3 Pillars of Peer To Peer Fundraising Success

GROW YOUR INCOME, GROW YOUR REACH

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What We Will Cover

• The Crowdfundraising 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.
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.

*Next Generation of Giving Australia New Zealand 2018
Blackbaud Institute for Philanthropic Impact
The Evolving Digital Fundraising Landscape

Org Driven
- Runs
- Walks
- Biking Events
- Endurance Fundraising
- Virtual Events
- Giving Days
- DIY
- Memorials & Tributes
- 3rd Party Events
- 3rd Party Events

Individual Driven
- Project-based Fundraising
- Personal Crowd-fundraising
- Personal Crowd-fundraising
Three Pillars of Fundraising
3 Pillars of Fundraising

- Multi Charity Events
- Signature Charity Events
- DIY Community Fundraising
The Icing on the Cake!

Peer-to-Peer / Crowdfundraising

Corporates + Partnerships
Gold Coin Collections
In Memory
Bequests
Appeals
Direct Mail
Regular Giving
Community Fundraising
In-House Events
Measuring Success
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
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)
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

Colin Chapman

Happy camp at the Everest Base Camp
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 you CRM to keep your supporter records up-to-date and for future stewardship.
Signature Events
Signature Events
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What is a Virtual Event?

- Community
- Fitness
- Fundraising
Why are events going virtual?

- Traditional run/walk/swim market is slowing
- Time/resource needed to organize physical events
- Reduces barriers of time and geography
- Eliminates external factors e.g. weather
- Reduces cost to entry
- 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.
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
Multi-Charity Events
MCE Success Stories

Community Living & Respite Services Inc - Run Melbourne
- Raised: $77,401
- Pages: 120
- Activation Rate: 68%
- Average Raised: $943

East Timor Hearts Fund - Run Melbourne
- Raised: $20,817
- Pages: 23
- Activation Rate: 72%
- Average Raised: $1,224

Feel the Magic - City2Surf
- Raised: $57,996
- Pages: 72
- Activation Rate: 72%
- Average Raised: $1,115

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
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!

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