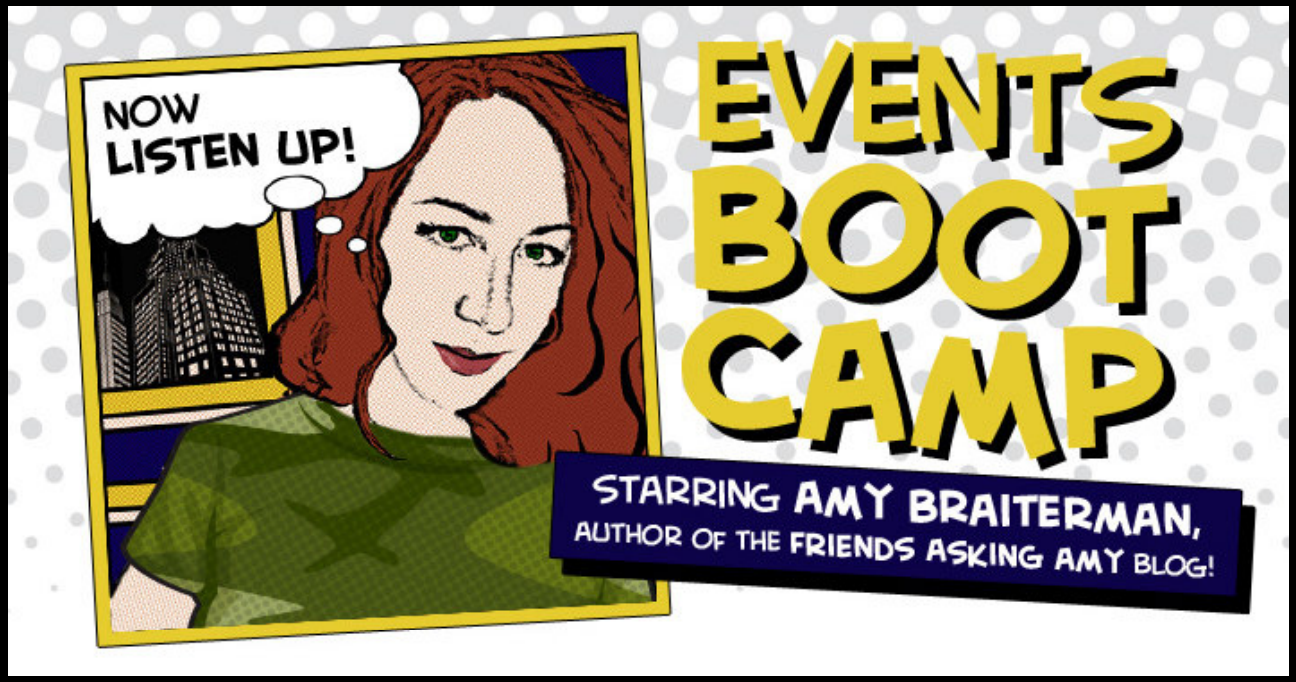

Part 4: How Can My Events Raise More and Utilize New Strategies?

November 18, 2010

Presenters:

Amy Braiterman, Blackbaud

Kristin Moody, Blackbaud

Events Boot Camp Series

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

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

Events Boot Camp, Part 2: How Can I Develop a Successful eMail Marketing Strategy? Co-Host: Zuri Group

Join us as we talk about designing an event email marketing strategy and maximizing its impact. We will cover topics like email timing, frequency, and design.

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

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

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

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

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

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

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Blackbaud Friends Asking Friends

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

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

© 2010 Blackbaud

Peer-to-Peer Events and Online Tools

- Online tools **EMPOWER** event participants to become successful online fundraisers.
- Extend **REACH** with social media and mobile tools. Open platforms allows partners and organizations to develop new technologies that easily extend and integrate with Blackbaud Friends Asking Friends
- **MANAGE** events more efficiently. Reporting capabilities provide the ability to oversee online and offline activities to understand participant behavior and create fundraising plans based on the level of engagement.

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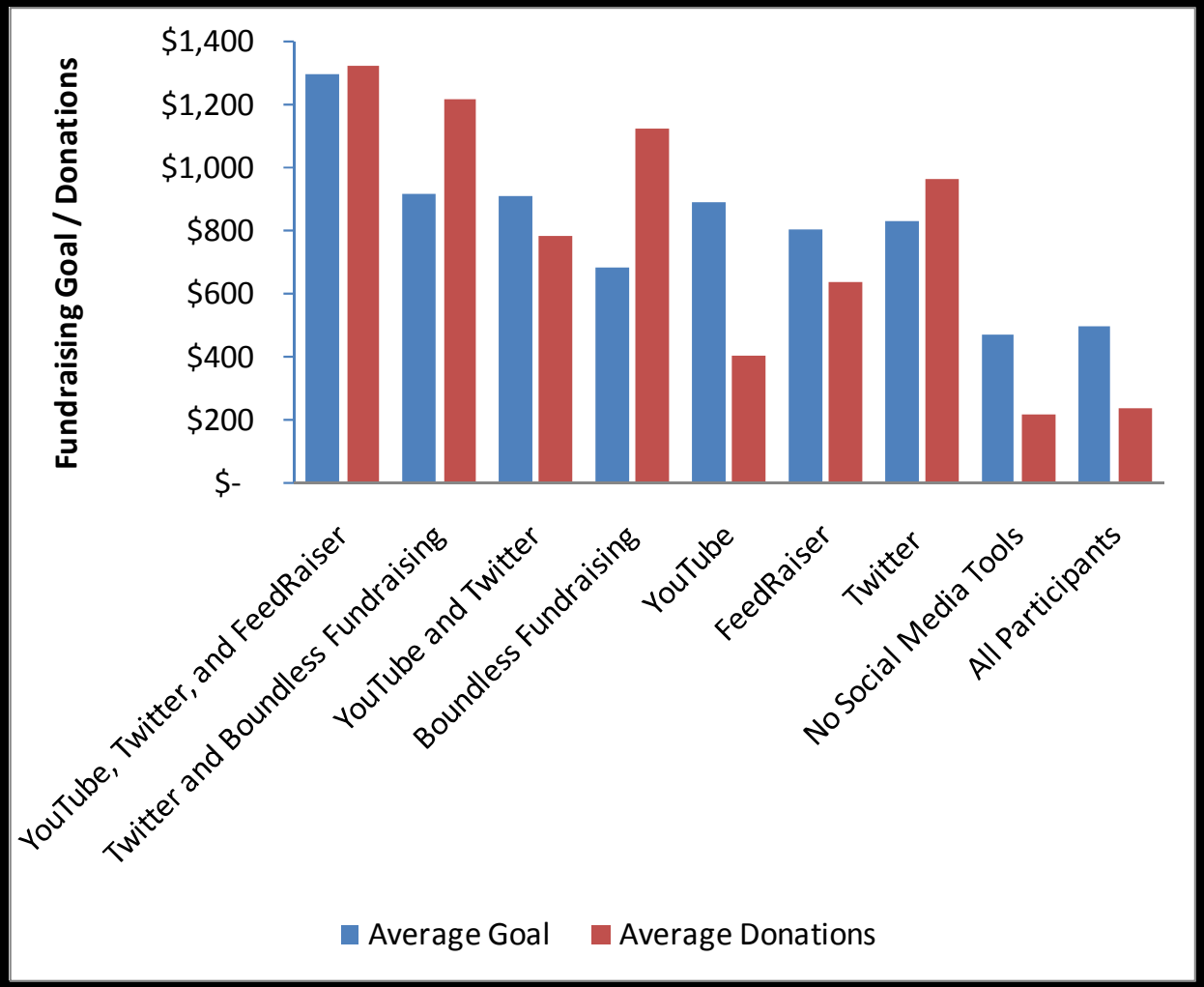
Multichannel Fundraisers Are Most Successful

