



Peer-to-Peer Event Fundraising BenchmarkTM Study

Key Performance Benchmarks for the
Six Primary Types of Events

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TABLE OF CONTENTS

About this study	3
Event Types	4
Key Findings	5
Traditional Events	6
Third-Party Events	18
Summary	25
Conclusion	25
Additional Resources	26
Convio Luminate™ + TeamRaiser	27
About Convio	27

ABOUT THIS STUDY

The benchmarks offered in this study reflect in-depth research of 48 different organizations and 1,845 events in the United States and Canada utilizing Convio TeamRaiser™ event registration and online peer-to-peer fundraising tools from January 1, 2009 to December 31, 2010. Collectively, these organizations bring in more than \$1 billion in online event fundraising per year.

In analyzing each metric, both the median and the mean (average) were calculated and considered. The median values identify the half-way point where half of the observed data points had values above and half below the median. The average values are inclusive of all data points, and are therefore influenced by the largest and smallest outliers in the dataset. Additionally, the percent of change from 2009 to 2010 was calculated for each median and mean value, in order to understand how the metrics are trending over time.







Since this study includes year over year change metrics, each of the organizations observed were required to have event activity in both calendar year 2009 and 2010 within a consistent event type. Most observed organizations maintained or increased the number of events hosted on the Convio TeamRaiser™ platform in 2010.

Peer-to-peer fundraising events like walks, races and rides have become a staple for nonprofit fundraisers, often bringing in more revenue than any other fundraising campaign throughout the year. These peer-to-peer fundraising events rely on supporters to register for, participate in, and fundraise on behalf of the organization as part of the experience. The advent of online fundraising and tools like Convio TeamRaiser™ have enabled fundraisers to easily register online, set up a personal fundraising webpage, and reach out to friends and family via e-mail and social networks to garner support and solicit donations. This paper will outline how to measure the success of such fundraising events, and offer industry benchmarks across clients using Convio TeamRaiser™ for online event fundraising.

EVENT TYPES

In order to analyze the performance of peer-to-peer fundraising events, we must first organize and group the TeamRaiser events included in this study into similar categories. Unlike the general online marketing, fundraising and advocacy metrics found in Convio’s Annual Benchmark Study, peer-to-peer fundraising metrics are not best measured by mission or sector. Rather, peer-to-peer events are best organized by the characteristics of the event (such as activity, duration, level of effort to participate) because different event types require and/or foster different fundraising behaviors.

As peer-to-peer fundraising continues to evolve, new types of events continue to appear on the fundraising landscape. For the purposes of this paper, the event types have been divided into two overarching classes: traditional events (walk, run, or ride events hosted by an organization) and third-party events (events hosted by a third party on behalf of an organization). The first portion of this paper will focus on analysis of traditional events, followed by an analysis of third-party events. This analysis breaks down each class of events into three more granular event types. Each event type is characterized by the activity to be performed, the target audience, and the level of effort required to participate in the event.

TRADITIONAL EVENTS	THIRD-PARTY EVENTS
 <p>NON-COMPETITIVE (i.e. walks)</p>	 <p>GRASSROOTS (i.e. bake sale, car wash)</p>
 <p>COMPETITIVE (i.e. footraces)</p>	 <p>MARATHON (i.e. Boston Marathon)</p>
 <p>ENDURANCE (i.e. cycling or long distance walks)</p>	 <p>SCHOOL-BASED (i.e. School Walks)</p>

KEY FINDINGS

Traditional Events

- In 2010, traditional peer-to-peer fundraising events (run, walk, and ride events) continued to see growth in both online participation and online fundraising, despite an uncertain U.S. economy and growing saturation of the market.
- In traditional events, team participants continue to out-perform individual participants, with team captains performing best of all.
- In traditional events, participants who registered online for the prior year's event and returned to register online again for the current year's event were more likely to fundraise, and fundraised more than those who did not participate online the prior year.
- The number of emails sent by a participant directly correlates to number of donations they raise. On average, a participant will need to send out five emails to recruit one donation.
- As more organizations provide integrated tools for sharing and fundraising on social networks, fewer emails are being sent by participants to prospective donors.

