

# 3 Pillars of Peer To Peer Fundraising Success

GROW YOUR INCOME, GROW YOUR REACH

**Jess Pearson**  
**Ben Hough**  
*Blackbaud Everydayhero*



**blackbaud**<sup>®</sup>



# What We Will Cover

- The Crowdfunding Landscape
- 3 Pillars of Fundraising
- Measuring Success
- DIY Fundraising
- Single Charity Events
- Leveraging MCE Events
- Questions

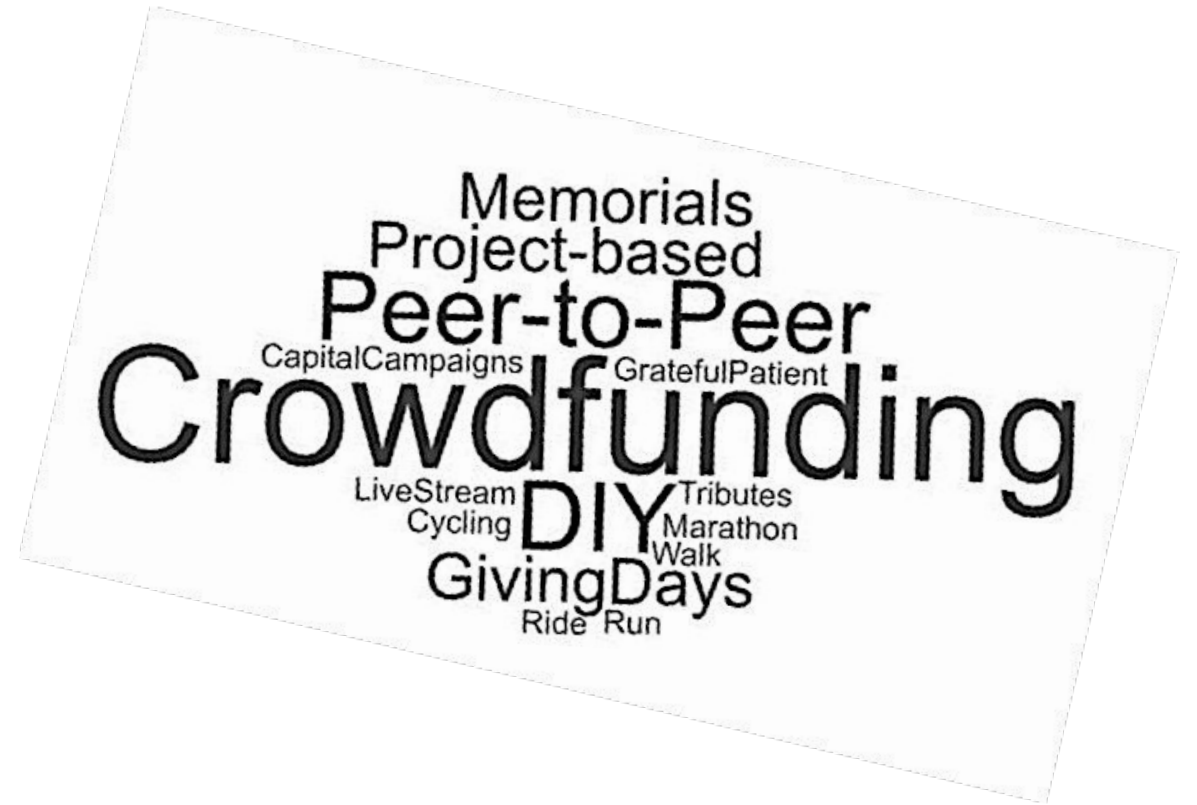




# Defining Crowdfunding

*(online fundraising, social media fundraising, peer to peer fundraising)*

The practice of funding a project or venture by raising small amounts of money from a large number of people, typically via the Internet.



