digging into fundraising segments, let's take a quick look at the difference between participants and fundraisers. This traditional view has been guiding fundraising practices for years and is an easy measurement for peer-to-peer fundraising events.

	$0	$250	$500	$750	$1,000	
CYCLE						$487.30	$708.14
ENDURANCE						$494.75	$739.92
5K						$34.17	$214.15
WALK						$65.51	$207.15
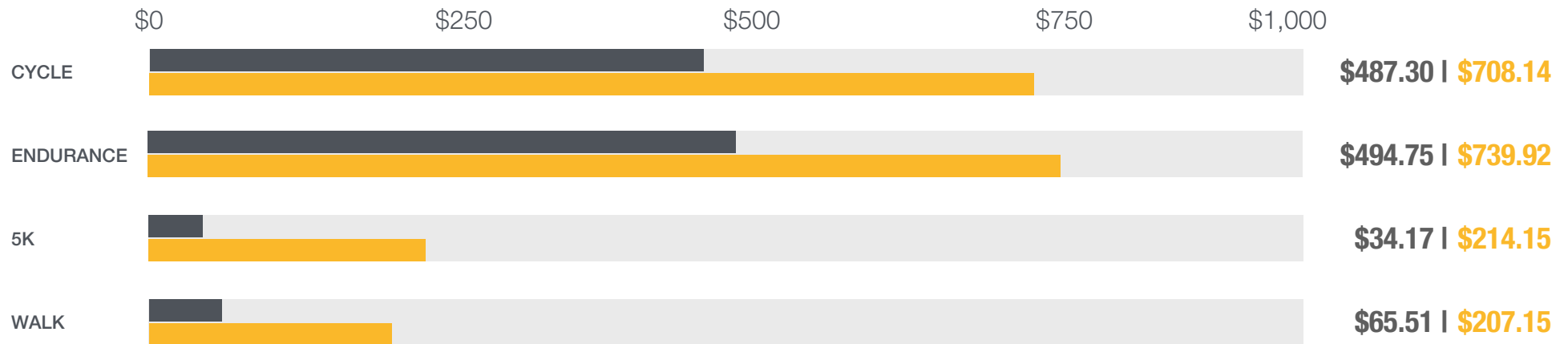
Chart #31 Average Dollar Amount Raised per Participant

	0	1	2	3	4	5	6	7	8	9	10	
CYCLE												5.9	8.6
ENDURANCE												6.6	9.9
5K												0.6	3.5
WALK												1	3.2
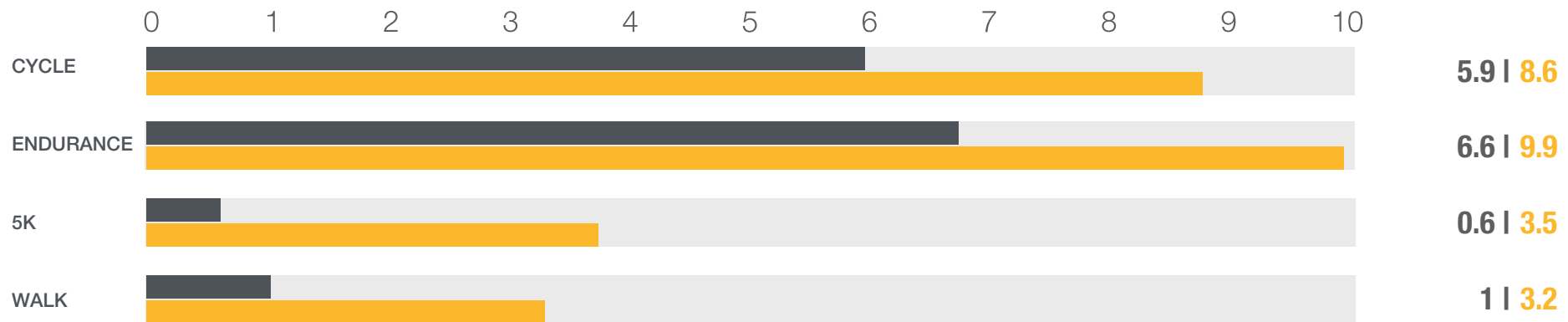
Chart #32 Average Number of Donations per Participant

■ ALL PARTICIPANTS   ■ ALL FUNDRAISERS

Traditional View of Fundraiser Status:
All Participants vs. All Fundraisers

	0%	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
CYCLE												32% I 45.5%
ENDURANCE												24.22% I 35.2%
5K												5.0% I 26.20%
WALK												5.63% I 15.74%
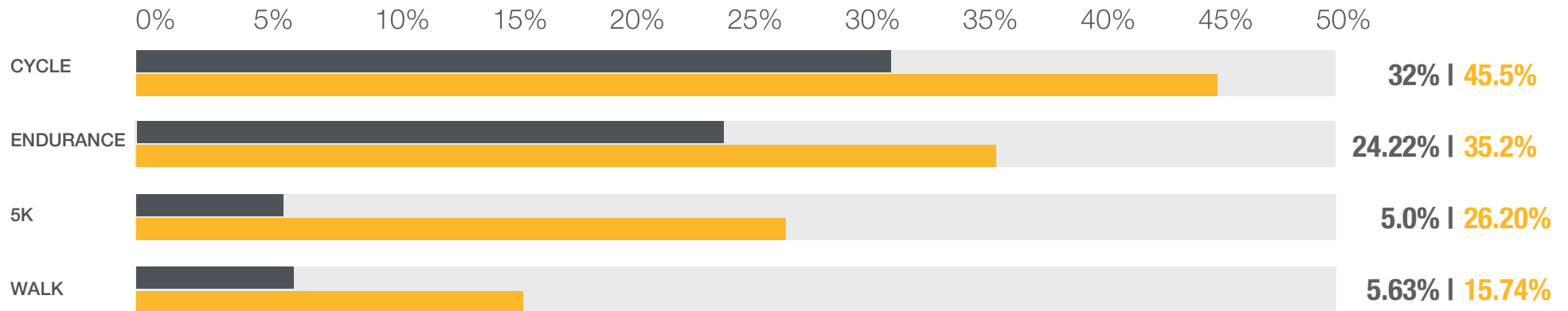
Chart #33 Percent of Participants Who Send Emails

	0	5	10	15	20	25	30	35	40	45	50	
CYCLE												23.99 I 34.7
ENDURANCE												16.9 I 25.2
5K												1.6 I 9.23
WALK												2.2 I 6.17
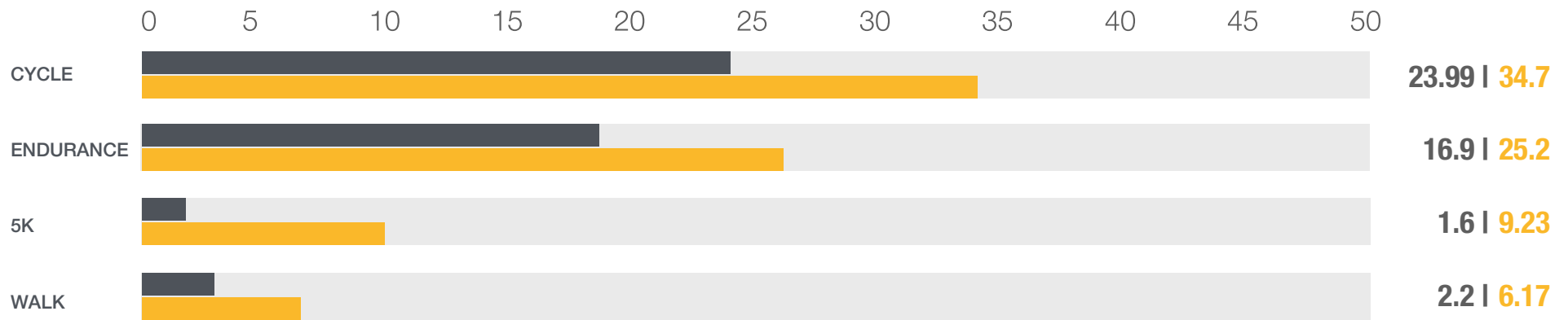
Chart #34 Number of Emails Sent

■ ALL PARTICIPANTS   ■ ALL FUNDRAISERS

Fundraiser Status

In Charts #35 and #36 we've divided participants into four categories:

Non-Fundraiser
Donate Only: Made 1 online donation
Good Fundraiser: Received 2–4 online donations
Great Fundraiser: Received 5 or more online donations

Chart #35 Percent of Participant Population by Fundraiser Status

	Cycle	Endurance	5K	Walk
Great Fundraiser	31.2%	35.8%	3.3%	5.2%
Good Fundraiser	16.4%	16.7%	4%	7.2%
Donate Only	15.4%	14.4%	8.7%	18.9%
Non-Fundraiser	36.9%	33.1%	84%	68.6%

Legend:
- Non-Fundraiser
- Donate Only: Made 1 online donation
- Good Fundraiser: Received 2-4 online donations
- Great Fundraiser: Received 5+ online donations

