



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

## Real World TeamRaiser Case Studies

Presented by:

Kelly Hughes, Hospice of Wake County

Kerri Mink, American Brain Tumor Association

Steve Good, Phi Delta Theta

Mark Becker, Cathexis Partners



Session Code = 1051

**NO BOUNDARIES**

# Agenda

- TeamRaiser Best Practices
- Case Study: Iron Phi – Third Party Events
- Case Study: ABTA – Volunteer Produced Events
- Case Study: HoWC – TeamRaiser, Year One

# Design / Usability - Wireframe

- Event homepage: items to consider
  - Event branding and information (logo – colors – images - text)
  - “Register” and “Donate” buttons
  - Convio login
  - Progress Meter
  - Top teams / top fundraisers scrolls or lists
  - Social Network links
  - Sponsor logos

# TeamRaiser Wireframe Examples

**Header**

Logo | Event Name | Log In (Access Participant Center | Log Out)

Campaign Progress Meter | Register | Donate / Support a participant

Top 10 Teams | Event Information | Photo

Top 10 Participants | Sponsors Logos

Social Media graphics, Utility Links, etc

**Header**

Logo | Event Name | Log In (Access Participant Center | Log Out)

Start a team | Join a team | Register as an Individual | Donate Support a Participant | Campaign Progress Meter

Photo | Event Information | Top 5 Teams

Sponsors Logos | Top 5 Participants

Utility Links, etc | Social Media Links

**Header**

Logo | Event Name | Register | Donate / Support a participant

Home | About the Walk | Sponsors | Volunteer | Media Center

Log In (Access Participant Center | Log Out) | Event Information | Photo

Top 5 Teams

Top 5 Participants

Sponsors Logos (Rotating slideshow)

Social Media graphics, Utility Links, etc

# Registration & Donation Buttons

Register Now

Make A Donation

FORM A NEW TEAM

JOIN AN EXISTING TEAM

REGISTER AS INDIVIDUAL

SUPPORT A PARTICIPANT

DONATE TO EVENT

COMPANY TEAMS

REGISTER

DONATE TODAY

START/JOIN A TEAM

REGISTER NOW

SUPPORT A PARTICIPANT

DONATE

[Click here to form a new team](#)

[Click here to join an existing team](#)

[Click here to register as an individual](#)

[Click here to find a team or participant](#)

[Click here to donate directly](#)

SIGN UP!

DONATE

LOG IN

You must be new here!

[Register](#) [Sign In](#)



34 days until we walk! - Saturday, November 6, 2010 at 11 am

[Home](#)

[Event Information](#)

[Walk To Remember](#)

[How You're Helping](#)

[Donate](#)

[Register](#)

# Step Lively

A WALK FOR HOSPICE

I'm walking for my parents and  
all they taught me.  
- Karen E. -

[Donate](#)

[Register](#)

## Our first walk together, for those taking their last steps.

Every day, the volunteers and staff of Hospice of Wake County help make life's last walk easier for patients, families, caregivers and bereaved members of our community.

By providing solace and palliative care, hospice makes the path less lonely, less painful and less frightening.

Here's your chance to step up and help ensure these crucial services continue to be available to everyone who needs them.

Join us on November 6 and walk two miles in our inaugural **Step Lively** event. In addition to joining scores of other Hospice of Wake County supporters, you can enlist family, friends, neighbors and co-workers to donate to the effort in your name. Or you can join an existing team of walkers. Or, best of all, you can form a team of your own.

[Register for Step Lively today.](#) And go the extra mile for Hospice of Wake County.

### TOP FUNDRAISERS

- 1 - Alan Foster (\$325.00)
- 2 - Kristen Kincade (\$290.00)
- 3 - Morgan Lamphere (\$280.00)
- 4 - Catherine Zobkiw (\$110.00)
- 5 - Nicole Heron (\$100.00)
- 6 - Maria Peterson (\$100.00)
- 7 - Diane Dallas (\$100.00)
- 8 - Michelle Matthews (\$100.00)
- 9 - Lee Maness (\$100.00)
- 10 - Bob Coats (\$90.00)

Take the next step. [Register today.](#)

You must be new here!