© 2010 Blackbaud

Social Media Used by Most Successful Fundraisers



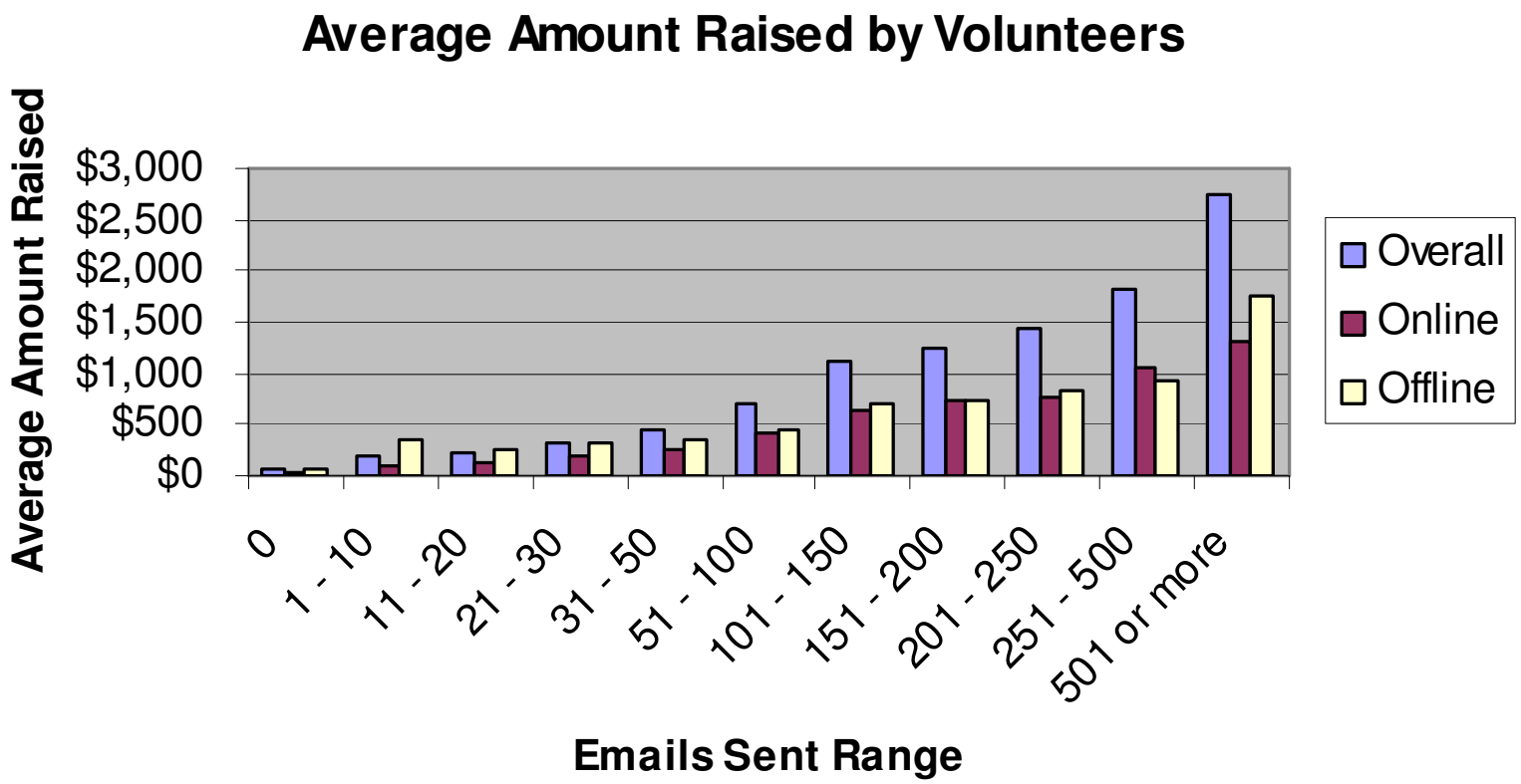
Social Media Users Set the Highest Goals

Social Media Users Come Closer to Reaching their Goals

Social Media Users Are Your Top Supporters

© 2010 Blackbaud

Online Fundraisers Are Active Offline



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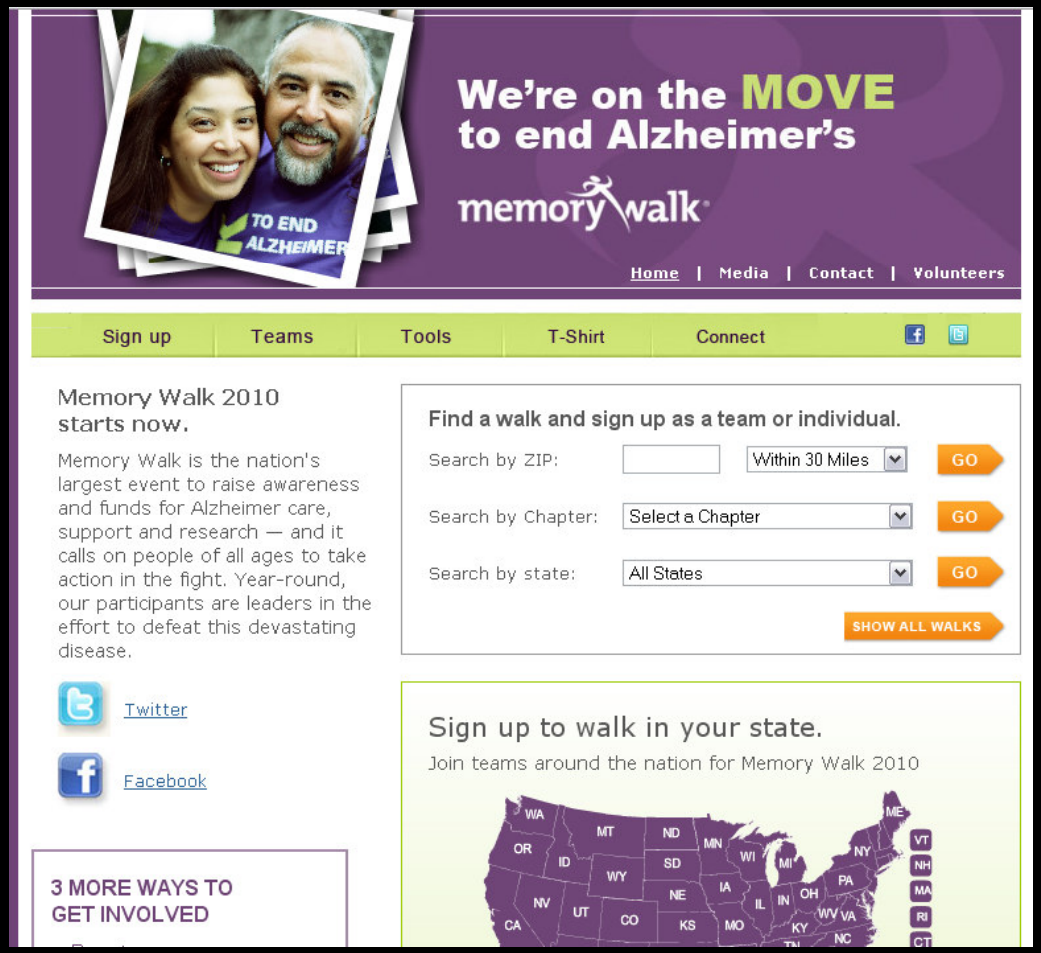
Online Experience: Event Microsites

- Use the central part of a home page for key messaging
  - The information should be clear and easy to find



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Online Experience: Provide Online Tools

Sign up | Teams | Tools | T-Shirt | Connect

Toolkits

Friends and Family Teams
Online Fundraising
Creative Promotions
Company Teams
Offline Fundraising
Team Captains

Find a walk near you:
Zip:
Within 30 Miles
GO

Family and Friends Teams

Team Recruitment email script
Team Recruitment talking points
Get your first donation

Company Teams

Online Fundraising

Online set-up instruction
Set up your personal pa
Sending emails in easy s
Social Networking

Creative Promotions

Email banners
Over the clock poster
Walk feet

Social Networking Toolkit

Social networking is a fast and easy way to raise dollars and recruit team members for the cause.

