



FOURTH ANNUAL
Convio Summit
November 16-18 **2009**

Maximizing Event Fundraising

Jason Wood, Director of Internet Services, Salvation Army

Joey Martin, Lead Project Manager, Convio, Inc.

Kerri Mink, Systems and Web Manager, American Brain Tumor Assoc.

Mark Becker, Founding Partner, Cathexis Partners

Mondy Lamb, Marketing Director, SPCA of Wake County

November 17, 2009

Agenda

- Data Analysis
- Case Study – SPCA of Wake County
- Case Study – Path to Progress
- Case Study – Online Red Kettle
- Convio Tools

Data Analysis

- Goals
- When
- What
- How

Mark Becker
Founding Partner
Cathexis Partners
mark@cathexispartners.com
LinkedIn & Facebook

Define Goals

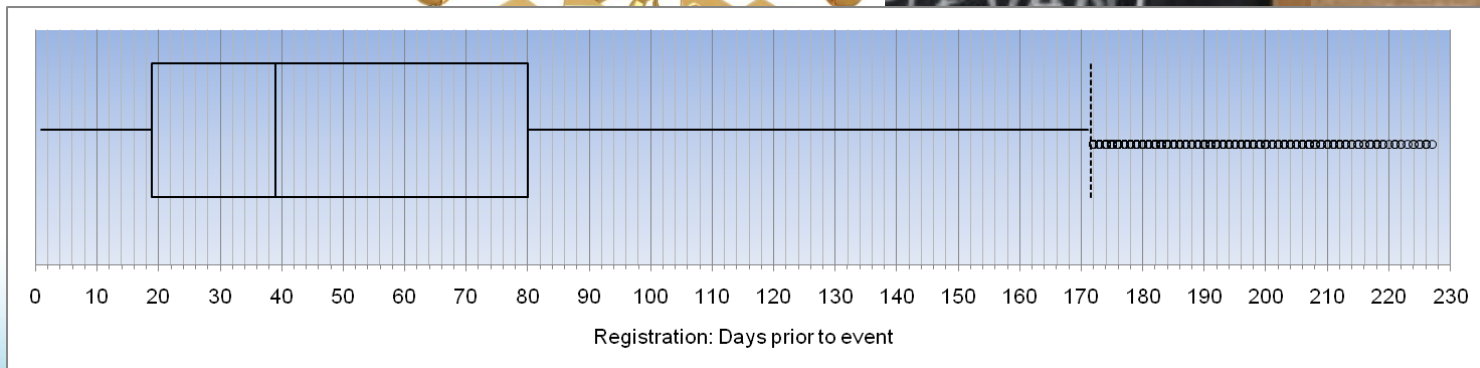
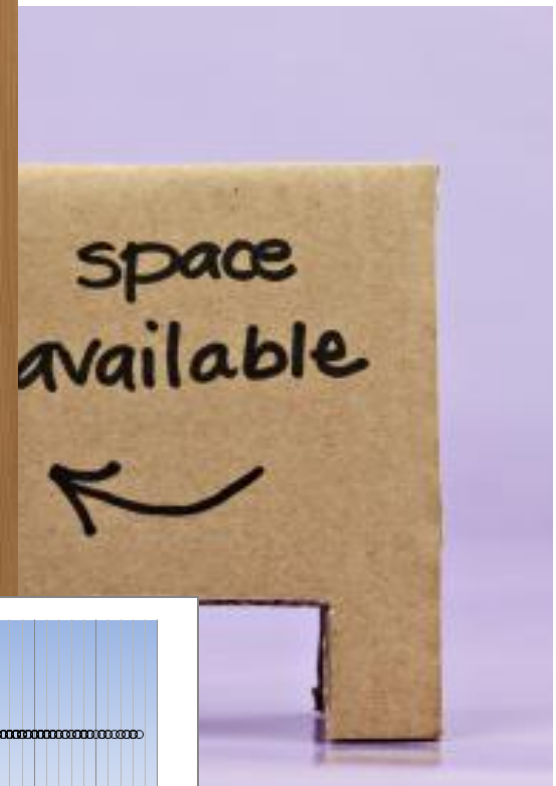
- The event should amplify your organization's mission

- Clearly define

- ▶ Advocacy
- ▶ Participation
- ▶ Fundraising

- Get agreement

- Track goals



Reviewing Results - When

- Build analysis into your annual event cycle
 - ▶ Before season's eCommunication calendar is created
 - ▶ During event season
 - ▶ Post event season



Reviewing Results - What

■ Registration

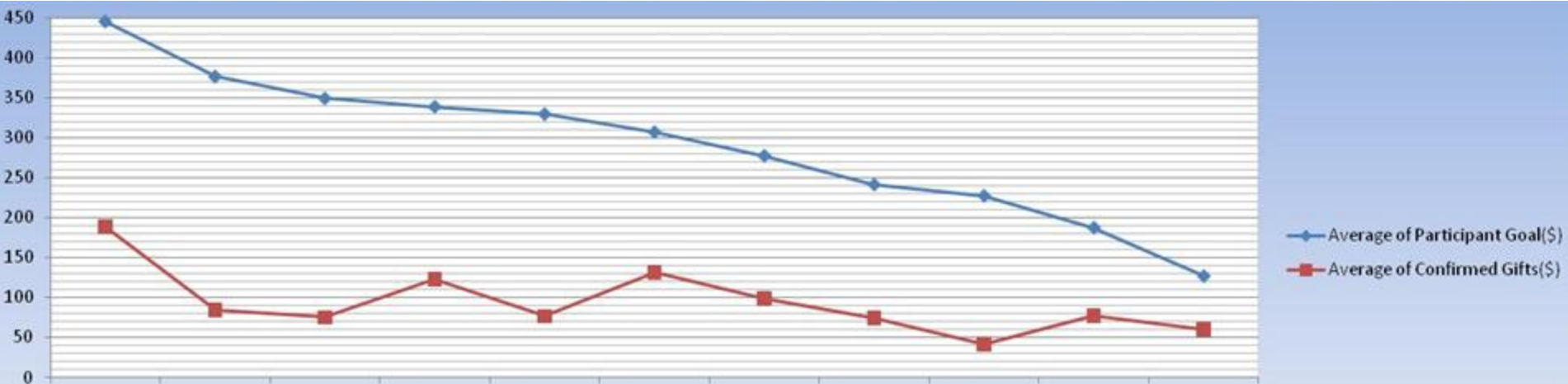
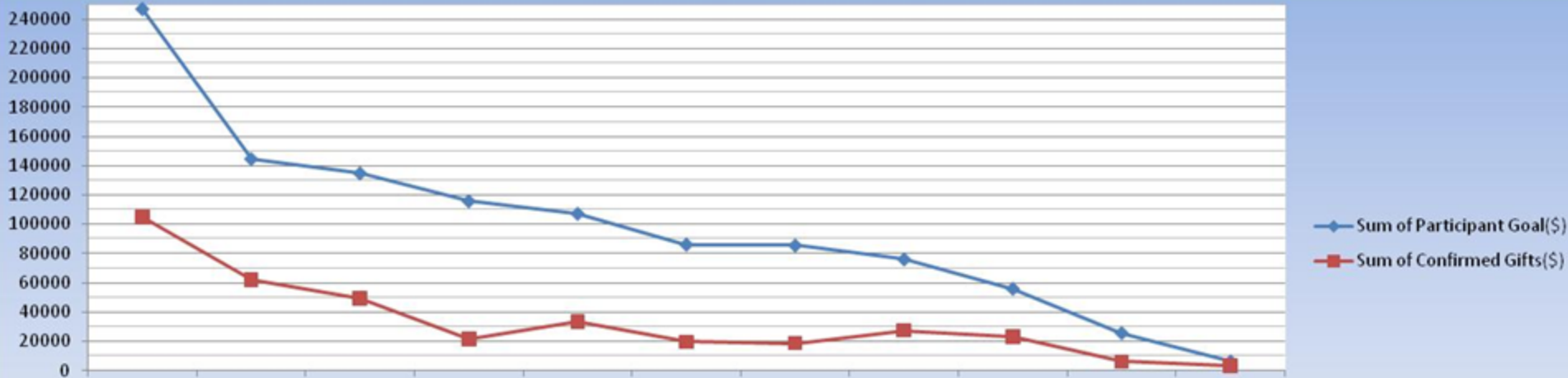
- ▶ Total numbers per event compared to past years
- ▶ # of days prior to event
- ▶ Re-registration (year to year retention), gender, age, etc
- ▶ Teams

