



5<sup>TH</sup> ANNUAL **CONVIO**  
**SUMMIT**  
OCTOBER 25-27, 2010  
BALTIMORE, MARYLAND

## Measure Up!

### Exploring TeamRaiser Benchmarks

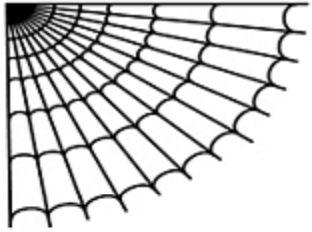
Presented by:

Noel Beebe, Interactive Consultant

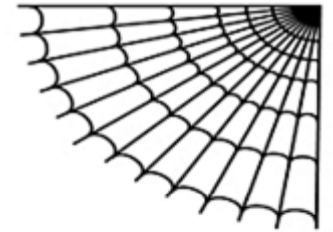
Lara Fermanis, Principle Consultant



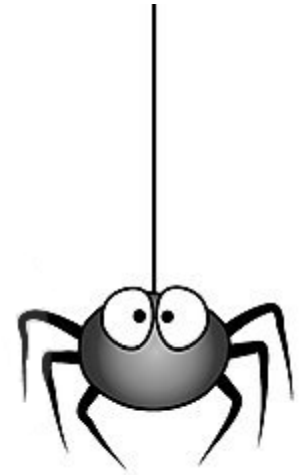
**NO BOUNDARIES**



# Welcome!



- Agenda
  - Introductions
  - Overview of TeamRaiser Study
  - Event Type Segments
  - Benchmarks & Best Practices
  - Q&A



# Introductions

Your Name  
Your Organization  
Your Event  
Your Favorite Halloween Candy



# The Study



# The Study



- Ghouls (... I mean “Goals”):
  - Identify & Define Event Segments
  - Understand Differences
  - Provide a Baseline to Measure Success
  - Develop and Reinforce Best Practices

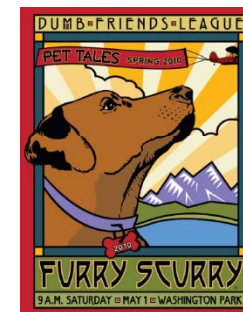
# Methodology

- Identified 6 potential event types
- Strategically selected 18 organizations/144 events to study
- Used Report Writer, Query, Excel to pull 37 metrics for each organization
- Analyzed data & identified KPIs
- Series of papers & tip sheets + Convio Summit Session

***Note:** This study focuses on online registration and fundraising metrics*

# Event Types: Non-Competitive

- Non-Competitive
  - Walks
  - Dog Walks
  - Fun Runs & Field Days
- Characterized by
  - Single event day
  - Local locale
  - Low/no registration fee
  - Family/pet friendly
- Examples

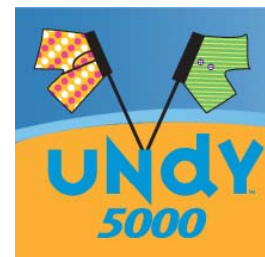


# Event Types: Competitive/Sprint

- Competitive/Sprint Events
  - Foot Races
  - Stair Climbs
  - Swim Events
- Characterized by
  - Timed Participation Options
  - Primarily Adult Participants
  - Moderate Registration Fee (\$30-\$75)
  - Awards
- Examples



**2010 FIGHT FOR AIR CLIMB**  
experience the climb of your life



**CIBC Run for the Cure**  
CANADIAN BREAST CANCER FOUNDATION

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**VISION 5K**



# Endurance Events

- Endurance
  - Multi-Day Walk Events
  - Cycle Events
  - Triathlons
  - Mountain Climbs
- Characterized by
  - Athletic training required
  - High registration fee
  - Required fundraising minimum
  - Multi-day event timeline
  - High participant commitment
- Examples



# Virtual Events

- Virtual
  - No single physical event
  - Peer-to-peer campaign
- Characterized by
  - No location/day
  - No registration fee
  - No fundraising minimum
  - Peer to peer fundraisers
  - Low commitment
- Examples



# Youth & School Events

- Youth/School
  - School walks
  - Jump rope events
  - Bounce events
  - Basketball events
- Characterized by
  - Youth participation
  - No registration fee
  - Low participant commitment
- Examples



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# Small Team Events

- Small Team
  - Golf events
  - Bowl-a-thons
- Characterized by
  - Restricted team size
  - Registration fee
  - Fundraising minimum
  - High dollar fundraisers
  - High participant commitment
- Examples



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Canadian Cancer Society  
Société canadienne du cancer

The Longest Day of Golf



# Where do you fit?

- Non-competitive
- Competitive
- Endurance
- Virtual
- Youth/School
- Small Team
- **Other?**



# Metrics

- Number of TeamRaisers/Year
- Total Registered Participants
- Total Registered Teams
- Total Online Confirmed Funds Raised (amount)
- Total Number of Online Confirmed Gifts
- Average Online Gift Amount
- Registration Fee Amount(s)
- Average Emails Sent/Participant
- Average dollars raised per participant
- Average number of gifts per participant
- % of Participants who send more than 1 email
- % of Participants who raise \$0
- % of Participants who raise 1 or more gifts
- % of Participants who return year-over-year
- % of Participants who donate at time of reg
- Average amount of Additional Gift
- Average dollars raised per online fundraiser
- Average number of gifts per online fundraiser
- Average Emails Sent/Fundraiser
- % of Team Participants
- Registration growth (yoy)
- Fundraising growth (yoy)
- Median Age of Participants
- Fundraising Minimum
- Team Participant Average Emails Sent
- Team Participant Average Number of Gifts Raised
- Team Participant Average Amount Raised
- Team Participant Average Self Donation Amount
- % of Team Participants that make a gift at reg
- % of Team Participants that fundraise
- Individual Participant Average Emails Sent
- Individual Participant Average Number of Gifts Raised
- Individual Participant Average Amount Raised
- Individual Participant Average Self Donation Amount
- % of Individual Participant that make a gift at reg
- % of Individual Participants that fundraise
- Most Common Gender

# Key Performance Indicators

1. Participant Fundraising Rates
2. Average Online Gift Amounts
3. Fundraising Activity per Fundraiser
4. Donations at Time of Registration (Self-Donations)
5. Team Participation
6. Year-over-Year Retention

# What metrics do you watch?

- Participant Fundraising Rates
- Average Online Gift Amounts
- Fundraising Activity per Fundraiser
- Donations at Time of Registration
- Team Participation
- Year-over-Year Retention and Growth
- **Other?**

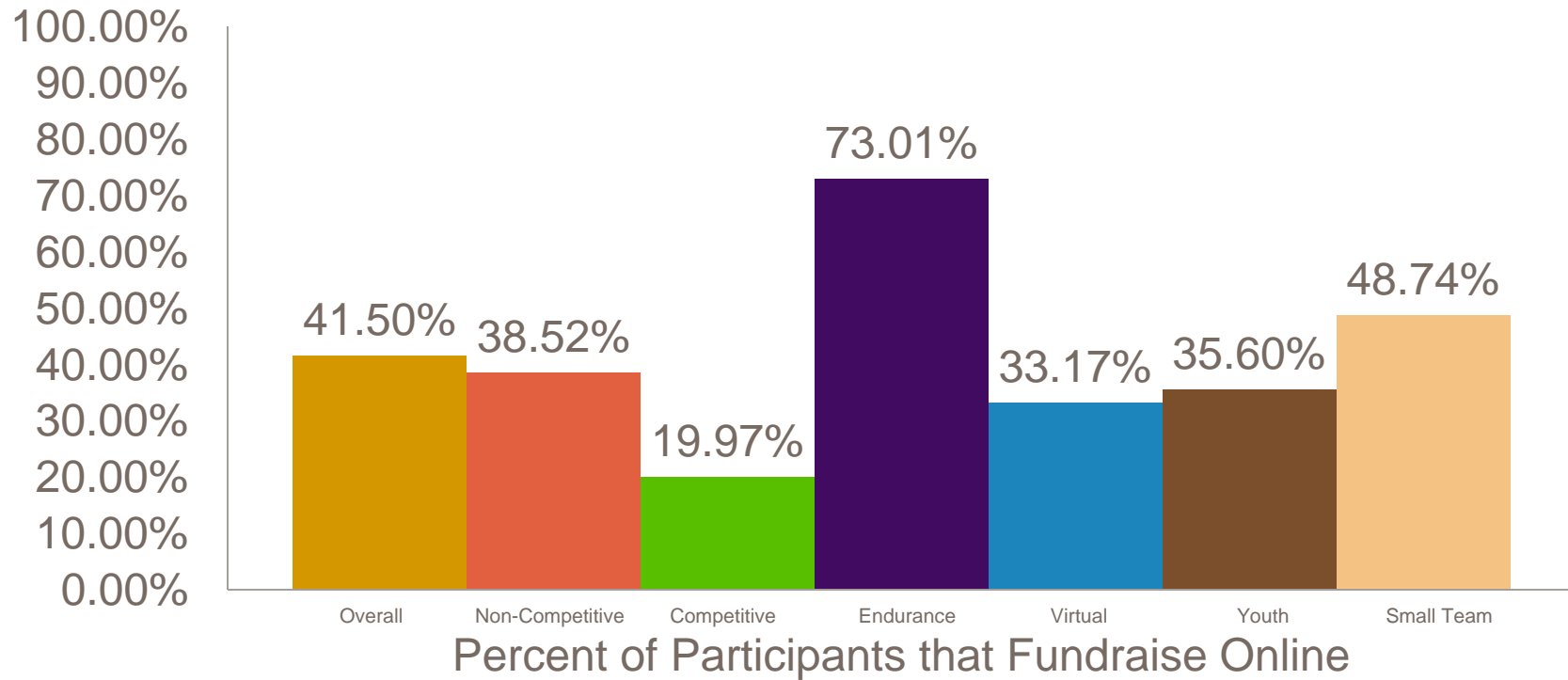




# Benchmarks & Best Practices



# % of Participants that Fundraise



# Driving Fundraising Activity

- Provide incentives

**DUMB FRIENDS LEAGUE** since 1916

You are currently logged in as System, [click here to logout](#)