Top 10 ways you can use Facebook for Fundraising
Use Facebook and Twitter for your MW fundraising

Find a walk near you:
Zip:
Within 30 Miles
GO

Alzheimer's Association
alzheimer's association
memory walk
Goal: $1,500
Raised: $25
[Refresh]
SIGN UP
DONATE
09.11.10

Download this Facebook badge

Facebook fundraising badge
Many Memory Walk events have a Facebook badge to help you stay connected and fundraise. Download this Facebook badge from our Memory Walk partner, Boundless Fundraising to watch your dollars grow!

Boundless Fundraising FAQs
Boundless Fundraising Fact Sheet

If your walk doesn't offer the Facebook fundraising badge, don't worry! We have some great tips on how to use your Facebook or Twitter status to raise money for the cause.

How to update your FB or Twitter status from your Memory Walk HQ

"Just by using Facebook, I tripled the amount of donations I received last year.

Every day, I updated my Facebook status with a link to my Memory Walk site. Donations came in from friends and family from all over the country!"

- Susan Sandvick

Top 10 ways you can use Facebook

1. Ask for it
Make sure you're asking your friends to do something. Use words like, "Donate now!" or "Share this!". Unless you're direct, you won't get results.

2. Tell them how
Make sure you include a brief explanation of how and where they can donate to you.

3. Make it a challenge
Set a lofty goal for yourself, and let everyone know what it is. Tell them they're the only ones who can help you reach that goal. Give them something to care about.

4. Tell a story
Why are you participating in Memory Walk? Tell your friends why this is important to you, and why you need their support. Make it personal.

5. Promote, Promote, Promote!
Don't just use your status

Provide toolkits for participants, online, email, social media and offline support

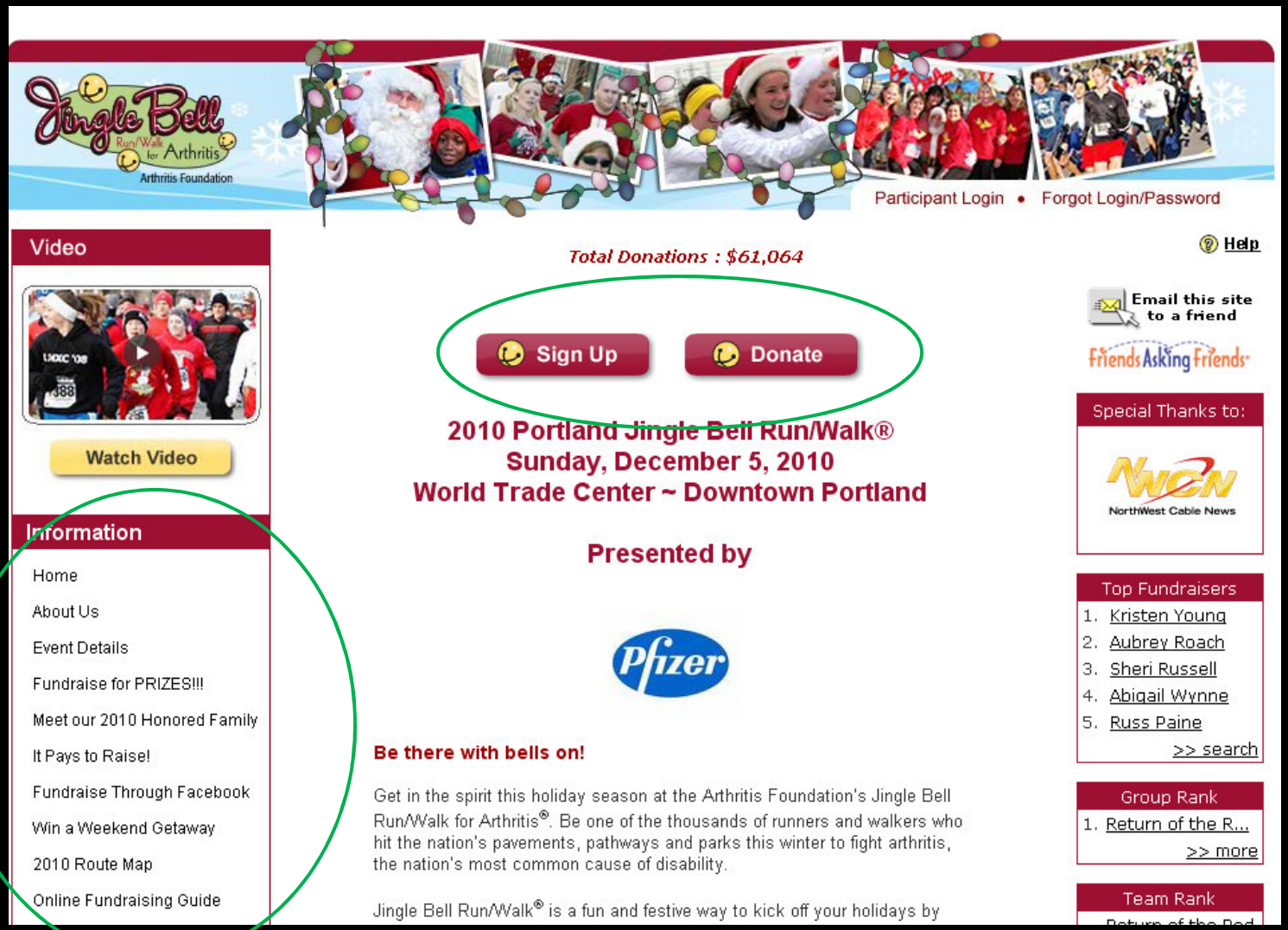
Customer Service is Critical - Available 24 Hours a Day Near Event

Library of Personal E-mail Templates

Team Leaders	General Walkers	Team Members	Thank You Messages

© 2010 Blackbaud

Online Experience: Event Website



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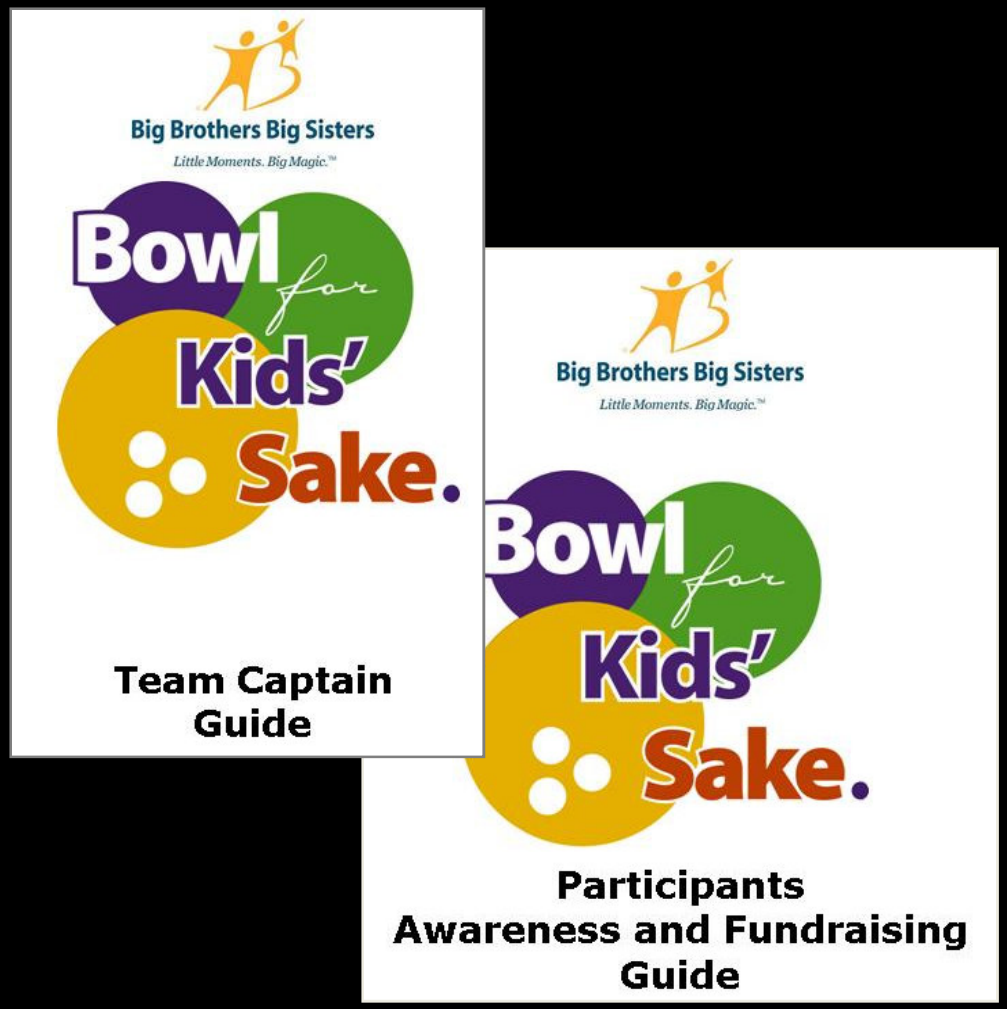
Online Experience: Connect Offline



