STRATEGIES AND TACTICS FOR IMPROVING FUNDRAISING RESULTS

Increase Your Event Fundraising Results by 10% with 3 Simple Strategies

Learn how the Maryland Affiliate of Susan G. Komen for the Cure improved their event fundraising results.
KEY STRATEGIES

- Multi-Channel Engagement
- Communication Strategy
- Integrating Incentives

What to measure?
GOALS

• 2009 – All about increasing overall donations
  - 13% increase in donations with 9% less participants
  - 14% increase in the number of participants who fundraise
  - 25% increase in the average number of donations per participant

• 2010 – All about average donation amount
  - 10% increase in the average donation amount

• 2011 – All about teams
  - % change in revenue from teams
  - % change in the number of teams that fundraise
  - % change in participants who are on a team
MULTI-CHANNEL ENGAGEMENT

- Print
- Email
- Social
- Web

*Blackbaud Internet Solutions
PRINT

- Direct Mail
- Flyers
- QR Codes

JOIN TEAM KOMET MARYLAND TODAY

Where: Baltimore Running Festival
When: Saturday, October 15, 2011
Register: www.marathonforthecure.org

- Run the full marathon (26.2 miles) or
- Run the half-marathon (13.1 miles), or
- Run or walk the 4-person relay with three friends (6.55 miles each)

You will receive a bib number and in turn, you will be asked to raise a minimum of $1000, which will fund breast cancer research, education and awareness grants throughout the Maryland community. Already registered for the Baltimore Running Festival? No worries! Register as a member of Team Komen Maryland, raise a minimum of $1000 and enjoy all the team benefits.

Register online before Sunday, May 15, 2011 and use code SGKBAL15OFF to receive $15.00 off the registration fee.

Team Komen benefits: Choice of a discounted training program from one of our Official Training Partners • Fundraising tools and tips and a fundraising page for you to customize to secure donations from your friends and family • Exclusive Komen Marathon for the Cure New Balance tee-shirt to wear on race day • Prizes for your fundraising efforts • and much more.

Got questions? Contact Sue Pernice at marathon@komenmd.org

Scan Me!
PRINT

- Tear-Offs
  - Tear
  - Scan
  - Share!

KOMEN MARYLAND 2011

RACING FOR __________. We all know someone.

PLEASE TAKE ONE

19TH ANNUAL KOMEN MARYLAND RACE FOR THE CURE®
SUNDAY, OCTOBER 23, 2011
HUNT VALLEY, MD

5K (3.1 Miles) Competitive Run (Timed)
5k Recreational Run
5k Walk / 1 Mile Family Fun Walk

www.komenmd.org
410.433.RACE (7223)

REGISTER ONLINE TODAY!
WEB

- Current
- Highly Visible

- Power of 10
- Incentives
- Total Constituent – Casual > Connected > Committed
WEB – INTERACTIVE FEATURES

Share a Story

KOMEN MARYLAND PROMOTES COMMUNITY EDUCATION BY:

- Coordinating a needs assessment of the state of breast cancer in our service area and publishing the Community Profile Report.
- Linking women and families in need with resources in the community.
- Hosting educational events for breast cancer survivors, community members and providers.
- Providing speakers and educational materials to the community.
- Providing online educational resources and interactive tools on breast cancer issues.
- Taking action on breast cancer advocacy issues with the Komen Advocacy Alliance. Find out how you can make your voice heard here.

SHARE YOUR STORY

Everyone In Maryland knows someone who has been affected by breast cancer. This is the genesis for the new Komen Maryland ad campaign, which asks the public who/what they are “Racing For.”

Komen Maryland invites you to participate in the campaign by sending in photos of who or what you are racing for: your mom, sister, community, the future, etc. We want to see your inspiration for being a Komen Maryland supporter. The inspiration can be why you participate in the Race for the Cure specifically or why you support Komen Maryland throughout the year.

To submit who/what you are racing for, click here.

“Racing For:”

Coming Soon!

Browse our archive of stories by clicking here.
WEB – INTERACTIVE FEATURES

Personalized Video
Baltimore County Employees

For the third consecutive year, Baltimore County is proud to host the Susan G. Komen Maryland Race for the Cure. We are fortunate to have so many genuinely good people to contribute to this cause not just in Baltimore County, but in Baltimore County Government as well.

Every day at work, your mission is to contribute to the quality of life for all of our citizens. Your dedicated support of this important event is one more example of the kind of commitment that I see every day in our County employees.

Thank you for your continued support of this most worthy cause -- to saving lives and ending breast cancer forever.