**REGISTER NOW**

Home | Event Info | Tell-a-Friend | Participant Center | Sponsors | Be a Vendor | Photo Gallery | FAQ | Map & Parking | Prizes

Share | [f](#) [t](#) [g+](#) [p](#)

## GREAT PRIZES

### PLEDGE LEVEL PRIZES

**IF YOU COLLECT**      **YOU WILL RECEIVE** (photos are representational)

\$50		Limited-edition Furry Scurry logo T-shirt
\$125		Limited-edition Furry Scurry logo long-sleeved T-shirt and logo baseball cap plus the item above
\$250		Limited-edition centennial box-cut sweatshirt plus the items above
\$375		Limited-edition Furry Scurry Port-A-Poo plus the items above
\$500		Limited-edition Furry Scurry Pet Water Bottle the items above
\$750		Furry Scurry Pet's Eye View Camera plus the items above
\$1,000		Limited-edition Furry Scurry jacket plus the items above
\$3,000		Limited-edition Furry Scurry Flip UltraHD camcorder plus the items above

and 3<sup>rd</sup> top fundraiser per

**Top Teams**

[Stop] [Start]

**Top Participants**

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OCTOBER 25-27, 2011

# Driving Fundraising Activity

- Get Creative!
  - Videos
  - Games
  - eCards
  - Avatars

The screenshot shows a web interface for creating personalized videos. At the top left, there are logos for "MAKING STRIDES Against Breast Cancer" and the "American Cancer Society". The main heading reads "Hello Noel! Personalize and share your video to raise money and save lives from breast cancer!". Below this is a large pink video player area with the text "Hi, Noel!" and a play button icon. A call to action says "Click play to preview your personalized video!". To the right of the video player, the text "PERSONALIZE YOUR VIDEO" is displayed in a decorative font. Below this, a paragraph explains: "Personalize your video with the names of friends, family members and co-workers, then invite them to watch it and support you with a donation!". A pink button labeled "PERSONALIZE & SHARE" is positioned below the text. A small link "What is personalize and share?" is located below the button. At the bottom of the interface, there is a footer area with a URL "KentuckyFriedCruelty.com" and a green decorative border. The footer contains the text "SCALE: Large / Small Put This on Your Page! DOWNLOAD: for PC / for MAC".

# Driving Fundraising Activity

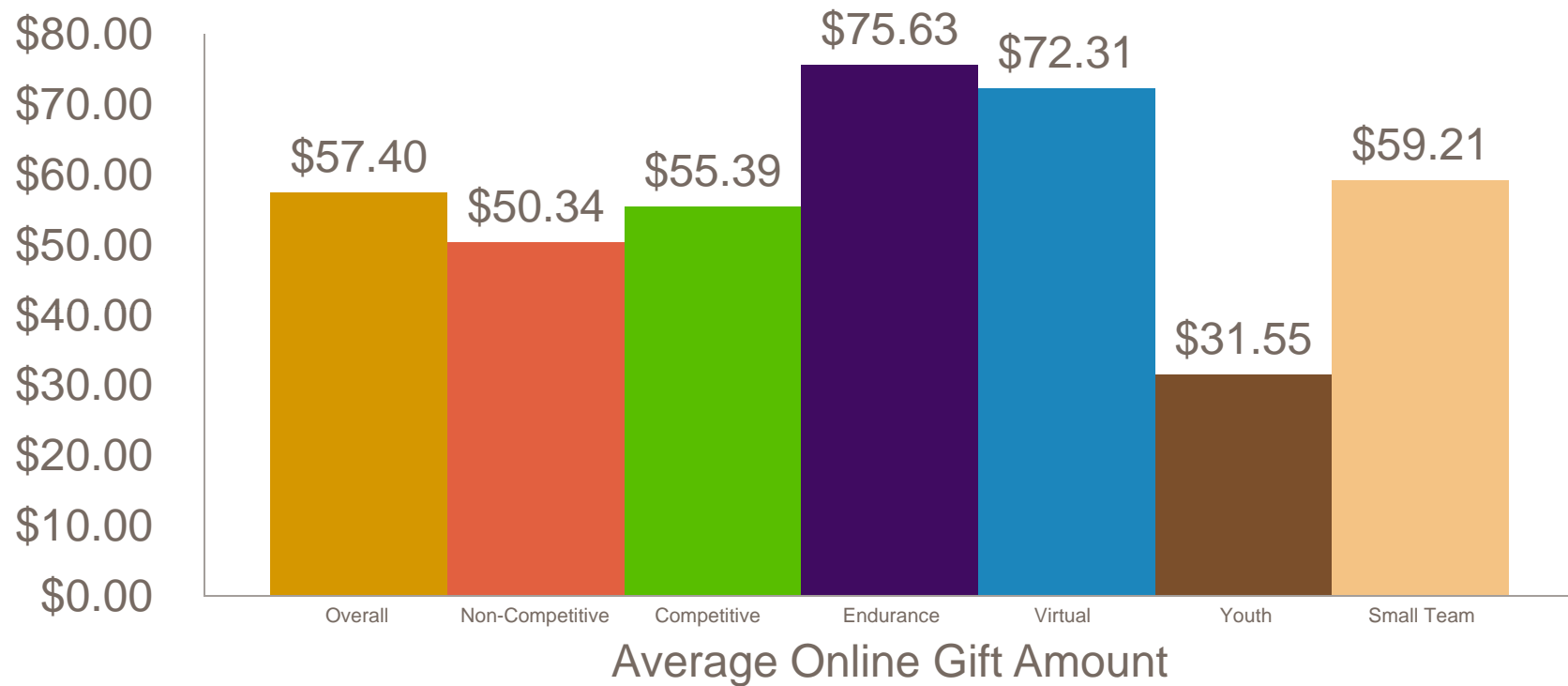


- Content:
  - Promote the Participant Center on the Thank You page and in all autoresponders
  - Provide Participant Center link and login info in all e-mails & autoresponders
  - Conditionalize e-mail & Participant Center content messaging based on fundraising activity
  - Email Appeals – tell a personal story

How else do you encourage participants to fundraise?



# Average Online Gift Amount



- Overall
- Non-competitive
- Competitive
- Endurance
- Virtual
- Youth
- Small Team

# Driving Average Gift Amount

- Use donation levels, set a default level
- Create a value proposition for each level
- Promote installment/recurring gifts
- Provide suggested message templates
- Include honor rolls with amounts displayed





# Driving Average Gift Amount



Home > AUS\_2010 Austin Affiliate Race Donations

**i** You are currently logged in as Noel Beebe. If you are not Noel Beebe, click here.

**1** Gift & Payment Information — **2** Review Gift

Join Susan G. Komen for the Cure in the **Search for the Cure™** by supporting our mission to save lives, empower people, ensure quality care for all, and energize science to find the cures.

When an In Honor or In Memory gift is received, Susan G. Komen for the Cure will promptly send a personalized tribute card to the person or family indicated, notifying them of your thoughtful donation but not revealing the amount of the donation. Every gift is tax-deductible and the donor receives an acknowledgement for the donation.

Thank you for your support in the fight against breast cancer. Please complete the following information to process your online donation. All transactions conducted on this web site are encrypted using a secure server to protect your privacy.

Design your gift below:

\*Select A Gift Amount:

\$25.00

\$125.00 is the average cost of a life saving mammogram.

\$250.00

Enter an Amount (\$5.00 minimum)

Yes, make this an anonymous gift, i.e your name will not show up publicly.

Recognition Name:

Yes, you can display the amount of my donation publicly.

Billing Information

Title:

\*First Name:

Middle Name:

\*Last Name:

\$125.00 is the average cost of a life saving mammogram.