Fundraising	results	Team members vs individual participants	Team member to Ind. Ratio
# of participants that raised \$0	2,206	1656 team / 550 individuals	3 to 1
Total Participants in sample data 3,539			
# of participants that raised \$1 - 25	335	262 / 73	4 to 1
# of participants that raised \$26 - 50	206	245 (7%)	5 to 1
# of participants that raised \$51 - 100	224	1,096 (31%) male	5.5 to 1
# of participants that raised \$101 - 250	230	2,370 (67%) female	8 to 1
# of participants that raised \$251 - 500	185	73 (2%) no response	10.5 to 1
# of participants that raised \$501 - 1,000	77	758 (21.4%) individual	4 to 1
# of participants that raised > \$1,000	76	2,781 (78.6%) member of teams	7.5 to 1
average age	38 years old		
made an additional gift at time of registration	649 (18.3%)		
# that entered "How did you hear..."	55 (1.6%)		

Reviewing Results - What

■ Fundraising

- ▶ Median, Mode, Quartiles
- ▶ Donors per participant
- ▶ Cost per participant

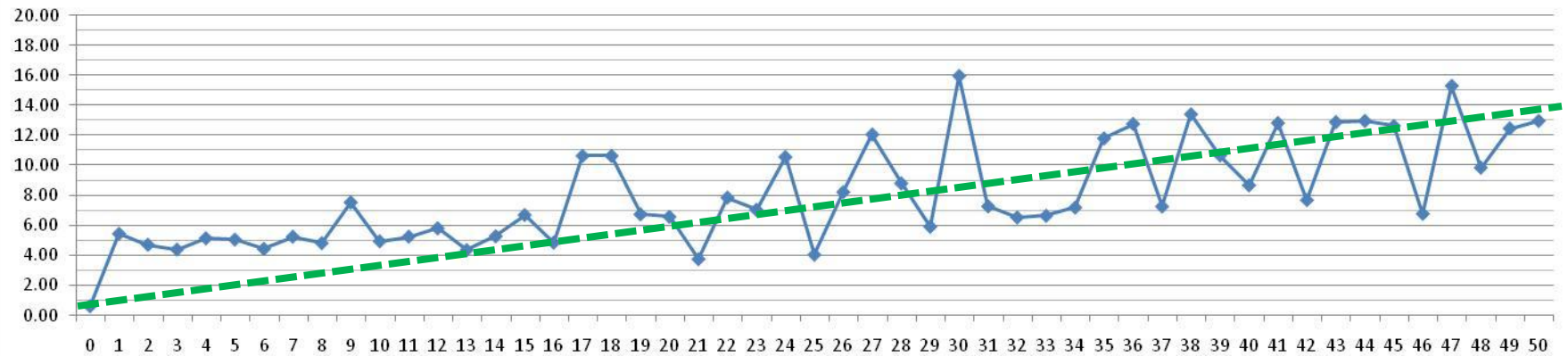


Reviewing Results - What

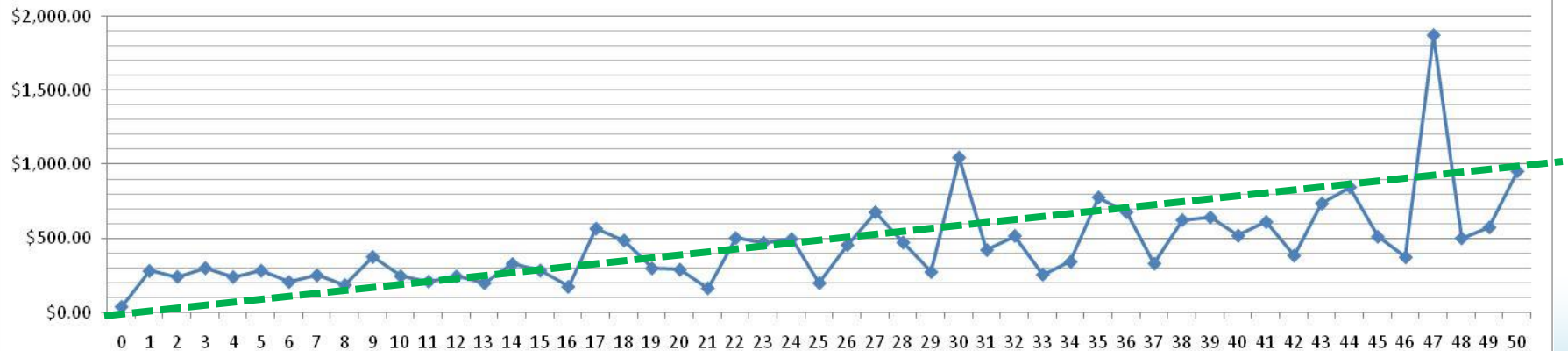
■ Email

- ▶ # of emails sent by participants

Average # of gift received based on # of emails sent



Average amount Rased Based on # of emails sent




Analysis - How


- Run reports regularly during event season
 - ▶ Adjust message accordingly
- Analyze the event(s) against success matrix
 - ▶ What goals were met?
 - ▶ What goals were not?
 - ▶ Why?
- Make adjustments based on finding for next event / season

TeamRaiser Standard Reports


TeamRaiser Reports

 [TeamRaiser Comparison Report](#)

This report can be used to track the fundraising performance of different TeamRaiser events. For each event, this report provides data on funds raised, including total dollars, total number of donors, number of new donors, registration fee, and personal donation.

 [Participant Performance Report](#)


This report can be used to track the fundraising performance of each participant. For each participant, this report provides data on funds raised, including total dollars, total number of donors, number of new donors, registration fee, and personal donation.

 [Participant Registration Report](#)


This report includes the details of each participant registration, including contact information, team and participation information, tribute/memorial information and responses to additional questions.

 [Unconfirmed Gifts Report](#)

This report lists the unconfirmed gifts received for each participant.

 [Event Check-in Report](#)


This report includes information useful for tracking and recording final statistics. It includes each participant's emergency contact information, team and participation information, fundraising information, and responses to additional questions. The results are sorted by teams.

 [TeamRaiser Summary Report](#)


This report includes summary data on selected TeamRaisers, including the number of registrants, the amount raised, the number of donations, the number of donors and the number of new donors. Additionally, this report includes statistical information such as the average donation and the average number of donations per registrant.

 [TeamRaiser Division Summary Report](#)


This report includes similar information to the TeamRaiser Summary Report, broken out by division and participation type.

 [TeamRaiser Team Summary Report](#)


This report includes summary data for fundraising performance on teams participating in TeamRaiser events. Additionally, this report can provide team roll-ups to a company level or break-downs to individual team members.

 [Transaction Report](#)


This report provides information about all financial transactions such as donations and pledges.

 [Company Gifts Report](#)

This report lists the company gifts received for an event.

 [TeamRaiser Participant Summary Report](#)

This report includes summary data for fundraising performance on participants in TeamRaiser events. Additionally, this report can provide team roll-ups or break-downs to individual team members.

 [TeamRaiser Yearly Comparison Report](#)

This report shows performance of TeamRaiser event vs. prior instances of the same event. It can also be used to forecast results for a TeamRaiser based on performance of the same event in prior years.

 [TeamRaiser Premium Report](#)

This report provides a list of the premiums that have been ordered as part of a TeamRaiser that is using the Shop for Premiums style of donation.

Email Reports

Report Writer

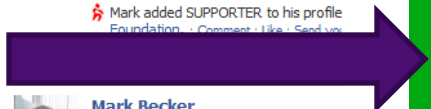
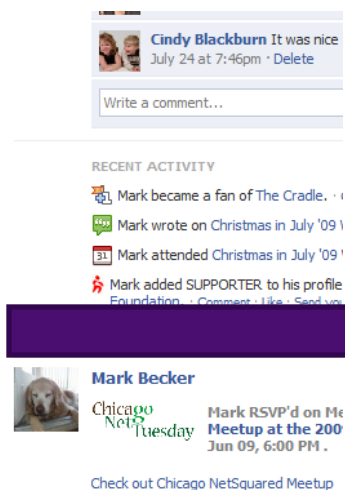
Available Reports:

Select the report to configure.