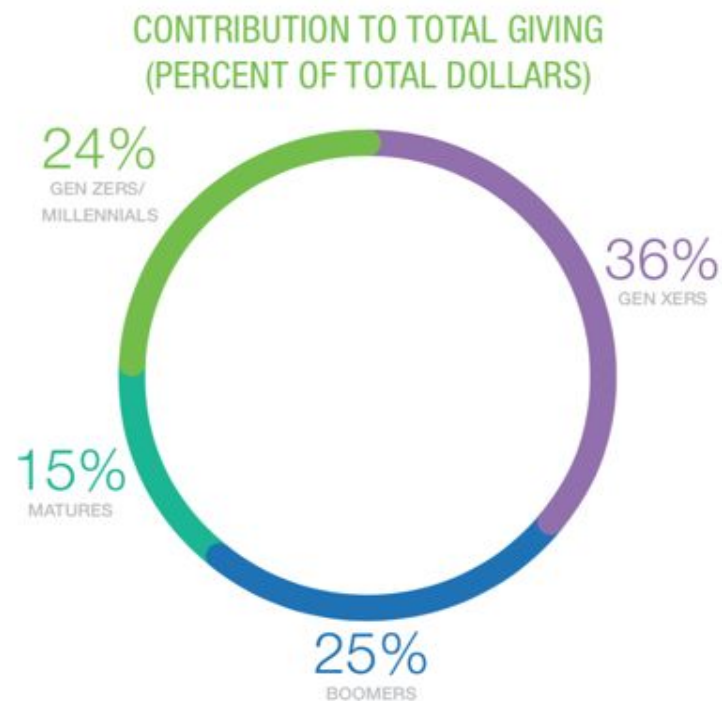
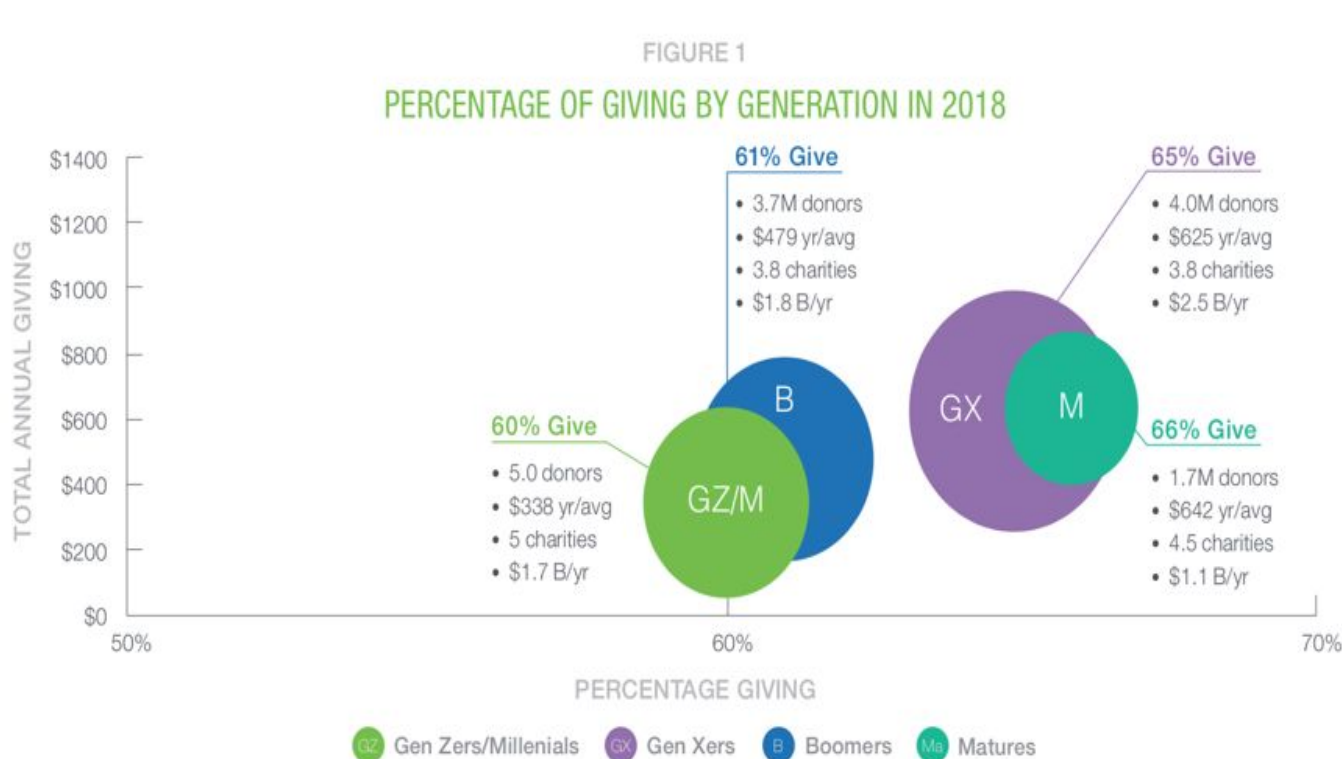




Reach More People  
Raise More Money  
Elevate Your Brand  
Change More Lives



# The giving landscape – The Age of X has arrived!

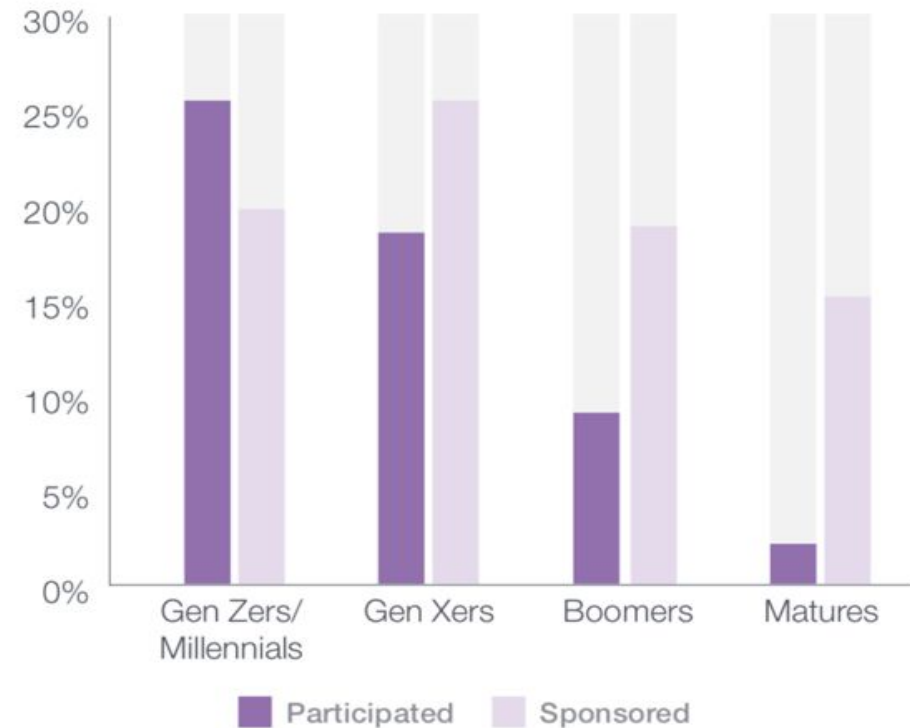




# Peer-to-Peer Fundraising

- Participation more likely to be Gen Z/Millennials & Gen Xers
- Conversely Boomers and Matures are more likely to have sponsored peer to peer fundraisers than participate
- Gen Zers and Xers are disproportionately interested in peer to peer fundraising engaging in both participation and sponsorship.

