



► **FOCUSING EFFORTS TO SUPPORT
FUNDRAISING PARTICIPANTS**

How can you increase participant activity and revenue?

May 1, 2012

2:00 pm

blackbaud[™]
your passion > our purpose

► **TODAY'S PRESENTERS: *BRAITERMAN AND BELDEN***



Amy Braiterman
Principal Strategy Consultant
Blackbaud



Alison Belden
National Director, Arthritis Walk
Arthritis Foundation



► **HEY ALISON!**

**GIVE ME ONE WORD WHICH DESCRIBES
YOUR ARTHRITIS WALK STRATEGY**

▶ ARTHRITIS FOUNDATION





▶ ALISON'S FOCUS

1. Multi-year participants vs. New participants
2. Team Captain Cultivation
3. Fundraising Participants - Average Amount Raised
 - a. Team member raise \$88 - include zero dollar participants
 - b. \$224 without zero dollar participants
4. Zero Dollar Walkers

► HOW DO I FIND MY FOCUS?



► **FINDING FOCUS**

Self Scouting

Benchmarking

What's my purpose?

Who's my audience?

What's my goal?

► TWO A'S ARE MAKING IT HAPPEN!

CatWalk, an event for the model animal owner. And, Yes...*dogs are welcome too!*

CatWalk is the foundation's signature fundraising event. It's a non-competitive 3 mile walk for to support the Foundation's efforts to help homeless, furry, four legged friends.

Event Details:

Total Participants: 3000

Total Teams: 270

Percentage of zero dollar participants: 44%

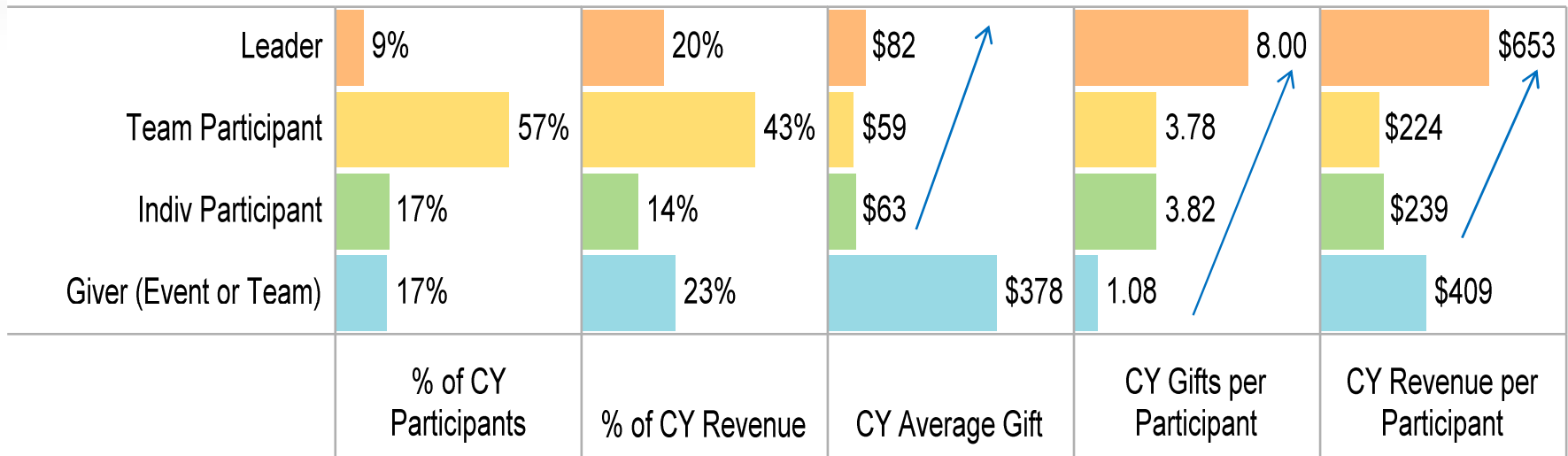
Amount raised: \$800,000

Overall Retention Rate: 25%



► TWO A'S ARE MAKING IT HAPPEN!