[Register](#)

[Sign In](#)



34 days until we walk! - Saturday, November 6, 2010 at 11 am

[Home](#)

[Event Information](#)

[Walk To Remember](#)

[How You're Helping](#)

[Donate](#)

[Register](#)

## Register



# Login \* Participant Center \* Logout

opening doors

## WalkAbout Autism

BENEFITING UM-NSU & FAU CARD • DMF •  
AUTISM SOCIETY - MIAMI-DADE & BROWARD

Sun Life STADIUM AT SUN LIFE STADIUM, HOME OF THE MIAMI DOLPHINS

**Join**

A charity the way.

Help us

Goal: \$500

Prizes

**1 in 110 have Autism**

What c

**Login**

Enter name

\*\*\*\*\*

[Forgot your password?](#)

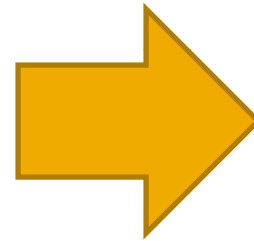
**SUBMIT**

**Team Honor Roll**

- 1 - [UM-NSU CARD](#)
- 2 - [Team Cohen](#)
- 3 - [Team Jackson](#)
- 4 - [Team Jacob](#)
- 5 - [Autism Society-Broward](#)
- 6 - [Alec's Aces](#)
- 7 - [CasaBlanca Academy](#)
- 8 - [Team Chandler](#)

**Top Fundraisers**

- 1 - [Allison Cohen](#)
- 2 - [Patricia Kardys](#)
- 3 - [Tim Arnwine](#)
- 4 - [Arleen Rodriguez](#)
- 5 - [Michael Alessandri](#)
- 6 - [Alec Halberstadt](#)
- 7 - [Ysela Heim](#)



opening doors

## WalkAbout Autism

BENEFITING UM-NSU & FAU CARD • DMF •  
AUTISM SOCIETY - MIAMI-DADE & BROWARD

Sun Life STADIUM AT SUN LIFE STADIUM, HOME OF THE MIAMI DOLPHINS

**Join**

Welcome back, Mark

[Access Your Participant Center](#)  
[Update Your Profile](#)  
[Log out](#)

A charity the way.

Help us

Goal:

Priz

**1 in hav**

W

**Team Honor Roll**

- 1 - [UM-NSU CARD](#)
- 2 - [Team Cohen](#)
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- 5 - [Autism Society-Broward](#)
- 6 - [Alec's Aces](#)
- 7 - [CasaBlanca Academy](#)
- 8 - [Team Chandler](#)
- 9 - [Embrace Autism Now](#)

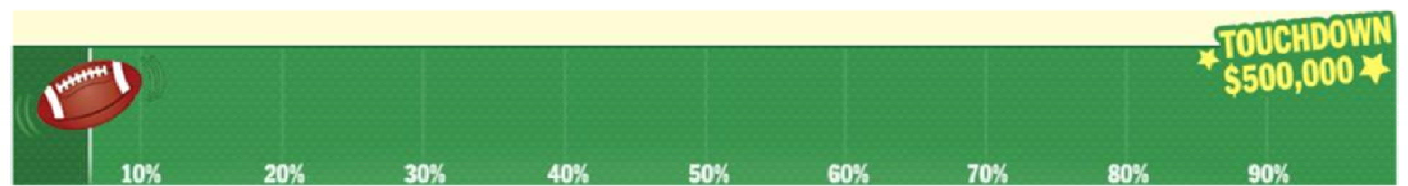
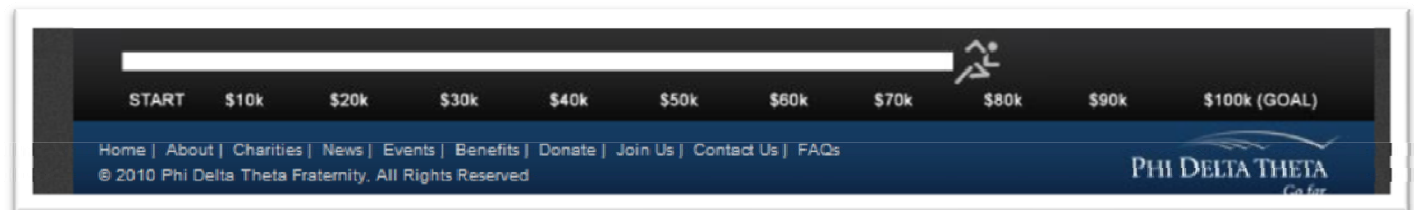
**Top Fundraisers**