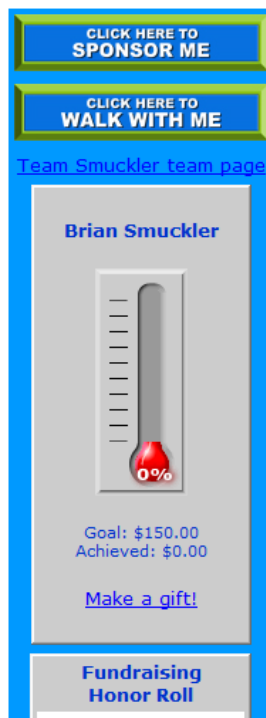
- Registrations**
One registration per row. Limited to a single event. Optionally include survey responses as columns. Use any contact field of registrant as a column. Add report results to a group. ([View Sample](#) | [Learn More](#))
- Cross-Event Registrations**
One registration per row. Limited to selected event security categories. Add report results to a group. ([View Sample](#) | [Learn More](#))
- Gift Details**
One transaction per row. Limited to selected events. ([View Sample](#) | [Learn More](#))
- Gift Summary By Participant**
One participant per row. Limited to selected events. ([View Sample](#) | [Learn More](#))
- Cross-Event Gift Summary By Participant**
One participant per row. Limited to selected event security categories. ([View Sample](#) | [Learn More](#))
- Performance By Security Category**
One security category per row. Limited to selected events. ([View Sample](#) | [Learn More](#))
- Event Surveys**
One respondent per row. Limited to a single event. Use any contact field of respondent as a column.
- Performance By Event**
One event per row. Limited to selected events. ([View Sample](#) | [Learn More](#))
- Performance By Event For Event Managers**
One event per row. Limited to selected events. ([View Sample](#) | [Learn More](#))
- Performance By Team**
One team per row. Limited to selected events. ([View Sample](#) | [Learn More](#))
- Performance By Team Division**
One team division per row. Limited to selected events. ([View Sample](#) | [Learn More](#))
- Performance By Company By Event**
One company per row (within a single event). Limited to selected events. ([View Sample](#) | [Learn More](#))
- Performance By Company By Security Category**
One company per row (within events of the same security category). Limited to selected companies and selected event security categories. ([View Sample](#) | [Learn More](#))
- Coaching Email Constituent Performance**
One coaching email targeted contact per row. Limited to selected events. ([View Sample](#) | [Learn More](#))
- Coaching Email Group Performance**
One coaching email message recipient group per row. Limited to selected events. ([View Sample](#) | [Learn More](#))
- Coaching Email Link Details**
One coaching email hyperlink click per row. Limited to selected events. ([View Sample](#) | [Learn More](#))
- Coaching Email Link Summary**
One coaching email hyperlink per row. Limited to selected events. ([View Sample](#) | [Learn More](#))
- Coaching Email Messages**
One coaching email message per row. Limited to selected events. ([View Sample](#) | [Learn More](#))
- Milestones**
One Milestone per row. Limited to selected events.
- Company Sponsorship Info**
One company per row (within a single event). Limited to selected events.

Convio Tools – Facebook Integration

- Add donation thermometer to Facebook Wall that links to specific person's Personal Fundraising Page



Welcome to My Personal Page



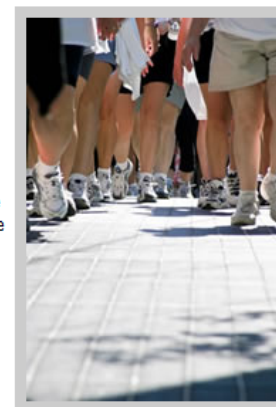
Walk for Fun...Walk for Life!

I'm on a personal mission to help the American Liver Foundation in the fight against liver disease and I need your help.

By making a donation you'll take me one step closer to my goal and take all of us another stride closer to a world free of liver disease!

Your generous gift will help the American Liver Foundation provide research, education, and advocacy to assist the 30 million people affected by liver disease in the United States.

Donating is easy! Just click the blue "Click Here to Sponsor Me" button to get started.



About the SPCA of Wake County

Located in Raleigh (capital city of NC)

www.spcawake.org



Founded in 1967, the SPCA of Wake County is a non-profit animal welfare organization whose mission is to protect, shelter and promote adoption of homeless animals; to provide education about responsible pet ownership; and to reduce pet overpopulation through spay/neuter programs.

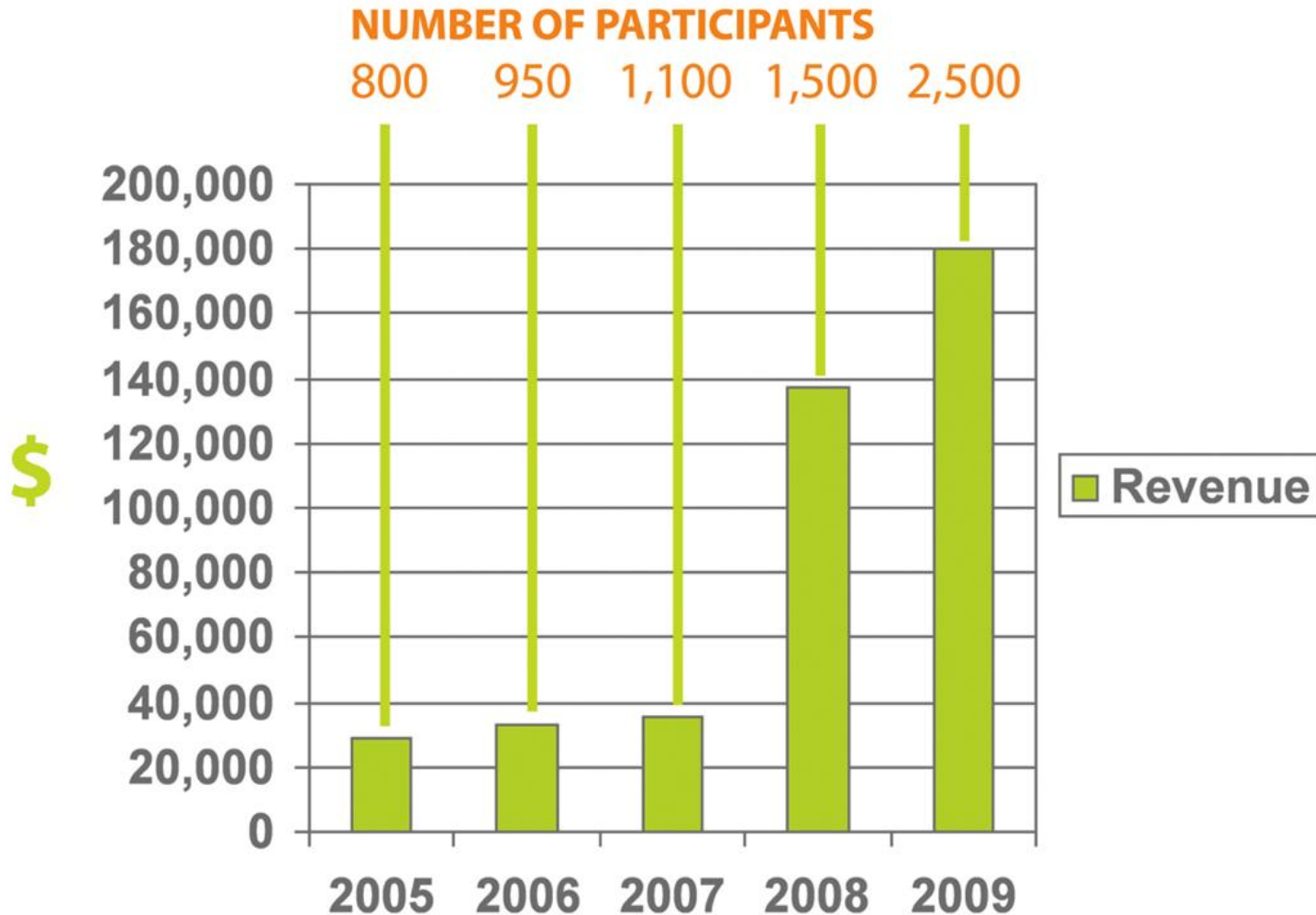
- Annual budget \$2.1 million
- Main source of funding is individual donors
- Staff size: 39 employees
- 30 employees staff two animal shelters
- 9 employees work in the organization's administrative office
- Convio client since April 2007
- **Launched TeamRaiser in January 2008**



Year 1 w/ TeamRaiser: Increased participants by 400; revenue by \$102,257
(400% increase in revenue)

Year 2 w/ TeamRaiser: Increased participants by 1,000; revenue by \$42,742
(131% increase in revenue)

I attribute the increase in money raised per participant to our supporters who were already engaged in our cause and were eager, willing and even grateful for these online tools we were giving them!



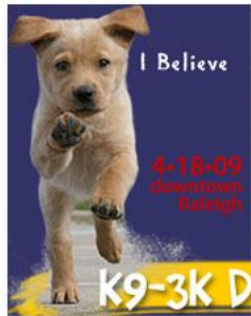
Keys to Success

Multi-channel marketing with the same imagery and same theme.