Third-Party Events

- Because third-party events (grassroots, marathon, and school-based events) often do not support team participation in the traditional sense, team participation is not an indicator of fundraising performance for third-party event participants.
- In marathon events, first time fundraisers out-perform fundraisers who return year over year.
- Marathon participants raised more on average than participants in any other event type, including traditional endurance events.
- Third-party fundraisers were less than half as likely to return from year to year as traditional event participants

TRADITIONAL EVENTS

Traditional fundraising events are developed and produced by a nonprofit organization; the organization itself is fully responsible to the execution and management of the event, in addition to the recruitment and coaching of participant fundraisers. Traditional events can be further broken down into three sub-categories:

- **Non-competitive events** are usually walks or fun runs that do not offer a timed competition. These events typically do not charge a registration fee or require special training from participants in order to participate. Participants are encouraged but not required to fundraise. Non-competitive events aim to include as many people as possible in an effort to spread awareness of their mission and gain new supporters.
- **Competitive events** are typically 5K or 10K runs with a formalized timing system to track how long it takes a person to complete the event. Many competitive run events are certified by national track and field organizations to help competitive runners qualify for larger races. Competitive events usually charge a registration fee and sometimes a microchip timing fee, but do not have a required fundraising minimum. While competitive events also serve to recruit new supporters, they often preclude some populations from participating, due to the somewhat challenging nature of the activity performed.
- **Endurance events** include events like long-distance walks or cycling events. It's not uncommon for these events to span multiple days. There is generally a higher registration fee and required fundraising minimum associated with these events. Participants are often required to be established athletes or to undergo athletic training leading up to the event in order to participate. While endurance events often recruit fewer participants, those who do participate are highly motivated to recruit donations from their personal networks due to the required fundraising minimum.

Note: For the purpose of this analysis, marathon events were placed in the third-party class of events and were not included in the competitive or endurance event types.

Within each event type, 12 organizations' fundraising campaigns were analyzed to reveal the following trends. The graphic below summarizes our comparison of traditional event types by funds raised, followed by a more detailed examination of our findings.









More participants fundraise in endurance events, which often require a fundraising minimum, but non-competitive and competitive events can be great for growing your support base.

Online Fundraising & Participation Growth Trends

As organizations begin to set their goals and define success for their next event, they usually begin with the question “How much can I expect my event to grow?” This can be a difficult question to answer, as event participation and fundraising growth can be influenced by many factors, like the national and local economy, where the event is in its lifecycle, and how much competition there is from other organizations or events. In measuring online fundraising growth, organizations must also take care to consider whether their offline revenue is continuing to grow, or if fundraisers and donors are simply moving from offline to online. Depending on an organization’s approach, online fundraising makes up anywhere from 10 percent to 85 percent of an event’s overall revenue.

While each event is unique, our metrics show that, on the whole, traditional events experienced growth from 2009 to 2010 in the number of participants registered online and the amount of online dollars raised.

REGISTERED PARTICIPANTS	2010 MEDIAN	2010 AVERAGE	2009-2010 MEDIAN % CHANGE	2009-2010 AVERAGE % CHANGE
 NON-COMPETITIVE	4,948	25,568	15.71%	13.90%
 COMPETITIVE	4,596	15,645	22.72%	29.75%
 ENDURANCE	2,788	19,702	-1.03%	4.70%

ONLINE CONFIRMED FUNDS RAISED	2010 MEDIAN	2010 AVERAGE	2009-2010 MEDIAN % CHANGE	2009-2010 AVERAGE % CHANGE
 NON-COMPETITIVE	\$419,673	\$1,996,040	24.82%	24.70%
 COMPETITIVE	\$244,808	\$696,535	32.79%	39.70%
 ENDURANCE	4,100,578	\$16,804,323	5.71%	7.00%






The greatest impact you can have on the success of your event is recruiting participants and coaching them to fundraise.