FIGURE 6  
PARTICIPATED VS. SPONSORED AN INDIVIDUAL  
IN A WALK, RUN OR RIDE EVENT



\*Next Generation of Giving Australia New Zealand 2018  
Blackbaud Institute for Philanthropic Impact



# The Evolving Digital Fundraising Landscape

Org Driven

Individual Driven

Runs  
Walks  
Biking Events

Endurance  
Fundraising



Virtual Events  
Giving Days

DIY  
Memorials &  
Tributes  
3<sup>rd</sup> Party Events

Project-based  
Fundraising

Personal  
Crowd-fundraising







# Three Pillars of Fundraising

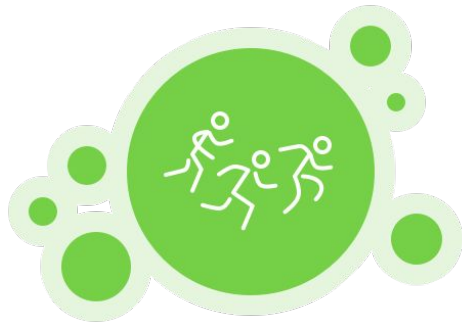
blackbaud<sup>®</sup>

---

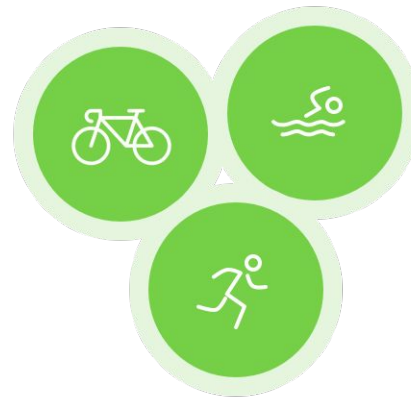


# 3 Pillars of Fundraising

Multi Charity Events



Signature Charity Events



DIY Community Fundraising





# The Icing on the Cake!

## Peer-to-Peer / Crowdfunding



Corporates + Partnerships

Gold Coin Collections

In Memory

Bequests

Appeals

Direct Mail

Regular Giving

Community Fundraising

In-House Events





# Measuring Success

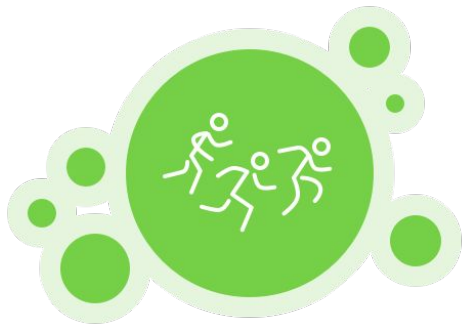
blackbaud<sup>®</sup>

---



# AU Market in 2018

## Multi Charity Events



Average Raised: \$810

## Signature Charity Events



Average Raised: \$658

## DIY Community Fundraising

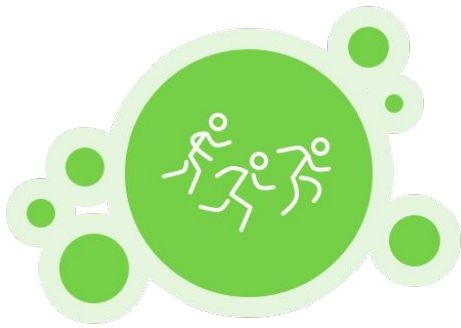


Average Raised: \$1,786  
(non-branded: \$1,398)  
(branded: \$2,174)



# NZ Market in 2018

## Multi Charity Events



16 Events  
97 Causes

## Signature Charity Events



315 Events  
75 Causes

## DIY Community Fundraising



8% of funds raised  
141 Causes



# Goal Setting – The Road to Success



Drilling down to understand your targets is imperative to fundraising success

- What are your fundraising goals as an organisation?
- Do you have any critical business needs that P2P could solve?
- What are your immediate needs?
- What can be achieved online and offline?

## P2P Goals

- What are your specific campaign objectives?
- What would be a reasonable page target to ask supporters to reach?
- What does this target mean to your organisation?
- How many active supporters will you need to reach your goal?
- What average gift do you anticipate from donors?
- What could dollar handles values mean to your organisation?
- What brand reach do you need to achieve?





# The Peer-to-Peer Fundraising Formula



Acquisition

Acquire more online fundraisers for your cause

Conversion

Establishing a fundraising page and engaging with it

Activation

Encourage participants to raise more than \$1

Retention

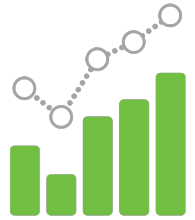
Inspire your participants to come back next year  
donor/acquisition

Averages

Build averages year on year - know your numbers



# Benchmarks



On the Everydayhero platform over the last 12 months:



**67.5%** avg activation rate  
(pages with \$1 or more)



Everydayhero fundraisers  
raise on average **\$710**



**78%** of donors cover total fees resulting  
in an effective rate of **1 - 2%**





# DIY Fundraising

blackbaud<sup>®</sup>

---




# DIY Fundraising

- Caters to the evolving fundraising landscape
- Unrestricted creativity - encourages supporter independence
- Creates a community of fundraising
- DIY Fundraisers provide year-round fundraising
- Attract a new audience - both fundraisers and donors
- Identify highly passionate supporters
- The average page raises \$1,786 (almost double MCE page average, and triple Signature Event page average)

LIVIN

DONATE

START FUNDRAISING



\$421,999  
FUNDS RAISED

57  
SUPPORTERS

5,726  
DONATIONS


7  
TEAMS

YOUR SUPPORT DOES MAKE A DIFFERENCE


Our organization is committed to breaking the stigma surrounding mental health through awareness and education. This is only made possible through the incredible support we receive from you, our LIVIN Legends

RAISE SOME FUNDS BUT HAVE SOME FUN!