K9-3K DOG WALK
4.18.09 downtown raleigh

register to walk >
learn more >



SATURDAY, APRIL 18
Join the 10th annual
K9-3K DOG WALK



A
BENEFIT
FOR
HOMELESS
PETS!



Join the SPCA's 10th Annual
K9-3K DOG WALK
APRIL 18, 2009
MOORE SQUARE, DOWNTOWN RALEIGH
MOORE FROM CITY MARKET

Have Fun PLUS save the lives of homeless pets!
It's fun for families, individuals and of course DOGS! All proceeds from this event go directly to help the animals. Join thousands of people like you who care about animals and walk to save lives!

Have the opportunity to meet the very special dogs in the area who are homeless. Meet, volunteer for the animals, share your opinion at www.spcawake.org and all the while to get all the most personal and long life in your life. Share with the other people who care about animals and help the homeless pets.

The dog walk registration fee is \$10 but we hope that will pay for a donation. You can be a more meaningful benefactor for homeless pets by making a donation to support their care. You can be a more meaningful benefactor for homeless pets by making a donation to support their care. You can be a more meaningful benefactor for homeless pets by making a donation to support their care.

STARTING TIMES & SCHEDULE OF EVENTS:
10:00am-11:00am: Registration
11:00am-12:00pm: Dog walk begins at Moore Square
12:00pm-1:00pm: Lunch and social hour
1:00pm-2:00pm: Dog walk ends at Moore Square
2:00pm-3:00pm: Dog walk ends at Moore Square
3:00pm-4:00pm: Dog walk ends at Moore Square

WALK CONTACT INFORMATION:
All dog walk participants should call the SPCA at 919-772-2326 or visit www.spcawake.org for more information.

SPONSORSHIP INFORMATION:
Sponsorship opportunities are available for individuals, businesses and organizations. Contact the SPCA at 919-772-2326 or visit www.spcawake.org for more information.

Visit www.spcawake.org/walk • Grab your friends, form a team, start helping pets today!

10am-2pm • Moore Square, downtown Raleigh
spca@spcawake.org • 919-772-2326

Start helping pets today visit:
www.spcawake.org

Emphasis on
"start helping today"
November 16-18 2009

Keys to Success

Choose a theme that inspires a response.

A good theme helps participants engage in their TeamRaiser page because they have a topic to write about (or a question to answer) and share with friends.

Our 2009 event had the theme: “Believe. Euthanasia is not the answer to pet overpopulation, prevention is.” Walk with the SPCA – and thousands of other people – because you believe it too!



Below: Banner from our prize list page.

Web icon

A promotional banner with a purple background. On the left is a close-up of a brown dog's face. In the center, the text "Dog Walk Fundraising Prizes!" is written in a bold, white, sans-serif font. On the right is a black and white photo of a small dog. At the top, a dark purple banner contains the text "Great stuff featuring a life-saving message and a rescued animal!" in a white, cursive font. At the bottom, the word "BELIEVE" is written in large, bold, black, distressed letters. Below it, the text "euthanasia is not the answer to pet overpopulation" is written in a smaller, lowercase font, followed by "PREVENTION IS." in bold, black, distressed letters. A small "i believe" logo is visible near the bottom right of the dog photo.

Keys to Success

Start Early

In 2008, we launched TeamRaiser on February 14; in 2009 we launched on January 26.

In 2009 between the dates of January 26 and February 14 we raised only \$180.00 from 3 donors.

But considering we increased the revenue by 130% from 2008 to 2009, I certainly believe what you read in every Convio-published paper on success in TeamRaiser: **Start early!**

© Convio, Inc.



SPCA
OF WAKE COUNTY
Society for the Prevention of Cruelty to Animals



Open Your Heart! Adopt. Donate. Volunteer.



Welcome, Mondy

[Logout](#)

[My Profile](#)

[Save a life today!](#)

[Donate Now >](#)

[Adopt](#)

[Donate](#)

[Volunteer](#)

[Lost & Found](#)

[Spay/Neuter Programs](#)

[About Us](#)

[Events](#)

[Education](#)

[Pet Behavior](#)

[Pet Food Pantry Program](#)

[Citizen Advocate Center](#)

[Shop](#)

[FAQ](#)



Join the SPCA Online Community Today - It's FREE!

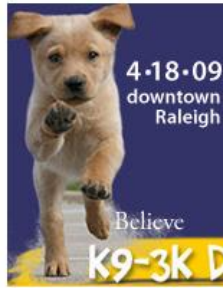
[SPCA Hours & Locations](#)



[Read Critter Chatter Online!](#)

[SPCA HOME PAGE](#)

K9-3K Dog Walk -- Walk to Save Lives!



K9-3K DOG WALK

The streets of downtown Raleigh will close on **Saturday, April 18** to make way for the largest parade of canines in city history! Event begins at 10am, walk starts at 11am.

[There's still plenty of time to register to walk!](#)



Check out the Walk Prizes and T-Shirt Pick up Times

[Click here for more walk details!](#)

STEP 1 Did you participate in last year's dog walk? If **YES**, please log in first. [LOG IN >](#)

[FAQ: Why and how do I log in?](#)

STEP 2 Register to Walk in the 2009 K9-3K. Select a button below to get started!

[General FAQ](#)

WALK

[Register to WALK!](#)
Individual & family registration.

[Register & Join a Team](#)

[Register & Form a Team](#)

[Be a Virtual Walker](#)
Support the cause from anywhere.

DONATE Support the Cause.

[Sponsor a walker!](#)
Search for a person or team.

[Dog Walk Donation](#)
A general gift to the cause.

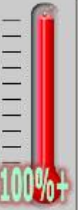
[Search](#)
Find a Walk Participant.

My Participant Center
For registered walkers.

K9-3K Dog Walk Total Raised

Goal: \$130,000.00
Achieved: \$166,010.55

[Make a gift!](#)



Top Teams

[Board of Directors](#)
\$16,608.32

[Joe's Gang](#)
\$10,940.00

[SPCA Staff Underdog Advocates](#)
\$7,926.30

[Perqo](#)
[\[Stop\]](#) [\[Start\]](#)

Top Fundraisers

[Claire Cormier](#)
\$2,320.00

[Angie Banask](#)
\$1,595.00

[Cindy Vogler](#)
\$1,550.00

[\[Stop\]](#) [\[Start\]](#)

Keys to Success

Use social media to help drive participation

We had specific goals in mind for our social marketing efforts: Ask people to share and cross post information and to share their excitement about the upcoming event.

I created JPEG files from the printed poster files and people cross posted and shared the cute images.



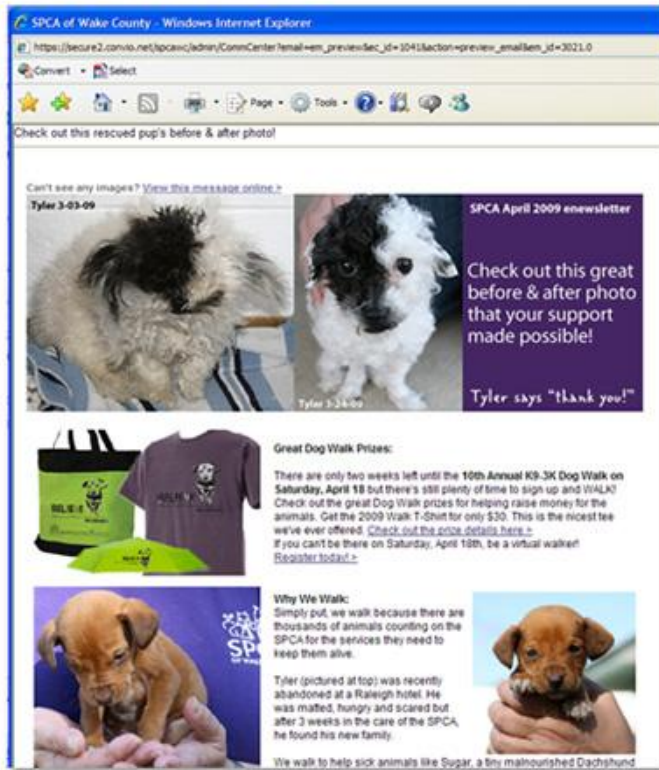
I saved time by using files already created. These images were reposted hundreds of times