CHART #36

Percent of Participant Revenue by Fundraiser Status

Cycle: Donate and Fundraiser 84.9%, Fundraise Only 9.5%, Donate Only 5.6%

Endurance: Donate and Fundraiser 88.3%, Fundraise Only 16.7%, Donate Only 14.4%

5K: Donate and Fundraiser 3.3%, Fundraise Only 4%, Donate Only 8.7%

Walk: Donate and Fundraiser 5.2%, Fundraise Only 7.2%, Donate Only 18.9%

Legend: ● Donate and Fundraiser ● Fundraise Only ● Donate Only
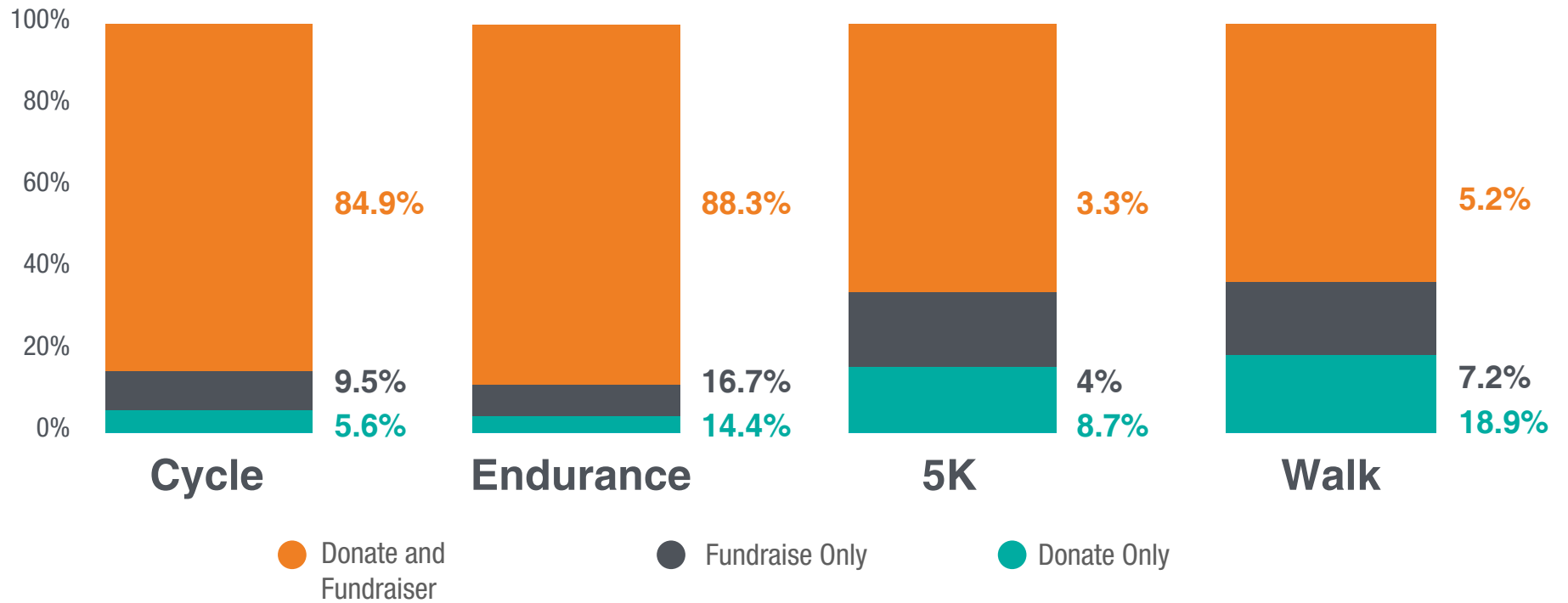
Comparison of Average Amount Raised by Participant Segments

Chart #37 Average Amount Raised Per Participant

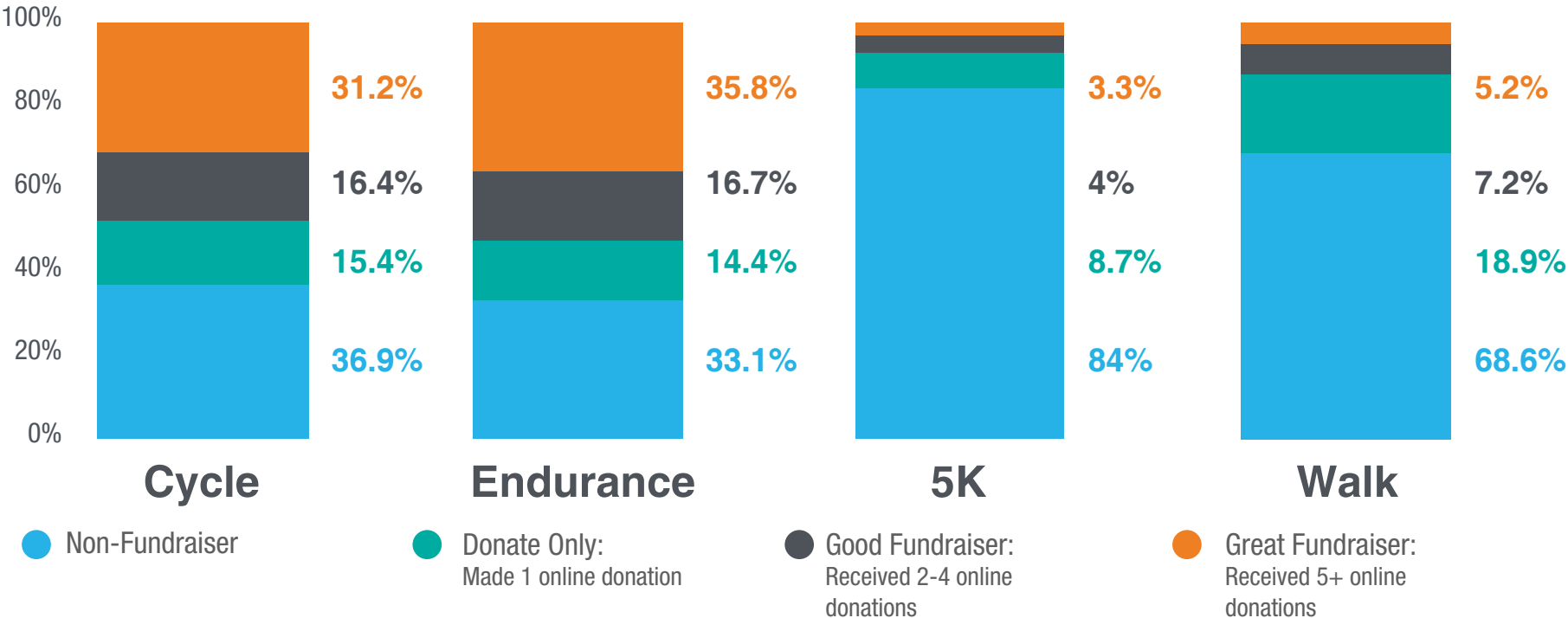|	**All Participants:** Includes zero dollar participants	**Donate Only:** Made 1 online donation	**Good Fundraisers:** Received 2–4 online donations	**Great Fundraisers:** Received 5+ online donations
CYCLE	$487.30	$176.63	$281.04	$1,119.68
ENDURANCE	$494.75	$140.44	$226.57	$1,220.40
5K	$34.17	$63.83	$155.41	$688.45
WALK	$65.51	$65.11	$160.44	$791.88
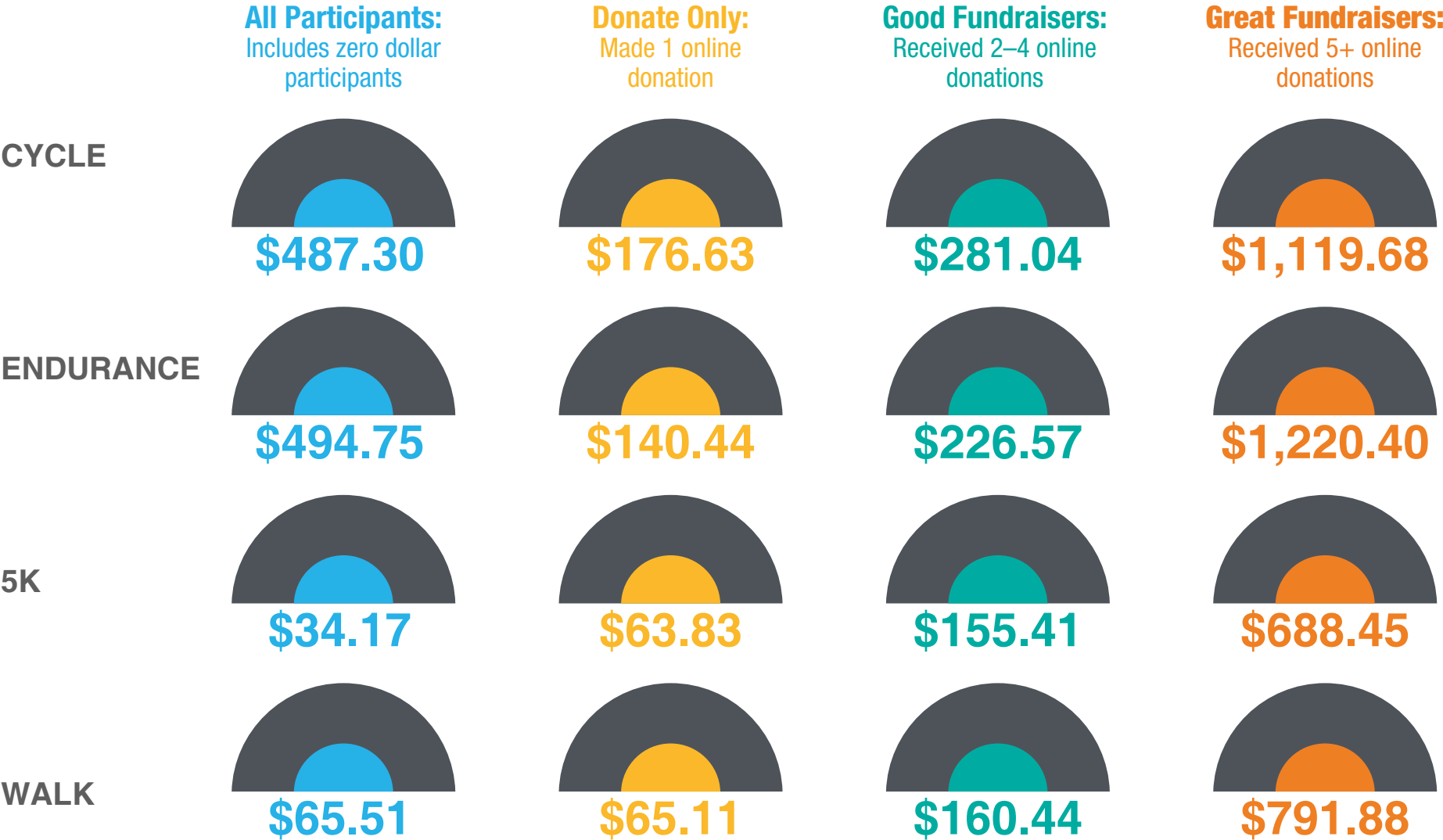
Online Performance Fundraising Status