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- 2 - [Patricia Kardys](#)
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- 4 - [Arleen Rodriguez](#)
- 5 - [Michael Alessandri](#)
- 6 - [Alec Halberstadt](#)
- 7 - [Ysela Heim](#)
- 8 - [angela quameri](#)
- 9 - [Karla Sobenes](#)



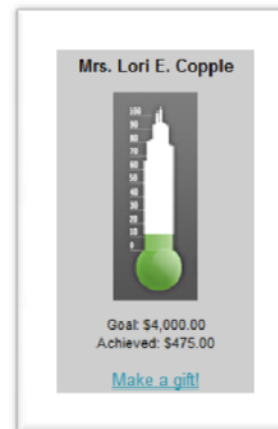
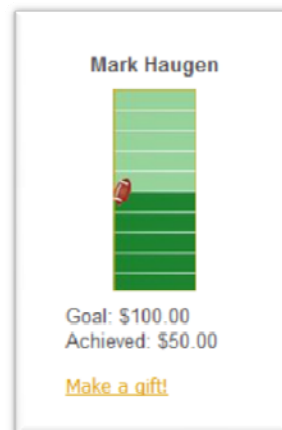
# Progress Meters

- Great way to expand branding with minimal effort
- 2 types:
  - Campaign



- Participant

convio  
SUMMIT  
OCTOBER 25-27, 2010





**SPONSOR/DONATE  
TO A PARTICIPANT!**

**VOLUNTEER  
AT THE EVENT**

**DONATE  
TO RIC TODAY!**

EVENT INFORMATION

REGISTRATION

SPONSORSHIP

ABOUT RIC

ABOUT WILLIS TOWER

**TOWER UP!  
2010**



**SUNDAY, NOVEMBER 14 • WILLIS TOWER • 7AM-NOON**  
BENEFITING THE REHABILITATION INSTITUTE OF CHICAGO (RIC)

**REGISTER TODAY!** ➔

Our world is powered by the human spirit and an ability that propels each of us to our greatest potential.

Discover how high you can soar and the impact you can have by participating in the Second Annual SkyRise Chicago, benefitting the Rehabilitation Institute of Chicago (RIC). SkyRise Chicago, the world's tallest indoor stair climb, has broken the mold of urban climbs by offering two modes of participation – a stair climb and hand-cycling option – making this the only event of its kind in the world.

In 2009, nearly 1,800 participants from 31 states and five countries climbed or hand-cycled Willis Tower and raised more than \$650,000 to support America's #1 rehabilitation hospital fueling its cutting-edge patient care and innovative research that allows thousands of adults and children their greatest hope for the future.

At RIC, we know anyone can ascend to great heights. Join us for one of Chicago's most premier events and tackle the 2,109 steps of the iconic Willis Tower or hand-cycle the equivalent distance uphill finishing on the world famous SkyDeck Chicago featuring The Ledge.

Register for SkyRise Chicago, the most-unique, premier urban event today. Space is limited.

The Sky's the Limit!

[View last year's video and browse the photo gallery.](#)

LOG IN

USERNAME

\*\*\*\*\*

[forgot your password?](#)

GO ➔



Rehabilitation Institute of Chicago



# AIDS WALK WISCONSIN

LOGIN:

[REGISTER >](#)

[DONATE >](#)

[ABOUT AIDS WALK](#) | [FUNDRAISING TOOLS](#) | [SPONSORSHIP](#) | [EVENT INFORMATION](#) | [VOLUNTEER](#) | [MEDIA CENTER](#)

## TOP 5 ONLINE PARTICIPANTS:

- 1 - Michael Bersch (\$3,760.00)
- 2 - Saints Andrew and Mark Gift Trust (\$2,025.00)
- 3 - Scott Lone (\$1,615.00)
- 4 - Adelina Vazquez (\$1,370.00)
- 5 - Dan Mueller (\$1,120.00)

## TOP 5 ONLINE TEAMS:

- 1 - P.J.S. (\$4,295.75)
- 2 - One Heartland (\$3,130.00)
- 3 - DEVO (\$2,855.00)
- 4 - HIVictorious (\$2,726.50)
- 5 - Glam Squad (\$2,675.00)

## SPONSORS

Supporting Sponsor

**WUWM 89.7**

FIND US ON:

Like 259 people like this.