Keys to Success

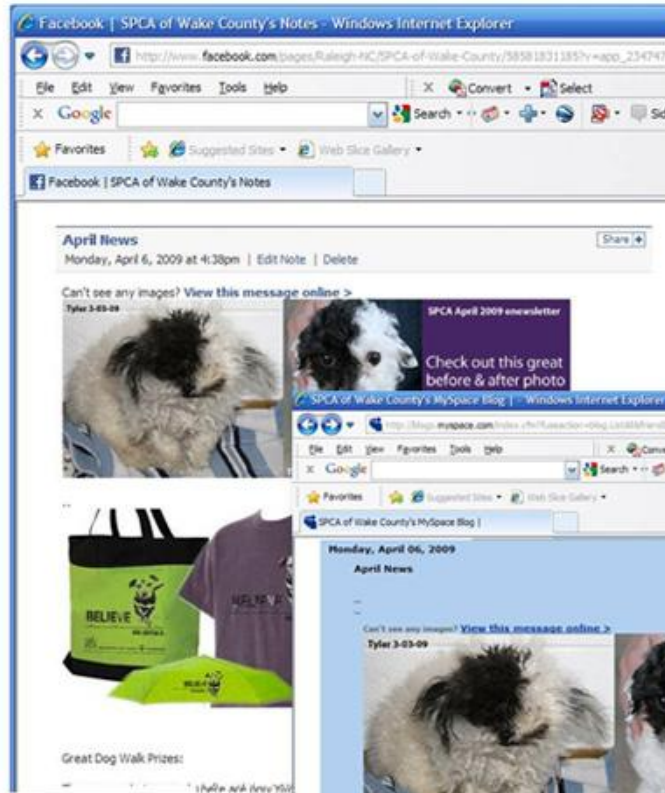
Reuse content & images across mediums and social media sites

To save time and staff resources we simply copied and pasted the HTML code (with a little clean-up) from the source view in Convio to Facebook and MySpace. It's not pretty but we have very limited staff.

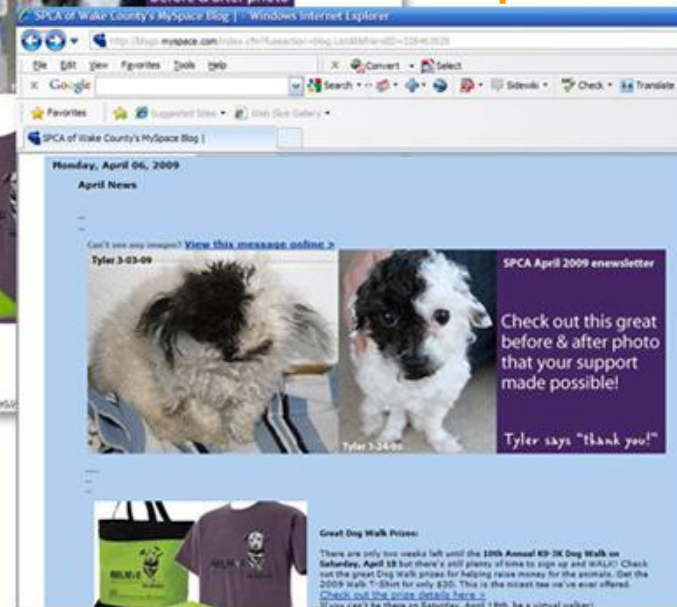
Enewsletter created in Convio



Copied to Facebook



Copied to MySpace



2010 PLANS

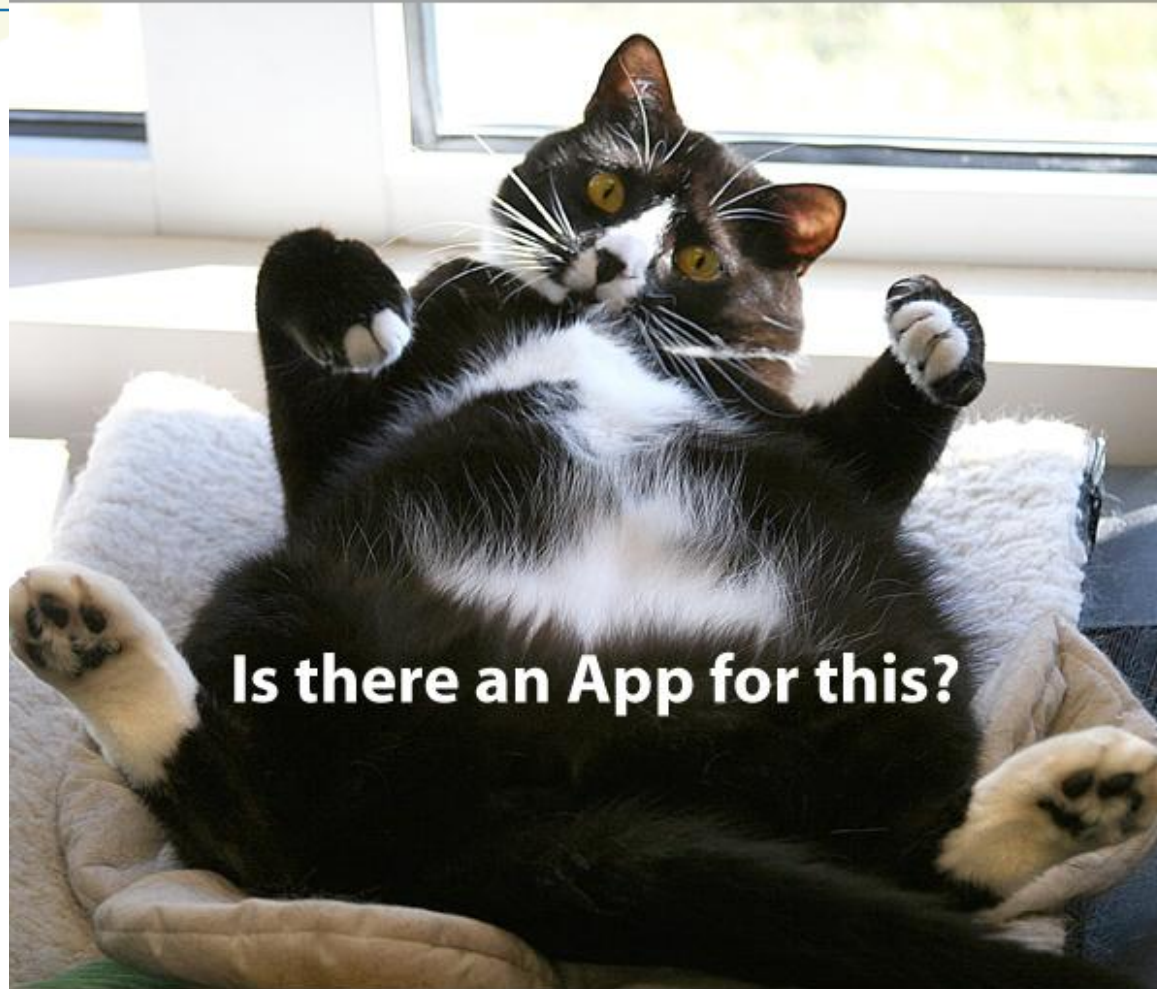
In 2009, in addition to the Tell-A-Friend Convio feature, we used MySpace and Facebook

For 2010 we shot video of this year's event to use on our YouTube Channel, we are now on Twitter and we are planning to use a mobile smart phone app to help drive website traffic

My goals for 2010 success:

- Send more coaching emails
- Focus more on teams
- Focus on team captains

Take the rest of my time at the Summit and learn as much as possible!



Case Study – Path to Progress

- American Brain Tumor Association
Path to Progress
5K Run/Walk



Case Study – Path to Progress

■ Event Background

- ▶ Started in 2006 to raise funds and awareness of brain tumors
- ▶ First ABTA run/walk fundraiser administered by our office
- ▶ Registration was handled through our Event Management company the 1st year and by the ABTA office subsequent years
- ▶ Active.com was used the first year for online registration and fundraising – TeamRaiser has been used for subsequent years

Case Study – Path to Progress

- Reasons for moving to Teamraiser from active.com
 - ▶ Bringing it back to office awarded us greater control
 - ▶ Existing data sync simplified data exchange
 - ▶ Easy for online registration and ability backend processing of offline registrations/donations

Case Study – Path to Progress

■ Design Challenges

▶ Original Pagewrapper Design

The screenshot shows a web browser window with the URL http://web.archive.org/web/20070429073034rn_2/hope.abta.org/site/TR/fr_id=1160&pg=entry&b3ServSessionId=007-bvvrurfc1.app6a. The page features a navigation bar with links: ABTA HOME, FUNDRAISING TIPS, EVENT EMAIL UPDATES, TEAMS, VOLUNTEERS, SPONSORS. The main content includes a thank you message for the 2nd Annual Brain Tumor Path to Progress 5K Run/Walk, held on Saturday, April 28, 2007, in Montrose Harbor, Chicago, IL. A campaign progress bar shows a goal of \$400,000.00 and an achieved amount of \$430,402.12, with a '100%' indicator. A 'Top Teams' section is visible below the progress bar. The page also includes a sponsor logo for Bally Total Fitness and several paragraphs of text providing information about the event and the organization's mission.