Chart #38 Average Online Donation Amount

	Donate Only: Made 1 online donation	**Good Fundraisers:** Received 2–4 online donations	**Great Fundraisers:** Received 5+ online donations
CYCLE	$161.02	$98.04	$78.30
ENDURANCE	$140.96	$79.62	$73.48
5K	$63.29	$57.21	$62.04
WALK	$65.28	$59.17	$69.61

Online Performance Fundraising Status

Chart #39 Average Number of Donations per Participant

	Donate Only: Made 1 online donation	**Good Fundraisers:** Received 2–4 online donations	**Great Fundraisers:** Received 5+ online donations
CYCLE	1.0	2.9	13.9
ENDURANCE	1.0	2.9	16.7
5K	1.0	2.7	11.1
WALK	1.0	2.7	11.4

Online Performance Fundraising Status

Chart #40 Percent of Participants Who Send Emails

	Donate Only: Made 1 online donation	**Good Fundraisers:** Received 2–4 online donations	**Great Fundraisers:** Received 5+ online donations
CYCLE	11.2%	38.1%	67.8%
ENDURANCE	8.2%	25.9%	50.3%
5K	8.0%	37.5%	59.1%
WALK	4.6%	26.8%	48.6%
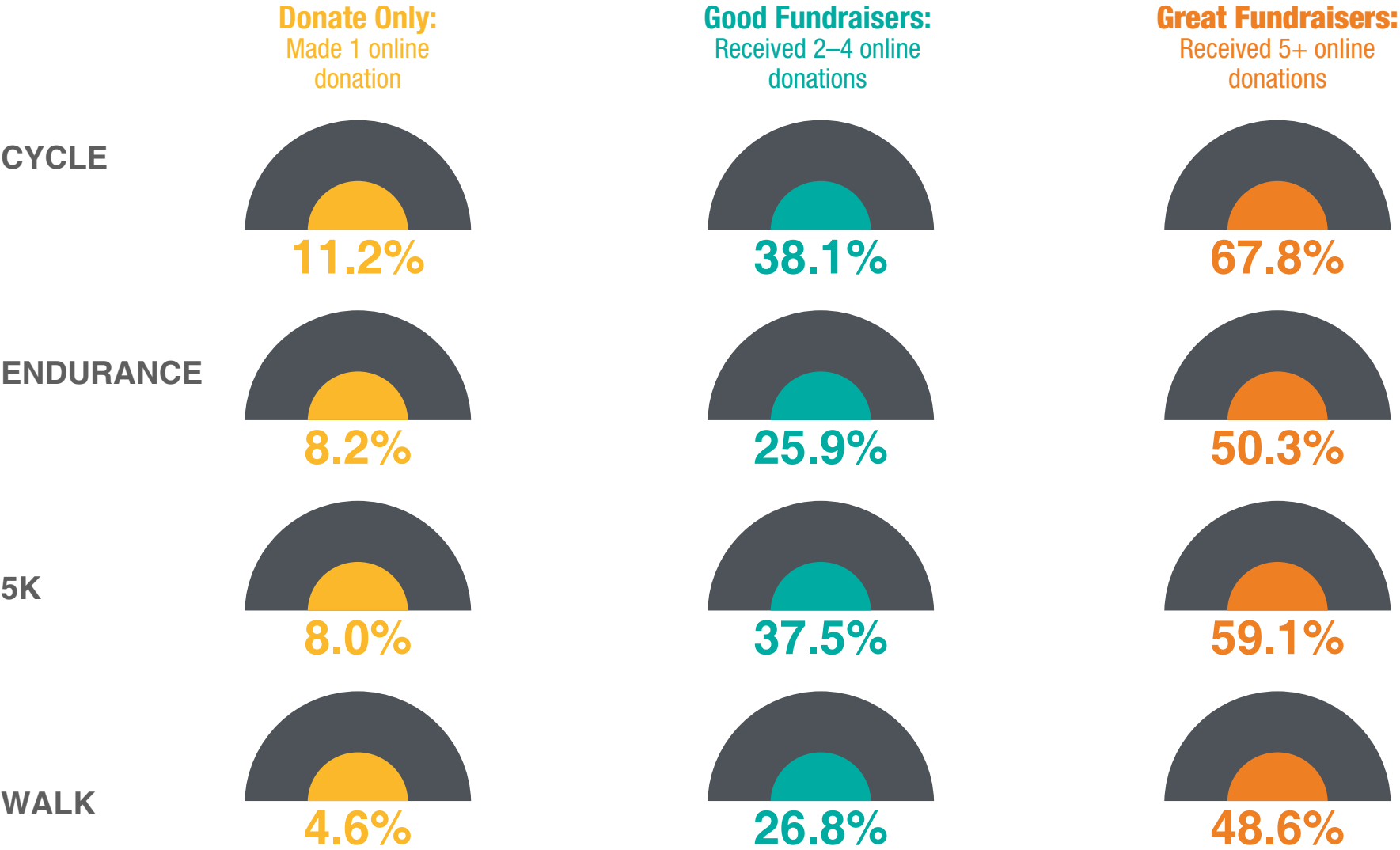
Online Performance Fundraising Status

Chart #41 Number of Emails Sent

	Donate Only: Made 1 online donation	**Good Fundraisers:** Received 2–4 online donations	**Great Fundraisers:** Received 5+ online donations
CYCLE	1.4	6.8	64.7
ENDURANCE	0.7	3.4	45.2
5K	0.5	7.2	32.7
WALK	0.5	4.2	32.2

TEAMS: ALL FOR ONE

The Pareto Principle states that for many events, roughly 80% of the effects come from 20% of the causes. As it applies to peer-to-peer fundraising, we often observe that 20% of participants or teams account for 80% of the revenue. This concept has become a favorite among peer-to-peer fundraisers, and for good reason, as it helps us prioritize our time and resources around those who will have the biggest impact on the bottom line.

There's one problem though—sometimes you have no idea which teams have the potential to be the most successful. So, you have to make educated guesses. Returning teams who have raised significant amounts in the past, teams from large employers, and teams with a large number of participants are a great place to start.

New data uncovered for the *Peer-to-Peer Fundraising Study* has offered us some additional clues. For example, the most money for walk and 5K events comes from teams raising $1,000–$10,000, but for cycling events most of the revenue comes from teams reaching the $25,000 mark. For endurance events, teams with 2-10 people are responsible for a large chunk of revenue, compared to other events in which the most money tends to come from teams with more members.

Is it time to re-evaluate how you identify your priority teams or reassess team fundraising and member goals?
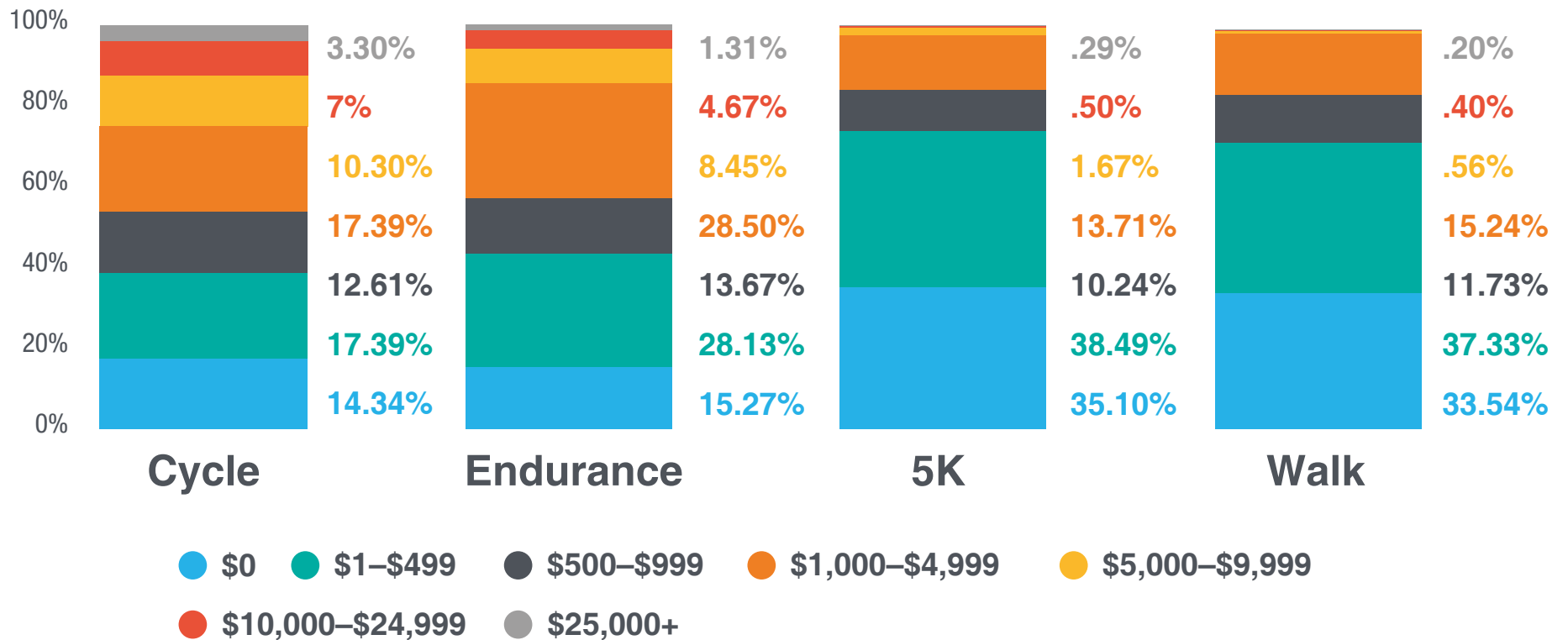
2014 Overall Peer-to-Peer Team Performance

Check out an overview of 2014 team performance by event. We'll dive into the nitty-gritty in the next few pages, but here's a glance below:

	CYCLE	ENDURANCE	5K	WALK
Average Number of Registrations per Team	9.26	6.07	12.99	8.52
Average Number of Donations per Team	61.78	37.71	10.92	10.41
Average Dollar Amount Raised by Team	$5,161.94	$2,788.14	$735.54	$718.67
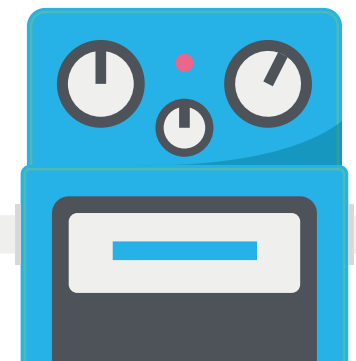
CHART #42

Percent of Teams by Team Fundraising Level

In this section, we'll look at team revenue and size to provide a detailed view of team fundraising. First up is team fundraising level. Chart #42 shows the percent of teams which fall into a particular level.