From a BBQ with ten mates through to a community event with thousands of participants, every initiative creates a direct momentum for mental health awareness. Irrespective of how much money is raised and how many people attend, it all makes a difference to our organization and it all contributes to encouraging the community, that It Ain't Weak to Speak.



SCHOOLS



FORGET ME NOT



SPORTING CLUBS


FUNDRAISING LEADERBOARDS

INDIVIDUALS

TEAMS

Filter results


1



31 Marathons in 31 Days

\$14,632


6



LIVIN on the Rower

\$8,653


2



2017 cairns to Cape York postie run

\$13,683

7



Livin for Jack

\$8,064

blackbaud

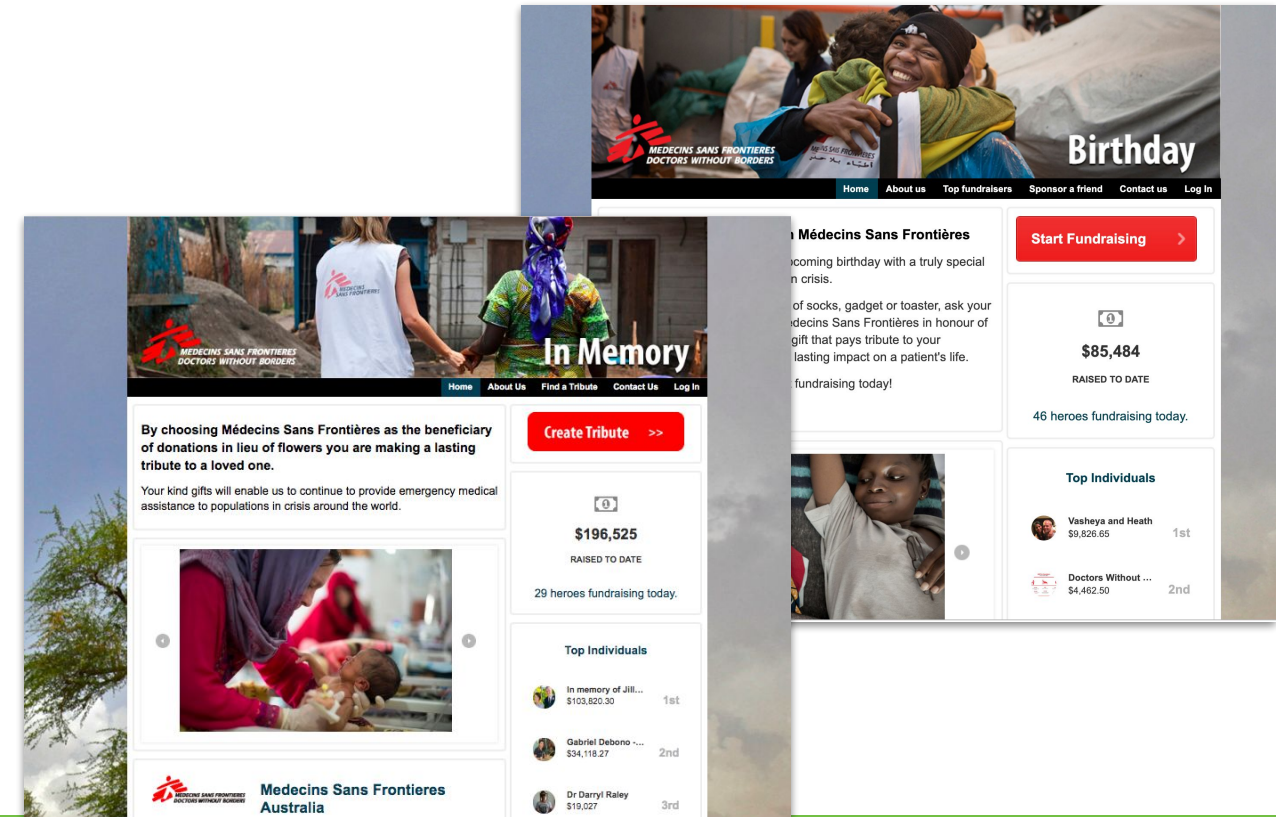
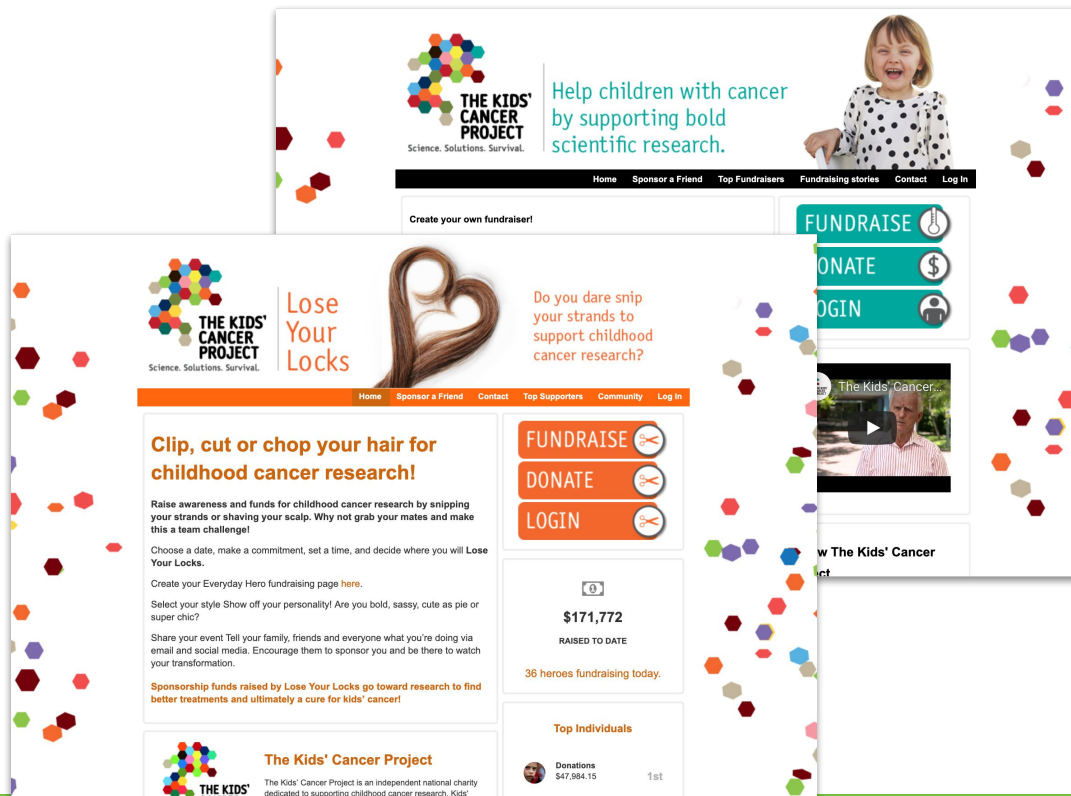
18