Participants by Participant Type



Team Leaders: 270 / \$160,000

Team Members: 1700 / 344,000

Individuals: 510 / 112,000

Giver - \$184,000

► NEW VS. RETURNING

Revenue per Participant

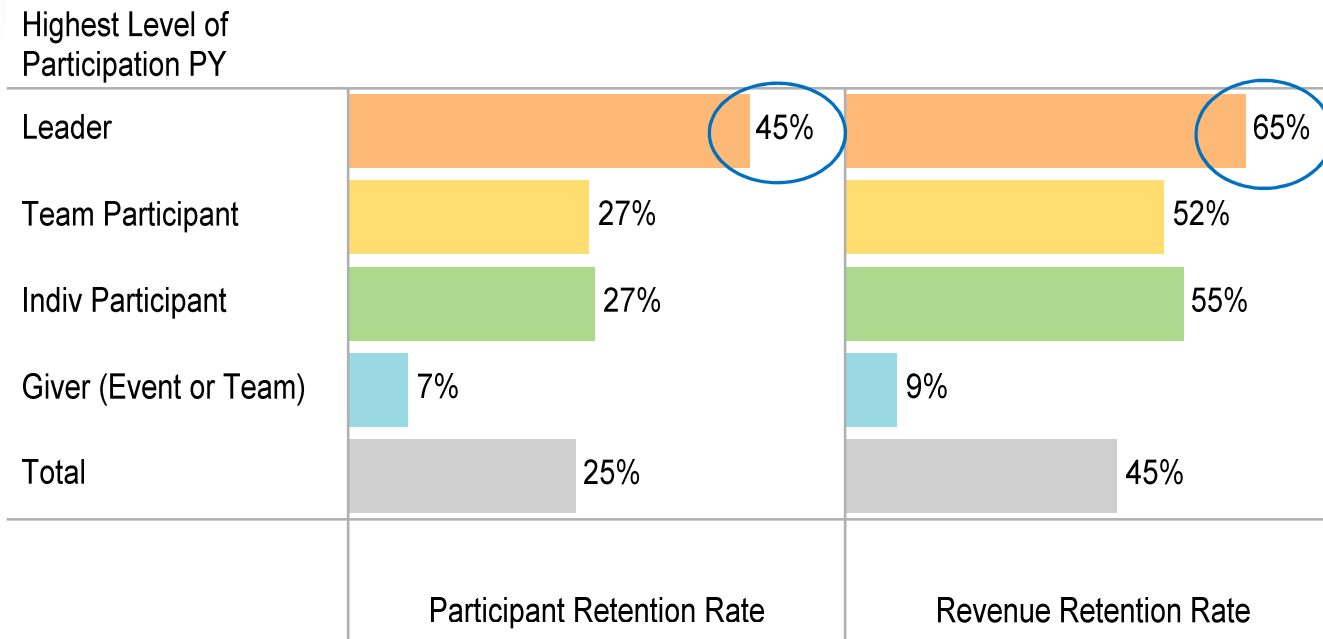
Loyalty CY	Leader	Team Participant	Indiv Participant	Total
New	\$408	\$148	\$153	\$229
MultiYear	\$834	\$344	\$377	\$416

Gifts per Participant

Loyalty CY	Leader	Team Participant	Indiv Participant	Total
New	5.83	3.01	2.87	2.72
MultiYear	9.61	4.99	5.33	5.47

▶ CAT WALK PARTICIPANT RETENTION

2010 Retention Rates for 2009 Participants



Participant retention rates for Leaders were 67% higher than for Team participants or Individual participants.

The variance between Leader and Team/Individual revenue retention rates was not as high.