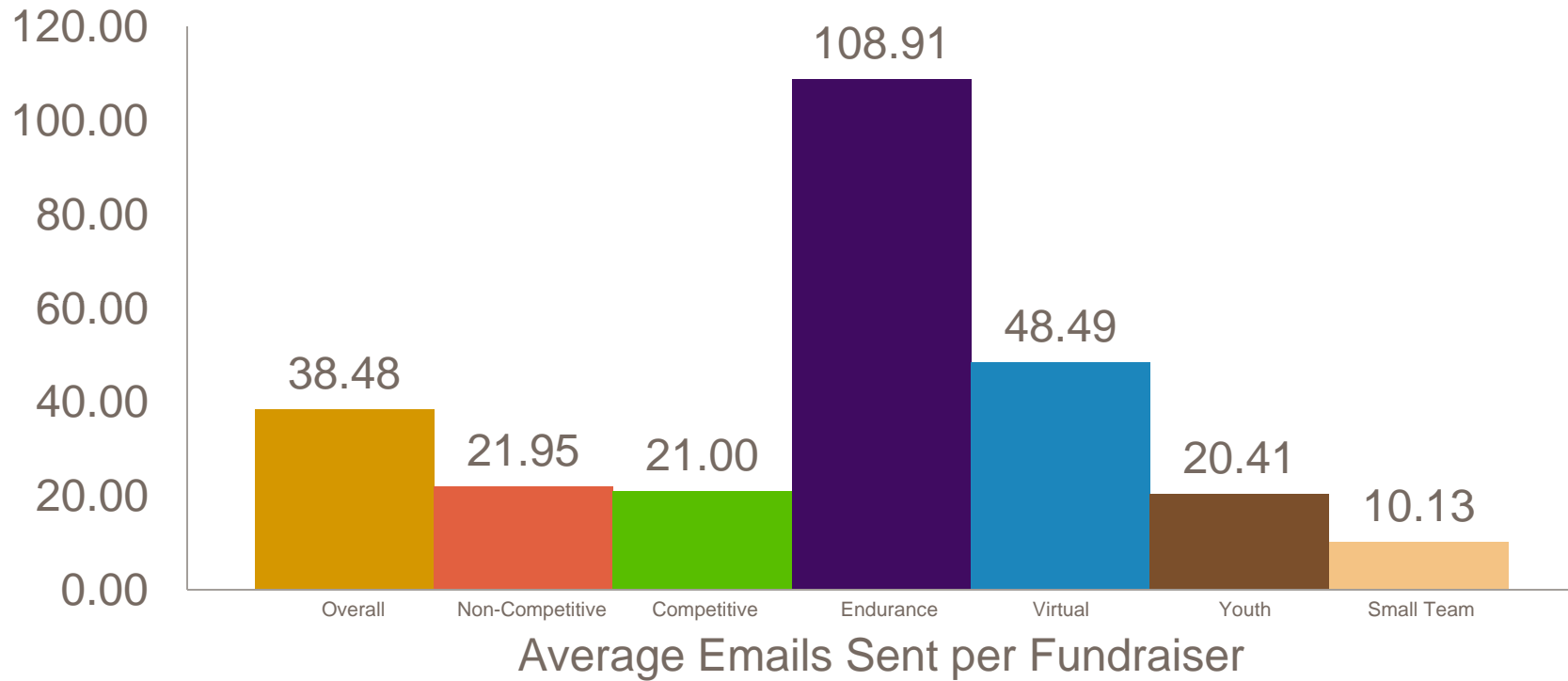
How do you drive average gift?



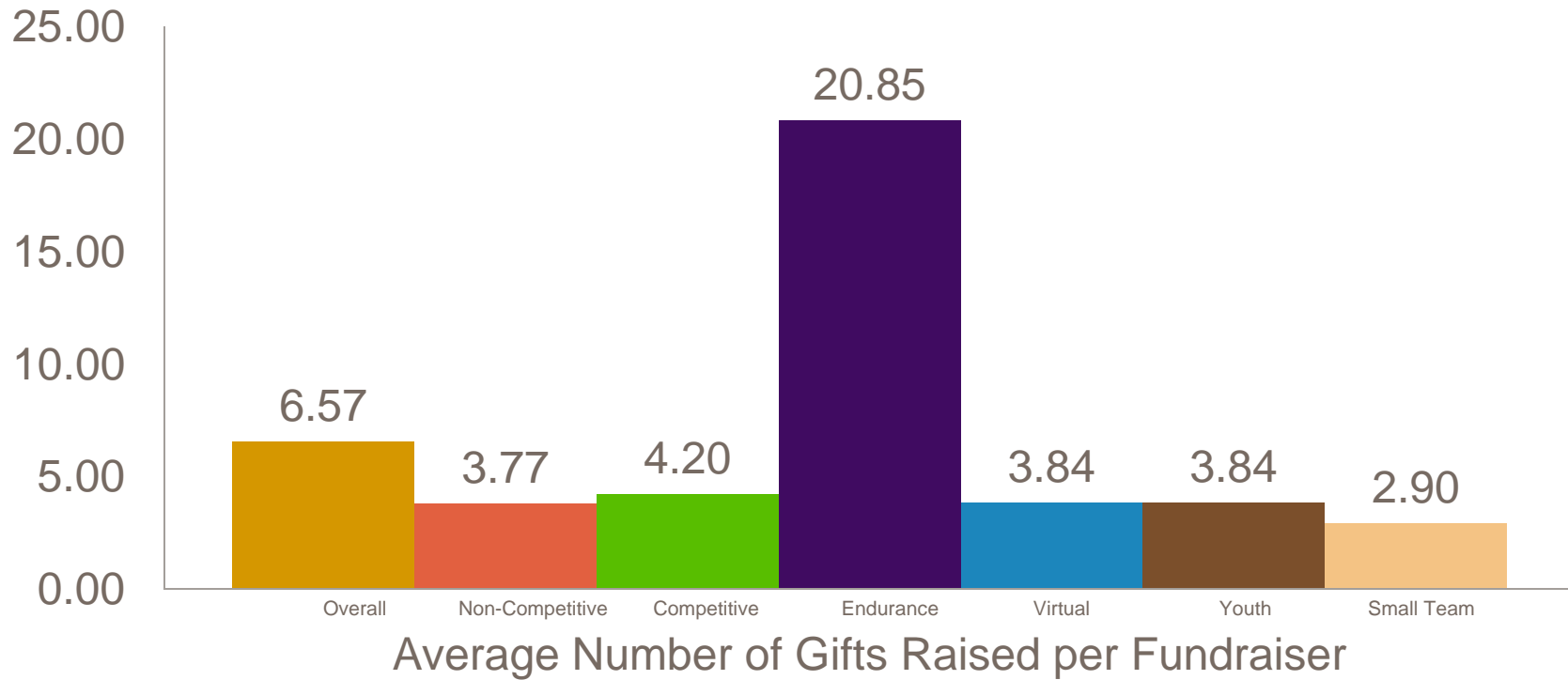
# Fundraising Activity per Fundraiser

- Per Fundraiser, we looked at
  - Average # of Emails Sent
  - Average # of Gifts Raised
  - Average Dollars Raised