# DIY Fundraising



- Having different channels provides inspiration for fundraisers
  - Create Your Own, Memorials, Celebration, Fundraise at Work/School/Club, Project Focus, Activity Focus
- Enables data segmentation for future donor stewardship





# Bowel Cancer New Zealand

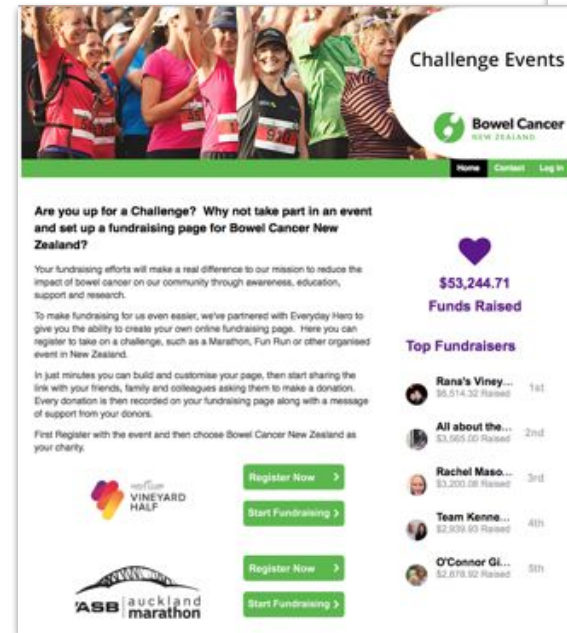


## Fundraising Outcomes:

- **390** Active Fundraisers (Raised over \$1)
- **13** donations per page
- **\$59.62** average donation
- **\$824** per fundraiser page
- **2,806** opt-in supporters
- **\$321,345** raised online since Jan 2017

*“Peer to peer fundraising is perfect for our size charity with limited resources to reach a large audience while also being realistic for us to manage and grow our results year on year.”*

*Rebekah Heal, Executive Director*





# Superstar Fundraisers



I'm running the highest marathon in the world for Heart Kids

\$150,000 MY GOAL  
 \$185,198.22 GIVEN  
 Expired

COLIN CHAPMAN



running around everest  
the world's highest marathon  
29 May 2018

\$231,306.05  
 Our target \$250,000

Support Colin Chapman  
 Support Russell Simpson  
 Support Colin Thompson  
 Support Paul May

running around everest  
the world's highest marathon  
29 May 2018

\$231,306.05  
 Our target \$250,000

Support Colin Chapman  
 Support Russell Simpson  
 Support Colin Thompson  
 Support Paul May

running around everest  
the world's highest marathon  
29 May 2018



# DIY - Essential Tips

- **Create your own charity-branded DIY campaigns to inspire action:**
  - Create Your Own, Memorial, Celebration, Fundraise at Work/School/Club, Project-Based fundraising, Activity-based fundraising.
- **Make it meaningful** with impact messaging
- **Make it easy to find** on your website!!
- **Promote** via your newsletters and across social media
- **Celebrate your DIY fundraisers** with thank you's, special invitations, an honour roll on your website and in your newsletters
- **Import / Integrate data into your CRM** to keep your supporter records up-to-date and for future stewardship.