Cycle

- 3.30%
- 7%
- 10.30%
- 17.39%
- 12.61%
- 17.39%
- 14.34%

Endurance

- 1.31%
- 4.67%
- 8.45%
- 28.50%
- 13.67%
- 28.13%
- 15.27%

5K

- .29%
- .50%
- 1.67%
- 13.71%
- 10.24%
- 38.49%
- 35.10%

Walk

- .20%
- .40%
- .56%
- 15.24%
- 11.73%
- 37.33%
- 33.54%

Legend:
- ● $0
- ● $1–$499
- ● $500–$999
- ● $1,000–$4,999
- ● $5,000–$9,999
- ● $10,000–$24,999
- ● $25,000+

CHART #43

Percent of Team Revenue by Team Fundraising Level

This chart shows the percent of online revenue raised by each individual team fundraising level. For example, 10.3% of cycle teams raised between $5,000–$9,999. These cycle teams account for 14.6% of the team online revenue.

	Cycle	Endurance	5K	Walk
$25,000+	43.88%	23.28%	10.41%	5.35%
$10,000–$24,999	21.99%	25%	13.81%	11.71%
$5,000–$9,999	14.56%	21.31%	15.89%	15.13%
$1,000–$4,999	16.95%	24.71%	40.31%	45.53%
$500–$999	1.83%	3.45%	10.24%	12.19%
$1–$499	0.79%	2.26%	9.35%	10.10%

Legend:
- ● $0
- ● $1–$499
- ● $500–$999
- ● $1,000–$4,999
- ● $5,000–$9,999
- ● $10,000–$24,999
- ● $25,000+

CHART #44
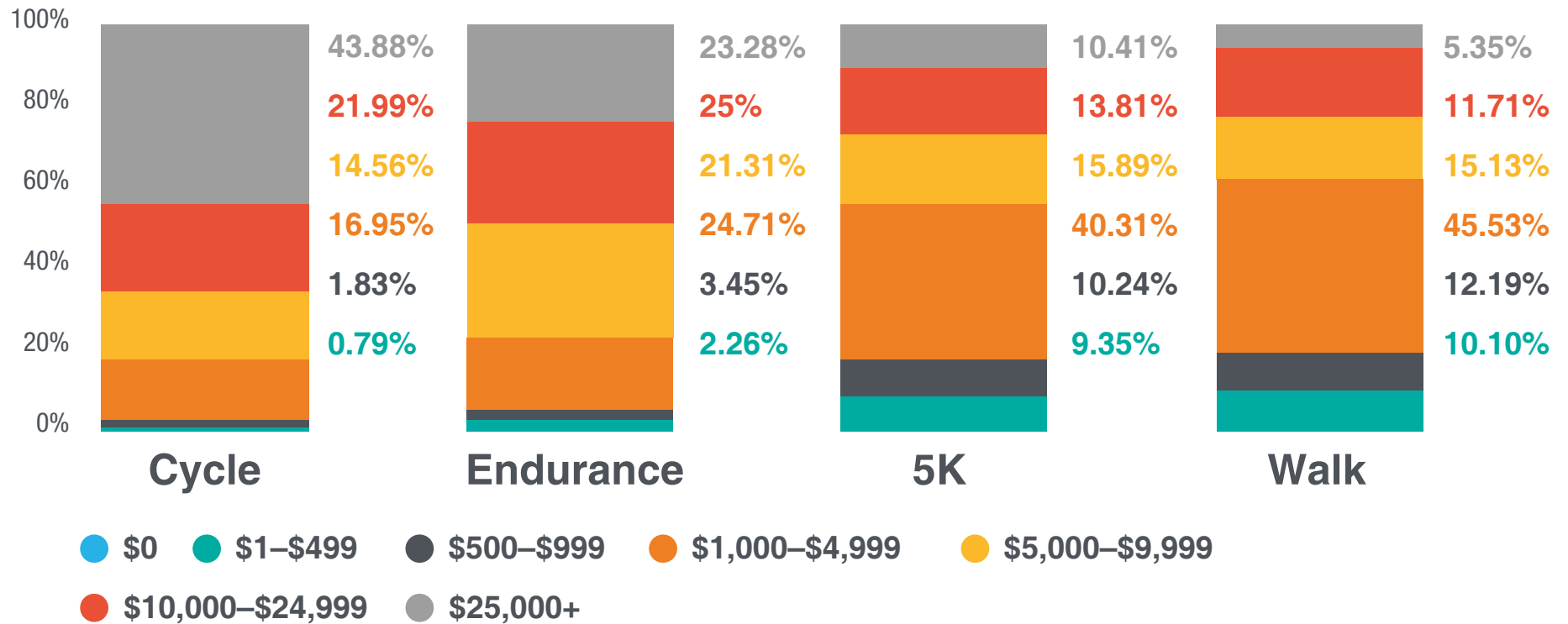
Cycle Team Fundraising Level Performance
Team Fundraising Level Performance by Event

Charts #44–47 show team fundraising levels by event types using our standard key performance indicators for teams:

$1–$499

3.3 | 4.4 | $227.74 | $51.68

$500–$999

4.3 | 12.6 | $725.38 | $57.73

$1,000–$4,999

7.0 | 36.0 | $2,434.83 | $67.65

$5,000–$9,999

13.1 | 91.7 | $7,072.93 | $77.13

$10,000–$24,999

23.5 | 184.3 | $15,642.50 | $84.88

$25,000+

61.3 | 660.8 | $64,246.05 | $97.22

Registrations per Team
Donations per Team
Average Amount Raised Online by Team
Average Online Donation

CHART #45

Endurance Team Fundraising Performance

$1–$499

3.5 | **5.5** | **$223.51** | **$40.88**

$500–$999

5.4 | **15.3** | **$703.14** | **$46.06**

$1,000–$4,999

7.1 | **39.5** | **$2,416.63** | **$61.24**

$5,000–$9,999

8.7 | **90.2** | **$7,032.97** | **$77.94**

$10,000–$24,999

12.94 | **170.8** | **$14,933.46** | **$87.41**

$25,000+

36.7 | **552.7** | **$49,522.65** | **$89.61**

Registrations per Team

Donations per Team

Average Amount Raised Online by Team

Average Online Donation

CHART #46

5k Team Fundraising Level Performance

$1–$499

10.8 | **4.2** | **$173.97** | **$41.31**

$500–$999

15.3 | **13.6** | **$709.41** | **$52.23**

$1,000–$4,999

22.5 | **32.7** | **$2,083.03** | **$63.79**

$5,000–$9,999

44.3 | **84.9** | **$6,801.21** | **$80.08**

$10,000–$24,999

61.1 | **150.4** | **$14,451.74** | **$96.08**

$25,000+

184.4 | **427.3** | **$50,522.76** | **$118.22**

Registrations per Team
Donations per Team
Average Amount Raised Online by Team
Average Online Donation

CHART #47

Walk Team Fundraising Level Performance

$1–$499

6.9 | **4.4** | **$188.02** | **$43.08**

$500–$999

10.6 | **13.3** | **$711.92** | **$53.41**

$1,000–$4,999

15.9 | **30.5** | **$2,054.58** | **$67.40**

$5,000–$9,999

30.1 | **74.3** | **$6,758.15** | **$90.96**

$10,000–$24,999

43.3 | **132.6** | **$14,187.80** | **$107.00**

$25,000+

72.7 | **261.0** | **$40,306.81** | **$154.46**

Registrations per Team

Donations per Team

Average Amount Raised Online by Team

Average Online Donation

Team Size

With team revenue covered, next up is team size. When looking at participant fundraising performance, we spend a lot of time thinking about zero dollar participants. Teams of one can be valued in the same manner as zero dollar participants.

In Charts #48 and #49 you're able to see the impact of teams of one. It's encouraging to see that most team captains do well recruiting team members.