Thank you for joining us for the American Brain Tumor Association 2nd Annual Brain Tumor Path to Progress 5K Run/Walk

**Saturday, April 28, 2007
Montrose Harbor - Chicago, IL**

[View Race Results](#)

We would appreciate hearing your comments about the Path to Progress. [Download the Evaluation Form](#) and fax it to us at 847-827-9918 or e-mail it to valerie@abta.org

Presenting Sponsor

 Bally Total Fitness is committed to helping people stay healthy and fit through a combination of diet and exercise. We are proud to sponsor the 2nd Annual Brain Tumor Path to Progress to raise money for research.

More than 2,300 walkers/runners joined us last year and together raised over a quarter of a million dollars (net) for brain tumor research. We are inspired by your stories and your desire to make a difference. This year, our goal is 3,500 participants raising \$400,000 (net).

Join us on the *Path to Progress* to help fund critical research that will one day lead to a cure. Whether you walk, run, donate or volunteer, you ensure that progress continues!

Did you know there are more than 120 different types of brain tumors and each is different in each individual? More research is needed to find effective treatments that will ultimately put an end to this disease.

The American Brain Tumor Association recently awarded more than \$2 million for brain tumor research! We are a nonprofit organization dedicated to eliminating brain tumors through research. Not affiliated with any one institution, we award research funds in the US and Canada.

Read hope.abta.org

Case Study – Path to Progress

■ New Pagewrapper Design

▶ Design Needs

- Easier login/logout features
- Clear call outs for donating and registering
- Consistent design with abta.org site

▶ Content Needs

- Ability to provide fundraising tips, event logistic information, sponsorship opportunities, etc.

Case Study – Path to Progress

Event Homepage

PATH TO PROGRESS 2009
American Brain Tumor Association

Path to Progress | ABTA.org | Team Info | Participant Info | Volunteers | Sponsors | FAQs | Fundraising Tips | **DONATE**

Path to Progress 2009

Goal: \$1,000,000.00
Achieved: \$86,710.31
Make a donation!

Make a Donation

CARA Member Details

View Event Photos

Top Teams
\$1,175.00

Ron's Cruisers
\$1,050.00

Meghan's Road Runners
\$1,020.00

Team Damhorst
\$932.00

[Stop] [Start]

Top Fundraisers
\$780.00

Katie Lavoy
\$690.00

4th Annual
American Brain Tumor Association
Path to Progress
5K Run/Walk
Saturday, April 25, 2009
Soldier Field, Chicago
**location subject to change*
Entertainment: 8 a.m.
5K Run/Walk: 10 a.m.

Welcome to the 4th Annual Path to Progress 5K Run/Walk, an American Brain Tumor Association (ABTA) event! We are striving to make this year's event the most successful yet! Our goal is to have 6,000 participants raise one million dollars to support ABTA's mission to fund brain tumor research and provide patient and caregiver programs. We need your help! Register now online and start fundraising (online tools are available through your Participant Center).

New! If you would like to share your personal path to progress story with a wider audience, the ABTA will be featuring participants on the Path to Progress 5K Run/Walk home page in the weeks leading up to the event. Send your brain tumor path to progress story in an email to mpp@pathtoprogress@abta.org.

If you would like to volunteer at the Path to Progress 5K Run/Walk, please send an email to pathtoprogress@abta.org.

Click here for a printable registration form.

Need a hotel close to Soldier Field? Check out these hotels.

Thank you for your efforts to continue ABTA's Path to Progress, with the ultimate goal of finding a cure for brain tumors. Last year's event helped ABTA to award more than \$2.6 million to brain tumor researchers, while providing 1.3 million services and resources to brain tumor patients, their families and health care professionals.

If you have any questions, contact us at pathtoprogress@abta.org or 847-827-9915.

Watch this site for event updates

LOGIN

User Name:

Password:

Forgot your password?

Are you a registered participant? Please log in above with your new Path to Progress 2009 username and password.

Printer-friendly page

Register

Donate

ABTA Homepage

American Brain Tumor Association

Health Care Professionals | Kids | News Room

My Profile | Store

Search

Phone: 800-886-2282 | E-mail: info@abta.org

Home | About Us | Tumor & Treatment Info | Care & Support | Research Progress | Donate | Events & Meetings | Advocacy

Tumor & Treatment Info
Reliable, trusted information about brain tumors and their treatments

1 2 3 4

Holiday Cards | **Symptoms** | **Brain Games**

Tumors & Treatments | **Chicago Marathon** | **Donate Now**

Upcoming Events

Below are upcoming events that support the research and patient-family support and education programs of ABTA. They occur in every corner of the country and are organized by families, friends, brain tumor survivors, and/or brain tumor patients. Learn more about ABTA volunteer events.

Invisible Republic Benefit
11/07/2009 Little Havana, 1325 Key Highway, Baltimore, MD

Brain Tumor Awareness Silent Auction
11/20/2009 Copper Creek Coffee, 3315 West Carefree Circle, Colorado Springs, CO

5th Annual Brain Games
11/21/2009 Westin Chicago River North, 320 N. Dearborn, Chicago, IL

Goofy Challenge and a Half Fundraiser
01/09/2010- 01/10/2010 Walt Disney World,

Items of Interest

ABTA Holiday Cards
Send holiday greetings to family, friends and business associates while supporting the research and patient-family programs of the American Brain Tumor Association. This year's ABTA Holiday Card selection includes 12 different photo cards, as well as two cards designed by child brain tumor survivors. More than 30 traditional folded cards feature a variety of religious, whimsical and winter designs. Cards are shipped within two to three days. All envelopes are foil-lined, and envelope personalization is available. Each card acknowledges a donation to ABTA. [Read more.](#)

ABTA Fellowship and Translational Grant Applications Now Available
The American Brain Tumor Association (ABTA) is now accepting applications for its 2010 Basic Research Fellowship and

Text Size: **AAA** | [Send to a Friend](#)

LOGIN

User Name:

Password:

Forgot your password?

Brain Tumor News

WHO Report Links Long-Term Cell Phone Use With Brain Tumors

Neurosurgeons Release First Metastatic Brain Tumor Treatment Guidelines

New Drug Safely, Effectively Crosses Blood Brain Barrier in Early Studies

Exercise Important to Brain Tumor Patients Following Radiation Therapy to Preserve Memory

Study Charts Links Between Cell Phone Use and Brain Tumors

ABTA Receives 7th Consecutive 4-Star Rating from Charity Navigator

Exercise in Adolescence Linked with Decreased Glioma Risk

ABTA Supported Research: Treatment Kills Cancer Cells After Limiting Tumor Response to Decreasing Oxygen Levels

Chemotherapy or Radiation Alone Equally Effective

Case Study – Path to Progress

- Analysis of trends within our PTP Teamraiser done by Cathexis Partners
 - ▶ Registration Analysis Across Multiple Events

Total Participants in Sample Data	14, 180
Multiple event/Multiple year registration	2,121 (15%)
Male participants vs. Female	3,235 (60%) male 4,827 (40%) female 6,118 no response
# of individuals vs. team members	3,301 (23%) 10,879 (77%) members of teams
Made an additional gift at time of registration	1,634 (11.5%)

Case Study – Path to Progress

■ Average Age

Event	Average Age
Path to Progress 2007	34
Path to Progress 2008	41
Path to Progress 2009	39

■ Advance Registration

- ▶ ¼ of participants registered more than 42 days before the event
- ▶ ¼ of participants registered within 5 days of the event
- ▶ 50% registered within 18 days of event