# Signature Events



blackbaud<sup>®</sup>

—



# Signature Events





# The Evolving Digital Fundraising Landscape

Org Driven

Individual Driven

Runs  
Walks  
Biking Events

Endurance  
Fundraising



Virtual Events  
Giving Days

DIY  
Memorials &  
Tributes  
3<sup>rd</sup> Party Events

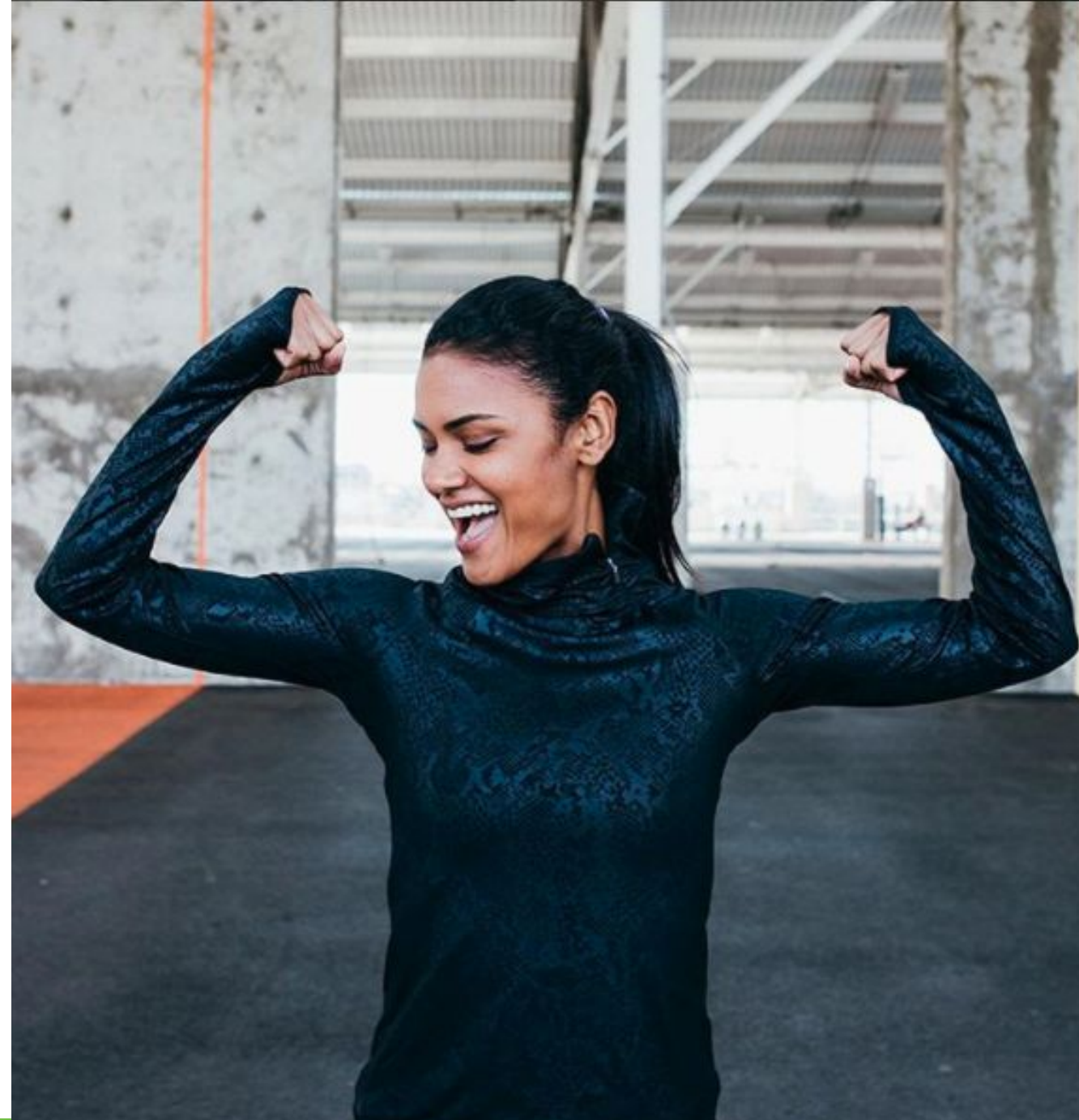
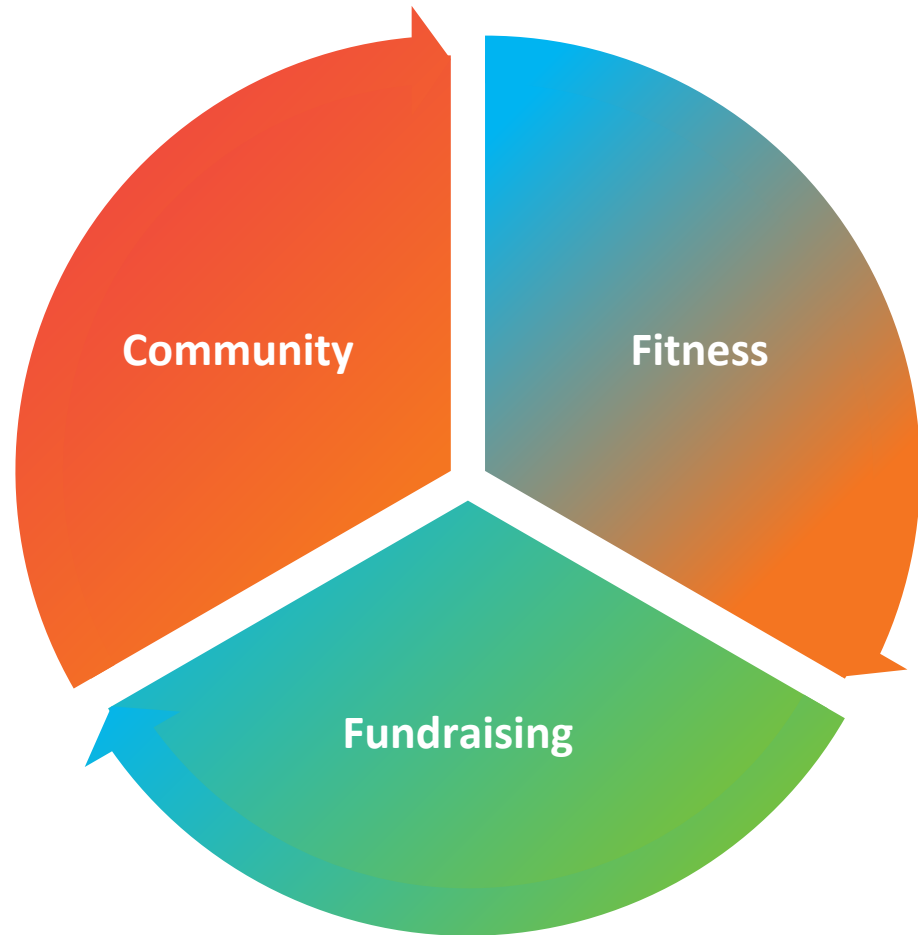
Project-based  
Fundraising

Personal  
Crowd-fundraising





# What is a Virtual Event?





# Why are events going virtual?



**Traditional run/walk/swim market  
is slowing**



**Reduces barriers of time and  
geography**



**Reduces cost to entry**



**Time/resource needed to organize  
physical events**



**Eliminates external factors  
e.g. weather**



**Creates differentiation  
within Cause Area**



**Reduces time to market**



**Higher margin on your fundraising  
returns**



**Desire to create & leverage digital  
communities**



# Success Story – House to House

*Fundraising & Strong Cause Connection – Distance Tracking*



## RMHC | House to House

- Every month, New Zealand families will travel 100,556KM for their child to receive hospital treatment away from home. RMHC encouraged supporters to take on the challenge to support their journey during March 2019.



