

## CUSTOMER STORY:

# Finding New Support through The Bloody Long Walk

The Australian Mitochondrial Disease Foundation (AMDF) created The Bloody Long Walk, a 35km challenge, to raise awareness and support for those with Mitochondrial Disease (Mito). In only its second year, contributions from The Bloody Long Walk will make up 50% of AMDF's total funds raised in 2014. It is forecasted that this figure will increase to 65% in 2015.



*The use of Heroix's peer-to-peer fundraising platform and the donor management system from eTapestry was fantastic. The combination allowed our supporters to fundraise through their own online supporter page and gave us the ability to communicate with our supporters more effectively.*

*—Sean Murray, CEO, Australian Mitochondrial Disease Foundation*

### BUSINESS ISSUE

AMDF had a strong supporter base within the Mito community; however they needed to expand awareness of the disease to the greater community. They created a new peer-to-peer event, The Bloody Long Walk, to reach participants beyond the Mito community. To ensure they were maximising their investment, they needed a donor management system to manage their new event and organise their supporters.

### REASON FOR PARTNERSHIP

AMDF had already been leveraging the peer-to-peer fundraising solution, Heroix, which gave them the confidence in starting up The Bloody Long Walk. However the organisation needed an easy method to communicate with their new donors and volunteers and to track incoming donations. eTapestry provided this functionality and allowed them to maintain strong donor relationships for their future events. The combination of Heroix and eTapestry proved vital in showcasing AMDF's cause and gaining more support than ever before.

*"I had no idea we had so many contacts and it was a matter of getting them all in the same place that made me realise what an asset we had."*

### CAPABILITIES GAINED

Heroix's fundraising platform and the data management behind eTapestry led to a flawless execution of AMDF's new event. Heroix allowed registrants to build their own online fundraising pages where they could bring in donations from friends and family. This helped increase public awareness of Mito, as well as raise money to help find a cure.

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eTapestry's ability to capture data and communicate effectively with new supporters ensured both the success of the event and the growth of the organisation's database. Before implementing eTapestry, AMDF had 2,000 active contacts. During implementation they discovered they had over 6,000 contacts.

*"Overall the growth in this event has been fantastic and helped push the size of our database significantly."*

#### MISSION IMPACT

In 2013, the first annual Bloody Long Walk took place and was deemed a success with 350 participants raising \$95,000.

In their second year they expanded the event to take place in three major cities around Australia and exceeded all of their small team's expectations. The three events had collectively 2,300 participants. With over 85,000 kilometres walked their supporters raised \$480,000 for their cause.

AMDF's database is now just shy of 20,000 contacts. Having eTapestry in place has now given AMDF an opportunity, not only to thank their 2,300 participants personally, but also those that supported them. They will continue to establish strong donor relationships and build their supporter base.