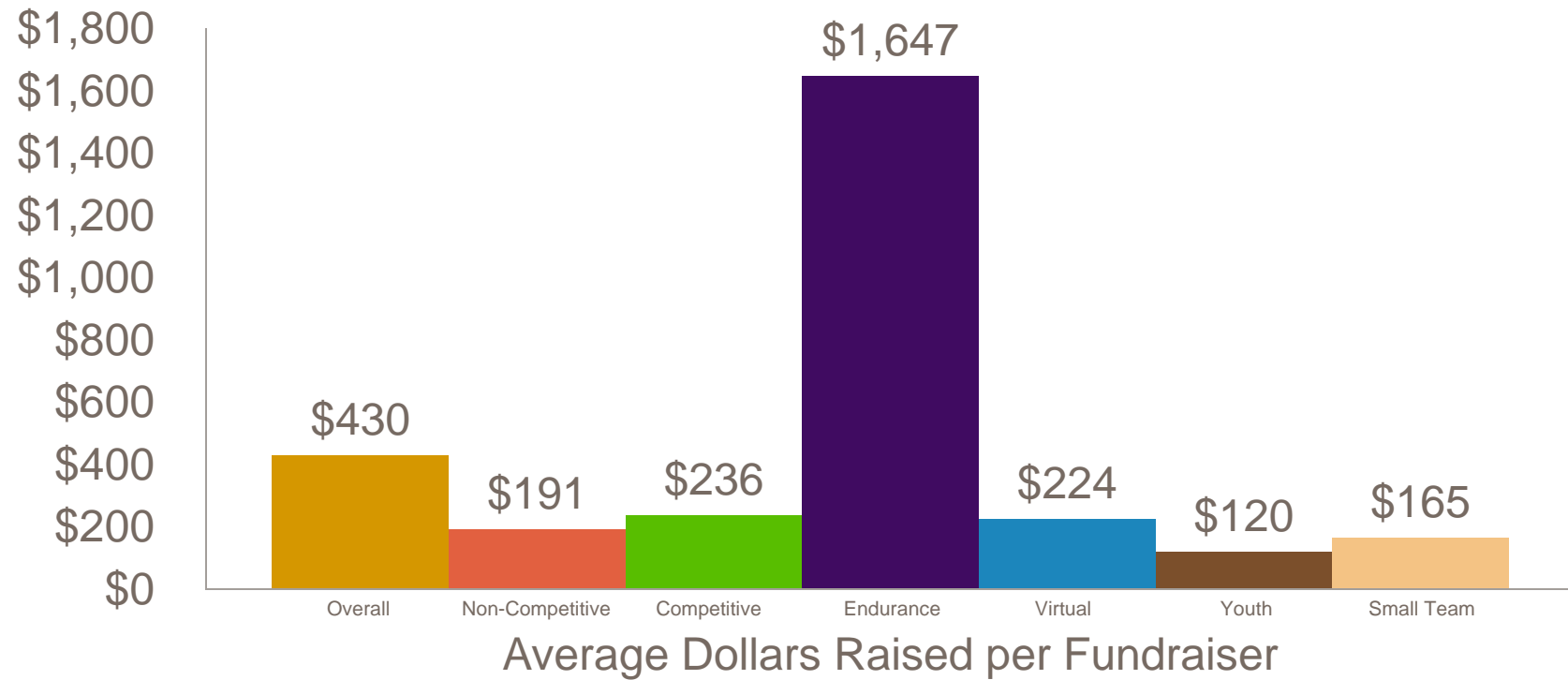
# Average Emails Sent per Fundraiser



# Average Gifts Raised per Fundraiser



# Average \$ Raised per Fundraiser



- Overall
- Endurance
- Small Team
- Non-competitive
- Virtual
- Competitive
- Youth

# Driving Emails, Dollars & Gifts Raised

- Provide a suggested goal and value proposition around that goal
- Drive actions that are easily attainable:
  - Ask 10 friends for \$10 each
  - Send 5 emails today
  - Get three new e-mail addresses this week
- Provide fundraising tips and toolkits
- Consider contests
- Use Fundraising Milestones
- Promote self-donation



# Driving Emails, Dollars & Gifts Raised

- Fundraising Milestones

Pollys Fight!!!

Hello Everyone,

On May 12, 2010 My Mother Palmira (Polly) Calderon was diagnosed with "ALS" Lou Gehrigs Disease. It is a catastrophic and incurable disease, that's progressive and deadly. It makes simple task that we all take for granted increasingly difficult and then impossible as the body's muscles waste away. Task such as walking, swallowing, eating, speaking, using your arms and legs.

She was told that she only has months to live. This Disease has hit her hard and fast. She has lived fearlessly to get through each day. As of now, those months to live have come down to days. She can no longer walk, has trouble breathing, can barely swallow and talk. Since she was given this life sentence, she has faced this illness with courage and a tremendous amount of Faith in God.

In my line of work I've learned a great deal about human suffering on a daily basis. But with this illness that has been granted toward my mother, I've learned a great deal about another form of human suffering that has humbled me more than I've ever been!

I am participating in a fund raiser called "Walk To defeat ALS" on October 24, 2010 in Central Park in Pasadena California. The walk raises funds, creates




**DONATE TO MARC!** **JOIN MARC'S TEAM!**


**POLLYS FAITH!**

 **Gold Level**  
Has raised at least \$500

 **Personal Gift**  
This Walker has made a personal donation.



**Gold Level**  
Has raised at least \$500



**Personal Gift**  
This Walker has made a personal donation.



# Driving Emails, Dollars & Gifts Raised

- Try Contests!

**CIBC Run for the Cure**  
CANADIAN BREAST CANCER FOUNDATION



REGISTRATION  
DONATIONS  
VOLUNTEERS

Hi Noel

"With the help of a beautiful wig and a perfectly tailored dress, I felt every bit a princess as I married my dream man. It was only nine days after my second chemo treatment but I never felt better." Lana Waters

Lana has been a survivor of breast cancer for 10 years. However, earlier this year, it came back stronger than before; but the diagnosis didn't stop her from following her dreams. Today, Lana is living with breast cancer once again. And she is determined to be there with you at the starting line for the [Canadian Breast Cancer Foundation CIBC Run for the Cure](#).

### Updates



FOR THE WAY IT'S MADE!



Send 5 emails from the Fundraising Centre September 16 and be entered into a draw for 1 of 5 3-Cup Chef's Chopper™ Series - Onyx Black, generously donated by KitchenAid® Canada, a proud supporter of the Foundation since 2002.

### Updates



FOR THE WAY IT'S MADE!



Send 5 emails from the Fundraising Centre September 16 and be entered into a draw for 1 of 5 3-Cup Chef's Chopper™ Series - Onyx Black, generously donated by KitchenAid® Canada, a proud supporter of the Foundation since 2002.

# Driving Emails, Dollars & Gifts Raised



Dear System,

With the Walk just around the corner, we want to thank you for your support and also offer you an incredible incentive to keep raising money for the animals. **Whether you've raised \$20 or \$2,000, you have the chance to win a new Apple iPad!**

Beginning April 13, 2010 we are resetting the fundraising counter. From April 13 through the start of the 2010 Walk for Animals on May 1, the participant who raises the most money online will receive a very cool new iPad. **View the contest details here and get started.**

Also, soon we will be sending you an envelope imprinted with a donation form for you to fill out and bring to the Walk, so please **check your online Walk account** and make sure we have your correct address.

We look forward to seeing you and your furry friends at the Walk!

P.S. Don't forget that in addition to the iPad contest, you can also earn fantastic prizes for all the funds you raise beginning at just \$50. **View all fundraising prizes.**

Sprint to the finish and you could win a new Apple iPad!



#### PARTICIPANT CENTER

Visit your participant center and use the email tool to email all of your friends or go to your personal page and use the "Share" button at the top of the page to promote on Facebook, Twitter and any other network where you are connected!

With the Walk just around the corner, we want to thank you for your support and also offer you an incredible incentive to keep raising money for the animals. **Whether you've raised \$20 or \$2,000, you have the chance to win a new Apple iPad!**

Beginning fundraising the 2010 Walk for Animals who raises the most money will receive a very cool new iPad. **View the contest details here and get started.**

Marianne



Goal: \$8,000.00  
Achieved: \$5,900.00

Make a gift!

Whether you've raised \$20 or \$2,000, you have the chance to win a new Apple iPad!

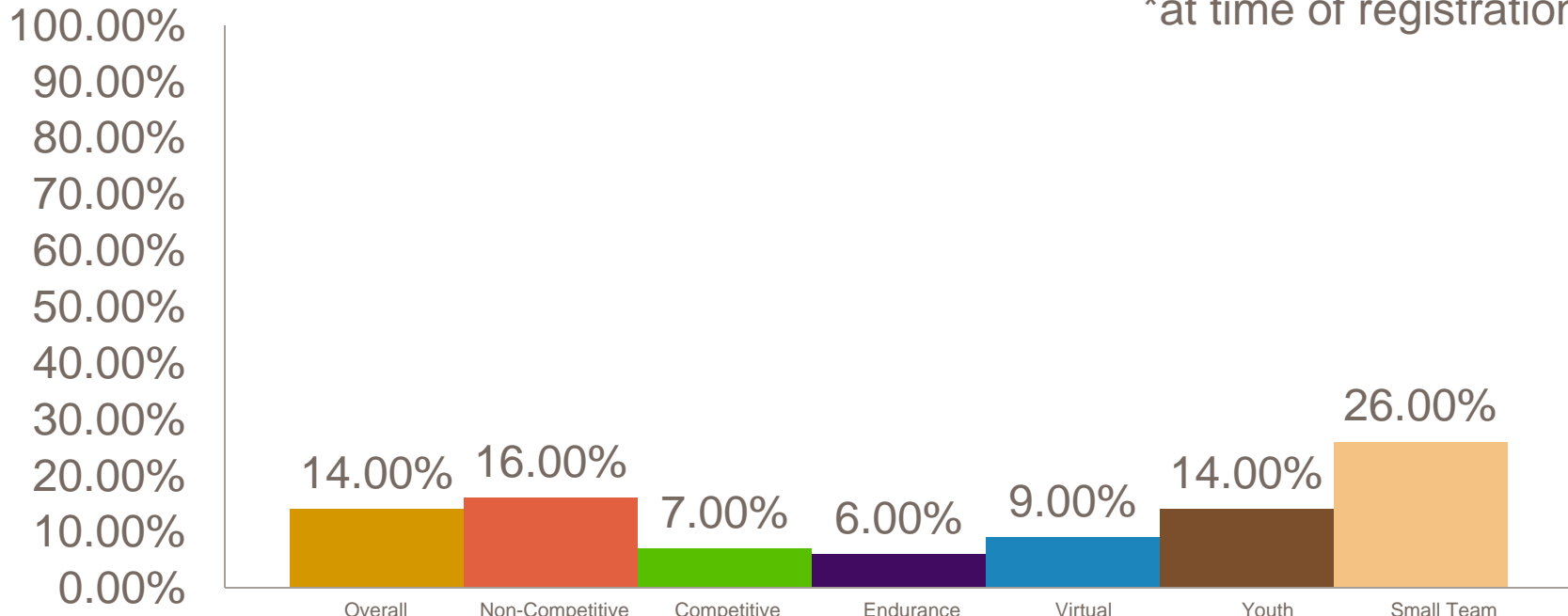
Beginning fundraising the 2010 Walk for Animals who raises the most money will receive a very cool new iPad. **View the contest details here and get started.**

How do you promote fundraising activity?