**Take the House to House Challenge | 1-31 March**

Every month, families from around New Zealand travel 100,556 KM from their house to a Ronald McDonald House®.

Sign up to walk, run, cycle or swim 210km during March to help us cover that distance, and support families with a child in a hospital away from home.

Register now at: [housetohouse.org.nz](http://housetohouse.org.nz)  
Find us on Facebook: [@RonaldMcDonaldHouseCharitiesNZ](https://www.facebook.com/RonaldMcDonaldHouseCharitiesNZ) | Or email: [fundraising@rmhc.org.nz](mailto:fundraising@rmhc.org.nz)

  
rmhc.org.nz



# Success Story – House to House

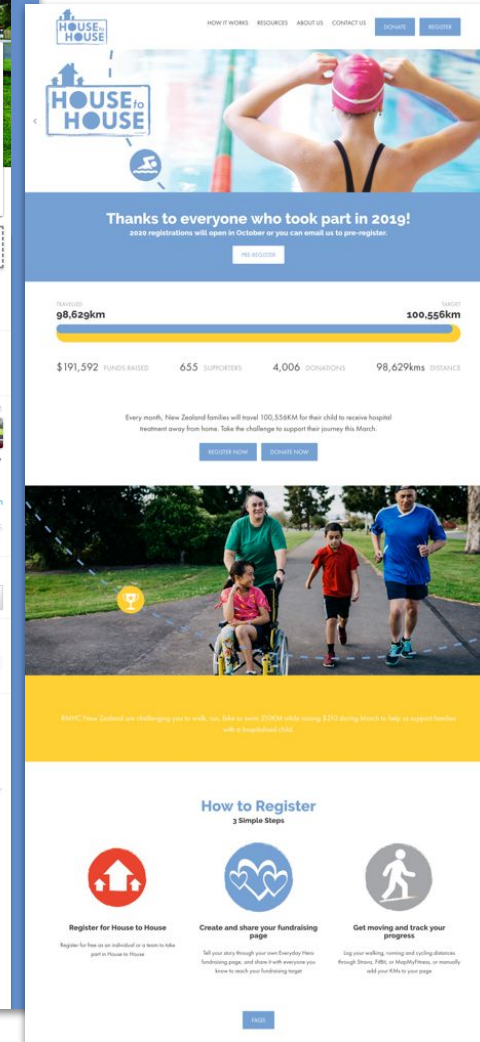
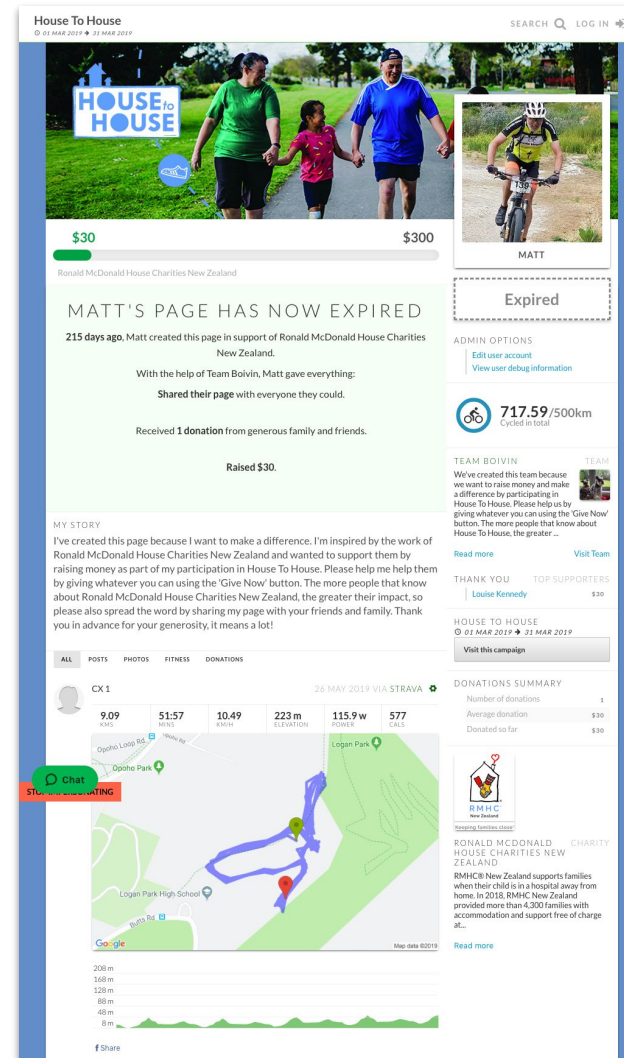
## Fundraising & Strong Cause Connection



### Outcomes:

- **67%** of live pages raised \$1+
- **9** donations per page
- **\$48** average donation
- **\$433** per fundraiser page

