



► **ARE YOU ASKING YOUR PARTICIPANTS  
THE RIGHT QUESTIONS?**

**June 7, 2012, 2:00 p.m.**

How do you know if your post-event participant surveys are asking the right questions? We'll discuss how to get the information you need to drive strategic decisions for your event program including website design, marketing, and event planning.

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## ▶ ABOUT US



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## ► 2011 P2P CONSUMER SURVEY

- What types of organizations are you support?
- Demographics: age, gender, etc...
- Why participants took action?
  - Why did you sign up for an event?
- Fundraising roles & goals
  - team leaders vs. team members
  - Exceed fundraising goal
- How they fundraised?
  - Online, offline, social, etc...
- Did you use online tools



It's been more than a decade since technology revolutionized event fundraising with the introduction of personal fundraising web pages and personal email solicitations. Technology continues to influence event fundraising with the addition of social media and the ever expanding uses for mobile devices. Blackbaud estimates online fundraising accounts for on average 30 percent of revenue for most major U.S. peer-to-peer fundraising events.

There have been many studies on the use and effectiveness of online tools in peer-to-peer fundraising and the data show online tools help participants become successful fundraisers. Despite all the data available, one important factor is not often discussed — the individual. What motivates an individual to get involved and take action? In addition to understanding an individual's motivations, Blackbaud and the Run Walk Ride Fundraising Council wanted to learn more about how technology impacts their fundraising efforts — from the participant's perspective.

In 2011, Blackbaud and the Run Walk Ride Fundraising Council conducted an online survey of individuals who have participated in at least one walk, ride, or run event in the last two years. Three out four respondents participated in multiple events. The survey did not require respondents to name the events or organizations they have raised funds for, but did ask for the organization's mission (see Figure 1).

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Figure 1: Who are you supporting?



[www.FriendsAskingAmy.com](http://www.FriendsAskingAmy.com)

## ► 2012 P2P CONSUMER SURVEY

- Wanted to understand why or why not participants raised funds
- Added more segmentation
  - Fundraising participants
  - Non-fundraising participants
  - Event donors
- Expanded Demographics: age, gender, income, marital status, etc...

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2012 Peer-to-Peer Event Fundraising Consumer Survey

### 2012 Peer-to-Peer Event Fundraising Consumer Survey

2nd Annual Report by Blackbaud & Run Walk Ride Fundraising Council

Amy Braiterman, Principal Strategy Consultant, Blackbaud  
David Hessekiel, President, Run Walk Ride Fundraising Council

Why did you fundraise? Why didn't you fundraise? When answered, these two simple but important questions can impact the strategies nonprofits use to engage with their participants.

Blackbaud and the Run Walk Ride Fundraising Council conducted an online survey to learn more about peer-to-peer fundraising from the participant perspective. What did we learn? How will the answers provided by survey respondents help your organization increase participation and revenue?

From the organizational view, the goal of peer-to-peer fundraising events is to raise funds and awareness by empowering individuals to be an extension of their organization. In order to empower participants, you need to make sure you are communicating the right message. Only by stepping back and removing yourself from the equation are you able to understand why an individual takes action.

The most critical information from the survey revealed that peer-to-peer event participants view participation and fundraising as two separate tasks. Motivation behind why an individual signs up for an event and why they fundraise are different. With the understanding that these are two separate tasks, the question that needs to be addressed is "Are you communicating the right messages to achieve your goals?"

**What motivated you to get involved?**

Forty-nine percent of survey respondents were asked by a friend or family member to participate in an event. It's clear by the answers to this first survey question that participation is about personal connection. Whether it's a personal connection to the cause or to another individual, participants are motivated by the desire to connect (see Figure 1). Upon further analysis, breaking down the motivation of both fundraising participants and non-fundraising participants, the outcome is similar. The connections to the cause or to an individual remain the two key factors for participation.