Key Performance Indicators & Benchmarks

When setting out to measure the success of an event, it is important to stop and identify the key performance indicators (KPIs) that distinguish whether the event is performing well or poorly. All event organizers monitor the total number of participants registered and dollars raised; these explain little about where the money is coming from or how to affect change in order to grow or correct fundraising efforts. KPIs help paint a clearer picture of why an event's overall performance is up or down. The following sections outline several KPIs for traditional events and provide common benchmark metrics for each.

Average Online Gift Amount

Average online gift amount refers to the average amount of money a donor gives online when an event participant asks for their support. This metric can greatly impact the overall revenue of the event. For endurance events with a high fundraising minimum, fundraisers tend to ask for higher gift amounts, resulting in a higher average online gift.

ONLINE CONFIRMED FUNDS RAISED	2010 AVERAGE	2009-2010 GROWTH
 NON-COMPETITIVE	\$ 56.97	5.58%
 COMPETITIVE	\$ 59.02	6.09%
 ENDURANCE	\$ 72.92	2.67%




This graph also shows that average gift amount grew slightly for traditional events from 2009 to 2010.

Tips to improve average online gift amount:

- Review your donation form and reduce the number of clicks it takes to donate—if it takes more than three clicks, it's too long!
- Arrange the giving levels at the top of your donation form from highest to lowest.
- Provide a mission-related “value proposition” next to the level you'd like donors to choose, such as “\$125 buys a mammogram for an uninsured woman.”
- Test, test, test: If you have multiple events within your program, test different suggested donation levels on the donation forms for different events. Suggesting \$25 as the lowest level may discourage someone who wants to give only \$20, or it may encourage them to increase the amount they initially intended to give.

Participants Fundraising Online

The greatest impact you can have on the success of your event is recruiting participants and coaching them to fundraise. The metrics below show how traditional event participants respond to the call to fundraise.

% OF PARTICIPANTS WHO RAISE MONEY ONLINE	2010 AVERAGE
 NON-COMPETITIVE	31.53%
 COMPETITIVE	18.76%
 ENDURANCE	69.79%

This metric, more than any other, illustrates why it is important to measure peer-to-peer events by type. The motivation and level of investment required of participants varies widely between event types, which results in different fundraising behaviors. Endurance event participants are often required to fundraise in order to participate, which is why fundraising participation is so high for endurance events. Non-competitive events are usually free, so participants are more likely to make a self donation and/or go on to fundraise in support of the event compared to competitive event participants who are often charged a \$25-50 registration fee.

Tips to improve the number of participants fundraising online:

- In all messaging and marketing, make sure that participants understand that fundraising is an integral part of your event's experience.
- Coach participants who have registered but not yet raised money to log in and start fundraising today.
- Coach participants to kick-start their fundraising by making a donation toward their own goal.
- Consider an incentive program or contest to get participants excited about fundraising.



The numbers also show that the number of emails sent by a participant correlates to the number of donations they raise. On average, it takes about five emails for a fundraiser to recruit one donation.

Fundraising Activity per Participant




It is impossible to compare two events as you would compare apples to apples. Because each event differs in location, mission, activity, season, and the socio-economic make-up of participants, it is simply not possible to compare yourself to your peers in terms of the number of participants registered or total dollars raised. It is possible, however, to observe the fundraising behavior of people participating in similar events, and consider your participants' fundraising behavior in comparison.

When setting goals and measuring the progress of event fundraisers, organizations should monitor and measure the following areas of performance: number of emails sent by participants, number of gifts raised per participant, and amount raised per participant. Similarly, event organizers should single out fundraisers to understand what to expect of participants who have begun fundraising.