## Thank You Walkers!

**Your support has raised \$261,094 for the fight against AIDS!**

You can still turn in pledges! Mail them to:

AIDS Walk Wisconsin  
PO Box 510498  
Milwaukee, WI 53203-9553



[Click here](#) to learn about challenge rules and prizes



**Congratulations to PJs - our 2010 winner!**  
PJs raised \$7,427 and received the \$5,000 challenge grant bringing their final total to \$12,427!  
[Way to go!](#)



## WalkAbout Autism

BENEFITING UM-NSU & FAU CARD • DMF •  
AUTISM SOCIETY - MIAMI-DADE & BROWARD  
**Sun Life**  
STADIUM AT SUN LIFE STADIUM, HOME OF THE MIAMI DOLPHINS

Login

[Forgot your password?](#)

SUBMIT

### Team Honor Roll

- 1 - [UM-NSU CARD](#)
- 2 - [Team Cohen](#)
- 3 - [Team Jackson](#)
- 4 - [Team Jacob](#)
- 5 - [Autism Society- Broward](#)
- 6 - [Alec's Aces](#)
- 7 - [CasaBlanca Academy](#)
- 8 - [Team Chandler](#)
- 9 - [Embrace Autism Now](#)
- 10 - [team andrew](#)

[See All](#)

### Top Fundraisers

- 1 - [Allison Cohen](#)
- 2 - [Patricia Kardys](#)
- 3 - [Tim Arwine](#)
- 4 - [Arleen Rodriguez](#)
- 5 - [Michael Alessandri](#)
- 6 - [Alec Halberstadt](#)
- 7 - [Ysela Heim](#)
- 8 - [angela quarneri](#)
- 9 - [Karla Sobenes-Desme'](#)
- 10 - [Debbie Berger](#)

[See Top 100](#) | [Search All](#)

## MONEY RAISED HERE, STAYS HERE

Countdown to January 29, 2011:  
118 days, 01 hours, 23 minutes, 37 seconds.

REGISTER NOW

SUPPORT A PARTICIPANT

DONATE

## Join us for the WalkAbout Autism!

A charity event with entertainment stations along the way. To be held at:



**Miami Gardens, FL**  
**Saturday, January 29, 2011**  
**10 am to 2 pm**

### Help us reach our goal!






Goal: \$500,000.00 Total to date: \$26,405.00

### Prizes given to the top fundraisers!

**1 in 110 children in the United States have Autism Spectrum Disorder.**

### [What does WalkAbout Autism mean?](#)

[Entre aqui para informacion en Español](#)

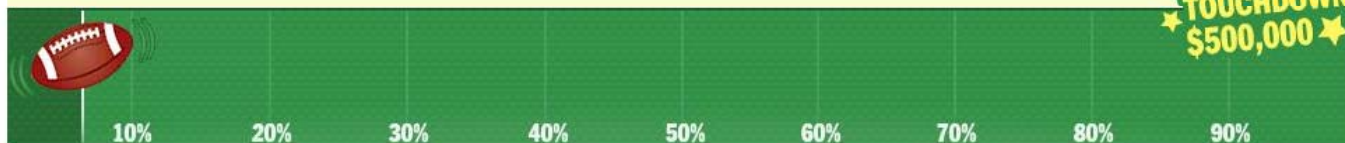
Share |     

**CLICK HERE**  
to create a school team & get  
25% back to your school!

**Video Game Zone**  
**Celebrity Autographs**  
**Music & Entertainment**



Dan Marino, Chairman of the Board,  
Dan Marino Foundation



**TOUCHDOWN**  
**\$500,000**

# KICK HUNGER CHALLENGE



[HUNGER CHALLENGE HOME](#) [ABOUT US](#) [SUPER BOWL EVENT](#) [LOCAL EVENTS](#) [NEWS](#) [CONTACT US](#) [TASTE OF THE NFL HOME](#)