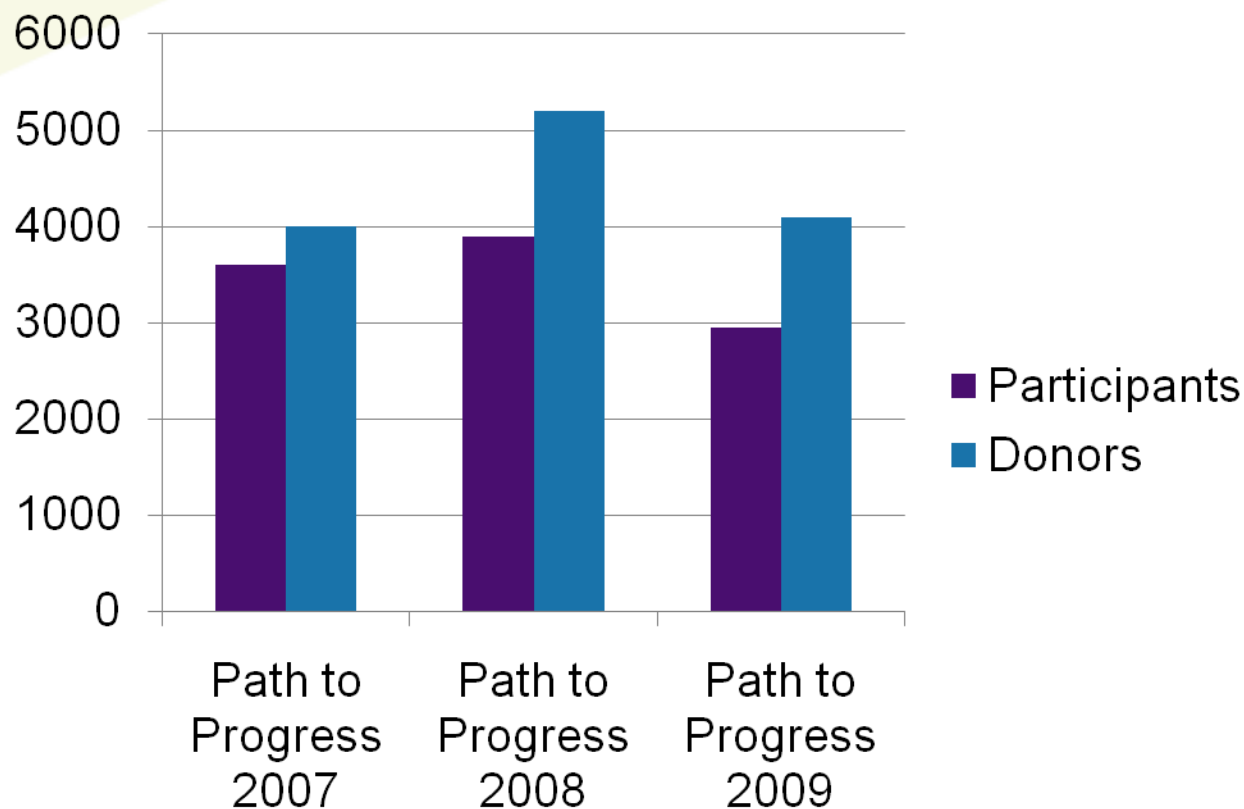
Case Study – Path to Progress

■ Fundraising Analysis

Fundraising	Results	Team members vs. Individual Participants	Team Member to Ind. Ratio
# of participants that raised \$0	10,072	7354 team/2,719 individuals	3 to 1
# of participants that raised \$1-25	883	708/175	4 to 1
# of participants that raised \$26-50	585	499/186	3 to 1
# of participants that raised \$51-100	827	733/94	8 to 1
# of participants that raised \$101-250	790	703/87	8 to 1
# of participants that raised \$251-500	437	383/54	7 to 1
# of participants that raised \$501-1,000	324	279/45	6 to 1
# of participants that raised > \$1,000	261	219/42	5 to 1

Case Study – Path to Progress

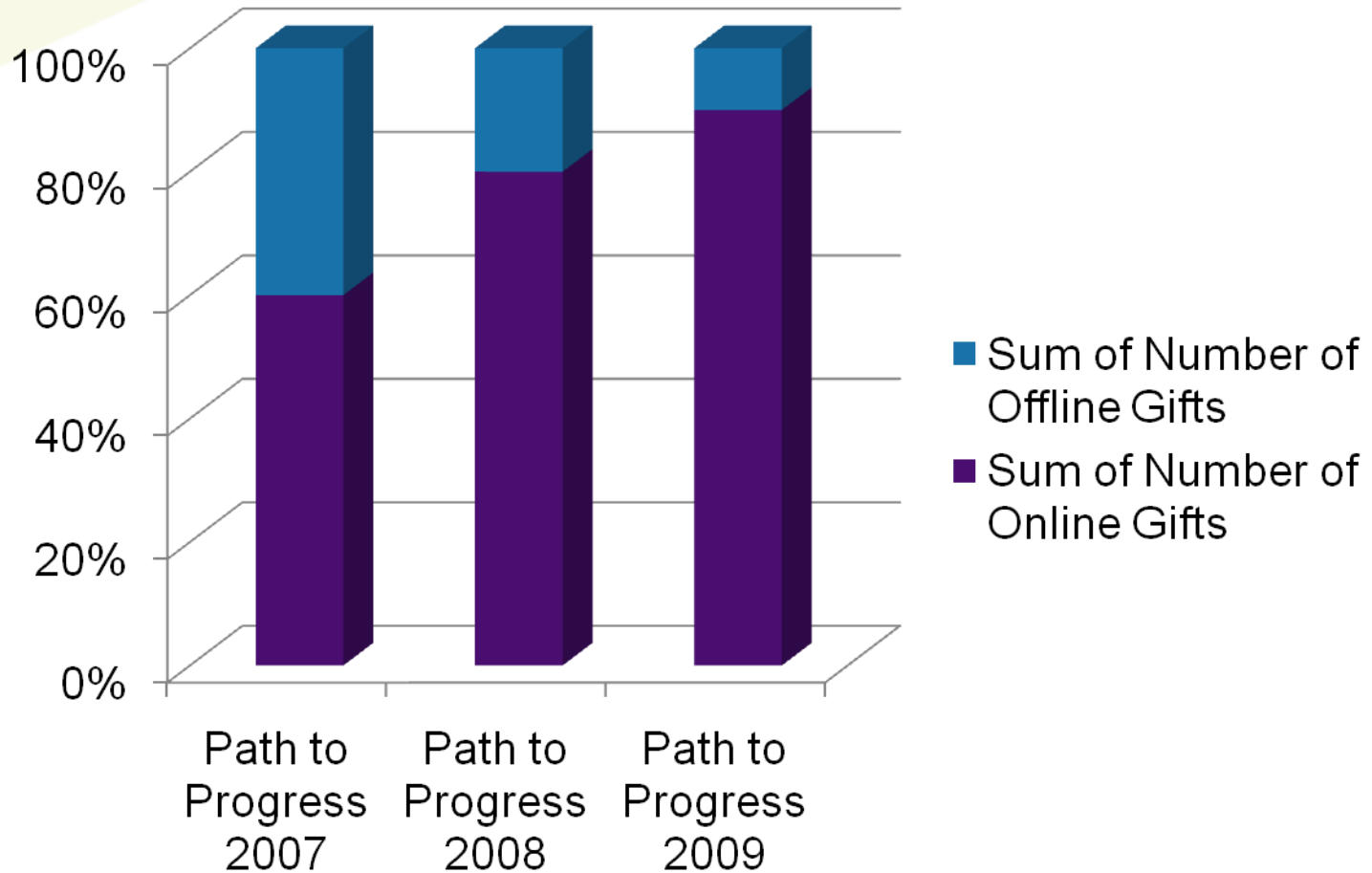
■ Donors per Participant



* Data analysis done prior to completing 09 registration

Case Study – Path to Progress

■ Online versus Offline Gifts



Case Study – Path to Progress

■ Participant Teamraiser Usage

# of participants with gift notification enabled	9,715 (68.5%)
# of participants that sent 0 emails	12,782 (90%)
# of participants that sent between 1-10 emails	493 (3.5%)
# of participants that sent between 11-25 emails	301 (2%)
# of participants that sent between 26-100 emails	459 (3%)
# of participants that sent >100 emails	145 (1%)

Case Study – Path to Progress

- Goals for Next Year's Event within Teamraiser
 - ▶ Launch the event online earlier to maximize fundraising
 - ▶ Consider requiring some of the registration questions to better understand our participants
 - ▶ Continue to support team captains and maintain continued communication with them
 - ▶ Develop ways to encourage participants to fundraise such as incentives or challenges
 - ▶ Encourage participants to utilize the online tools available to them

Case Study – Online Red Kettle

■ The Online Red Kettle - 2007



WHEN YOU PUT MONEY IN OUR KETTLE
EXPECT CHANGE



YOU CAN GIVE A BETTER
CHRISTMAS TO THOSE WHO
NEED IT MOST



Host your own personalized Red Kettle online and invite friends, family and colleagues to support your efforts through our fun and easy online tools.

You can host a Personal Group or Business Kettle. You'll be amazed as you watch your Online Red Kettle fill with donations.

Together, we are "Doing the Most Good" to warm the hearts and souls of those in need at Christmastime and year 'round.