James T. Smith, Jr.
Baltimore County Executive

Upcoming Events

Team Captain Kick Off - July 14, 2009 - 6-8pm - Oakcrest Retirement Community
Annual Race for the Cure - October 18, 2009 - 8am - Hunt Valley

Baltimore County
We’ve Raised $32827
Our Goal $50000
## WEB – MATCHING GIFTS

### Individuals - John Smith

<table>
<thead>
<tr>
<th>Address - Primary</th>
<th>Add Gift Entry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address Line 1: 123 Main Street</td>
<td></td>
</tr>
<tr>
<td>Address Line 2:</td>
<td></td>
</tr>
<tr>
<td>City: Severna Park</td>
<td></td>
</tr>
<tr>
<td>State: MD</td>
<td></td>
</tr>
<tr>
<td>ZIP/Postal Code: 21146</td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
</tr>
<tr>
<td>Address Type: Mailing Address</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contact Email</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Email: <a href="mailto:john.smith@yahoo.com">john.smith@yahoo.com</a></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Phone Numbers</th>
<th>Add Gift Entry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone: 410-123-4567</td>
<td></td>
</tr>
<tr>
<td>Business Phone:</td>
<td></td>
</tr>
<tr>
<td>Cell Phone:</td>
<td></td>
</tr>
</tbody>
</table>

### Matching Gift Information

<table>
<thead>
<tr>
<th>Matching Gift Company ID</th>
<th>38926000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matching Gift Company</td>
<td>Kraft Foods</td>
</tr>
<tr>
<td>Link</td>
<td><a href="http://forms.match">http://forms.match</a></td>
</tr>
</tbody>
</table>
Report Summary

Mailing Statistics based on Total Email Addresses in Query/Subscriber Base

- Total Records in Query/Subscriber Base: 1281 (100.00%)
- Total Mailable Email Addresses: 1168 (91.18%)

Delivery Statistics based on Total Mailable Email Addresses

- Total Emails Sent Successfully: 1163 (99.57%)
- Total Emails Hard Failed: 0 (0.00%)
- Total Emails Soft Failed: 5 (0.43%)

Clicks and Open Rate based on Total Emails Sent Successfully

- Total Emails that Resulted in Clicks to Link(s): 54 (4.64%)
- Total Emails that Did Not Result in Clicks to Link(s): 1109 (95.36%)
- Total HTML Emails Opened: 286 (24.59%)
- Total HTML Emails Opened that Did Not Result in Clicks to: 244 (20.98%)

Actions based on Total Emails Sent Successfully

Tracking link: Oriole Tickets
http://www.komenmd.org/site/lookup.asp?c=ddJIKPNNFKG&b=

- Total Clicks: 44 (3.78%)
- Total Unique Views: 32 (2.75%)

Tracking link: Register as a team captain

- Total Clicks: 35 (3.01%)
- Total Unique Views: 31 (2.67%)
EMAIL

- Design
- Tips
- Engaging
- Call to Action

19th Annual Komen Maryland Race for the CURE

Dennis,

On Sunday, October 23, 2011 we will be standing at the starting line of the 2011 Komen Maryland Race for the Cure® and we are so excited you’ll be there with us! Your strength and commitment makes it possible for our impact in the community to grow each year.

To thank you for your commitment to fighting breast cancer we have an all new incentive challenge this week. Raise an additional $200 dollars by Wednesday, July 5, 2011 for a chance to receive two $10 AMC Theater Gift Certificates. One lucky participant will be randomly selected.

Don’t waste any time – start fundraising today! As an added bonus, when you send 15 emails from your personal page you are eligible for a free, no-obligation three-year subscription to STYLE magazine.

Thank you,

Komen Maryland Race for the Cure
editor@komenmd.org

2011 Komen Maryland Race for the Cure
Sunday, October 23, 2011
Hunt Valley, MD

*Once 15 emails have been sent from your personal page an email will automatically be delivered to your inbox. You will then have the option to opt-in to receive a free subscription for STYLE magazine.
SOCIAL MEDIA

- Conversation
- Interactive
- Instantaneous
COMMUNICATION STRATEGY

• Email
• Social Media

• 2010: Email Communications – 103
• 2011: Email Communications – 129

• 8 Weeks of Summer
• 10 Day Countdown
EMAIL – SEGMENTATION & RELEVANCY

- Past Participants
- Current Participants
- Past Volunteers
- Current Volunteers
- Survivors
- Donors
- One-Time Donors
- Lapsed Donors
- Past Team Captains
- Current Team Captains
## EMAIL – COMMUNICATION SCHEDULE