	 ALL PARTICIPANTS	 FUNDRAISERS ONLY
AVERAGE EMAILS SENT/ PARTICIPANT	2010 AVERAGE	2010 AVERAGE
 NON-COMPETITIVE	7.51	22.19
 COMPETITIVE	3.25	16.02
 ENDURANCE	52.96	74.54
AVERAGE DOLLARS RAISED PER PARTICIPANT	2010 AVERAGE	2010 AVERAGE
 NON-COMPETITIVE	\$56.97	\$238.00
 COMPETITIVE	\$59.02	\$190.00
 ENDURANCE	\$72.92	\$1,222.00
AVERAGE NUMBER OF GIFTS PER PARTICIPANT	2010 AVERAGE	2010 AVERAGE
 NON-COMPETITIVE	1.35	4.23
 COMPETITIVE	0.70	3.49
 ENDURANCE	11.26	15.68

These numbers illustrate how the level of engagement differs between participants of different event types—endurance participants are the most active fundraisers, followed by non-competitive and competitive event participants. The numbers also show that the number of emails sent by a participant correlates to the number of donations they raise. On average, it takes about five emails for a fundraiser to recruit one donation.

In terms of year over year trends, the median number of emails sent by participants in 2010 decreased from 2009:

AVERAGE EMAILS SENT/PARTICIPANT	2009-2010 MEDIAN % CHANGE
 NON-COMPETITIVE	-4.87%
 COMPETITIVE	-11.42%
 ENDURANCE	-6.76%

Because online fundraising continues to grow, and the amount raised by traditional event participants continues to grow, it follows that participants are finding new avenues, such as social networking, to reach out to prospective online donors.

Tips to improve fundraising behavior metrics:

- Provide incentives or contests based on number of emails sent from the participant center.
- Segment and personalize coaching emails to speak to participants based on actions they have or have not taken. Keep coaching participants throughout your event cycle.
- Provide email message templates that participants can easily customize and send.
- Provide tools for your participants to share news of their participation and solicit donations via social networks.












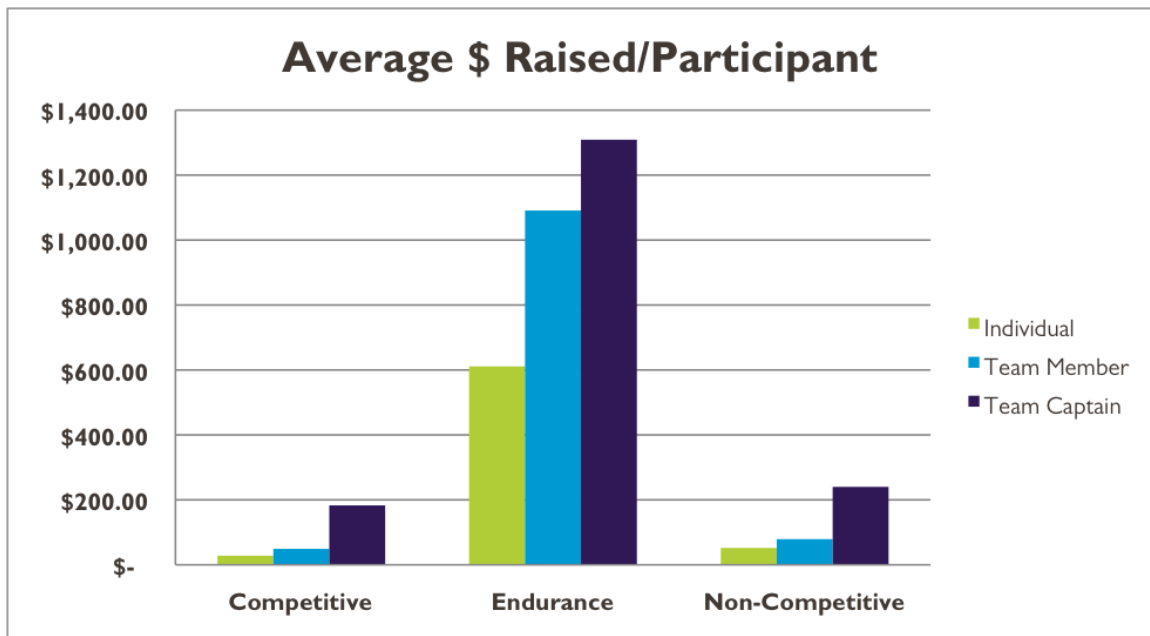
Participants who register as part of a team are more likely to fundraise, and attain higher levels of fundraising, than participants who register to participate on their own.