- Include website URL and social network information in printed materials
- Print-out documentation and guides for training sessions
- Team Captain Guides, Walker Manuals and Kickoffs
- Show impact and importance – build awareness
- Follow up calls: include info about personalizing pages

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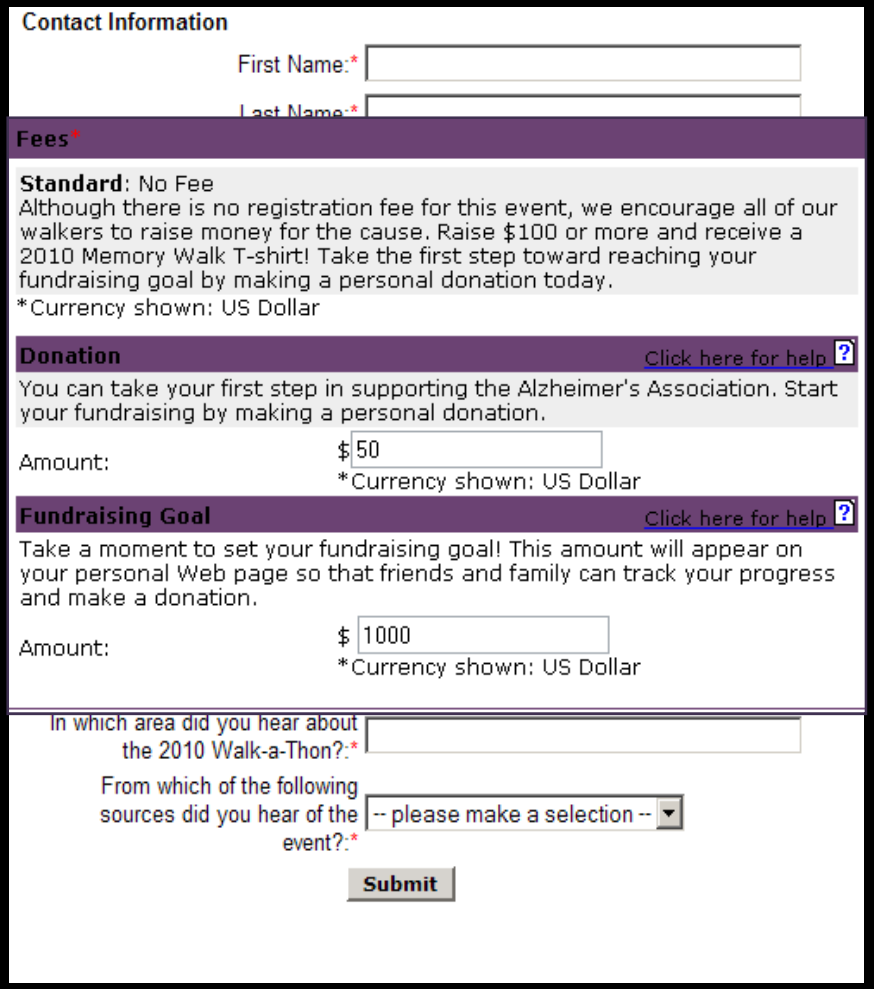
Online Experience: Signing Up

- This is an opportunity to learn about your participants
- Understand participants mission connection, interests, fundraising goals
- Segment participants into groups depending on level of engagement and goals. Create communication plan accordingly



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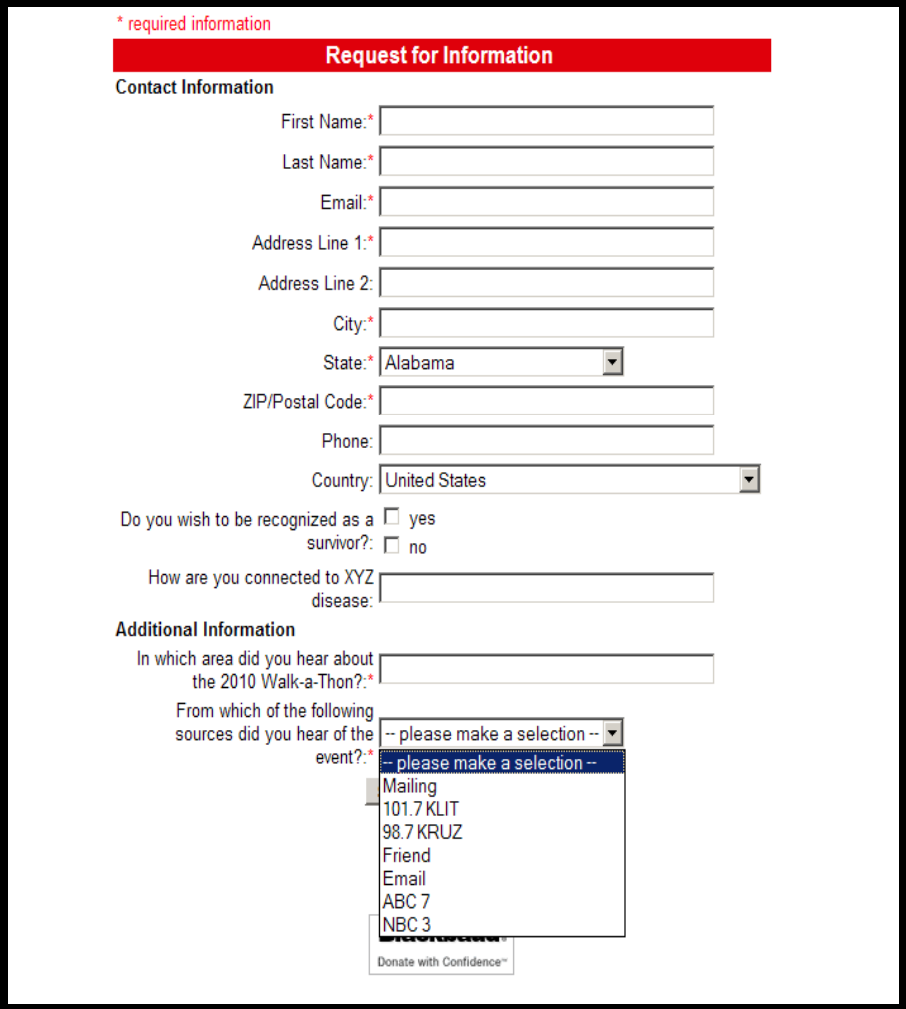
Online Experience: Signing Up

- Ask user to identify media sources. This will track for your future advertising plans and provides you with success of different outlets
- Create custom fields to report on all media outlets (i.e. print, radio, TV)
- CAUTION: You'll be tempted to ask lots of questions, but be courteous participants and don't make the form too long