[JOIN AN NFL TEAM >](#)

[SUPPORT A TEAM MEMBER >](#)

LOGIN HERE

LOGIN

[Forgot username?](#)

[Forgot password?](#)

## Taste of the NFL Kick Hunger Challenge



Help Taste of the NFL score big for hunger this season by participating in the **Kick Hunger Challenge**. It's the perfect way for football fans and foodies to rally behind their favorite NFL team *and* simultaneously raise money for their local food bank.

Now more than ever, food banks are seeing unprecedented demand as people struggle to find employment, pay their bills and put food on the table. Food banks are now providing food to 1 in 8 Americans, including 14 million children — a 46% increase over the past 3 years.

That's why we need you to team up with us for the Kick Hunger Challenge. *It's easy.* Choose the NFL team you want to

support with your donation. *It's fun.* Draft your friends and family to join your team or choose a team of their own. *It's gratifying.* Let the competition begin so we can help the 37+ million people who struggle with hunger every day.

Every dollar we raise together buys four meals – making a big impact on our fight to kick hunger. Join the team!

## Hunger by the Numbers

Football fans know that stats tell the story when it comes to their favorite NFL team and players. When it comes to hunger, the statistics tell a very different story about the state of the ever-increasing problem of hunger in the United States. Taste of the NFL has been helping to kick hunger for the past 20 years and now, more than ever, we need everyone to team up in this fight. Donations to Taste of the NFL support Feeding America-related food banks in each NFL city. Feeding America recently released their [2010 Hunger](#)

Find us on:



## TOUCHDOWN \$500,000

90%

80%

70%

60%

50%

40%

30%

20%

10%

## TOP 10 TEAMS

- 1 - [Pittsburgh Steelers](#) (\$550.00)
- 2 - [Minnesota Vikings](#) (\$375.00)
- 3 - [Dallas Cowboys](#) (\$100.00)
- 4 - [Baltimore Ravens](#) (\$100.00)
- 5 - [Green Bay Packers](#) (\$75.00)
- 6 - [Seattle Seahawks](#) (\$50.00)
- 7 - [New York Jets](#) (\$30.00)
- 8 - [Chicago Bears](#) (\$25.00)
- 9 - [New England Patriots](#) (\$25.00)
- 10 - [Carolina Panthers](#) (\$10.00)

[See All](#)

# KICK HUNGER CHALLENGE



[HUNGER CHALLENGE HOME](#)
[ABOUT US](#)
[SUPER BOWL EVENT](#)
[LOCAL EVENTS](#)
[NEWS](#)
[CONTACT US](#)
[TASTE OF THE NFL HOME](#)

[JOIN AN NFL TEAM >](#)

[SUPPORT A TEAM MEMBER >](#)

LOGIN HERE

[Forgot username?](#)

[Forgot password?](#)