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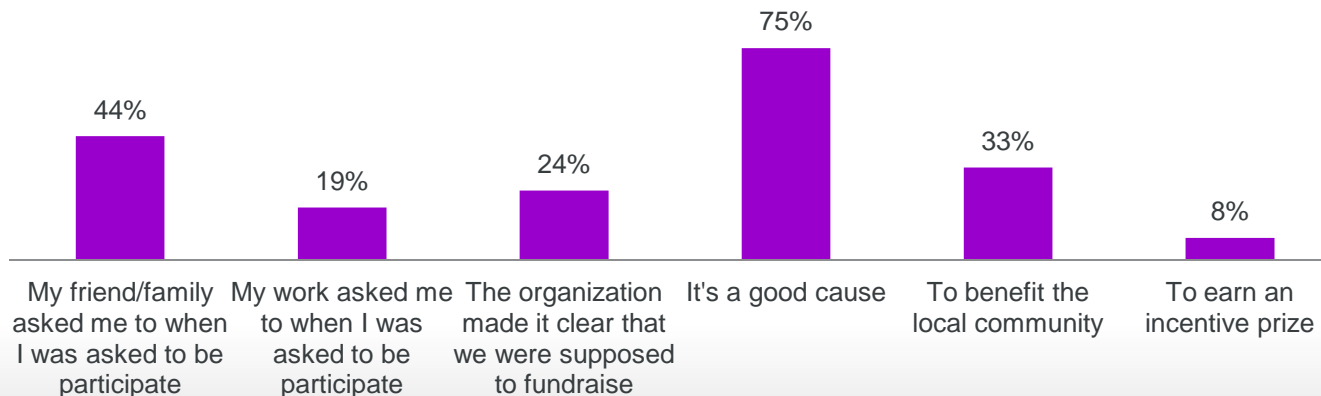
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Forty-nine percent of survey respondents were asked by a friend or family member. Forty-seven percent felt a connection to the cause. We participate in peer-to-peer events because we care – about

[www.blackbaud.com/RWR](http://www.blackbaud.com/RWR)

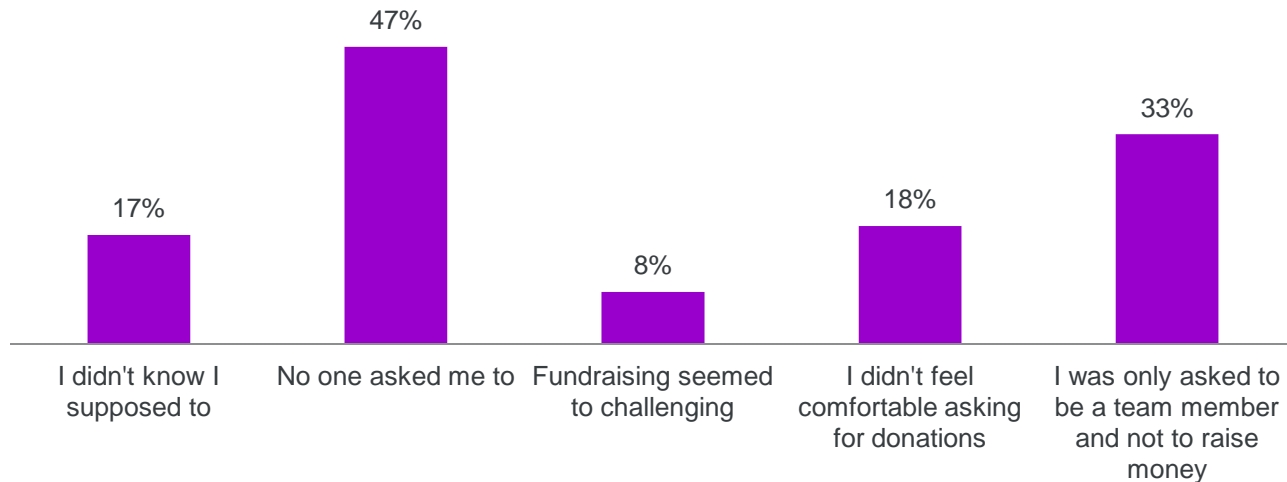
## ► 2012 HIGHLIGHTS: WHY DID YOU FUNDRAISE?

- Individuals sign up because of connection:
  - Connection to cause
  - Connection to friend/family
- Participants fundraise because:
  - They care... it's a good cause
  - It was made clear they were supposed to
- Participants set goals are successful
  - Achieve and exceed fundraising goals because it's easy and they're committed to the cause



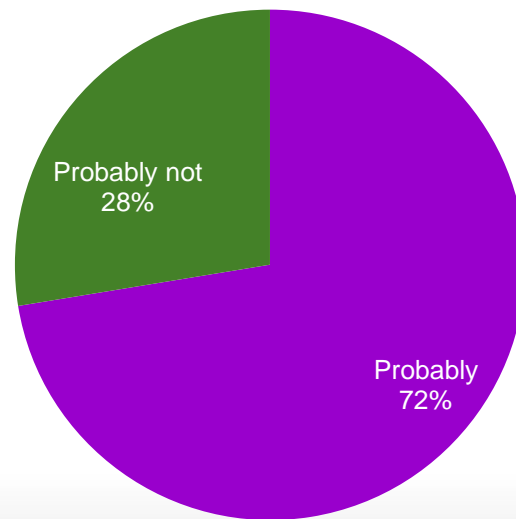
## ► 2012 HIGHLIGHTS: WHY DIDN'T YOU FUNDRAISE?