HOST

- [Start a Personal Kettle](#)
- [Start a Group or Business Kettle](#)
- [Join a Group or Business Kettle](#)

SUPPORT

- [Find & Support an Existing Kettle](#)
- [Make a General Donation](#)

[Host a Red Kettle or Support a Kettle Host](#)

[Manage Your Personal Red Kettle Page](#)

In 2007, we were just happy to be on the Convio platform. Not much thought went into the end user experience or aligning our teamraiser site with our national website.



[the salvation army national headquarters](#) | [news](#) | [about us](#) | [our services](#) | [your help](#) | [financials](#) | [contact us](#)

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Case Study – Online Red Kettle

■ The Online Red Kettle 2008


THE SALVATION ARMY
ONLINE RED KETTLE
DOING THE MOST GOOD™

*Access My Kettle Account Register

Username

remember me [I forgot my login](#)

[DONATE](#) [FIND OTHER KETTLES](#) [HELP SPREAD THE WORD](#) [CONTACT US](#) [FAQs](#)

 — 2008

HELP US REACH A GOAL OF \$2,000,000.

Feed hungry families. Provide Christmas presents for needy children. Heat the homes of struggling senior citizens. Host an Online Red Kettle, and change millions of lives for good.

[START A NEW KETTLE](#)

Our Progress: \$8,249.51
National Goal: \$2,000,000.00

[Donate Now](#)

Top Kettles [Find a Kettle](#)

Team Name - Raised

- 1 - Lynchburg VA (\$450.00)
- 2 - Richmond VA Command (\$515.00)
- 3 - Greater Cleveland (\$341.00)

Name - Raised

- 1 - Debbie Montgomery (\$500.00)
- 2 - Ashleigh Biscoe (\$355.00)
- 3 - Tara Barnett, Area Command (\$270.00)

About the Salvation Army
Every day of the year, The Salvation Army offers help and hope to thousands of people. From the victims of disaster, addiction and homelessness to youth, families and senior citizens.
[The Salvation Army Website](#)

Help Spread the Word
[Email Friends](#)
[Get Blog or Facebook Widgets](#)
[Get Your Organization Involved](#)

Case Study – Online Red Kettle

The Salvation Army USA National Website

The screenshot shows the homepage of The Salvation Army USA National Website. At the top left is the Salvation Army logo with the tagline "DOING THE MOST GOOD.™". To the right is a search bar and a "DONATE NOW" button. Below the header is a navigation menu with links for HOME, PROGRAMS THAT HELP, WAYS TO GIVE, NEWS, ABOUT US, and LOCATIONS. The main content area features a large banner with two images: a man lying on a bench and a pregnant woman. To the right of the banner is a news article titled "Kicking-Off A New Year of Partnership" with a blue star icon and a "Read more" link. Below the article are social media icons for Facebook, Twitter, and YouTube. At the bottom, there is a section titled "Programs that help" with four columns of links: Rebuilding Lives, Community and Fellowship, Comfort and Support, and Contact Us.

THE SALVATION ARMY
DOING THE MOST GOOD.™

SEARCH

HOME PROGRAMS THAT HELP WAYS TO GIVE NEWS ABOUT US LOCATIONS

2009 ANNUAL REPORT ONWARD

Kicking-Off A New Year of Partnership

With the first game in their new stadium coming up, we take a look back at The Salvation Army's twelve year partnership with the Dallas Cowboys. [Read more.](#)

Follow us through social media

Programs that help

Rebuilding Lives <ul style="list-style-type: none">Missing PersonsDisaster ReliefPrisoner RehabilitationDrug and Alcohol Rehabilitation	Community and Fellowship <ul style="list-style-type: none">Youth CampsKroc CentersMusic	Comfort and Support <ul style="list-style-type: none">Christmas CharityElderly ServicesLoneliness (League of Mercy)	Contact Us <ul style="list-style-type: none">ContactPrivacy Policy
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FOURTH ANNUAL
Convio Summit
November 16-18 **2009**

Case Study – Online Red Kettle



DOING THE MOST GOOD

DOING THE MOST GOOD

DOING THE MOST GOOD

topic search technical support home page

DOING THE MOST GOOD

Red Shield Tool Kit

seasonal activities: christmas

- Resources
- Branding Program
- Community Relations
- Seasonal Activities
 - directory
 - veteran's services
 - seasonal best practices
 - thanksgiving
 - christmas
 - salvation army week
 - annual dinners
- Media Relations
- Disaster Services

Latest Update: [18 November 2008] Just Added - Web Banners and full downloads to run flash files on your websites.

Please note that the Online Red Kettle brochure will soon be available in the Ad Builder section of the toolkit. This will allow you to customize the contact information when you print the brochure.



Adobe PDF Documents:

Formal Presentations :

- Online Red Kettle Projector Presentation [[Download](#)]
- Online Red Kettle - BROCHURE [[Download](#)]



Microsoft Power Point Documents:

- Online Red Kettle Projector Presentation [[Download](#)]



ORK 2008 - First Looks:

- Online Red Kettle - HomePage and Donation Pages [[ppt](#)]
- Online Red Kettle - Company Kettle[[ppt](#)]
- Online Red Kettle - Team Kettles[[ppt](#)]
- Online Red Kettle - Setting up a personal Kettle [[ppt](#)]



ORK Web Graphics:

- Online Red Kettle - Web Site Banner [[jpg](#)]

FLASH WEB BANNERS

- Dragging Money to the Kettle - 160x600 [[Preview](#) - [Download](#)]
- Dragging Money to the Kettle - 300x250 [[Preview](#) - [Download](#)]
- Dragging Money to the Kettle - 728x90 [[Preview](#) - [Download](#)]

- Donate Now Messages - 400x400 [[Preview](#) - [Download](#)]
- Donate Now Messages - 728x600 [[Preview](#) - [Download](#)]

Utilized our intranet which is available for all affiliates to highlight the 2008 ORK and all the resources available. We finally realized that we couldn't just 'turn something on' and expect the money to come in. We needed our affiliates to promote locally to supplement the national promotion.

Case Study – Online Red Kettle

Online Red Kettle banner results

- 36,347,713 total impressions
- 16,895 clicks
- \$1,005 total direct donations

RESULTS

- \$241,102 total indirect donations
- \$1.51 return on ad spend
- 403 online red kettle registrations



In 2008, we supplemented our traditional ad buy with ad's specifically targeting the Online Red Kettle and placed the ad's within our regular rotation (cnn.com, aol.com, etc)

Case Study – Online Red Kettle

- Elimination of printed promotional materials and focused on using online marketing to promote and online event
- Utilized our YouTube channel extensively to promote the Jonas Brothers PSA which was specific to the Online Red Kettle

The screenshot shows the YouTube channel page for Salvation Army USA. The header includes the Salvation Army logo and the text "SALVATION ARMY USA DOING THE MOST GOOD.™". Navigation links include HOME, PROGRAMS THAT HELP, WAYS TO GIVE, NEWS, ABOUT US, and LOCATIONS. A search bar and a "DONATE NOW" button are also present. The channel name "SalvationArmyUSA" and a "Subscribe" button are visible. The main video player shows three young men (the Jonas Brothers) standing next to a sign that says "DOING THE MOST GOOD". The video player includes a progress bar and playback controls. To the right of the video player is a search bar and a list of recommended videos, including "Amazing Grace", "The Jonas Brothers and The Online Red Kettle", "Behind the Scenes - Shooting the Jonas", "The Jonas Brothers and The Salvation Army", and "The Salvation Army Bell Ringer".

Convio Tools

- Promotion
- Participation
- Follow up
- Cheat Sheet

Convio Tools

■ Promotion

▶ Retain

- Segmentation of your participants from last year
 - Discounts for your top performers
 - Open walk registration early for last years participants
 - Login
- Clear Re-ask
 - What you were able to do with money raised from last years event
 - What you plan to do with money raised from this years event

▶ Outreach

- eCard campaigns using race images
- Widgets
- Facebook Connect
- YouTube
- StoryBuilder
- PhotoAlbums

Convio Tools

■ Participation

- ▶ New Participant Center
- ▶ Coaching emails
- ▶ Personal Gift Achievement badges
- ▶ Milestones
- ▶ Participant Performance Report

Convio Tools

■ Follow up

▶ Close of event


- Images
- Greeting Page
- Donations
- Metrics from events
- Use of funds
- Pagewrapper

▶ Thank you

- Keep them engaged
- Other ways they can help
 - Advocacy
 - Events

■ Cheat Sheet

- Tips and Tricks
- S-Tags



Text **CNV115** to **30644**
to take a quick survey
about this session.

Don't forget to visit the Expert Lab!