Chart #48 Percentage of Teams by Number of Team Members

	Cycle	Endurance	5K	Walk
51+	2.25%	0.65%	0.98%	1.42%
26–50	4.53%	1.67%	6.95%	4.42%
11–25	14.17%	9.68%	26.26%	16.07%
6–10	18.98%	21.68%	21.75%	18.41%
2–5	44.24%	54.21%	32.63%	32.88%
1	15.83%	12.11%	11.43%	26.80%

Legend: ● 1 ● 2–5 ● 6–10 ● 11–25 ● 26–50 ● 51+
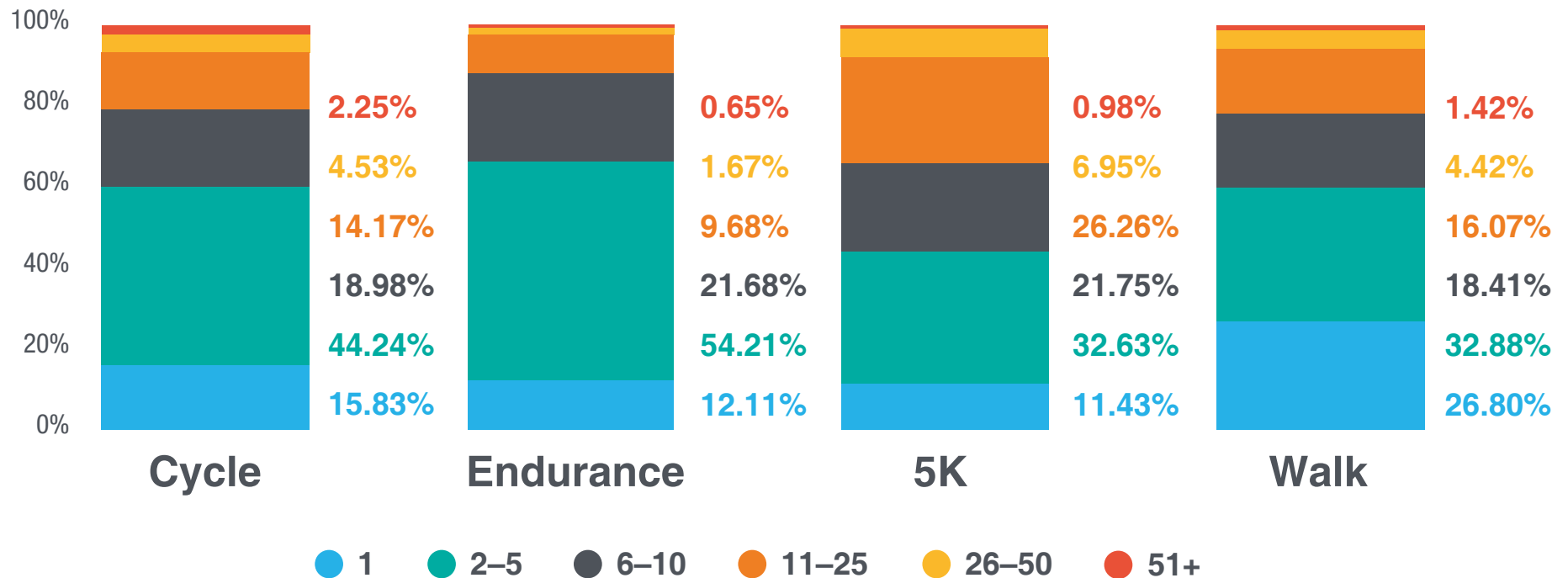
Team Size: Percent of Team Revenue by Number of Team Members

Chart #49 Percentage of Team Revenue by Number of Team Members

	Cycle	Endurance	5K	Walk
51+	27.87%	9.72%	11.43%	10.93%
26–50	18.41%	8.01%	32.63%	16.28%
11–25	23.86%	22.71%	21.75%	29.45%
6–10	14.93%	24.38%	26.26%	19.86%
2–5	13.96%	34.01%	6.95%	18.67%
1	0.97%	1.17%	0.98%	4.81%

Legend: ● 1 ● 2–5 ● 6–10 ● 11–25 ● 26–50 ● 51+

CHART #50
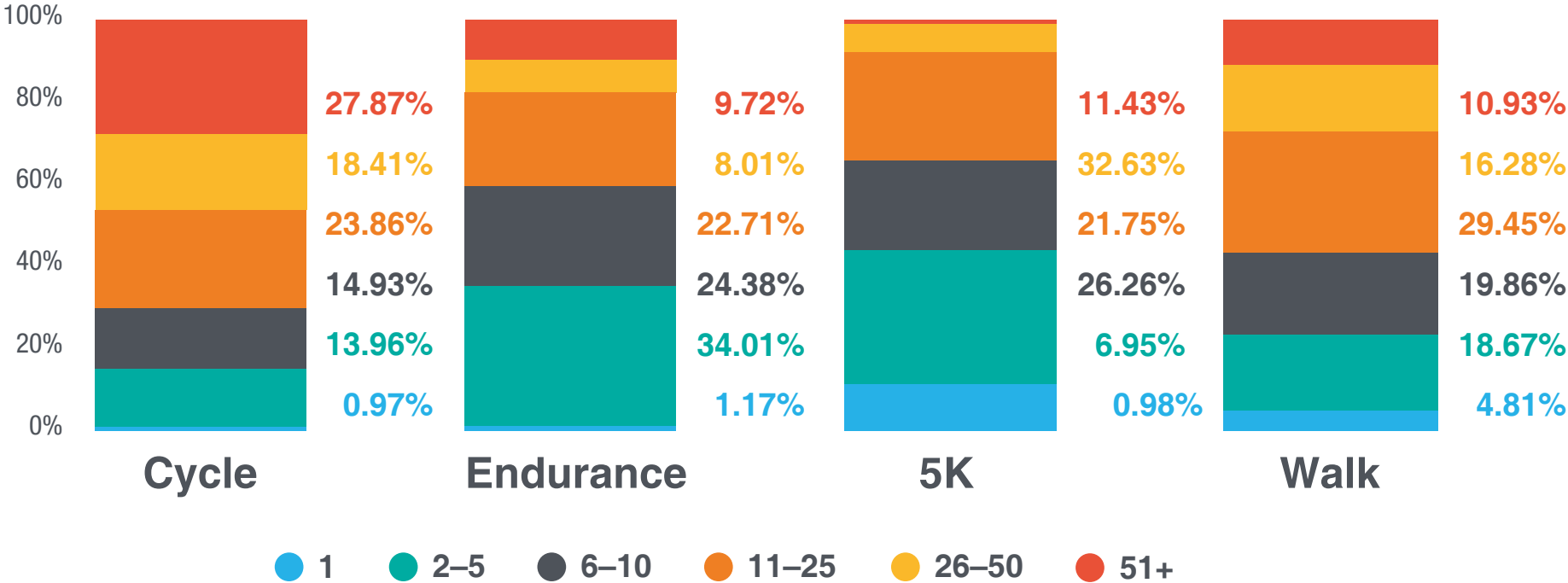
Cycle: Team Fundraising by Team Size

Charts #50–#53 show team fundraising by team size for each event type.

1 PERSON

1 | 4 | $308.87 | $85.17

2–5 PEOPLE

3.25 | 21 | $1,602.77 | $76.94

6–10 PEOPLE

7.6 | 48.0 | $3,926.07 | $81.19

11–25 PEOPLE

15.8 | 102 | $8,394.53 | $82.31

26–50 PEOPLE

34.9 | 238 | $20,328.36 | $85.29

51+ PEOPLE

93.3 | 690.9 | $61,261.81 | $88.67

Registrations per Team
Donations per Team
Average Amount Raised Online by Team
Average Online Donation

CHART #51

Endurance: Team Fundraising by Team Size

1 PERSON

1 | 3.29 | $268.62 | $68.55

2–5 PEOPLE

3.1 | 24 | $1,748.70 | $73.80

6–10 PEOPLE

7.3 | 42 | $3,139.01 | $74.82

11–25 PEOPLE

15.2 | 88 | $6,540.66 | $74.67

26–50 PEOPLE

33.7 | 190 | $13,404.99 | $70.39

51+ PEOPLE

97.37 | 556.9 | $41,358.71 | $74.27

Registrations per Team

Donations per Team

Average Amount Raised Online by Team

Average Online Donation

CHART #52

5K: Team Fundraising by Team Size

1 PERSON

1 | 4.2 | $93.14 | $75.00

2–5 PEOPLE

3.4 | 13.6 | $245.11 | $58.64

6–10 PEOPLE

7.8 | 32.7 | $467.62 | $61.04

11–25 PEOPLE

16.1 | 84.9 | $981.75 | $64.81

26–50 PEOPLE

34.4 | 150.4 | $1,922.71 | $71.41

51+ PEOPLE

106.8 | 427.3 | $4,698.77 | $79.97

Registrations per Team

Donations per Team

Average Amount Raised Online by Team

Average Online Donation

CHART #53

Walk: Team Fundraising by Team Size

1 PERSON

1 | 2 | $123.61 | $78.85

2–5 PEOPLE

3.3 | 6 | $394.81 | $66.92

6–10 PEOPLE

7.8 | 11 | $741.88 | $65.39

11–25 PEOPLE

16 | 19 | $1,254.78 | $66.34

26–50 PEOPLE

34.5 | 34 | $2,506.36 | $73.83

51+ PEOPLE

85.6 | 66.4 | $5,171.88 | $77.94

Registrations per Team

Donations per Team

Average Amount Raised Online by Team

Average Online Donation

Participant Role:
Team Captain, Team Member, and Individuals

Let's keep looking at teams, but now we'll focus on the people who make up teams: team captains and team members. We've also included individuals—participants not on a team—for comparison.

Charts #54 and #55 provide a visual of roles and revenue. When you think about it, team captains don't simply represent 7.2% of walkers, they represent 90%. Without the team captain's team members, 82.1% of walkers would not have registered for the events.