# % of Participants who Self-Donate\*

\*at time of registration



Percent of Participants that Donate at Registration

- Overall
- Non-competitive
- Competitive
- Endurance
- Virtual
- Youth
- Small Team

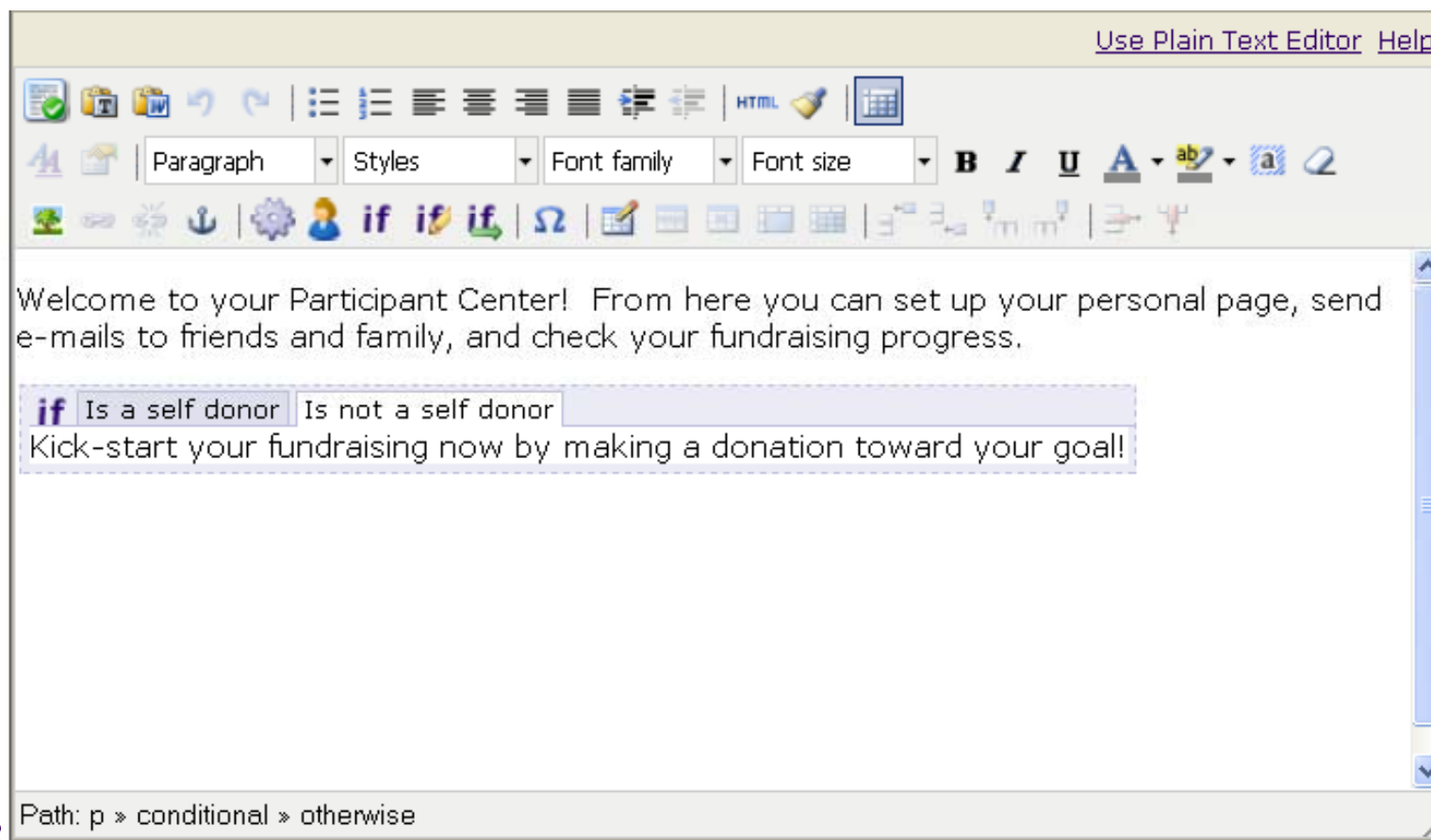
# Driving Self Donation



- Update question at registration:
  - *Would you like to kick-start your fundraising with an additional gift?*
- Use Donation Levels at time of registration
- Conditionalize content for non-self-donors
- Self-gift badges

# Driving Self Donation

- New self-donor conditionals:



The screenshot shows a web editor window titled "Use Plain Text Editor Help". The interface includes a toolbar with various icons for text formatting (bold, italic, underline, color, background color), alignment, and other functions. Below the toolbar, there are dropdown menus for "Paragraph", "Styles", "Font family", and "Font size". The main content area displays a welcome message: "Welcome to your Participant Center! From here you can set up your personal page, send e-mails to friends and family, and check your fundraising progress." Below this, a conditional message is shown in a dashed box: "if Is a self donor Is not a self donor Kick-start your fundraising now by making a donation toward your goal!". The status bar at the bottom indicates the path: "Path: p » conditional » otherwise".

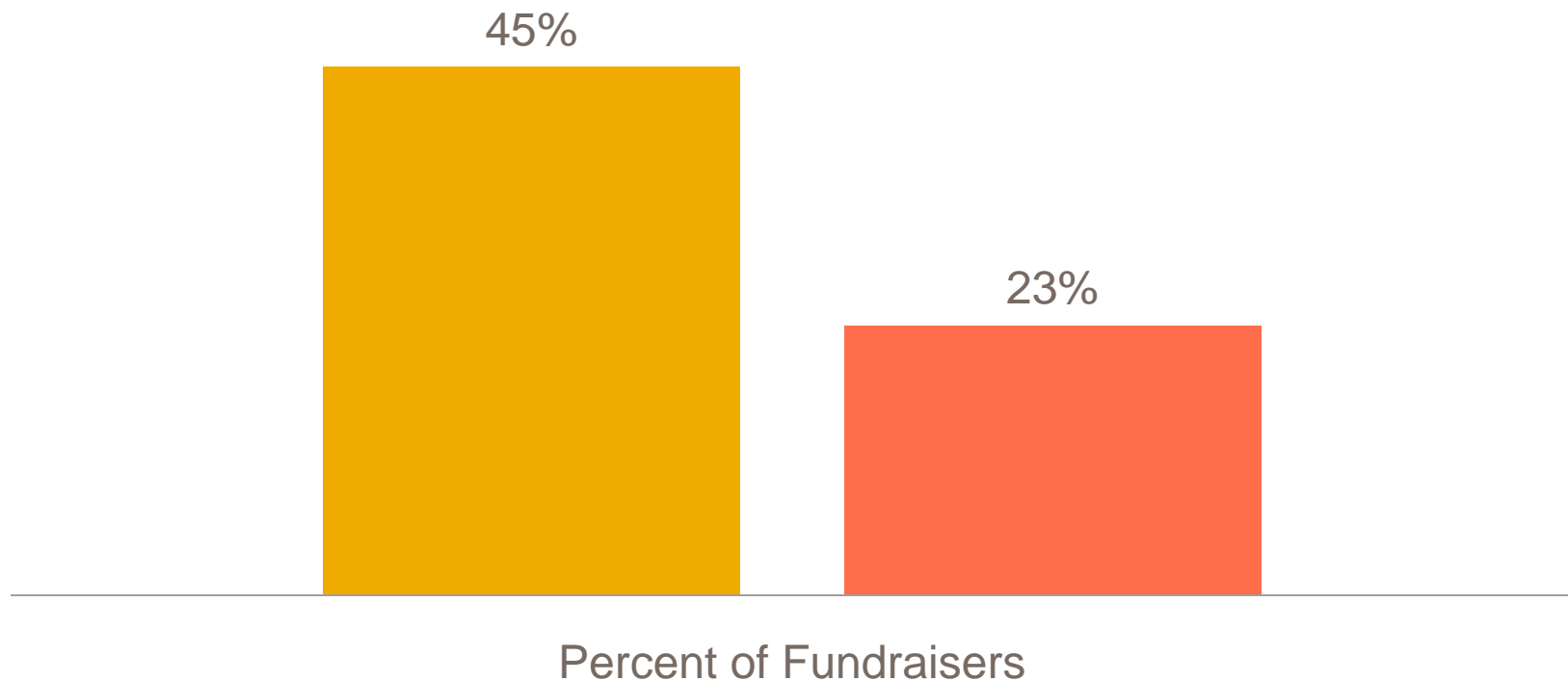
# Team Participation

- We reviewed the following metrics for teams vs. individual participants:
  - % of participants that fundraise
  - # of e-mails sent
  - # of gifts raised
  - Dollars raised