LOGIN

## Join an NFL Team

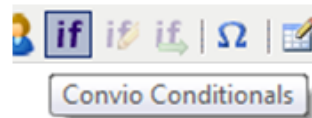
AFC-North	AFC-South	NFC-North	NFC-South
Baltimore Ravens \$100.00 <a href="#">Join now!</a>	Houston Texans \$0.00 <a href="#">Join now!</a>	Chicago Bears \$25.00 <a href="#">Join now!</a>	Atlanta Falcons \$0.00 <a href="#">Join now!</a>
Cincinnati Bengals \$0.00 <a href="#">Join now!</a>	Indianapolis Colts \$0.00 <a href="#">Join now!</a>	Detroit Lions \$0.00 <a href="#">Join now!</a>	Carolina Panthers \$10.00 <a href="#">Join now!</a>
Cleveland Browns \$0.00 <a href="#">Join now!</a>	Jacksonville Jaguars \$0.00 <a href="#">Join now!</a>	Green Bay Packers \$75.00 <a href="#">Join now!</a>	New Orleans Saints \$0.00 <a href="#">Join now!</a>
Pittsburgh Steelers \$550.00 <a href="#">Join now!</a>	Tennessee Titans \$0.00 <a href="#">Join now!</a>	Minnesota Vikings \$375.00 <a href="#">Join now!</a>	Tampa Bay Buccaneers \$0.00 <a href="#">Join now!</a>
AFC-West	AFC-East	NFC-West	NFC-East
Denver Broncos \$0.00 <a href="#">Join now!</a>	Buffalo Bills \$0.00 <a href="#">Join now!</a>	Arizona Cardinals \$0.00 <a href="#">Join now!</a>	Dallas Cowboys \$100.00 <a href="#">Join now!</a>
Kansas City Chiefs \$0.00 <a href="#">Join now!</a>	Miami Dolphins \$0.00 <a href="#">Join now!</a>	San Francisco 49ers \$0.00 <a href="#">Join now!</a>	New York Giants \$0.00 <a href="#">Join now!</a>
Oakland Raiders \$0.00 <a href="#">Join now!</a>	New England Patriots \$25.00 <a href="#">Join now!</a>	Seattle Seahawks \$50.00 <a href="#">Join now!</a>	Philadelphia Eagles \$0.00 <a href="#">Join now!</a>
San Diego Chargers \$0.00 <a href="#">Join now!</a>	New York Jets \$30.00 <a href="#">Join now!</a>	St. Louis Rams \$0.00 <a href="#">Join now!</a>	Washington Redskins \$0.00 <a href="#">Join now!</a>

[Share](#) | [f](#) [t](#) [v](#) [t](#)



# Participant Center Home

- The most important content area to communicate with your participants
- Add conditionalized content that speaks to each participant as an individual



## TeamRaiser Conditional options:

- Amount Raised
- Donation Count
- Emails sent
- Has a Participant Center
- Is a self donor
- Is on a team
- Is team captain
- Percent of goal
- Personal page updated

# Participant Center Home

## TeamRaiser Conditional options:

- Amount Raised
- Donation Count
- Emails sent
- Has a Participant Center
- Is a self donor
- Is on a team
- Is team captain
- Percent of goal
- Personal page updated

A: We noticed you haven't updated your personal page...

B: Your Personal Page looks great!

A: Your next step is to email friends and family....

B: Try sending out another set of emails telling your friends about....

A: You are on the way to your goal...


B: Great job reaching your goal...



# Suggested Messages

- None available by default

Welcome, Mark Becker | [Visit Your Team Page](#) | [Your Personal Page](#) | [Profile](#) | [Log Out](#) | [Help](#) Cathexis Partners

  
**DAN MARINO FOUNDATION**  
opening doors

**WalkAbout Autism**

BENEFITING UM-NSU & FAU CARD • DMF • AUTISM SOCIETY • MIAMI-DADE & BROWARD  
Sun Life STADIUM AT SUN LIFE STADIUM, HOME OF THE MIAMI DOLPHINS

**MONEY RAISED HERE, STAYS HERE**

HOME EMAIL PROGRESS PERSONAL PAGE TEAM PAGE

### Compose Message

[Send](#) [Save as draft](#) [Preview](#) [Save as template](#)

To:

Enter your friends name, email address, or [choose from your contacts list](#)


Subject:


[Hide templates](#)

Suggested message templates

**Ask-General** [Ask-General](#) [Ask-General](#) [Ask-Family Member with Autism](#)  
[Ask-To a Business/Organization](#) [Ask-From a Student](#) [Thank you for your support](#)  
[Thank you for your support](#) [Thank you for joining a school team](#) [Thank you - \(Family member with autism\)](#)  
[Blank Message](#)

Include personalized greeting ([What's this?](#))

Font family  Font size  

**B** *I* U 

Dear [PUT Recipient's Name HERE],

I recently accepted the challenge of participating in The Dan Marino Foundation's **WalkAbout Autism** to be held on

Compose  
Drafts  
Sent  
Contacts  
Groups

# Widgets / Social Networking / 3<sup>rd</sup> Party

- Go beyond TeamRaiser functionality by integrating social networking tools
  - AddThis
  - Facebook “like” and Gigya integration
  - Twitter Widgets
  - Widgetbox
- S-tags
- APIs