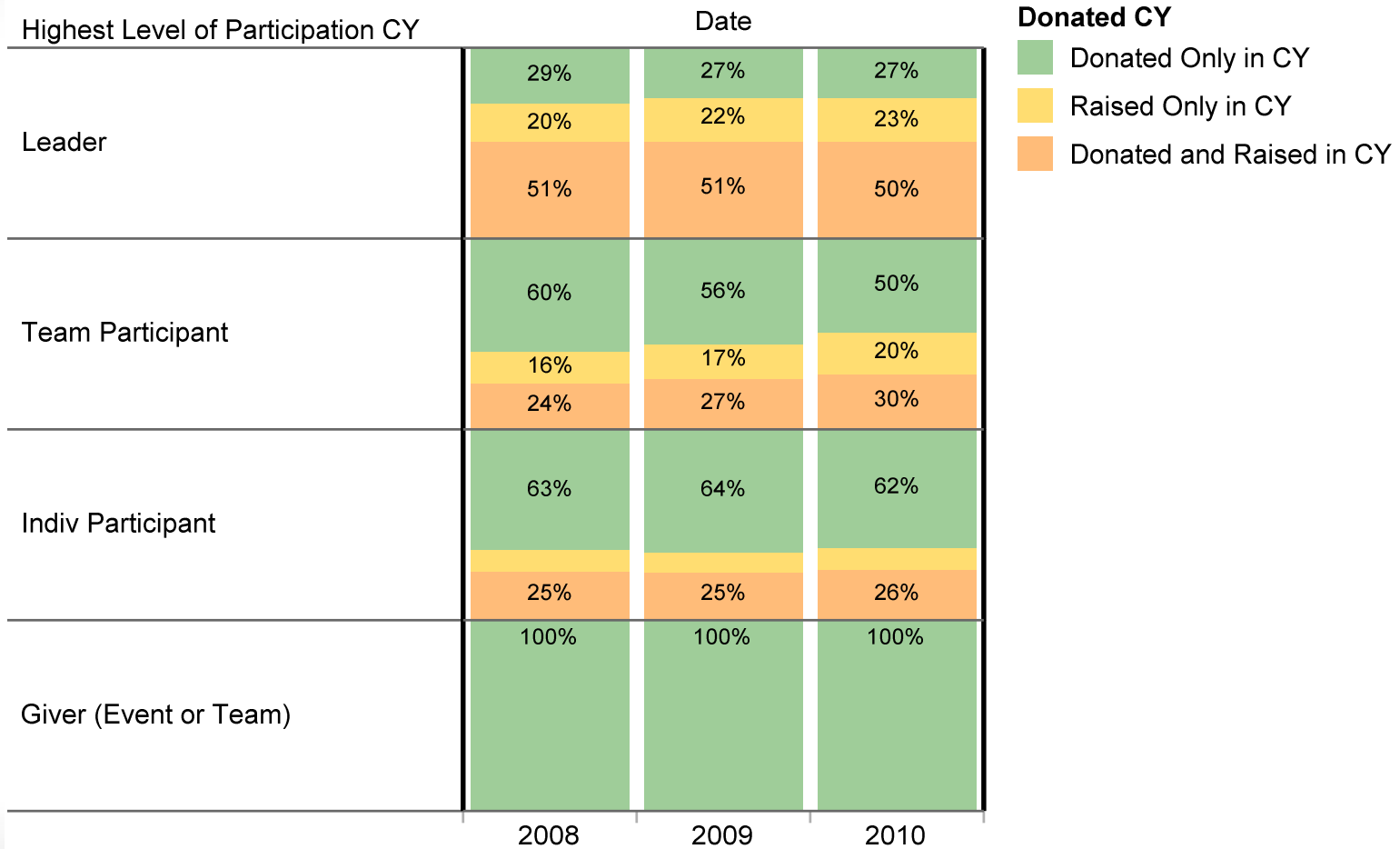
How to calculate retention rate:

Returning Teams 2012 / Past Teams 2011

Number of Returning Team: 124

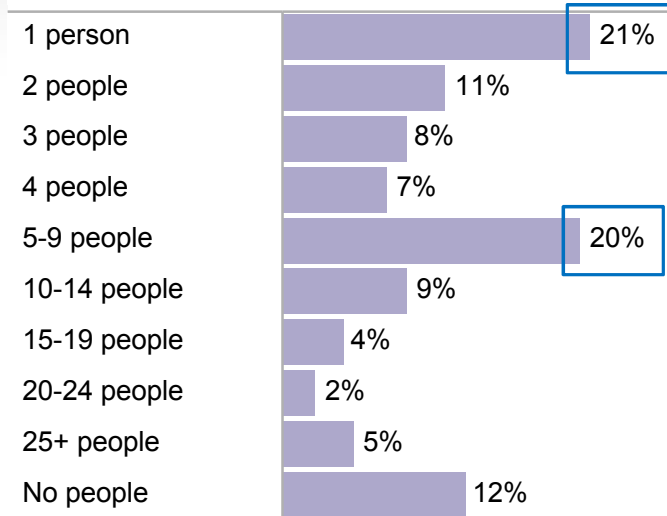
► CAT WALK PARTICIPANTS: DONATED VS. RAISED