Chart #54 Participant Revenue Distribution by Role: Team Captain, Team Member & Individual

	Cycle	Endurance	5K	Walk
Individual	23.9%	26.9%	34.5%	10.7%
Team Member	67.0%	62.5%	60.7%	82.1%
Team Captain	9.1%	10.7%	4.8%	7.2%

● Individual   ● Team Member   ● Team Captain
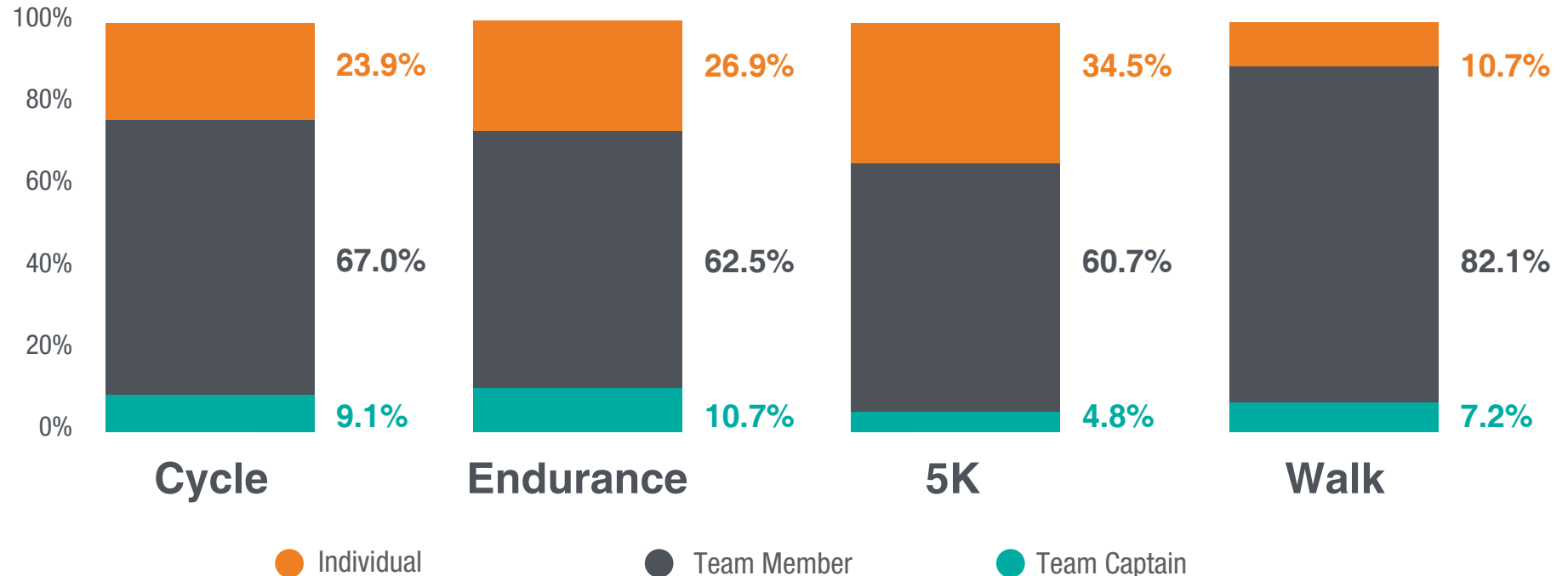
Participant Revenue Distribution by Role: Team Captain, Team Member, and Individual

Chart #55 Participant Revenue Distribution by Role: Team Captain, Team Member, and Individual

	Cycle	Endurance	5K	Walk
Individual	15.3%	31.0%	20.2%	7.0%
Team Member	68.6%	54.2%	55.9%	65.2%
Team Captain	16.1%	14.8%	23.9%	27.8%

CHART #56
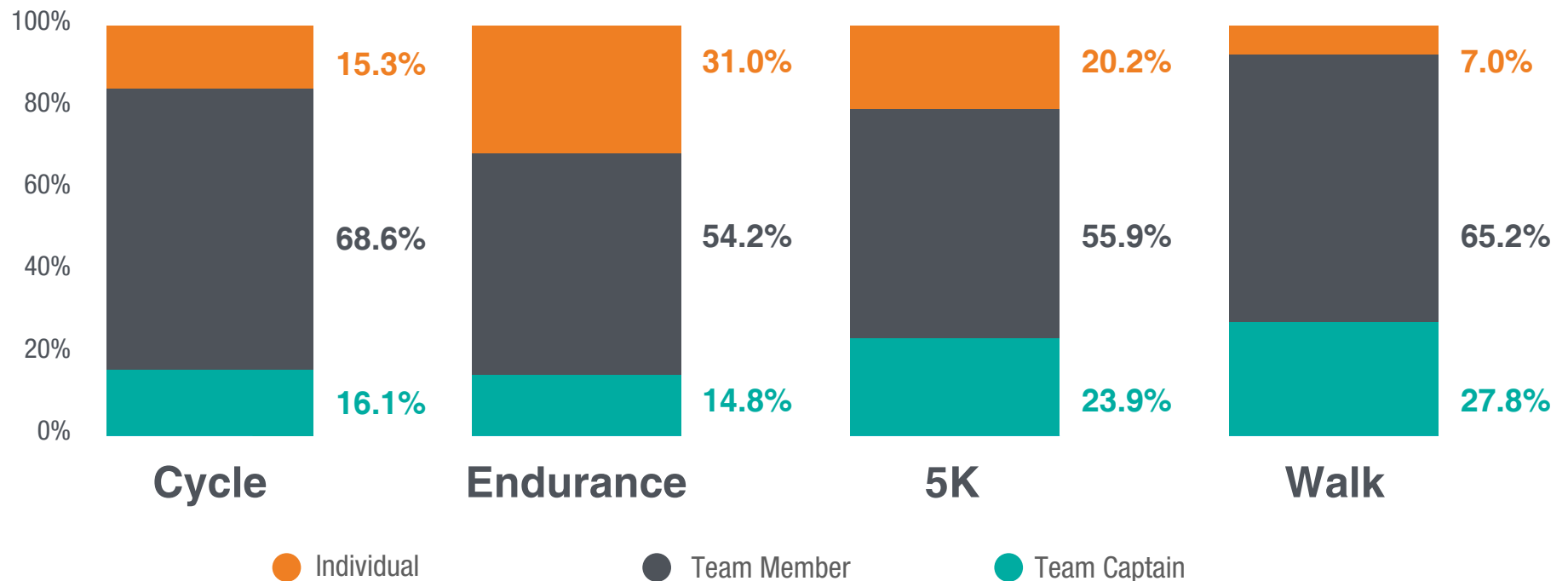
Percent of Participants who Fundraise Online

Online Performance by Role: Team Captain, Team Member, and Individual. We've said it before and we'll say it again—team captains are a small but mighty group. They represent the smallest percent of the participant population, but raise most of the online revenue. These highly motivated and engaged participants send more emails, receive more donations, receive larger donations, and often raise more than the average individual and team member combined.

CYCLE | ENDURANCE | 5K | WALK
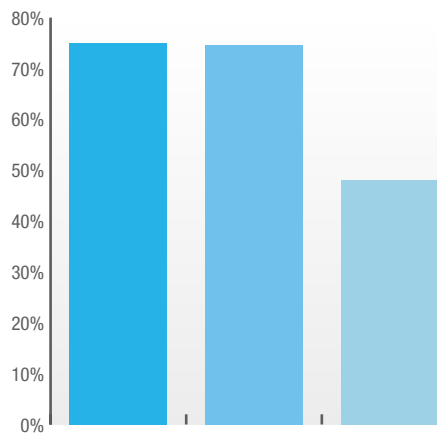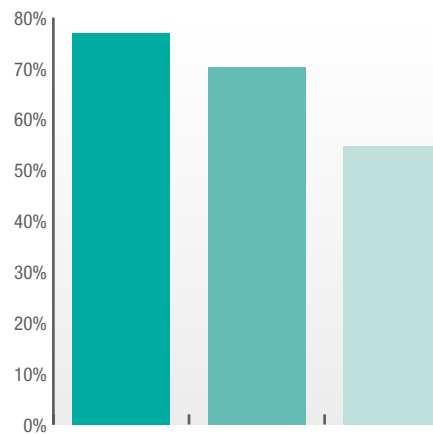
CYCLE	ENDURANCE	5K	WALK
Team Captain 77.5%	**Team Captain** 77.0%	**Team Captain** 34.9%	**Team Captain** 54.1%
Team Member 74.7%	**Team Member** 70.3%	**Team Member** 17.6%	**Team Member** 31.2%
Individual 48.8%	**Individual** 54.7%	**Individual** 9.2%	**Individual** 19.2%
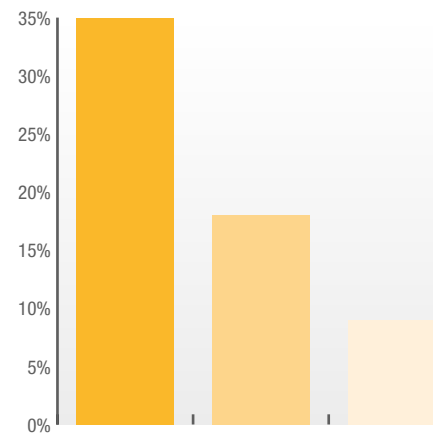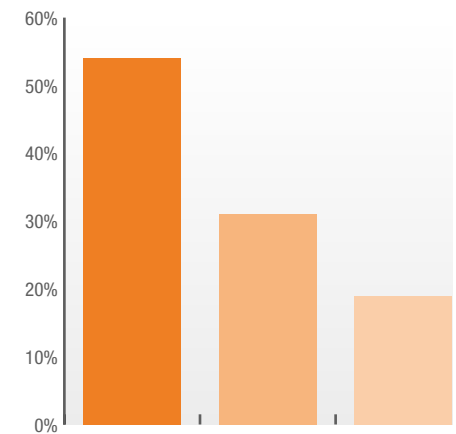
CHART #57

Average Amount Raised Online

CYCLE

$1,000
$800
$600
$400
$200
$0
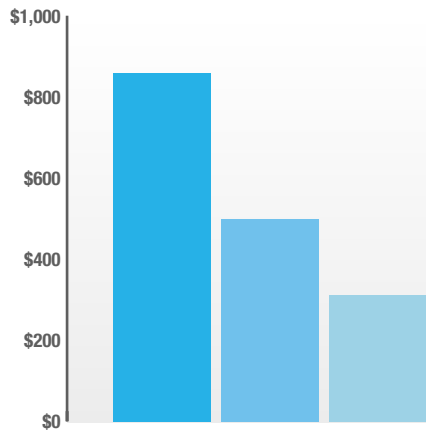
Team Captain
$859.46