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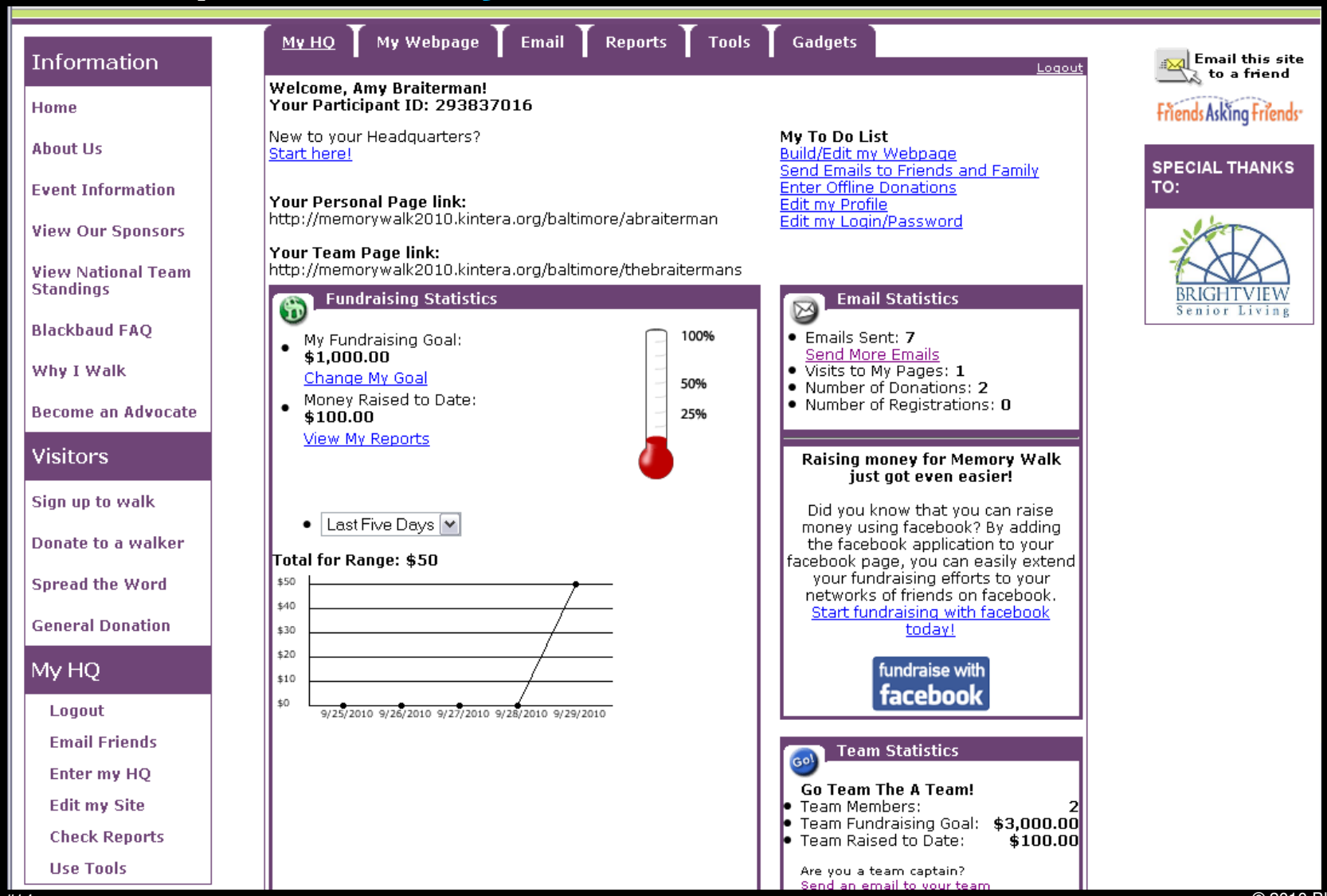
Online Experience: My HQ



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Online Experience: Social Media Toolkit

facebook
Search
Home Profile Acco

Amy Braiterman
Edit My Profile

News Feed
Messages
Events (1)
Friends

Photos

News Feed
Top News · Most Recent

What's on your mind?

Amy Braiterman Help your heart and donate today! http://blba.us/i.asp?id=332181-292016162-1
5 minutes ago via FeedRaiser · Comment · Like

Allison Lambertson Manning physically cannot get up the steps to take a

Events
What are you planning?
Putting & Politics Cockta...
September 29 at 5:00pm
RSVP: Yes · No · Maybe

Amy Braiterman Help your heart and donate today! http://blba.us/i.asp?id=332181-292016162-1 via FeedRaiser
- 2 minutes ago clear

Wall Info Photos Memory Walk Boxes Causes » +

What's on your mind?
Attach: Share
Options

Amy Braiterman Help your heart and donate today! http://blba.us/i.asp?id=332181-292016162-1
2 minutes ago via FeedRaiser · Comment · Like

View Photos of Me (69)
View Videos of Me (2)
Edit My Profile

Create an Ad
Caesars Palace
Did you ever wonder wh

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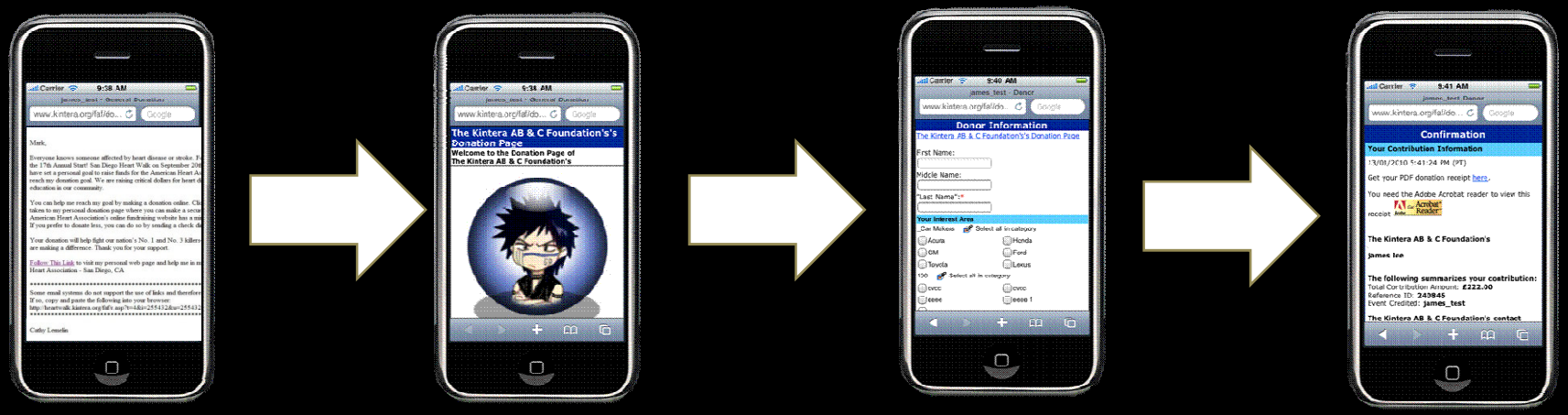
Online Experience: Mobile Ready Events

- **40% of mobile subscribers owners go online on their mobile phones, about million Americans*** 2010 May Pew Internet Phone Survey
- **E-mail is most popular in US, representing more than 41% of mobile Internet time. That's up from 37% last year.** **Nielsen Study*

Fundraising on the Go!

- Fundraising is no longer confined to desktops and business hours.
- Take your events on the road with mobile ready event, personal, team, and individual donation pages.
- Automatically redirects mobile devices to the corresponding mobile pages to make it easy to donate anywhere.



Email | Personal Page | Donation Form | Confirmation

Online Experience: 5ks and Endurance Events

- Runners are not your typical walk persona
- When signing up ask key questions to help better understand runner's reasons for getting involved
  - What is your connect to the cause?
  - Have you participated in event before?
  - Have you participated in other 5ks, marathons, half marathon or triathlon?
- Segment your runners in groups and different messages

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Online Experience: 5ks and Endurance Events

Runner with no connection to cause

- Education about cause
- Fundraising challenge – raise $200 this month and receive 20% running gear at store
- Provides tips on how to raise $200
- Educate about organization

Runner with connection to cause

- Share how organization is making a difference
- Share stories of others participating who have connection
- Fundraising challenge for discount on gear
- Provide fundraising tips how to raise $200 or steps to raising $500

Runner who's set a high fundraising goals ($1000+)

- Share how their fundraising $$'s make a difference
- Share stories on how other fundraisers reached their goal
- Provide fundraising tips how to reach their $1000+ goal
- Wrap round events
- Fundraising challenge for discount on gear

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Let's Talk Teams

A Teams
Raise $2000+

B Teams
Raise $1999-$500

C Teams
Raise $499 - $0

Which team group has the most opportunity?