Trends in Participants by Participant Type and Donor Type (2008-2010)

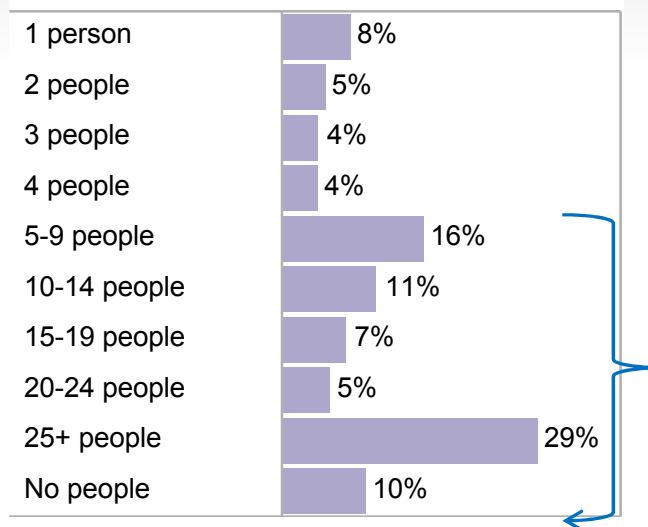


► CATWALK: TEAM PERFORMANCE

Percent of CY Teams



Percent of CY Team Revenue



- 1 person team mirrors percentage of donated only team captains
- 79% of team revenue comes from teams of 5+ people.
- Small group makes big impact.
 - Mega teams 25 of people = 5% of teams
 - Mega teams = 29% of revenue

▶ HOW DO I USE THIS INFO TO FOCUS MY FUNDRAISING STRATEGIES



► FIRST AND FOREMOST

You can't implement every new idea or strategy into you're event

Remember our key questions when developing strategies?

- 1. What's my purpose?*
- 2. Who's my audience?*
- 3. What's my goal?*

► CATWALK STRATEGIES

1. Focus on Team Leaders
 - Multi-year participants vs. New participants
2. Fundraising Participants - Average Amount Raised
 - a. Team member raise \$88 - include zero dollar participants
 - b. \$224 without zero dollar participants
3. Zero Dollar Walkers
4. Create plan for Individual Participants
5. Cultivate Top Performers

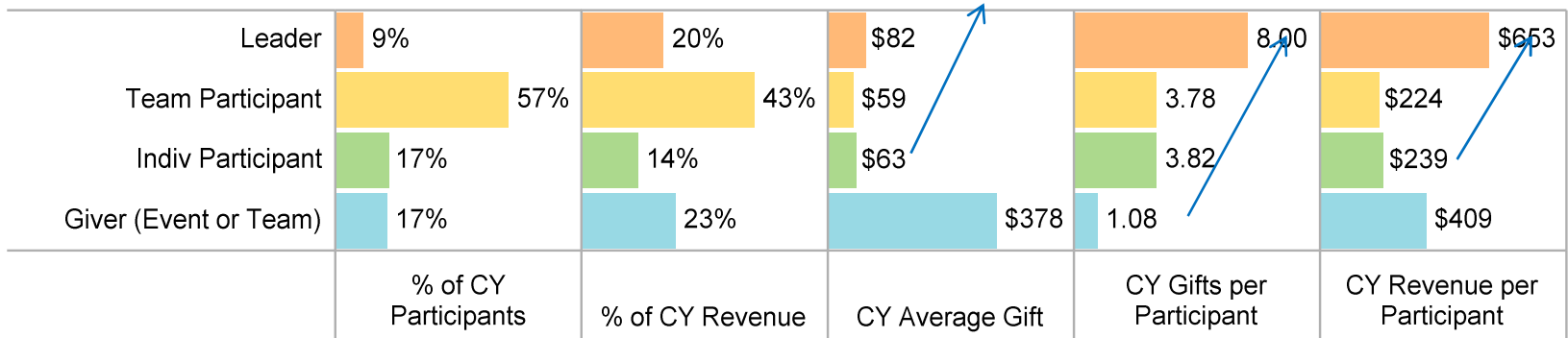


► CATWALK STRATEGY 1: FOCUS ON TEAM LEADERS

Why?