# Trends: Team Participation

## Percent of Participants who Fundraise

■ Team Participants   ■ Individual Participants

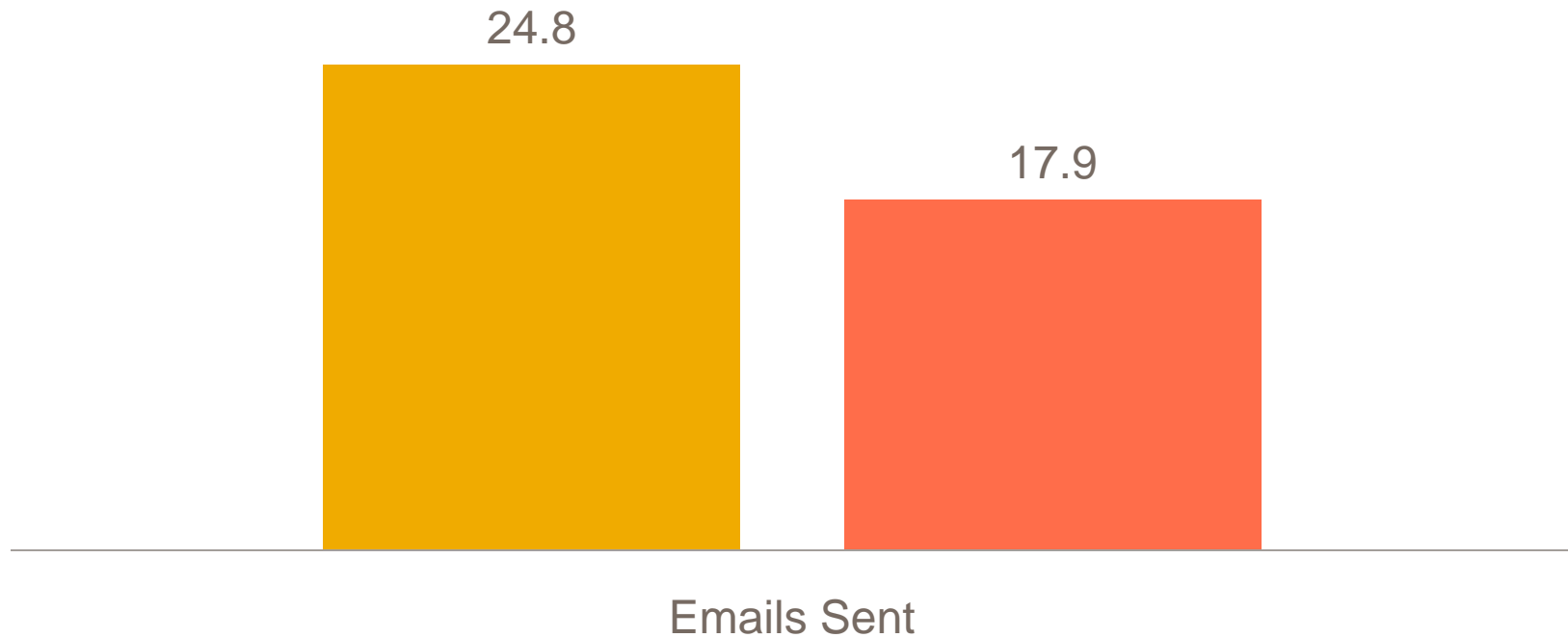




# Trends: Team Participation

## Number of Emails Sent per Participant

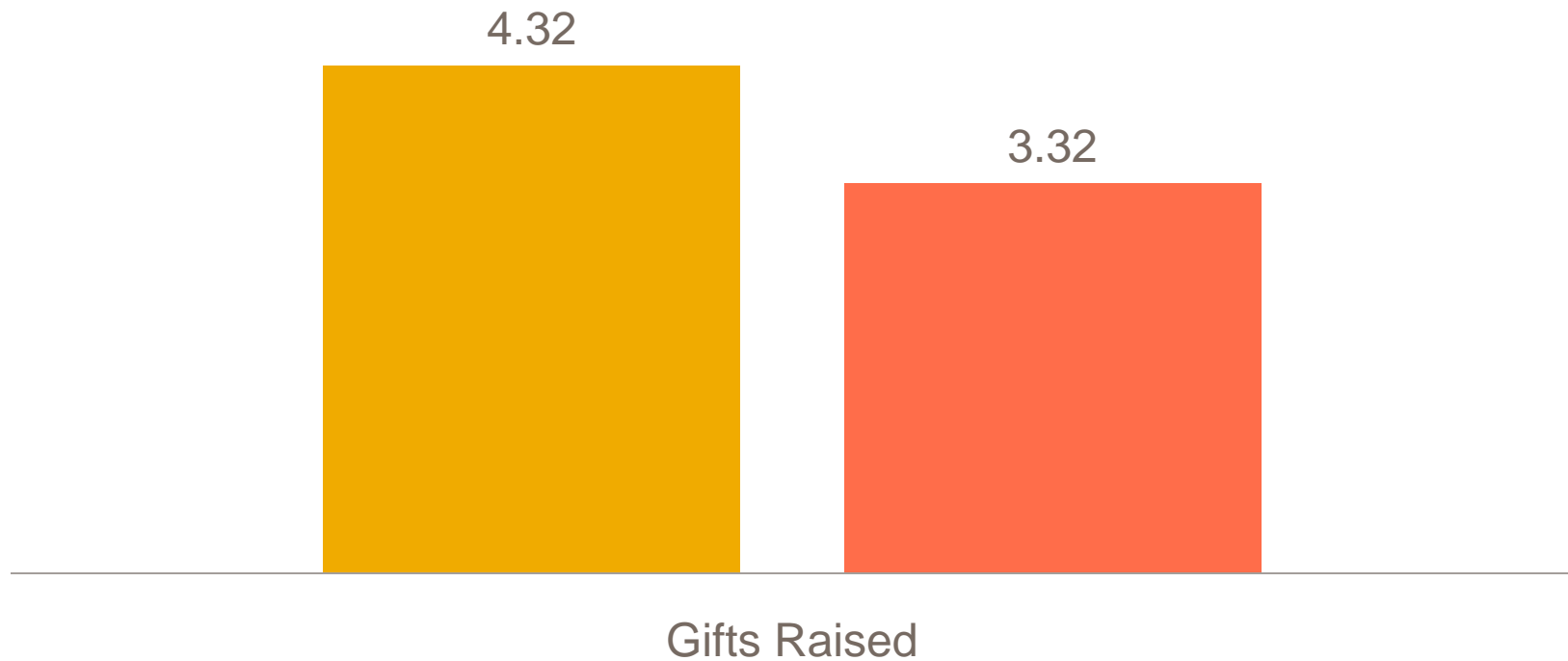
■ Team Participants   ■ Individual Participants



# Trends: Team Participation

## Number of Gifts Raised per Participant

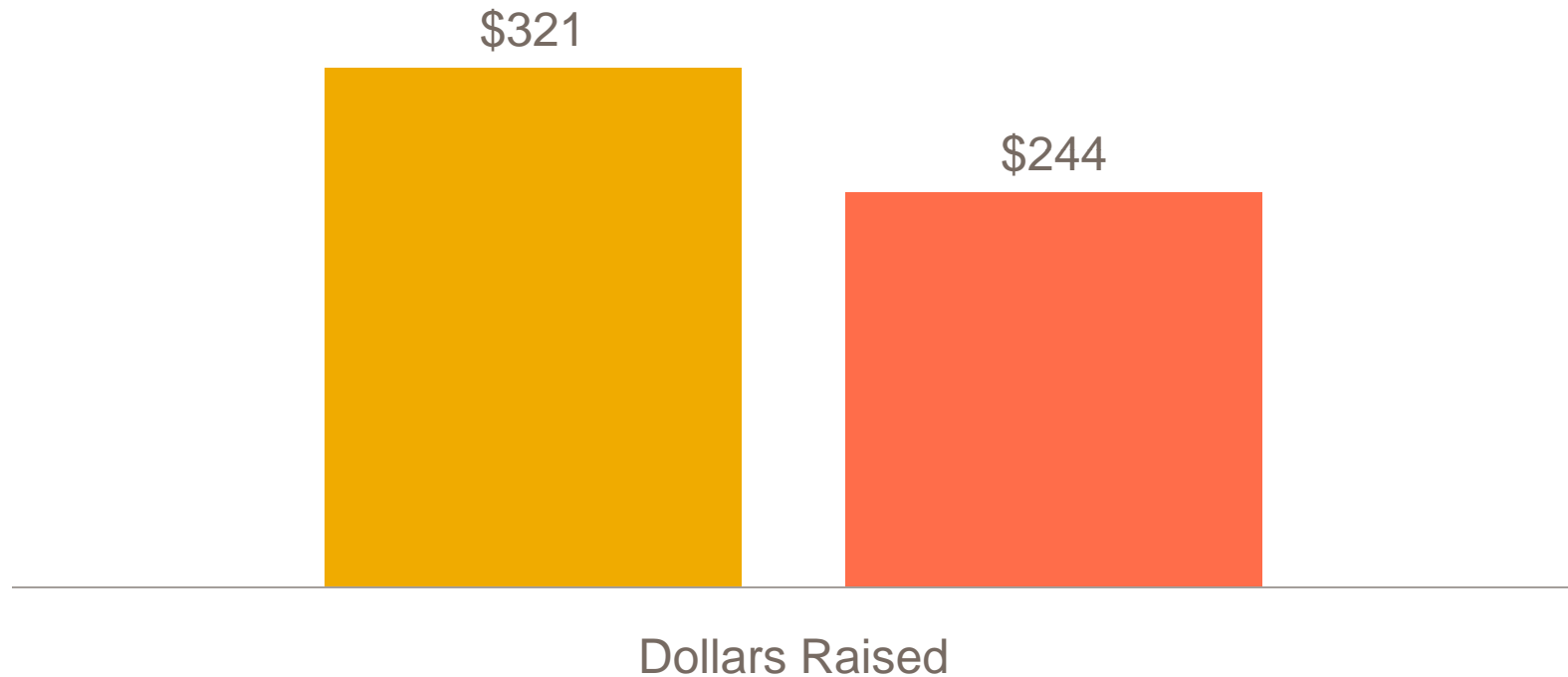
■ Team Participants   ■ Individual Participants