**\$190,000+**  
raised by  
**676** people







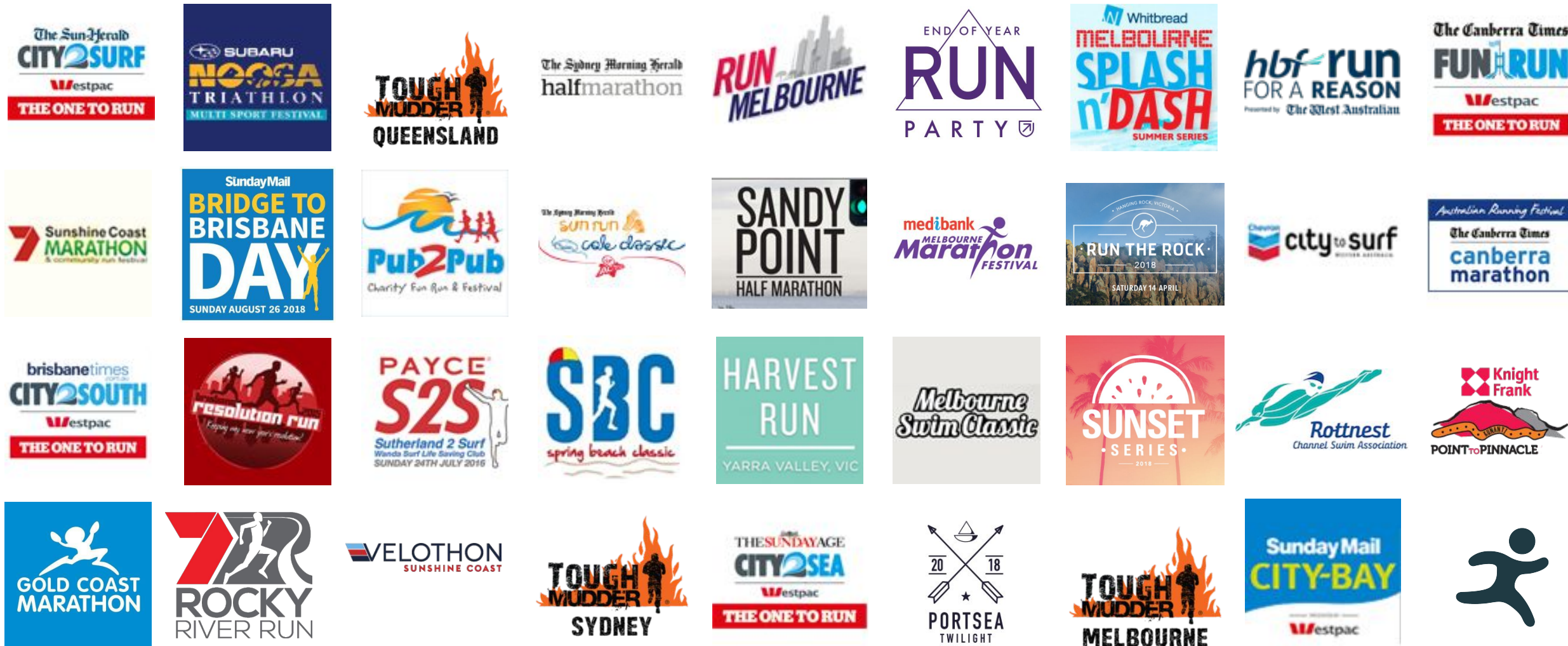
# MCE Event Participation

blackbaud<sup>®</sup>

---



# Multi-Charity Events





# MCE Success Stories

## Community Living & Respite Services Inc - Run Melbourne

- **Raised:** \$77,401
- **Pages:** 120
- **Activation Rate:** 68%
- **Average Raised:** \$943



## Feel the Magic - City2Surf

- **Raised:** \$57,996
- **Pages:** 72
- **Activation Rate:** 72%
- **Average Raised:** \$1,115



## East Timor Hearts Fund - Run Melbourne

- **Raised:** \$20,817
- **Pages:** 23
- **Activation Rate:** 72%
- **Average Raised:** \$1,224



## Next Step Foundation - City2Surf

- **Raised:** \$12,761
- **Pages:** 21
- **Activation Rate:** 85%
- **Average Raised:** \$708





# MCE Events - Essential Tips

- **Plan** which events to focus on - Proximity to supporters, Past engagement, Resources
- **Set goals** - # fundraisers, \$ target (avg page raises \$810, so for a goal of \$20,000 you'll need 25 active fundraisers)
- Do you want a **team experience?** ie Team RSPCA
- **Acquire** your fundraisers - Facebook (free / ads), past runners, broad supporter base, corporates.
- **Activate** your fundraisers - incentives free t-shirts,
- **Communicate** - Training tips, Cause Messaging, lift goal





# Your Fundraising Partner

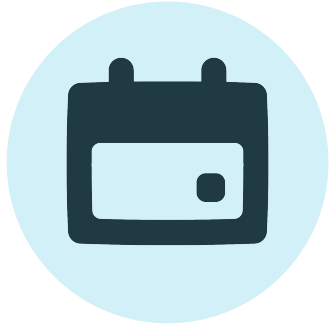
Powering Good In The World

blackbaud<sup>®</sup>

---



# A Powerful Fundraising Toolkit



Campaign  
Fundraising



Feature-Rich  
Supporter Pages



Social Media  
Integrations



Fitness App  
Integrations



Optimised Donation  
Form



Automated  
Communication



Corporate  
Fundraising



Donor Cover



# Powering Good In The World



Greater power to  
**amplify your cause  
& brand**



Meaningful giving  
experiences to  
**grow your P2P  
Community**



Expertise and digital  
solutions to  
**save you time and  
resources**





Questions?



# Peer to Peer Fundraising Success

Thank You!

**Ben Hough**

[ben.hough@blackbaud.com](mailto:ben.hough@blackbaud.com)

**Jess Pearson**

[jess.pearson@blackbaud.com](mailto:jess.pearson@blackbaud.com)

This presentation contains forward-looking statements. All slides, images and content within this file are Blackbaud property and are not to be distributed, shared, discussed or otherwise copied in any way.

**blackbaud**<sup>®</sup>