- Based on 3 year trends team leaders represent 20% of revenue
- P2P Consumer Survey - 49% signed up because friend/family asked them
- P2P Consumer Survey- 44% of individuals who raised funds – said they were asked to fundraise when asked to participate (19% work asked me to when asked to participate).

Participants by Participant Type



► CATWALK STRATEGY 1: FOCUS ON TEAM LEADERS

- Coach team leaders to encourage team participant fundraising
 - WHY? Team participants = greatest opportunity
 - Educate team members about online tools
 - Participate or help host wrap around event
- Focus on active team leaders – *Sphere tip next slide!*
 - How to tell if a team leader is active? Run reports!
 - Recruited teams participants, sent emails, amount raise, customized personal page, sent facebook update, etc...
- Focus on returning team leaders – *They're Top Fundraiser Prospects!*
 - Multi –year team captains raise 3x more than new team captains
 - Retention rate: 45% / Revenue retention rate: 65%
 - Number of retained teams: 124
 - Multi-year participants have trouble sustaining fundraising level
 - Work to reverse this trend
 - Encourage team activities (wrap around events)
 - Increase use of online tools

► HOW CAN SPHERE HELP WITH TEAM LEADERS?

Select eMail Template Mailing Receivers

Current Event

- All event donors & participants
- All event donors
- All event participants
- All event participants with emails sent >
- All event participants with total raised to date > \$
- All event participants with % of goal > %
- All event participants days after registration date
- All event participants days after registration date with total raised to date > \$

Prior Event(s)

- Leader registrants that registered in previous year's events but not this event
- All registrants that registered in previous year's event but not this year's event with total raised > \$
- All registrants that registered in the last three years but not this event
- All registrants that registered in the last three years but not this event with total raised > \$

Custom Query

- Other user must select receivers when sending the mailing

Event Email Templates:

- Create an email campaign for team leaders – recruitment or fundraising/ team support
- Single one time email or recurring email

► CATWALK STRATEGY 2: FUNDRAISING PARTICIPANTS

- Set a goal for increasing % of fundraisers
 - About 50% of team participants who raise money are fundraising vs. simply making a donation
 - Goal – increase to 53%
- Set up recurring email campaign for fundraisers
 - Percentage to goal – 25%, 50%, etc...
Sample messages are available in Sphere
(Under Communications: *Event Email Templates*)
 - Incentive based message
 - Ex – you've raised \$175, you're getting close to the \$250 level.
- Track our progress
 - RUN Reports! Participant Detail report – shows activity
- After event
 - what did I learn? what worked? What didn't?



► CAT WALK STRATEGY 2: COMMUNICATING WITH FUNDRAISERS

Select eMail Template Mailing Receivers

Current Event

- All event donors & participants
- All event donors
- All event participants
- All event participants with emails sent > []
- All event participants with total raised to date > \$ []
- All event participants with % of goal > [] %
- All event participants [] days after registration date
- All event participants [] days after registration date with total raised to date > \$ []

Prior Event(s)

- Leader registrants that registered in previous year's events but not this event
- All registrants that registered in previous year's event but not this year's event with total raised > \$ []
- All registrants that registered in the last three years but not this event
- All registrants that registered in the last three years but not this event with total raised > \$ []

Custom Query

- Other user must select receivers when sending the mailing

Event Email Templates:

- Recurring messages to push fundraisers to next level

► FUNDRAISER EMAIL EXAMPLE:



Hello Jim Woolard,

Greetings from Arthritis Walk® Fundraising Rewards Headquarters. To help you set and then reach your fundraising goal, we are inviting you to be part of our national fundraising incentive program. Just by raising \$250 or more, you will automatically become eligible.

Please visit our [Official Rewards Website](#) for details. These rewards include 'Walk' fashion apparel, iPods®, Trek® Bikes, Digital Cameras and over 50 other incentive prizes. Check it out right away and then set your goal to be rewarded with an awesome fundraising incentive!