<table>
<thead>
<tr>
<th>Blast Date</th>
<th>Audience</th>
<th>Call to Action</th>
<th>Resend</th>
<th>Subject Line</th>
<th>Challenge</th>
<th>Incentive</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/29/2011</td>
<td>All previous participants (Not registered)</td>
<td>Register</td>
<td></td>
<td>Spring Means Race for the Cure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3/31/2011</td>
<td>Non responders to 3/29/11 message</td>
<td>Register</td>
<td>Yes</td>
<td>Spring into action!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4/19/2011</td>
<td>2007-2010 Participants</td>
<td>Register</td>
<td></td>
<td>We are strongest when we work together</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4/19/2011</td>
<td>2007-2010 Team Captain</td>
<td>Register as a Team Captain</td>
<td></td>
<td>Take the lead and become a captain</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5/10/2011</td>
<td>All previous participants (Not registered)</td>
<td>Register</td>
<td></td>
<td>The early bird gets us closer to a cure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5/12/2011</td>
<td>Non responders to 5/10/11 message</td>
<td>Register</td>
<td>Yes</td>
<td>Get a head start on your Race for the Cure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5/10/2011</td>
<td>All Previous Volunteers</td>
<td>Volunteer</td>
<td></td>
<td>Which position will you pick?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5/12/2011</td>
<td>Non responders to 5/10/11 message</td>
<td>Volunteer</td>
<td>Yes</td>
<td>Komen Maryland is looking for volunteers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5/25/2011</td>
<td>All previous/current participants</td>
<td>Register/Fundraise</td>
<td>Yes</td>
<td>Get ready for a summer of competition!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5/27/2011</td>
<td>Non responders to 5/25/11 message</td>
<td>Register/Fundraise</td>
<td>Yes</td>
<td>8 weeks of tips, tricks and more!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6/7/2010</td>
<td>Registered participants</td>
<td></td>
<td></td>
<td>Summer Challenge Week 1</td>
<td>Raise $150 by 6/13</td>
<td>$20 Gift Card</td>
</tr>
</tbody>
</table>
EMAIL - REPORTING

<table>
<thead>
<tr>
<th>20110626</th>
<th>Total Amount</th>
<th>Donation Amount</th>
<th>Total Donation Count</th>
<th>Avg Donation</th>
<th>Registration Quantity</th>
<th>Emails Sent</th>
<th>Emails Clicked</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>$54,252.38</td>
<td>$25,667.38</td>
<td>456</td>
<td>$56.29</td>
<td>848</td>
<td>2,681</td>
<td>330</td>
</tr>
<tr>
<td>2010</td>
<td>$31,542.00</td>
<td>$13,862.00</td>
<td>303</td>
<td>$45.75</td>
<td>485</td>
<td>2,377</td>
<td>383</td>
</tr>
<tr>
<td></td>
<td>$22,710.38</td>
<td>$11,805.38</td>
<td>153</td>
<td>$10.54</td>
<td>363</td>
<td>304</td>
<td>(53)</td>
</tr>
</tbody>
</table>

72.00% 85.16% 50.50% 23.04% 74.85% 12.79% -13.84%

50% Increase
EMAIL - ADJUST

- Proactive – Not Reactive
- Goals/Challenges
- Incentives

No emails almost 30 days

Days to Race

Emails Sent

Email Sent 10
Email Sent 11
SOCIAL MEDIA

• Compliment Email/Website
• Engage
• Interact
SOCIAL MEDIA

- Facebook Friday Challenge
  - 8,000 Race photos
  - Initial Email Only
SOCIAL MEDIA - INTERACT

• Minimum of 1 post per week
• Maximum of 2 posts per day
• Add photos and videos
• Discussion Threads
• Welcome Page
• Respond/Acknowledge
• Applications
• Re-tweet
EVALUATE AND ADJUST

To get a sense of where we are going, it is helpful to look at the current trajectory. The chart below tracks registrations up to Race Day. There are 2 critical events – Kids back to School/Labor Day and T-Shirt mailing date. Point 1 below shows the number of registrations Labor Day 2009, this introduces the first growth surge. Point 2 shows the increased emphasis on Registration in advance of Labor Day, however the runway was not quite long enough as the run up to the T-Shirt mailing date – Points 3 (2009) and 4(2010).
How easy or difficult did you find the online registration process?

- 82.2% found the online registration process Extremely or Very Easy.

<table>
<thead>
<tr>
<th>Online Registration Process</th>
<th>% Of Total Respondents (N=2,334)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely easy</td>
<td>53.8</td>
</tr>
<tr>
<td>Very easy</td>
<td>31.4</td>
</tr>
<tr>
<td>Somewhat easy</td>
<td>9.3</td>
</tr>
<tr>
<td>Somewhat difficult</td>
<td>2.4</td>
</tr>
<tr>
<td>Very difficult</td>
<td>0.4</td>
</tr>
<tr>
<td>Extremely difficult</td>
<td>0.1</td>
</tr>
<tr>
<td>Don’t know/Did not register</td>
<td>2.7</td>
</tr>
</tbody>
</table>

*Percentages may be off +/- .1 due to rounding
EVALUATE AND ADJUST

How would you rate the quality of the communications sent to you regarding the 2010 Race for the Cure?