Team Member
$499.48

Individual
$311.42

ENDURANCE

$800
$700
$600
$500
$400
$300
$200
$100
$0
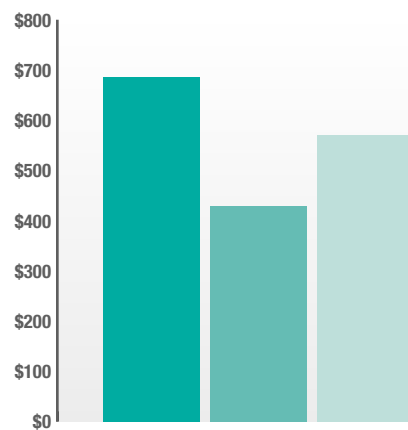
Team Captain
$686.06

Team Member
$429.41

Individual
$570.65

5K

$200
$150
$100
$50
$0
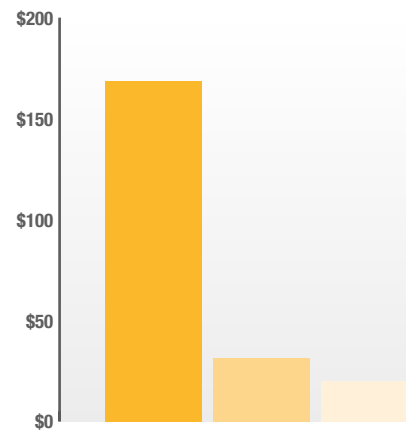
Team Captain
$168.74

Team Member
$31.50

Individual
$20.04

WALK

$300
$250
$200
$150
$100
$50
$0
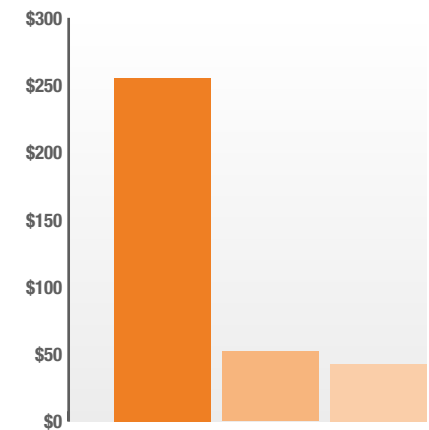
Team Captain
$255.26

Team Member
$52.02

Individual
$42.70

CHART #58

Average Online Donation

CYCLE

$100

$80

$60

$40

$20

$0
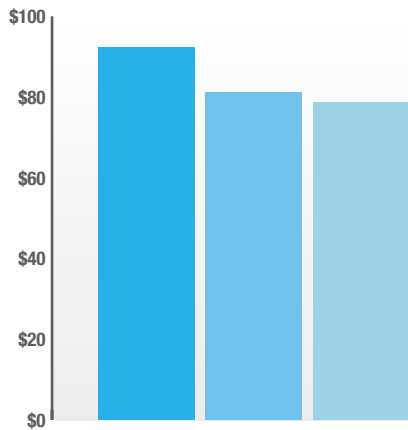
Team Captain
$92.34

Team Member
$81.28

Individual
$78.61

ENDURANCE

$80

$70

$60

$50

$40

$30

$20

$10

$0
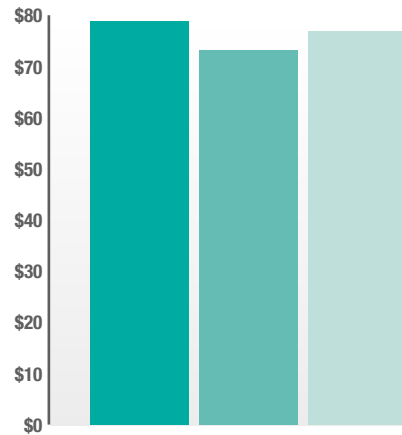
Team Captain
$78.90

Team Member
$73.20

Individual
$76.99

5K

$80

$70

$60

$50

$40

$30

$20

$10

$0
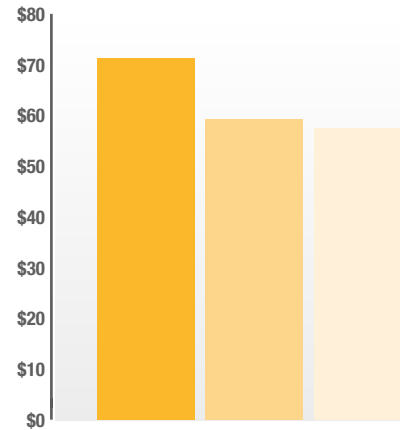
Team Captain
$71.28

Team Member
$59.26

Individual
$57.52

WALK

$80

$70

$60

$50

$40

$30

$20

$10

$0
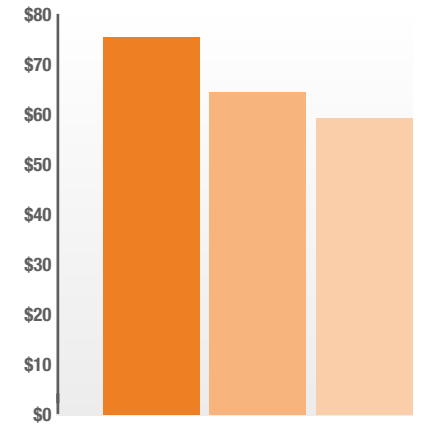
Team Captain
$75.40

Team Member
$64.56

Individual
$59.20
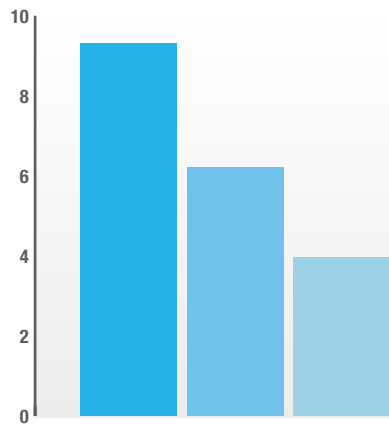
CHART #59

Average Number of Donations per Participant

CYCLE	ENDURANCE	5K	WALK
Team Captain	**Team Captain**	**Team Captain**	**Team Captain**
9.3	8.7	2.37	3.4
Team Member	**Team Member**	**Team Member**	**Team Member**
6.2	5.9	0.5	0.8
Individual	**Individual**	**Individual**	**Individual**
4.0	7.4	0.3	0.7

CHART #60

Percent of Participants Who Send Emails

CYCLE	ENDURANCE	5K	WALK
Team Captain 50.7%	**Team Captain** 44.3%	**Team Captain** 44.3%	**Team Captain** 33.8%
Team Member 33.4%	**Team Member** 20.6%	**Team Member** 4.0%	**Team Member** 3.3%
Individual 21.0%	**Individual** 25.0%	**Individual** 2.6%	**Individual** 5.0%