We appreciate your hard work to support our efforts to improve the lives of 300,000 children and 50 million Americans affected by arthritis!

At the time of this email, your **Fundraising Reward Points Total = 250**. Remember, every dollar you donate earns you Reward Points in our fundraising incentive program. [Find out more](#). Thank you for helping us to have a successful , .

FUNDRAISING TIP: Donate \$20 yourself and then ask 12 friends to donate \$20 to help our fight against Arthritis! Don't forget to include those on your social network, your neighbors, family, workmates and classmates!



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New reporting fields enable you to view detailed information about participant activity:

- Fundraising message fields: Twitter, Facebook, Email
- Personalization fields: modifications to HQ story, images, video
- Other fields: last login date to HQ and donation details

New Reporting Fields

<input type="checkbox"/> \$ from Tweets	<input type="checkbox"/> # of gifts from Tweets	<input type="checkbox"/> # of E-mails Sent	<input type="checkbox"/> Tweets Sent
<input type="checkbox"/> \$ from Facebook	<input type="checkbox"/> # of gifts from Facebook	<input type="checkbox"/> Tweet Conversion Rate	<input type="checkbox"/> Facebook Messages Sent
<input type="checkbox"/> # of gifts from eMail	<input type="checkbox"/> eMail conversion rate	<input type="checkbox"/> Facebook Conversion rate	<input type="checkbox"/> \$ gifts from eMail
<input type="checkbox"/> \$ per message	<input type="checkbox"/> Story personalized	<input type="checkbox"/> Total Conversion Rate	<input type="checkbox"/> Total Message Sent
<input type="checkbox"/> Additional Donation Amount	<input type="checkbox"/> Average donation amount	<input type="checkbox"/> Image/Video personalized	<input type="checkbox"/> Last login date

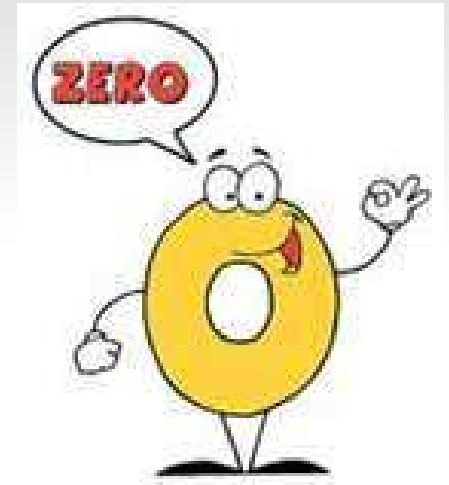
Reports with new fields added:

- Quick Report – People: Participant Details
- Quick Report – People: All Teams
- Control – Reports – People: Registration
- Control – Reports – Money: All Teams
- Control – Reports – Money: Goal vs Actual

Note: The social media fields data will be updated each night, so real-time data is not available for the current day.

► CATWALK 3: ZERO DOLLAR WALKERS

- 44% of participants are zero dollars = not fundraising
- Every participant will not be a fundraiser
- Create a communications plan for zero dollar walkers
 - Start with our email welcome kit.
 - Goal – get participants to action after signing up – take advantage of their excitement about participating
 - Four weeks before event send a single mailing to zero dollar participants
 - Build on pre-event excitement
- Include zero dollars walkers in our event plan, but we're not going to put a ton of effort in converting zero's to fundraisers



► CATWALK STRATEGY 3: ZERO DOLLAR WALKERS

Receiver Template Query - Windows Internet Explorer

https://www.kintera.com/kintera_sphere/Email/query/Query_Template.aspx?optionID=107&functionID=nexus&mailingID=3103954&queryID=19955

Select eMail Template Mailing Receivers

Current Event

- All event donors & participants
- All event donors
- All event participants
- All event participants with emails sent >
- All event participants with total raised to date > \$ 0
- All event participants with % of goal > %
- All event participants 7 days after registration date
- All event participants days after registration date with total raised to date > \$

Prior Event(s)

- All registrants that registered in previous year's events but not this event
- All registrants that registered in previous year's event but not this year's event with total raised > \$
- All registrants that registered in the last three years but not this event
- All registrants that registered in the last three years but not this event with total raised > \$