# Trends: Team Participation

## Amount Raised per Participant

■ Team Participants    ■ Individual Participants



# Driving Team Participation

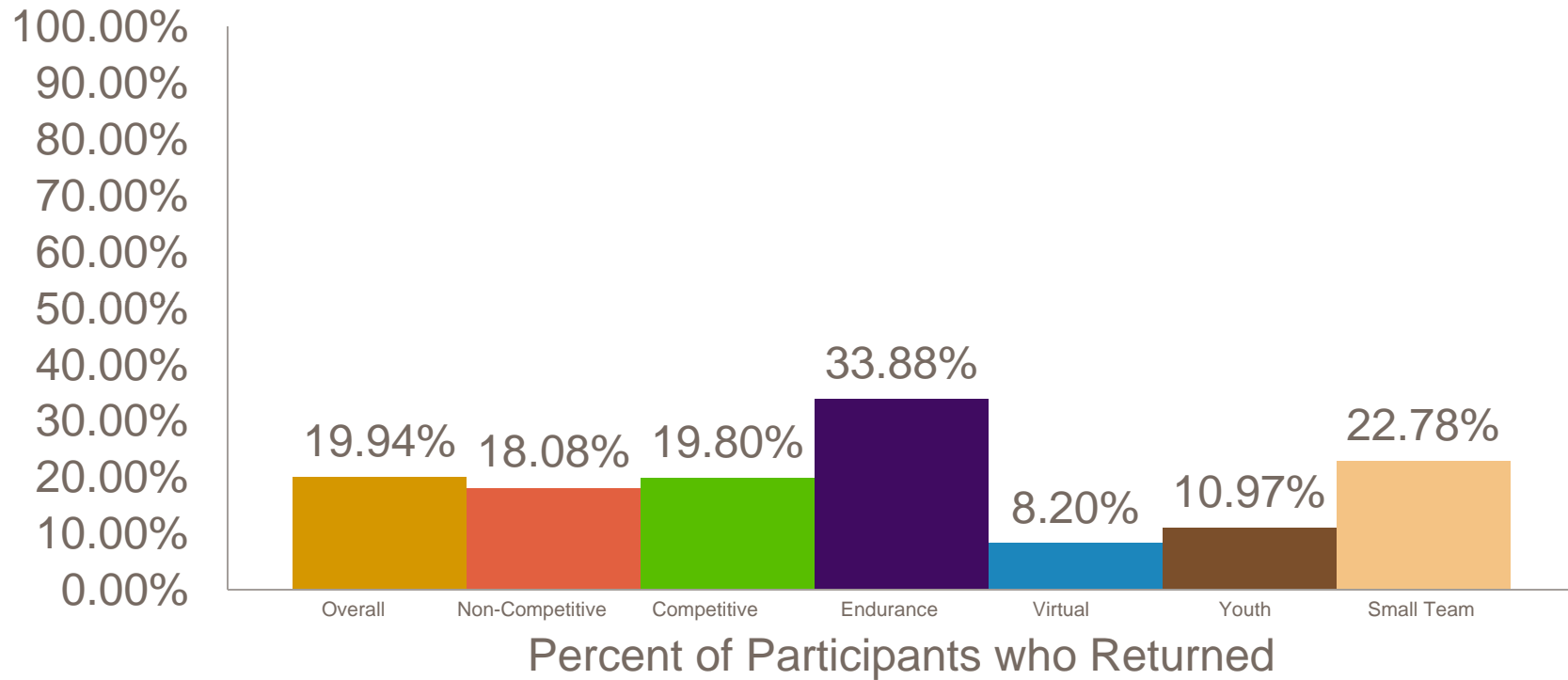
- Reduce barriers to entry – let anybody form a team regardless of affiliation or team size
- Re-recruit team captains first
- Segment communications to team captains
- Team captain meetings, kits, calls
- Team Contests – biggest team, best spirit, highest fundraising
- Corporate teams



How do you encourage  
Team participation?



# Returning Participants (YoY)



# Driving Retention

- Offer re- or pre- registration opportunities at the event (kiosks, sign-ups, mobile)
- Create an automated conversion series to convert past participants into returning participants
- Offer early-bird discounts for past participants
- Re-recruit team captains



How do you encourage  
re-participation?





Questions?