- Participation **DOES NOT EQUAL** Fundraising
- Participating in an event and fundraising are two separate **tasks** & two separate **asks**
- Fundraising is not is challenging
- Participants didn't fundraise because they were not asked



## ► 2012 HIGHLIGHTS: WHY DONOR QUESTIONS

- Most individuals who were asked by a friend made a donation
- The organization is equally as important as their friendship
  - Friendships introduce people to the cause
- Donors are interested in donating again
  - Create a donor cultivation plan – begin with segmenting donors based on donation amount



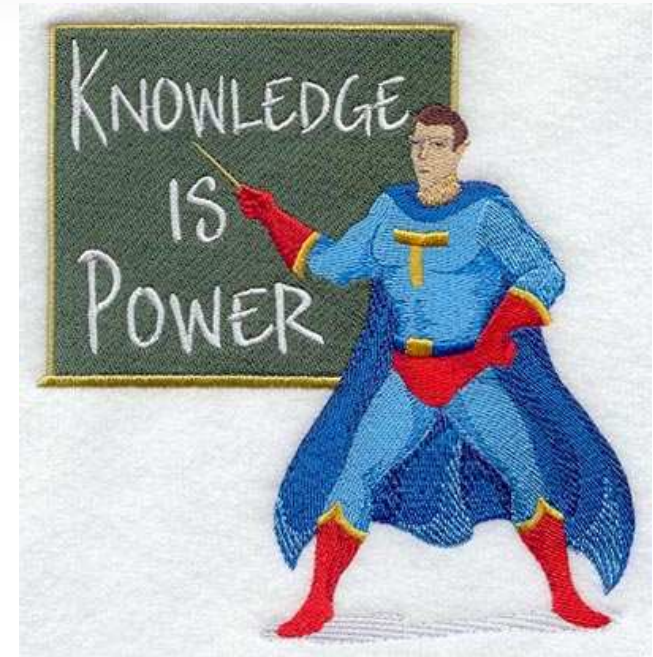


► **HEY JENNIFER! WHY DO YOU SPEND TIME  
CREATING A POST EVENT SURVEY?**



## ► KNOWLEDGE IS POWER

- Survey can help you:
  - Make decisions on how to spend resources
  - Add new elements to your program
  - Better understand participants behavior
    - Team leaders vs. team members
  - Break the Stereotypes about participants
- Remember to:
  - Be thoughtful when creating questions
  - Be Open to feedback
- Avoid *BAD* Questions:
  - Did you like the event?
    - This question doesn't tell you anything, be more specific in your questions





## ► WHAT DID BIG BROTHERS BIG SISTERS DO?

- In 2011, we wanted to evaluate our BFKS website to see what was working and what might need to be updated.
- enlisted 11 agencies, representing a diverse geographic region, to assist us in learning more about our event.
- In July we sent out a survey to over 6,000 donors, participants, and team captains and got about 1,000 responses.
- We went through a similar process in 2012, although with a slightly different group of agencies.

## ► **WHAT BBBS LEARNED?**

- 1. Involve all the decision makers in the process**
- 2. Ask questions about things you can change**
- 3. Ask questions about things you care about**
- 4. Plan for segmentation**
- 5. Make the Other or the Additional Feedback field work for you, not against you.**
- 6. What do you hope to learn from each question? make sure you are gathering enough information to be able to take action**

## ► INVOLVE ALL THE DECISION MAKERS IN THE PROCESS

- Who are the key stakeholders?
- Identify a primary decision maker. Listen to all opinions, but avoid making decisions by committee
- For BBBS = working cross-functionally within our office:
  - IT
  - Marketing
  - Fund Development
  - Local Agencies – agencies pulled in the appropriate people to weigh in
- Why involve others:
  - The point of doing this early in the process is to make sure that your evaluation results will have meaning



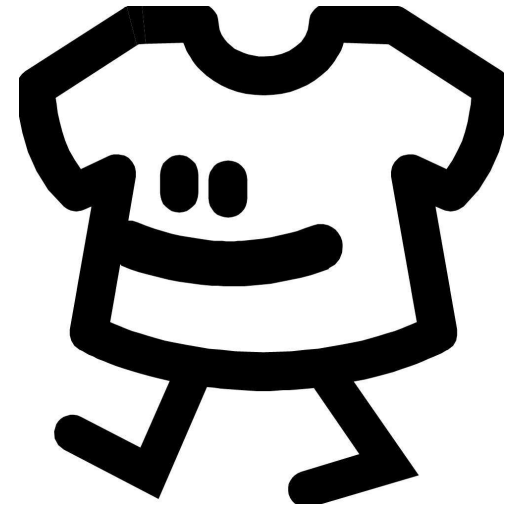
## ► ASK QUESTIONS ABOUT THINGS YOU CAN CHANGE