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Sample Event

Amount raised: $128,000
Sponsors: $25,000
Online: $35,000
Offline: $68,000
Runners / Walkers: 600
Individual participants: 100
Amount raised: $10,000
Donors: 4000

Teams: 60
Team members: 500
Amount raised: $93,000

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EXAMPLE: Team Breakdown

A Teams $2000+	B Teams $1999- $500	C Teams $500 - $0
• 10 teams • $70,000 • $3000+ • 2 teams raised more than $15,000 • AVG - $7,000	• 13 teams • $13,000 • 5 team raised $1000+ • 8 teams raised $500-$999 • AVG -$1,000	• 40 teams • $10,000 • AVG - $250

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EXAMPLE: Team Persona's

A Team Persona

- First to sign up
- Call you before you call
- Striving to beat last year's amount raised
- Connected to cause and organization
- A Teams are your friends not just participants

B Team Persona

- Participated before in the event
- Does some fundraising but not a huge amount.
- Sends email, but not through My HQ
- Will participate in fundraising challenges
- Connected to the cause
- You'll need to call them
- Some B team captains will call you because they would like help with their fundraising - (great opportunity to begin forming a relationship with TC and move them to A Team status)

C Team Persona

- Mostly new to event
- Wants to help and fundraise but, no sure how.
- Feels uncomfortable asking for donations
- Need to be educated on how to use online tools – email is the least intimidating way to ask for donation
- Need help recruiting team members

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Best Practices: Motivate Teams

Segment teams groups and create communication plan and outreach strategies for A, B & C teams.
(online & offline communication)

Develop an email event calendar with different messages for team captains and team members. Utilize email filter tool when sending messages.

Use online promotions to encourage participants to raise funds online. Recognize and reward their success.

Track progress by creating weekly and monthly comparison reports. Overlay reporting with marketing plan to measure effectiveness.

Increased participation and revenue

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Best Practices: Online Challenges

- Add competitive components to your event- everyone loves a challenge
- Create a special online challenge to support organization initiative
- Team captain challenges
  - Get X team by X date to be entered into raffle
  - X team members to raise $X to be entered into raffle
  - Congratulate winners!

Memory Walk e-Updates

WORLD ALZHEIMER'S DAY - SEPTEMBER 21, 2007

Friday is World Alzheimer's Day! This Friday, spread the word and create awareness for Alzheimer's disease.

CONGRATULATIONS TO...

And the winners are...

This fall we had two fundraising challenges, one for team captains and one for all walkers. Below are the winners!

iPod Team Captain Challenge
iPod Winner: Linda Roberts
McCormick & Schmick's Dinner for 2 winner: Jackie Kropman
McCormick & Schmick's Dinner for 2 winner: Elizabeth Meynardie

Wii Walker Challenge
Wii Winner: Boots Gramkow
McCormick & Schmick's Dinner for 2 winner: Ellen Jesse
McCormick & Schmick's Dinner for 2 winner: Jason Skipworth

CONRATUALTIONS TO ALL OUR WINNERS!

Did you know that November is **National Alzheimer's Disease Awareness**
walkers to Go Purple in November! In celebration of National
ness Month we're giving away a second Nintendo Wii and

kers are eligible for the Go Purple November Challenge. For
made online or mailed to our office during the month of
Memory Walk fundraising efforts, your name will be entered
tendo Wii and other great prizes. Stay tuned for our next Go
will include some fun ideas on how to Go Purple this November.

You can always add an online promotion to encourage fundraising or to support participant activity

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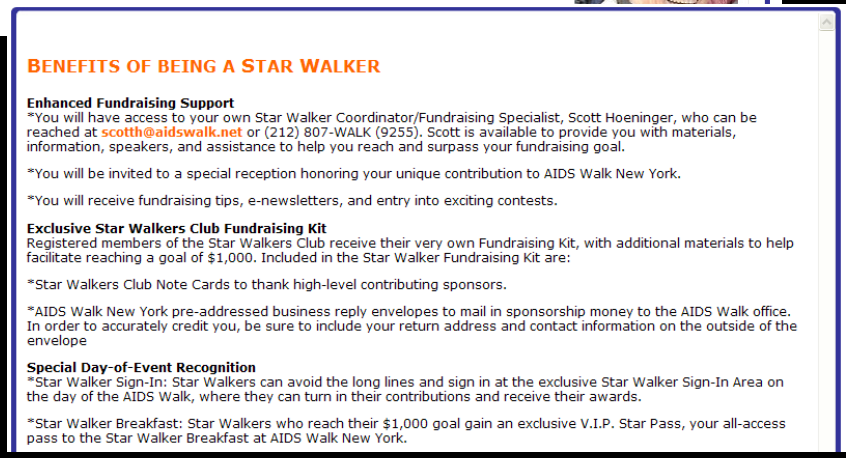
Best Practices: Reward & Recognize Fundraising Success

- Think outside the box and come up with fun ways to recognize your participants
- Fundraising Clubs
- Team Fundraising Incentives
- You don't need to spend a fortune
- Recognition Ideas:
  - Special area at event check-in
  - Top Fundraiser tent
  - Wearable item- makes your top fundraisers stand out in the crowd
  - Announce top fundraising before your pre-walk program
  - Thank you sign with top fundraisers name / team name



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Tracking Web Performance: Google Analytics

What is Google Analytics?

- Free, hosted web analytics tool
- Shows how visitors find and use your site
- Tracks performance of key words, ads, referring sites
- Provides LOTS of tools and reports to analyze site
- Extremely scalable – tools for novice to expert users
- Tracks multiple sites, sub-sites, or across sites

What can I learn about my website?

- Referring sites including: search engines, display advertising, pay per click networks, email marketing
- Page performance (bounce rates)
- Time one site, time on pages
- Geographic information, service providers

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Google Analytics: How Does It Work?

- Add JavaScript to bottom of layout or template in BBNC, or use global administrative option

```
      <!-- BEGIN google analytics -->
  <script type="text/javascript">
    var gaJsHost = (("https:" == docume
"https://ssl." : "http://www.");
    document.write(unescape("%3Cscript 
"google-analytics.com/ga.js' type='text/
/script%3E"));
  </script>
  <script type="text/javascript">
    var pageTracker = _gat._getTracker('
    pageTracker._setDomainName("twitter
          url = '/statuses/rebeccakelle
              pageTracker._setVar('Logge
        pageTracker._setVar('lang: en').
        pageTracker._trackPageview(url).
  </script>

  <!-- END google analytics -->
```

- Anonymous
  - No personally identifiable information is collected
  - Data not accessible to staff or 3rd parties

Caveats

Requires users accept cookies

If user disables JavaScript, neither Google Analytics nor FAF or BBNC will work

No reporting tool is 100% accurate – focus on trends and statistics

© 2010 Blackbaud

Getting Started

- Create a Google account
- Set up your Google Analytics site's profile
  - Google.com/analytics
- Put the code on your site

How do connect my event with Google Analytics with my Friends Asking Friends event website?