Custom Query

- Other user must select receivers when sending the mailing

Save Cancel

Done Internet | Protected Mode: On 100%

► CATWALK STRATEGY 4: CREATE PLAN FOR INDIVIDUAL PARTICIPANTS

- Similar plan to team leaders
- How do I find individuals? – *Sphere reporting tip: next slide*
- Focus on returning individuals
 - Multi –year participants raise 2x more than new individuals
 - Retention rate: 17% / Revenue retention rate: 14%
 - Multi-year participants have trouble sustaining fundraising level
 - Spend more time helping Individuals with fundraising, work towards increasing fundraising level to team leader
 - average amount raised by team leaders: \$653
- Focus on active individuals
 - How to tell if someone is active? Run reports!
 - Set a fundraising goal, made a donation during registration, sent emails, amount raise, customized personal page, sent facebook update, etc...
- Communication strategy includes: email, phone calls and in person visits

➤ CAT WALK STRATEGY 4: CREATE PLAN FOR INDIVIDUAL PARTICIPANTS

- Finding Individual – Run Sphere Participant Detail report.

Showing 1-50 of 1232 participants (25 pages), 50 participants per page.

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	Alternate ID	First Name	Last Name ▲	Participant Goal	Total Amount	Donation Amount	Online Amount	Offline Amount	Team Name	Pending Donations	Pending Matching Gifts
					\$202,804.27	\$177,039.27	\$170,055.27	\$32,749.00		\$1,516.00	\$9,611.00
Drilldown		Brenda	Abao	\$0.00	\$25.00	\$0.00	\$25.00	\$0.00	Michael's Mighty Mates	\$0.00	\$0.00
Drilldown		Lateefah	Abdul-Jabbaar	\$0.00	\$75.00	\$0.00	\$0.00	\$75.00		\$0.00	\$0.00
Drilldown		Uchenna	Abrams	\$0.00	\$25.00	\$0.00	\$25.00	\$0.00		\$0.00	\$0.00
Drilldown		Kurt	Abrams	\$0.00	\$25.00	\$0.00	\$25.00	\$0.00		\$0.00	\$0.00
Drilldown		Scott	Abrams	\$0.00	\$25.00	\$0.00	\$25.00	\$0.00		\$0.00	\$0.00
Drilldown		Iyana	Abrams	\$0.00	\$30.00	\$0.00	\$30.00	\$0.00		\$0.00	\$0.00
Drilldown		Kurt, Jr.	Abrams	\$0.00	\$25.00	\$0.00	\$25.00	\$0.00		\$0.00	\$0.00
Drilldown		Kelly	Abrams	\$0.00	\$10.00	\$0.00	\$10.00	\$0.00		\$0.00	\$0.00
Drilldown		Linda	Adajar	\$0.00	\$50.00	\$25.00	\$50.00	\$0.00	Braveheart	\$0.00	\$0.00
Drilldown		THERESE	adajar	\$0.00	\$25.00	\$0.00	\$25.00	\$0.00	Braveheart	\$0.00	\$0.00
Drilldown		ANDREW	ADAJAR	\$0.00	\$5.00	\$0.00	\$5.00	\$0.00	Braveheart	\$0.00	\$0.00
Drilldown		LALA	ADAJAR	\$0.00	\$5.00	\$0.00	\$5.00	\$0.00	Braveheart	\$0.00	\$0.00
Drilldown		PAOLO	adajar	\$0.00	\$25.00	\$0.00	\$25.00	\$0.00	Braveheart	\$0.00	\$0.00
Drilldown	00580-593-0000104964	Rachel	Adams	\$1,000.00	\$1,195.00	\$1,170.00	\$1,195.00	\$0.00		\$0.00	\$0.00
Drilldown		Natasha	Adams	\$300.00	\$225.00	\$200.00	\$225.00	\$0.00	Jewel's Gems	\$0.00	\$50.00
Drilldown	00580-593-0000111507	Elena	Adan	\$0.00	\$25.00	\$0.00	\$25.00	\$0.00	Braveheart	\$0.00	\$0.00

► CATWALK STRATEGY 5: CULTIVATE TOP PERFORMERS

- Get to know Top Performers a.k.a Top Fundraisers
 - Meet them, call them, be friends!
- Will probably see crossover from individuals & team leaders
- Keep an eye out for top fundraising team participants
 - Get to know them
 - Helps create a succession plan for current team leaders
 - Branch out and create new team
 - Take a more active role within organization
- Engage Volunteer Committee



► HOW CAN SPHERE HELP WITH TOP PERFORMERS?