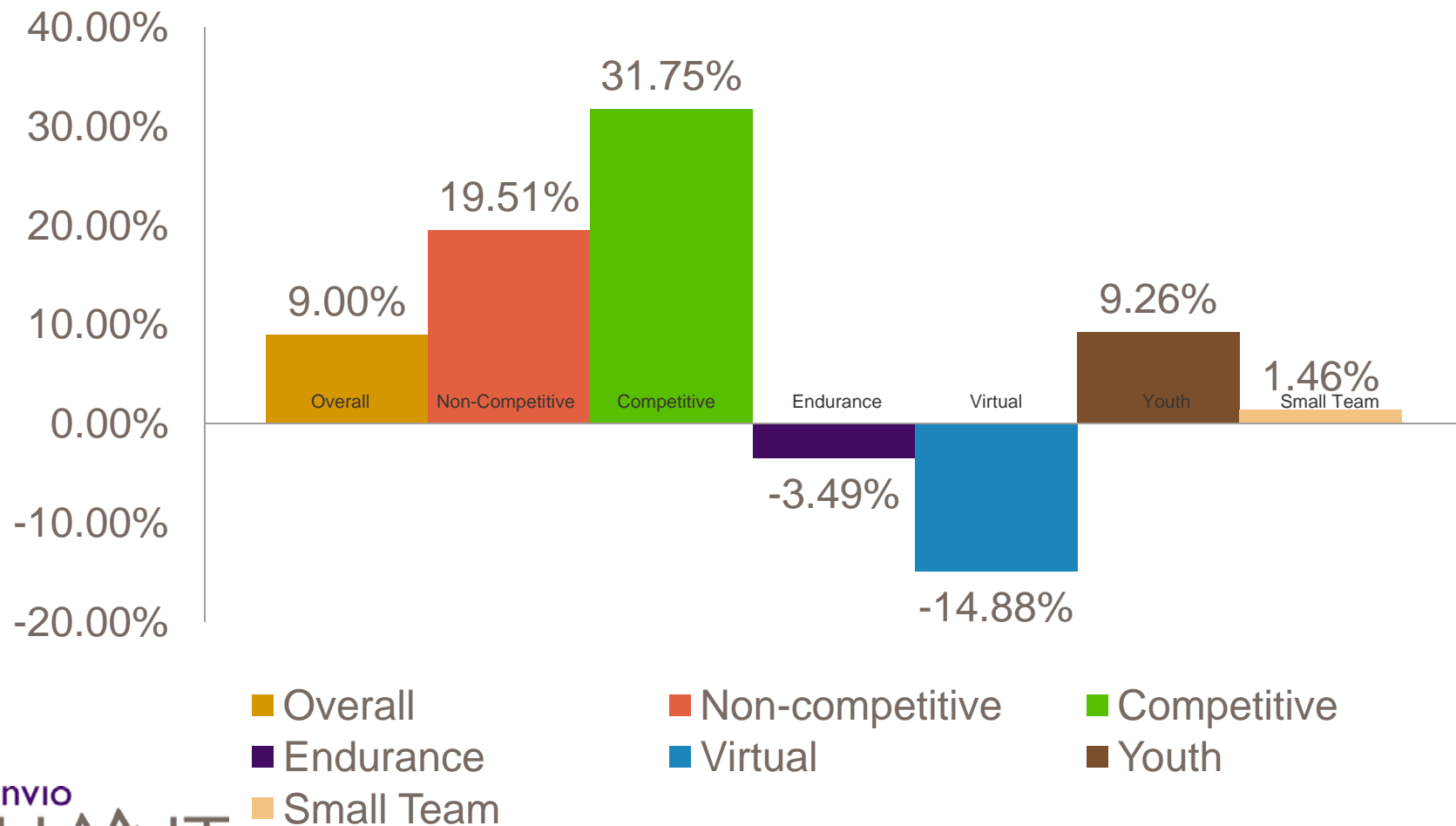
# Survey



# Appendix



# The Big Picture: Participation Growth

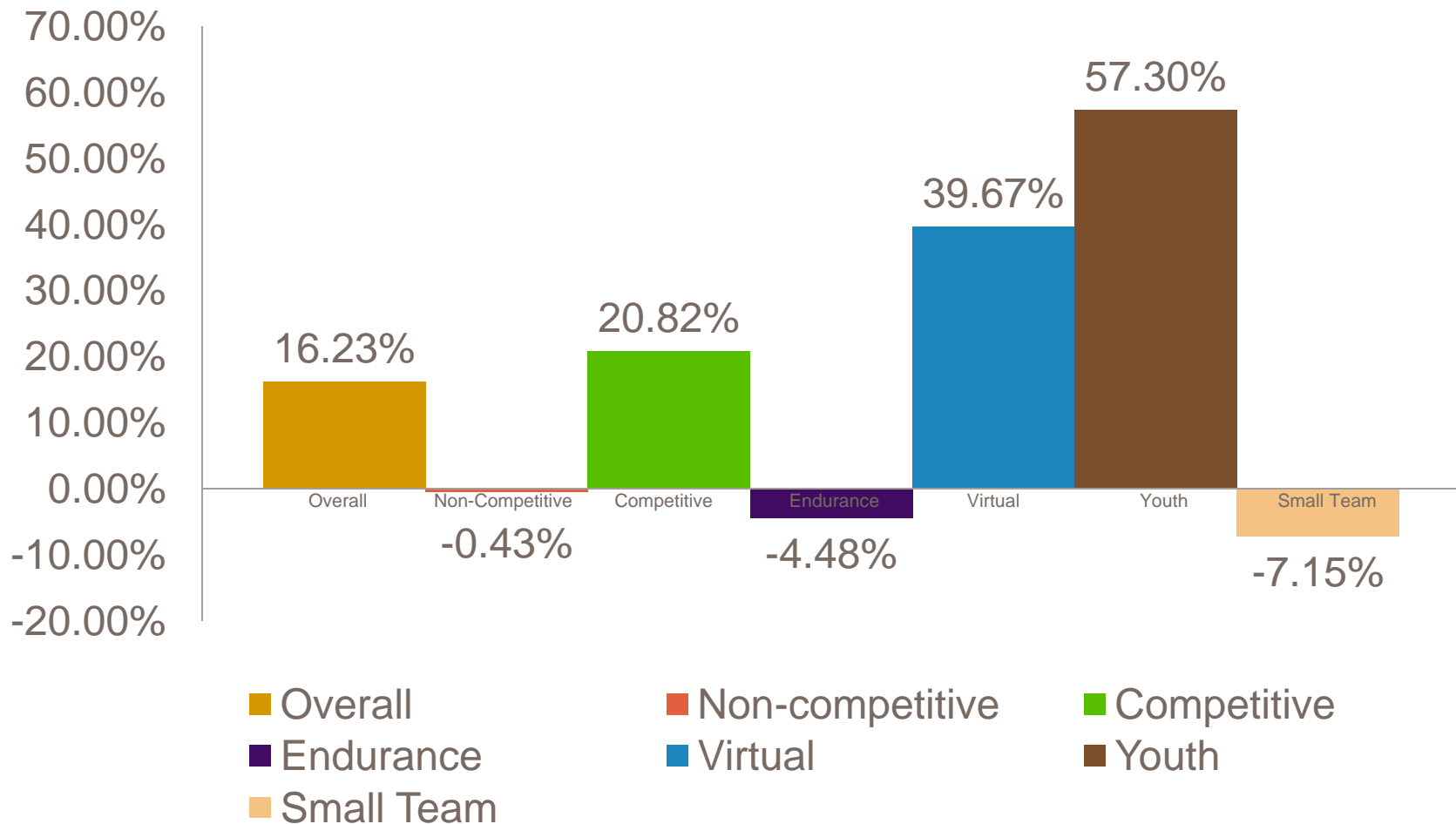


# Driving Participation Growth

- Understand your audience
- Give your event a unique personality
- Retain existing participants
- Reach new audiences through marketing
  - SEM/SEO
  - TV/Radio/Billboards
  - Social Networking & Facebook Ads
- Promote team participation & contests
- Promote & leverage corporate partnerships



# Fundraising Growth – YoY

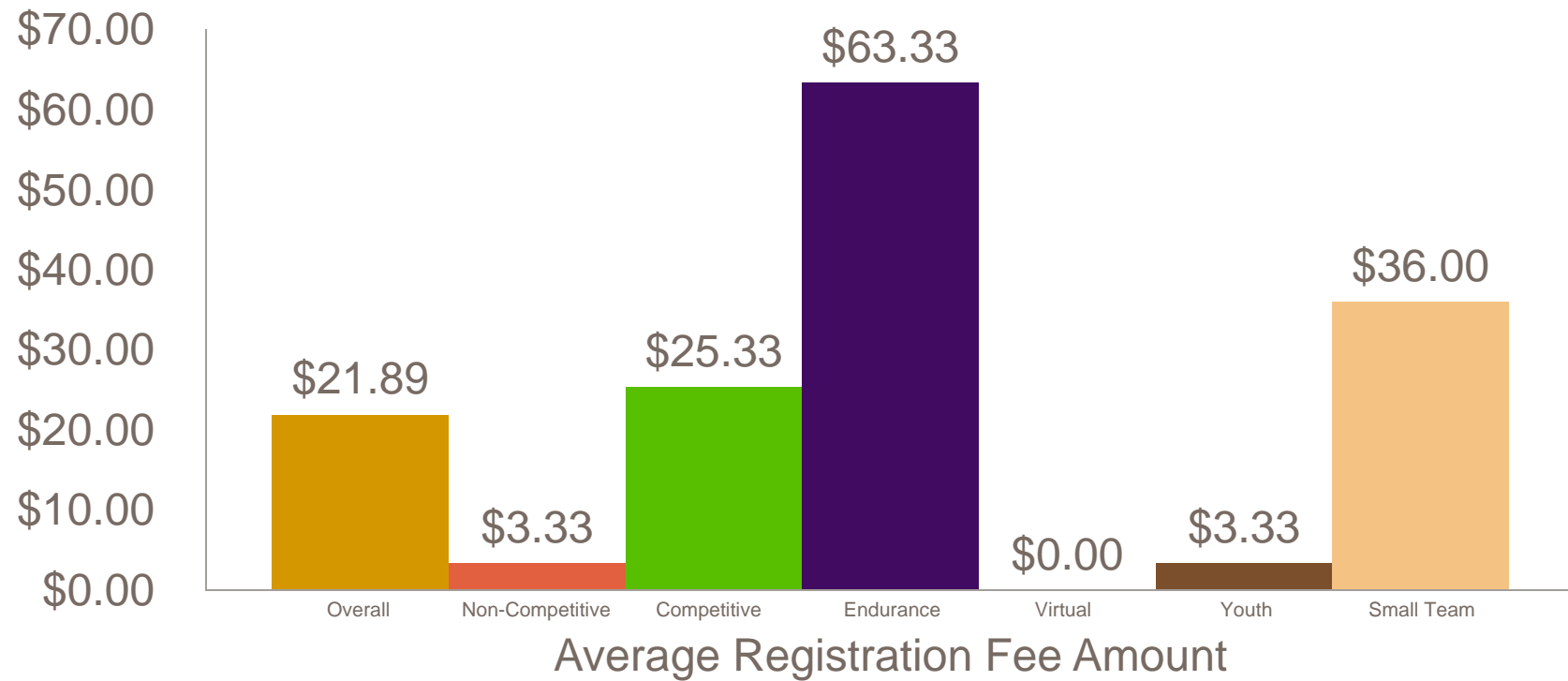


# Driving Fundraising Growth

- Increase average gift amounts
- Promote fundraising tools
- Educate & communicate
- Contests & incentives
- Drive team participation



# Average Registration Fee Amount



- Overall
- Endurance
- Small Team
- Non-competitive
- Virtual
- Competitive
- Youth



# Determining a Registration Fee

- Where are you in your event life cycle?
- What level of commitment do you expect from the participant?
- What are the costs associated with participating?