- There doesn’t appear do be any issue with the quality of the communications. 88.0% of the Race respondents rated the quality of the communication as Extremely or Very Detailed.

<table>
<thead>
<tr>
<th>Quality of the Communication</th>
<th>% Of Total Respondents (N=2,334)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely detailed</td>
<td>42.5</td>
</tr>
<tr>
<td>Very detailed</td>
<td>45.5</td>
</tr>
<tr>
<td>Somewhat detailed</td>
<td>9.5</td>
</tr>
<tr>
<td>Somewhat vague</td>
<td>1.5</td>
</tr>
<tr>
<td>Very vague</td>
<td>0.1</td>
</tr>
<tr>
<td>Extremely vague</td>
<td>0.1</td>
</tr>
<tr>
<td>I don't know/didn't receive communication</td>
<td>0.8</td>
</tr>
</tbody>
</table>
## EVALUATE AND ADJUST

### Motivation to Ask for Donations

<table>
<thead>
<tr>
<th>Motivation</th>
<th>% Of Total Respondents (N=2,334)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does not matter, I already ask my friends for a donation</td>
<td>40.0</td>
</tr>
<tr>
<td>This does not apply to me, I don’t ask friends for donations</td>
<td>25.4</td>
</tr>
<tr>
<td>A fundraising template I can customize and send to my friends and family</td>
<td>24.5</td>
</tr>
<tr>
<td>A recognition kit for the survivor I am raising money for</td>
<td>12.5</td>
</tr>
<tr>
<td>More time to raise money and earn prizes</td>
<td>7.5</td>
</tr>
<tr>
<td>Available training sessions for online fundraising</td>
<td>4.8</td>
</tr>
<tr>
<td>Better prizes</td>
<td>2.2</td>
</tr>
<tr>
<td>Awards event for top fundraising performers</td>
<td>1.8</td>
</tr>
<tr>
<td>Other</td>
<td>6.0</td>
</tr>
<tr>
<td>Not sure/Don't know</td>
<td>12.4</td>
</tr>
</tbody>
</table>
How likely are you to participate in the 2011 Race for I Am The Cure?

- A very strong 92.7% of Race participants Definitely or Probably will participate in the 2011 Race.
  - Less than one percent (0.4%) indicated they Definitely Would Not participate.

### Intention to Participate in 2011

<table>
<thead>
<tr>
<th>Intention to Participate</th>
<th>% of Total (N=2,334)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely will participate</td>
<td>61.4</td>
</tr>
<tr>
<td>Probably will participate</td>
<td>31.3</td>
</tr>
<tr>
<td>Might participate</td>
<td>5.5</td>
</tr>
<tr>
<td>Might not participate</td>
<td>0.6</td>
</tr>
<tr>
<td>Definitely will not participate</td>
<td>0.4</td>
</tr>
<tr>
<td>Have not decided</td>
<td>0.8</td>
</tr>
</tbody>
</table>

* New question in 2010
New Peer-to-Peer Fundraising Features in Blackbaud’s Friends Asking Friends

- **ENHANCED** personal and team fundraising pages that drive better fundraising results
- **BUILT-IN** sharing on Facebook®, Twitter®, and other popular sites (powered by ShareThis®)
- **INTEGRATED** Facebook® commenting, encouraging interaction and participation
- **FRESH, UNIQUE** web design that conveys your mission

Learn more at: http://bit.ly/fafessentials
UPCOMING WEBINARS

Two Unique Ways to Use Friends Asking Friends to Raise More Money Online!
Date: July 14, 2011, 1:00 ET
Customer: YMCA of Pierce and Kitsap Counties
Description:
Are you looking for new ways (besides running an athletic event) to grow your overall fundraising revenue? Join us to learn how the YMCA of Pierce and Kitsap Counties is using Friends Asking Friends to raise money for their annual campaign and how one supporter raised over $1400.00 for the organization by running an independent fundraising event and getting her network to donate.

Three Ways to Use Reporting to Grow Your Event Fundraising!
Date: July 28, 2011, 1:00 ET
Customer: Bonnie J. Addario Lung Cancer Foundation

Three Ways to Make Your Participants Successful with Friends Asking Friends
Date: August 25, 2011, 1:00 ET
Customer: Maine Cancer Foundation
Thank you!
Let’s keep the conversation going…

NetWitsThinkTank.com