Team Participation

Participants who register as part of a team are more likely to fundraise, and attain higher levels of fundraising, than participants who register to participate on their own. Team captains fundraise at even higher rates, so team captains should be educated and empowered by event coordinators as much as possible. Whether it is the element of competition or camaraderie, it is essential to foster team participation in fundraising events.

	INDIVIDUAL PARTICIPANTS	TEAM PARTICIPANTS	TEAM CAPTAINS
AVERAGE EMAILS SENT/ PARTICIPANT	2010 AVERAGE	2010 AVERAGE	2010 AVERAGE
 NON-COMPETITIVE	4.74	8.14	31.06
 COMPETITIVE	1.95	4.31	25.09
 ENDURANCE	32.80	68.64	97.71
AVERAGE DOLLARS RAISED PER PARTICIPANT	2010 AVERAGE	2010 AVERAGE	2010 AVERAGE
 NON-COMPETITIVE	\$52.00	\$79.00	\$240.00
 COMPETITIVE	\$28.00	\$49.00	\$183.00
 ENDURANCE	\$611.00	\$1,091.00	\$1,309.00
AVERAGE NUMBER OF GIFTS PER PARTICIPANT	2010 AVERAGE	2010 AVERAGE	2010 AVERAGE
 NON-COMPETITIVE	0.98	1.42	3.73
 COMPETITIVE	0.51	0.87	2.92
 ENDURANCE	7.88	13.67	16.66
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% OF PARTICIPANTS WHO RAISE MONEY ONLINE	2010 AVERAGE	2010 AVERAGE	2010 AVERAGE
 NON-COMPETITIVE	7.75%	33.84%	57.18%
 COMPETITIVE	5.62%	24.27%	51.59%
 ENDURANCE	5.74%	80.34%	85.34%
% OF PARTICIPANTS WHO SEND EMAIL	2010 AVERAGE	2010 AVERAGE	2010 AVERAGE
 NON-COMPETITIVE	11.41%	14.31%	41.78%
 COMPETITIVE	3.84%	8.96%	38.23%
 ENDURANCE	29.06%	46.82%	60.89%
% OF PARTICIPANTS WHO RETURN ONLINE	2010 AVERAGE	2010 AVERAGE	2010 AVERAGE
 NON-COMPETITIVE	15.94%	22.10%	39.30%
 COMPETITIVE	17.23%	22.34%	40.17%
 ENDURANCE	34.72%	40.48%	49.97%



Tips to help foster team participation:




- Develop a special email series just for team captains giving them frequent updates, team captain kits, and even meetings or phone calls to help get them the resources they need to be successful.
- Send early bird emails to past team captains as they should be the first group you invite to come back and register each year.
- Team contests foster friendly competition between teams by publishing top fundraising team lists and rewarding the largest and highest fundraising teams.




Not only does participant retention help with overall growth of the event; returning participants are also more likely to fundraise and fundraise more than participants who register online for the first time or intermittently every few years.







Returning Participants

In order to grow an event, the event organizers must first focus on retaining their current participants, asking them to participate again year after year. For the purposes of this study, a returning participant is defined as someone who registered online in 2009 and returned to register online again under the same name and email address in 2010. It can be difficult to evaluate the number of participants who return from year to year, as participants may register through a different channel, under a new name, or with a different mailing or email address. Because of these challenges, the percent of returning participants may appear low, but the trend outlined below is likely indicative of the larger universe of returning participants. Endurance participants tend to return online at nearly twice the rate of competitive and non-competitive participants.

% OF PARTICIPANTS WHO RETURNED ONLINE	2010 AVERAGE
 NON-COMPETITIVE	21.82%
 COMPETITIVE	20.44%
 ENDURANCE	38.61%

Not only does participant retention help with overall growth of the event; returning participants are also more likely to fundraise and fundraise more than participants who register online for the first time or intermittently every few years. The metrics below reveal that within traditional peer-to-peer fundraising events, participants who return online from year to year with the same record significantly out-perform participants who are new to the online fundraising tools.