- Asking for advice is a great way to engage participants, but only if the advice is being listened to
- ***Don't waste your time or your participant's time by asking questions that you can't change.***
  - Events take place at a bowling center. Number of centers are limited in most towns
  - A question like, "did you like the venue" isn't a great idea.
  - Changing the location isn't an option
- However, we were considering adding social media elements to our website
  - We asked several questions social media use to help us understand if this would have a benefit for our fundraiser.
    - Are you an active social media user?
    - Which social sites do you use? Facebook, Twitter, Google+, etc...
    - Did you reach out to your social networks to fundraiser for Bowl For Kids Sake?



## ► ASK QUESTIONS ABOUT THINGS YOU CARE ABOUT

- *As a follow up to this, don't ask questions about things you don't care about.*
- I call this the "t-shirt rule"
  - I don't care if they liked the t-shirt because I can guarantee that the t-shirt will be different next year.
- Longer surveys generally have a lower completion rate, don't waste valuable real estate asking questions that don't matter to your organization.



## ► PLAN FOR SEGMENTATION

- Sent survey to every e-mail address we had, had a lot of questions that were designed to help us better understand who was answering.
  - Are you a Team Captain, Bowler or Donor.
  - Did you use the website to register or make a donation.
  - Was the first time they had been involved in our event.
- We learned:
  - Team Captains and Participants actually had different motivations for participating with us.
  - We could also see that 1<sup>st</sup> time and multi-year participants had different behaviors.
  - Also- make these segmentation questions a required answer, otherwise it's hard to filter

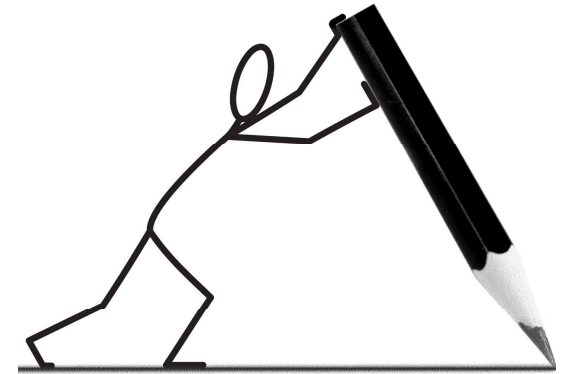


## ► MAKE THE OTHER OR THE ADDITIONAL FEEDBACK FIELD WORK FOR YOU, NOT AGAINST YOU.

- Mostly yes/no questions, but with every option respondents could tell us more about their answer.
  - Interesting finding connected to the changing personal page. We asked why didn't you personalize the page?

### Sample options:

- Didn't know how
  - Not enough time
  - didn't know I could
  - **But in the other field: a lot of right in comments that said something like, it looked fine- didn't need to change anything.**
- Added it as an option to the 2012 survey. It was the #1 option
  - At the same time avoid open ended responses, they can be tough to categorize.
  - Make your best guess what most of the responses will be and then add a write in option to capture the unknowns!





## ▶ WHAT DO YOU HOPE TO LEARN FROM QUESTIONS? MAKE SURE YOU ARE GATHERING ENOUGH INFORMATION TO BE ABLE TO TAKE ACTION

- Do you want to better understand behavior?
  - Did you use the website to register?  
How many times did you log-in to your HQ?  
Which methods did you use to fundraise?
- Do you want to know more about your demographics?
  - What is your participant profile? How many years do they participate? Are they connected to you in another way?
- Do you want to understand what motivates them?
  - Why do they participate? What do they know about your organization?  
What do they enjoy about your event?



**TIP:** have a clear understanding of what you want to know. Frame your questions to provide you with answers that will help with you with your event strategy

## ► WANT MORE

- Download P2P Consumer Survey
- Sign up for our Blackbaud Web Seminar Summer Series at: [www.Blackbaud.com/RWR](http://www.Blackbaud.com/RWR)



Next Session: **How can social media be impactful, actionable, and profitable?**

July 12, 2012, 2:00 p.m. ET

Find out what fashion, football and fundraising have in common at:

[www.FriendsAskingAmy.com](http://www.FriendsAskingAmy.com)