CHART #61

Number of Emails Sent

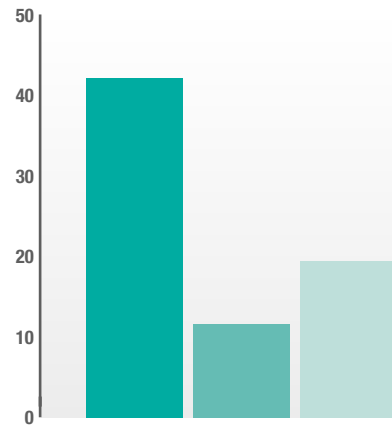| CYCLE	ENDURANCE	5K	WALK

CYCLE
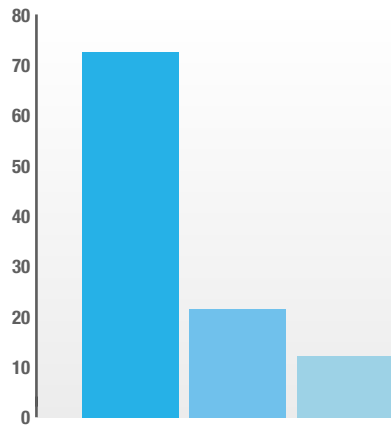
Team Captain ▮
72.5

Team Member ▮
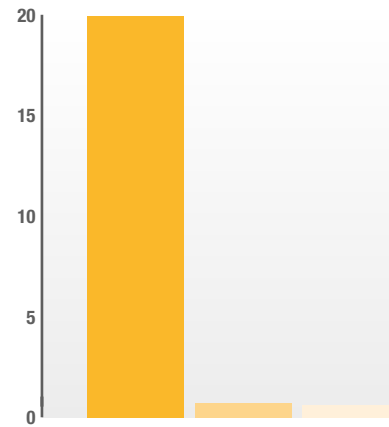21.6

Individual ▮
12.3

ENDURANCE

Team Captain ▮
42.2

Team Member ▮
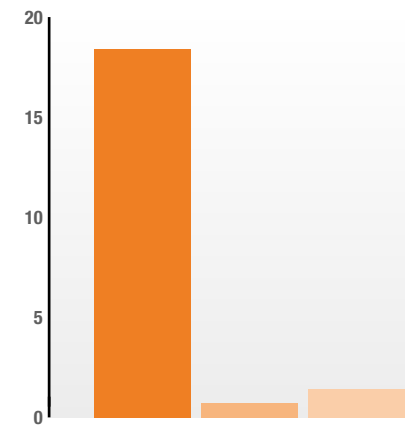11.6

Individual ▮
19.4

5K

Team Captain ▮
19.96

Team Member ▮
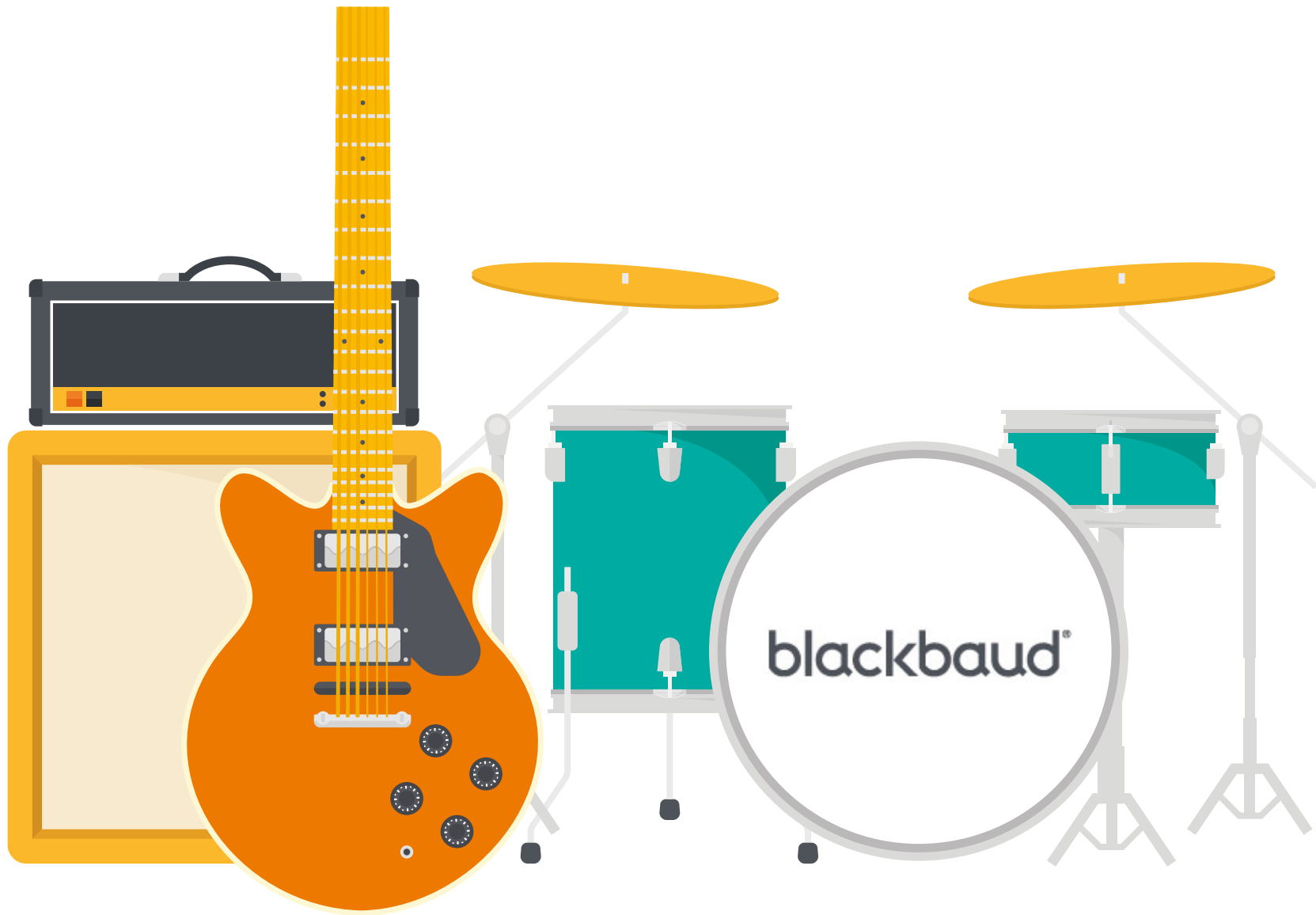0.7

Individual ▮
0.6

WALK

Team Captain ▮
18.4

Team Member ▮
0.7

Individual ▮
1.4

In looking at this team data, what do we conclude? Focus on your teams and have a strong plan for coaching and recruiting team captains. Get them excited about their job as a captain, and they'll get their teams excited about fundraising.

IT'S A WRAP!

We hope you enjoyed this year's Study. We had a blast mining the data, looking at trends, and providing fundraising insight. Hopefully this has given you some ideas to consider. The benchmarks in this Study can be your guide to uncover your growth opportunities. The world of traditional peer-to-peer event fundraising doesn't have to be flat. But it's up to you. Challenge conventional wisdom, rethink every day best practices, and increase your program's revenue!

Where to Go from Here

Do you want to talk data with us? Now that you're caught up on industry trends it's time to dive into your programs's numbers. Our team of peer-to-peer experts can help you create your own personalized benchmark review to provide an in-depth analysis of your program's performance. Contact us to learn more.

New to peer-to-peer to fundraising? Visit us online at www.blackbaud.com to learn how TeamRaiser® can help you tap into your supporters' personal networks to increase revenue and awareness for your cause.

Join the Blackbaud community online and get updates on the latest trends, best practices, and need-to-know news at www.npENGAGE.com
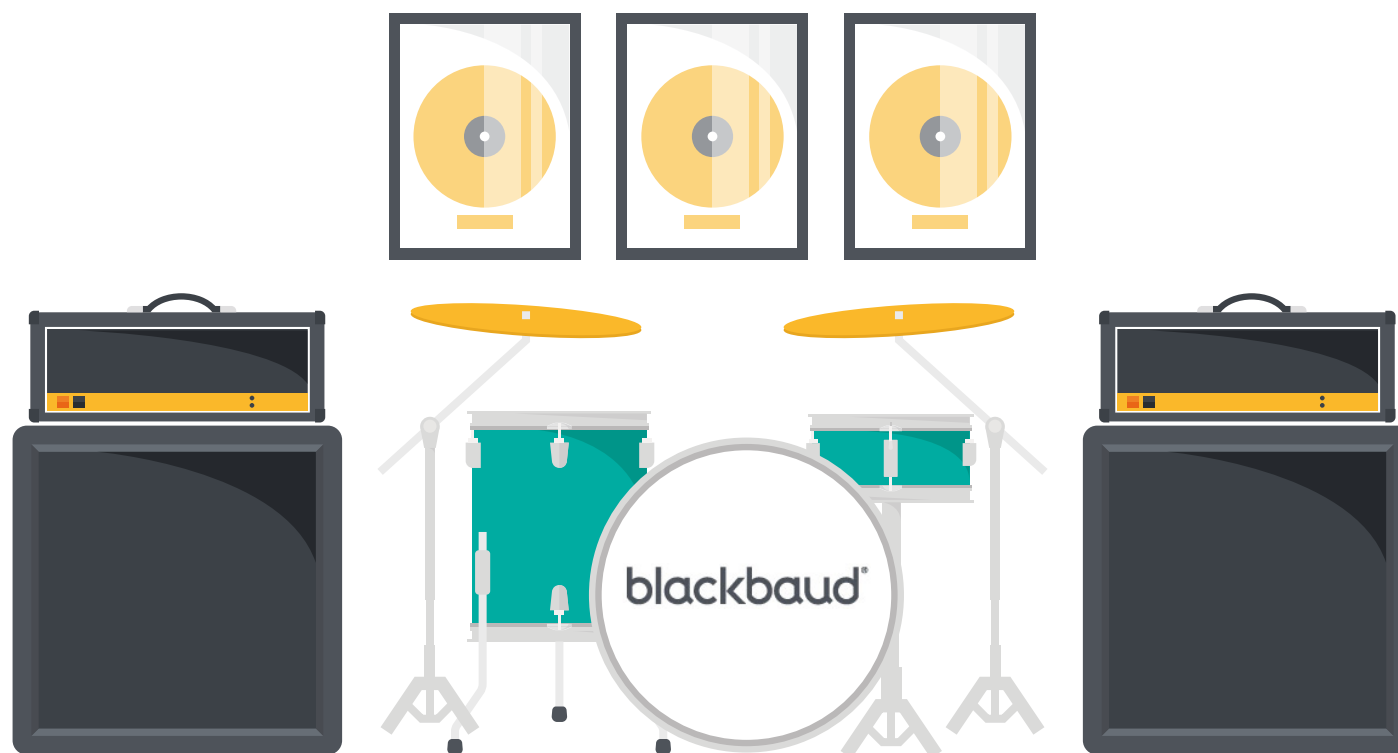
About VantagePoint™

VantagePoint is a web-based business intelligence solution that lets you explore your peer-to-peer fundraising revenue, online activity, and participant trends in a whole new way. VantagePoint reveals the true drivers of success by centralizing your data and turning it into timely, actionable information—without the manual effort. Intuitive charts and interactive tools provide immediate answers to your most critical questions. As a result, you'll make decisions with confidence, drive new revenue, and increase engagement. Feature highlights include:

· Dashboards summarizing fundraising and participant trends across your TeamRaiser® events
· Intuitive charts and trend lines to quickly bring attention where it's needed most
· Power-user tools to drill down into your results
· Cloud delivery for speed, security, and hassle-free upkeep

About TeamRaiser

Tap into the personal networks of your strongest supporters, mobilize volunteers over the Internet, and turn your event teams into active fundraisers. TeamRaiser is a complete online event fundraising software solution with the tools to help you recruit, maximize participant fundraising, and maintain momentum long after the event. TeamRaiser powers thousands of events each year. According to the *Peer to Peer Forum's 2014 Top Thirty Survey* (Feb 2014), TeamRaiser powered fifteen of the top thirty events nationwide.

About Blackbaud

Serving the nonprofit, charitable giving and education communities for more than 30 years, Blackbaud (NASDAQ:BLKB) combines technology solutions and expertise to help organizations achieve their missions. Blackbaud works in over 60 countries to support more than 30,000 customers, including nonprofits, K12 private and higher education institutions,healthcare organizations, foundations and other charitable giving entities, and corporations. The company offers a full spectrum of cloud and on-premise solutions, and related services for organizations of all sizes, including nonprofit fundraising and relationship management, eMarketing, advocacy, accounting, payment and analytics, as well as grant management, corporate social responsibility, education and other solutions. Using Blackbaud technology, these organizations raise, invest, manage and award more than $100 billion each year. Recognized as a top company, Blackbaud is headquartered in Charleston, South Carolina and has operations in the United States, Australia, Canada, the Netherlands, Ireland and the United Kingdom.

For more information,
www.blackbaud.com