# Communications

- eCommunications Calendar

## Event Registration Launched 6 months prior to event

Topic	Frequency / timing	Targeted Audience	Content
Event announcement	Once TR is built	Past participants & donors / constituents in local area	Event info and \$x off discount code that expires in 20 days
Registration thank you	Instant Auto-responder	Each registrant	confirmation
Monthly email to all participants	Monthly	All participants	Mission based story (50 words or less with link to site page with full story).  Spotlight on a participant (how they are raising funds / team captain, etc)  Conditionalized content based on: (personal page updated?, emails sent, amount raised)
Pre-event info	1 week prior to event	All participants	Event logistics, etc
Post event follow-up and survey	1 -2 weeks after event	All participants	Thank you and survey link (link to register for next year)

# Case Study Iron Phi

## Phi Delta Theta Fraternity's Charity Athlete Program

**IRON PHI**  
 JOIN THE BROTHERHOOD OF ATHLETES

MEMBER LOGIN USERNAME [password] LOGIN [Forgot your password?](#)

HOME ABOUT CHARITIES NEWS EVENTS BENEFITS DONATE JOIN US SHOP

▶ BECOME AN IRON PHI  
 ▶ FIND ATHLETES/DONATE

Top Fundraising Chapters	Top Iron Phi Fundraisers	Learn More
1 - Iowa Gamma - Iowa State University (\$)	1 - Steve Goco (\$5,000.00)	Featured Iron Phi Events
2 - Ohio Epsilon - University of Akron (\$6)	2 - Mike Firriani (\$2,460.00)	
3 - Nebraska Alpha - University of Nebras	3 - Will Leach (\$2,400.00)	World Map
4 - Florida Epsilon - University of South Fl	4 - Keith Wysocki (\$1,965.00)	
5 - Michigan Alpha - University of Michiga	5 - Gary Hredych (\$1,740.00)	
6 - Kansas Alpha - University of Kansas ()	6 - Mike Denissoff (\$1,577.00)	
7 - Ohio Alpha - Miami University (\$2,315.	7 - Scott Mitchen (\$1,586.93)	
8 - Ohio Lambda - Kent State University ()	8 - Justin Dandoy (\$1,580.00)	
9 - Wisconsin Beta - Lawrence Universit	9 - Brian Whiteis (\$1,500.00)	
10 - New York Zeta - Colgate University (\$	10 - Nathaniel Roberts (\$1,460.01)	

IRON PHI SPONSORS: Finish Line, XTERRA WEBSUITS

2010 ORGANIZATION-WIDE PROGRESS METER

START \$10k \$20k \$30k \$40k \$50k \$60k \$70k \$80k \$90k \$100k (GOAL)



# What Is Iron Phi?

**MISSION:** To strengthen the Phi Delta Theta International Fraternity and the impact it has on the fight against Lou Gehrig's disease through the fundraising and athletic efforts of its members.

- **Members of Phi Delta Theta are challenged to raise \$1,000 and complete an athletic event of their choice.**



- **Benefits**



# Why TeamRaiser?

- Wanted to create internal competition between our 160+ chapters
- Wanted to give each individual participant his own fundraising system
- Wanted an easy way to track the collective progress of all chapters



Team Pages

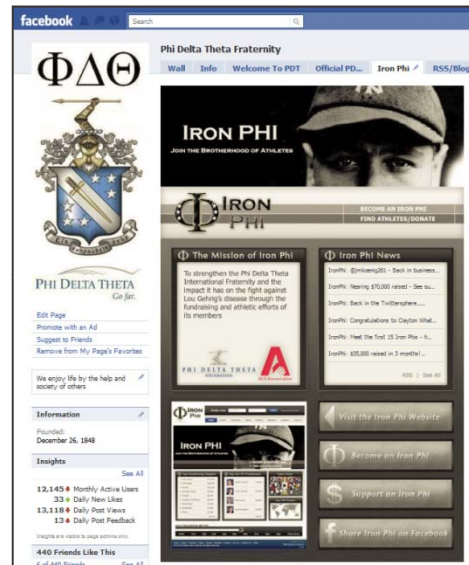
Individual Pages



# Utilizing Social Media



Facebook Page



Facebook Tab Application



Mobile Site

Other Platforms:



convio  
SUMMIT  
OCTOBER 25-27, 2010



# Results – As of Oct. 1

Launched on February 10, 2010

- 298 Registrants on Iron Phi Website
- 115 Active Fundraisers
- 40 Iron Phis
- \$76,400 Raised
- Goal is \$1 Million in First Four Years