- Website Checklist ⟶ Front Page Customization
  - Enter Google Analytics Code

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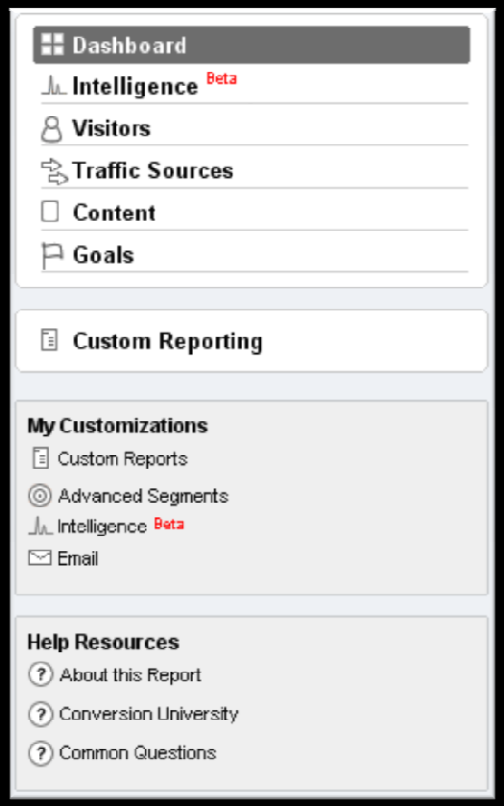
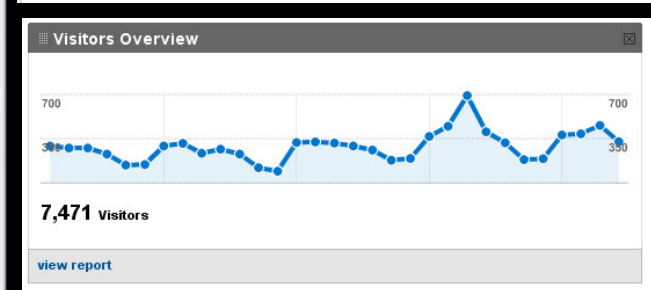
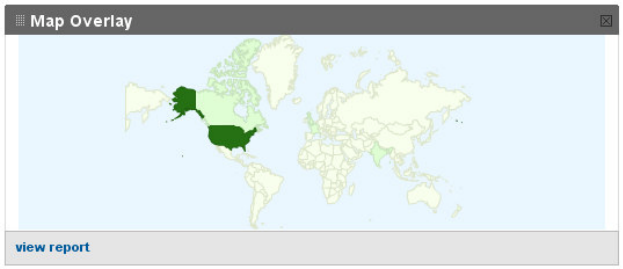
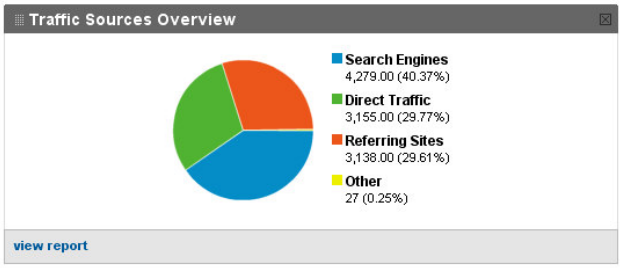
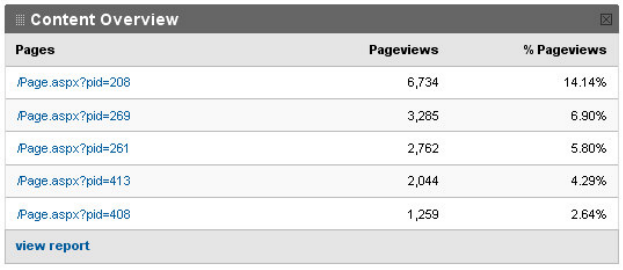
Google Analytics Overview











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Traffic Sources Overview

Export | Email | Add to Dashboard

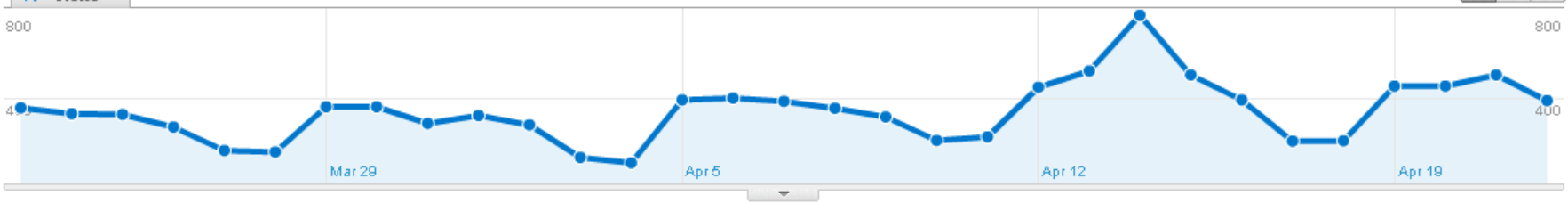
Advanced Segments: All Visits

Traffic Sources Overview

Mar 23, 2010 - Apr 22, 2010

Visits

Graph by:



All traffic sources sent a total of 10,599 visits

29.77% Direct Traffic

29.61% Referring Sites

40.37% Search Engines

- **Search Engines** 4,279.00 (40.37%)
- **Direct Traffic** 3,155.00 (29.77%)
- **Referring Sites** 3,138.00 (29.61%)
- **Other** 27 (0.25%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)	3,863	36.45%
(direct) ((none))	3,155	29.77%
web.com (referral)	896	8.45%

Keywords	Visits	% visits
Keywords 1	489	11.43%
Keywords 2	481	11.24%
Keywords 3	330	7.71%

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Appendix

Social Media Tools Overview
Mobile Ready Overview
Google Analytics
Activating new tools in Blackbaud Friends Asking Friends

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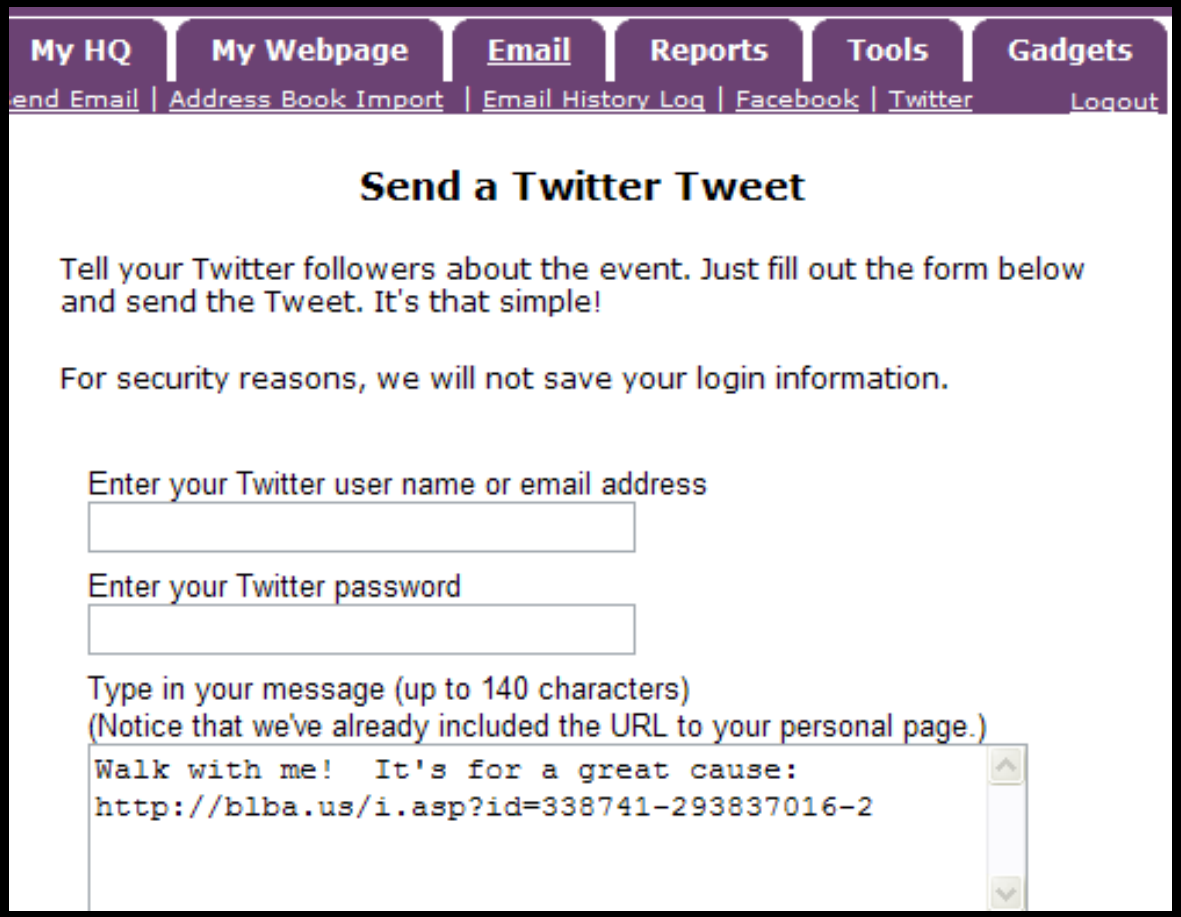
Blackbaud Social Media Toolkit