Select eMail Template Mailing Receivers

Current Event

- All event donors & participants
- All event donors
- All event participants
- All event participants with emails sent > []
- All event participants with total raised to date > \$ []
- All event participants with % of goal > [] %
- All event participants [] days after registration date
- All event participants [] days after registration date with total raised to date >

Prior Event(s)

- Leader registrants that registered in previous year's events but not this event
- All registrants that registered in previous year's event but not this year's event with total raised >
- All registrants that registered in the last three years but not this event
- All registrants that registered in the last three years but not this event with total raised >


Custom Query

- Other user must select receivers when sending the mailing

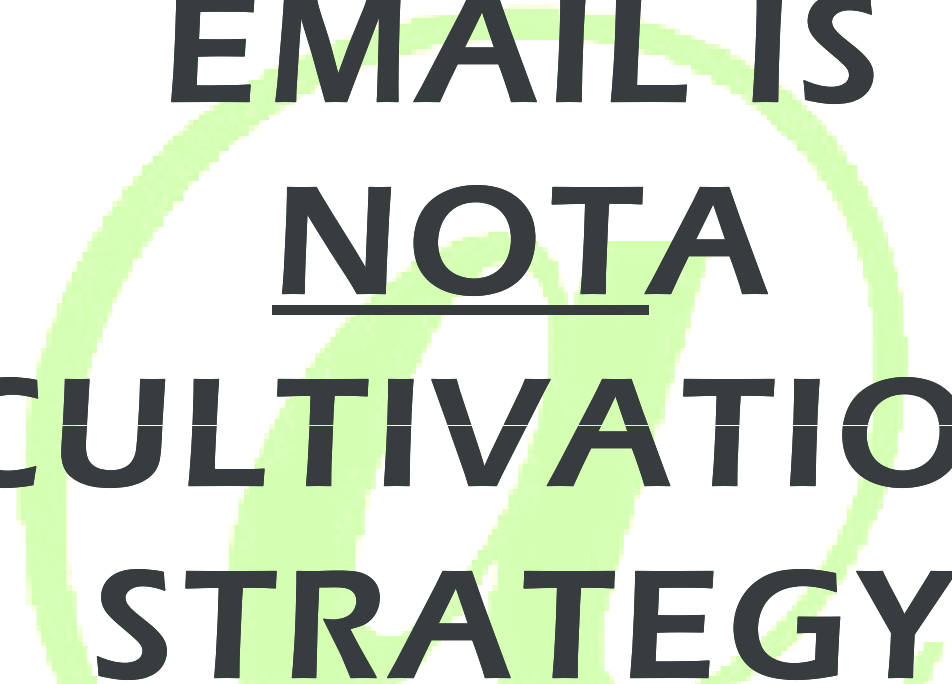
Event Email Templates:

Create an email campaign for top performers

- Send email based on: amount raised, % to goal, or # of emails sent
- Single Mailing to top performers – Special message to participants in your top fundraiser club - \$1,000 or more



**EMAIL IS
NOTA
CULTIVATION
STRATEGY**



► RECAP

Self Scouting: What are your numbers?
What is your data telling you?

Benchmarking: Look at Peers. Check out benchmarking reports, it provide perspective

Based on information learned identify growth opportunities:
What's my purpose? Who's my audience?
What's my goal?

Throughout event, track participant activity: Look beyond the amount raised and check out online activity

► LET'S CHAT! QUESTIONS?



► WANT MORE

- Download P2P Benchmarking Insights & P2P Consumer Survey at: www.Blackbaud.com/RWR
- Sign up for our Blackbaud Web Seminar Summer Series at: www.Blackbaud.com/RWR



To find out what fashion, football and fundraising have in common visit: www.FriendsAskingAmy.com