#### Volunteer Fundraising Events

These fundraising events occur in every corner of the country and are organized by families, friends, brain tumor survivors, and/or brain tumor patients. Proceeds benefit the programs of the American Brain Tumor Association. We can assist event organizers throughout the entire process from concept through planning, including event day. If you would like assistance organizing your ABTA fundraising event, e-mail [events@abta.org](mailto:events@abta.org) or call 800-886-1281. You can also check this list for upcoming events in your area. Participants, as well as committee members, are always welcome!

# Case Study – ABTA

## American Brain Tumor Association

### Volunteer Event Support Using Event Manager



# Case Study – Hospice of Wake County

## Making the Most of TeamRaiser in Year 1

The screenshot shows the Step Lively website interface. At the top right, it says "37 days until we walk! - Saturday, November 6, 2010 at 11 am". The navigation menu includes Home, Event Information, Walk To Remember, How You're Helping, Donate, and Register. The main banner features the Step Lively logo and the text "A WALK FOR HOSPICE" with a quote: "I'm walking for my parents and all they taught me." - Karen E. Below the banner are "Donate" and "Register" buttons. The main content area has the heading "Our first walk together, for those taking their last steps." followed by a paragraph about the event. To the right is a "TOP FUNDRAISERS" list with 10 names and amounts. At the bottom, there is a progress bar labeled "EVERY STRIDE YOU TAKE GETS US CLOSER TO OUR GOAL" and a "Support a walker" button.

Step Lively  
A WALK FOR HOSPICE

I'm walking for my parents and all they taught me.  
- Karen E. -

Donate Register

**Our first walk together, for those taking their last steps.**

Every day, the volunteers and staff of Hospice of Wake County help make life's last walk easier for patients, families, caregivers and bereaved members of our community.

By providing solace and palliative care, hospice makes the path less lonely, less painful and less frightening.

Here's your chance to step up and help ensure these crucial services continue to be available to everyone who needs them.

Join us on November 6 and walk two miles in our inaugural **Step Lively** event. In addition to joining scores of other Hospice of Wake County supporters, you can enlist family, friends, neighbors and co-workers to donate to the effort in your name. Or you can join an existing team of walkers. Or, best of all, you can form a team of your own.

Register for Step Lively today. And go the extra mile for Hospice of Wake County.

**TOP FUNDRAISERS**

- 1 - Alan Foster (\$325.00)
- 2 - Morgan Lomahere (\$200.00)
- 3 - Kristen Kincaid (\$270.00)
- 4 - Catherine Zobin (\$110.00)
- 5 - Nicole Haron (\$100.00)
- 6 - Diane Dallas (\$100.00)
- 7 - Lee Mearns (\$100.00)
- 8 - Bob Croft (\$90.00)
- 9 - Maria Peterson (\$80.00)
- 10 - Dorcas Blapleton (\$75.00)

Take the next step. Register today.

EVERY STRIDE YOU TAKE GETS US CLOSER TO OUR GOAL

Support a walker

\$10K \$20K \$30K \$40K \$50K \$60K \$70K \$80K \$90K \$100K



# Resources

- Convio Support: Use the Chat option!
- Convio Community
  - “Releases”
- [www.cathexispartners.com/resources](http://www.cathexispartners.com/resources)
  - [mark@cathexispartners.com](mailto:mark@cathexispartners.com)
- <http://open.convio.com>

Questions?  
Thank You!

*Session Code = 1051*





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

## Real World TeamRaiser Case Studies

Presented by:

Kelly Hughes, Hospice of Wake County

Kerri Mink, American Brain Tumor Association

Steve Good, Phi Delta Theta

Mark Becker, Cathexis Partners



Session Code = 1051

**NO BOUNDARIES**