- Allows event participants to reach more people and share compelling messages
  - Average Facebook user has 130 friends
  - Average Twitter account has 70 followers
  - YouTube allows participants to visually tell their story

© 2010 Blackbaud

Blackbaud Social Media Toolkit

- Social Media tools are located in the participant's HQ under email tab
- Participants can send tweets and facebook status updates from their HQ.
- Be sure to activate tools and let participants know about them - *When you send an email from your HQ, at the same time your can send a tweet or status update and reach more potential donors*



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Blackbaud Social Media Toolkit

My HQ | My Webpage | Email | Reports | Tools | Gadgets

end Email | Address Book Import | Email History Log | Facebook | Twitter | Logout

Send a Twitter Tweet

Tell your Twitter followers about the event. Just fill out the form and send the Tweet. It's that simple!

For security reasons, we will not save your login information.

Enter your Twitter user name or email address

Enter your Twitter password

Type in your message (up to 140 characters)
(Notice that we've already included the URL to your personal page.)

```
Walk with me!  It's for a great cause:
http://blba.us/i.asp?id=338741-293837016-2
```

twitter

Home

abraiterman

That's you!

Walk with me! It's for a great cause: http://blba.us/i.asp?id=338741-293837016-2
22 minutes ago via API

Please join me in supporting a great cause: http://blba.us/i.asp?id=338741-293837016-2
10:25 AM Jun 24th via API

What is your favorite bake sale treat? @GreatAmBakeSale
10:48 AM May 12th via web

@GreatAmBakeSale 1 in 4 kids in America face hunger. That's almost 17 million. To learn more visit http://bit.ly/12AvNL RT
10:36 AM May 5th via web

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Blackbaud Social Media Toolkit

My HQ | My Webpage | Email | Reports | Tools | Volunteer Projects | Gadgets

Send Email | Address Book Import | Email History Log | Facebook | Twitter | Logout

Nationally Sponsored By: SUBWAY

Local Event Information

- Home
- About the American Heart Association
- Event Info
- Start! Heart Walk
- Find a Team
- Find a Company
- Local Participant Resources
- Double Your $$
- Visit our Sponsors

Start! Now

Update your Faceboo

Communicating with your friends and family in Facebook to reach y

- Click the 'Connect with Facebook' button and login
- Allow permission for the event to update your Facebook status
- Fill out the textbox and click the 'Update your Status' button

Connect with Fac

Mozilla Firefox

http://www.kintera.org/gadgets/facebook/statusupdate/default.aspx?sid=292016162&eid=332181

FR FeedRaiser

Facebook Connect Status: Amy Braiterman authenticated.

Update your status: (up to 160 Characters)
(Notice that we've already included the URL to your personal page.)

Help your heart and donate today!: http://blba.us/i.asp?id=332181-292016162-1

Update your Status

facebook | Search | Home | Profile | Acco

Amy Braiterman
Edit My Profile

- News Feed
- Messages
- Events (1)
- Friends

News Feed — Top News · Most Recent

What's on your mind?

Amy Braiterman Help your heart and donate today! http://blba.us/i.asp?id=332181-292016162-1
5 minutes ago via FeedRaiser · Comment · Like

Events

What are you planning?

Putting & Politics Cockta...
September 29 at 5:00pm
RSVP: Yes · No · Maybe

Amy Braiterman Help your heart and donate today! http://blba.us/i.asp?id=332181-292016162-1 via FeedRaiser
- 2 minutes ago clear

Wall | Info | Photos | Memory Walk | Boxes | Causes

What's on your mind?

Attach: Share

Options

Amy Braiterman Help your heart and donate today! http://blba.us/i.asp?id=332181-292016162-1
2 minutes ago via FeedRaiser · Comment · Like

View Photos of Me (69)
View Videos of Me (2)
Edit My Profile

Create an Ad

Caesars Palace

Did you ever wonder wh

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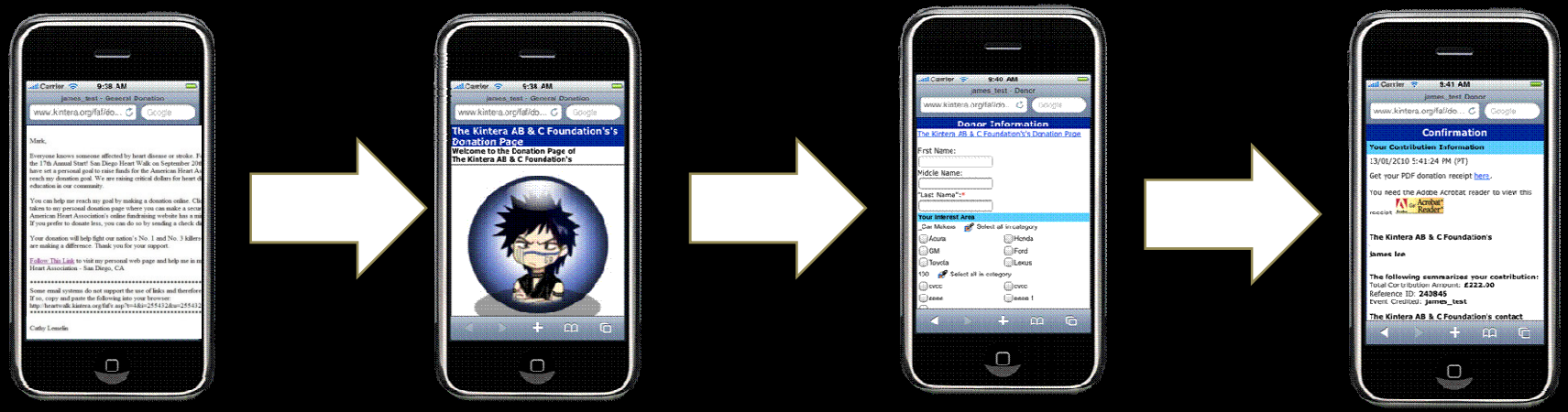
Mobile Ready Events

- E-mail is most popular in US, representing more than 41% of mobile Internet time. That's up from 37% last year.*

Fundraising on the Go!

- Fundraising is no longer confined to desktops and business hours.
- Take your events on the road with mobile ready event, personal, team, and individual donation pages.
- Automatically redirects mobile devices to the corresponding mobile pages to make it easy to donate anywhere.



Email Personal Page Donation Form Confirmation

Activating Social and Mobile Tools

Facebook & Twitter

- Website Checklist ⟶ Participant HQ Settings
- Under Community Site Status Update: Check Facebook and Twitter boxes

YouTube

- Website Checklist ⟶ Image and Text Library
- Check box: Allow participants to add a YouTube Video to their personal page.
  - Allow linking only to video options set by the organization.
  - Allow linking to videos selected by the participant

Mobile Ready Event Page & Individual Donation Form

- Website Checklist ⟶ Website Features
- Check the box: Detect and forward Mobile Devices to Mobile Donation Form

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Managing Event: Google Analytics

What is Google Analytics?

- It provides insights on web site traffic by generating detailed statistics about visitors to your website.

What can I learn about my website?

- Google Analytics can track visitors from referring sites including: search engines, display advertising, pay per click networks, email marketing
- Page performance (bounce rates)
- Time one site, time on pages
- Geographic information, service providers

How do connect my event with Google Analytics?

- Website Checklist → Front Page Customization
  - Enter Google Analytics Code

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