	NEW PARTICIPANTS	RETURNING PARTICIPANTS
AVERAGE EMAILS SENT/ PARTICIPANT	2010 AVERAGE	2010 AVERAGE
 NON-COMPETITIVE	4.82	21.23
 COMPETITIVE	2.20	10.28
 ENDURANCE	45.04	67.57
AVERAGE DOLLARS RAISED PER PARTICIPANT	2010 AVERAGE	2010 AVERAGE
 NON-COMPETITIVE	\$51.00	\$171.00
 COMPETITIVE	\$31.00	\$ 82.00
 ENDURANCE	\$851.00	\$944.00
AVERAGE NUMBER OF GIFTS PER PARTICIPANT	2010 AVERAGE	2010 AVERAGE
 NON-COMPETITIVE	1.02	2.66
 COMPETITIVE	0.59	1.26
 ENDURANCE	11.20	11.26
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% OF PARTICIPANTS WHO RAISE MONEY ONLINE	2010 AVERAGE	2010 AVERAGE
 NON-COMPETITIVE	27.07%	47.71%
 COMPETITIVE	16.77%	29.09%
 ENDURANCE	68.35%	71.57%
% OF PARTICIPANTS WHO SEND EMAIL	2010 AVERAGE	2010 AVERAGE
 NON-COMPETITIVE	10.70%	27.82%
 COMPETITIVE	5.83%	13.30%
 ENDURANCE	38.81%	41.68%

Tips to encourage past participants to return:

- Always reach out to past participants and invite them to return to your event; offer discounted registration or contest entry for those who return early on.
- Continue to send recruitment messages to those who have not signed up throughout the event cycle. Consider an automated email series to go to those not yet registered.
- Continually reach out to event participants once the event is over. Studies show that those who continue to receive direct mail and email messages throughout the year are more likely to return the following year (footnote of study?).
- Keep your data as clean as possible. After each event or program cycle, make time to resolve duplicate records so you can keep tabs on returning participants.
- Be sure to communicate login information at the start of each event cycle so your participants can easily return with the same login and re-claim last year's address book and donor history.

THIRD-PARTY EVENTS

As part of this study, third-party events were selected as a fourth event type to analyze. Third-party events are those in which a person, company, school, or other organization hosts an event to raise money on behalf of a recipient organization. The recipient organization can use tools like Convio TeamRaiser to enable hosts and participants to set up a web page and invite friends to donate or participate in their event. In other words, the organization is not responsible for producing a physical event for others to participate. Upon analysis of third-party fundraising events, however, it was revealed that like traditional events, third-party events should be further divided to highlight the different fundraising behaviors found within different third-party event types.

Within third-party events, three distinct types of campaigns emerged: grassroots fundraising programs, marathon-based programs, and school-based programs.

- Grassroots fundraising events consist of a virtual peer-to-peer campaign, where an organization provides fundraising tools and tips, and individual supporters sign up to host their own fundraising event on behalf of the organization. The event can take the form of a bake sale, car wash, poker night, office party, or house party, among others. There is generally no cost to sign up, and no fundraising minimum required for grassroots fundraisers.
- Marathon fundraising events have evolved out of existing, established marathon events, who offer additional participant slots for people who sign up to fundraise on behalf of a nonprofit organization. Some nonprofit organizations offer additional perks—such as training tips, equipment and clothing, even VIP food and rest stops at the event itself—for fundraisers who have designated the organization as their fundraising beneficiary. Registering to become a marathon fundraiser requires a registration fee, and runners must agree to meet a challenging fundraising minimum (anywhere between \$250 and \$5000) in order to participate.
- School-based fundraising events are just that—organizations develop a relationship with certain elementary, middle, high school or college, and the school creates an event for students to participate. Students are encouraged to fundraise in association with the event, but rarely required to pay a registration fee.

Because these third-party event types are only beginning to emerge, only 12 total organizations, or four organizations of each type, with a total 152 third-party events, were identified as having at least two years of data to observe. As a result, the metrics for third-party events should be treated as a small sampling of data indicative of the behaviors for these event types, rather than a statistically significant dataset.

Third-Party Differentiators




Aside from deferring the responsibility of event production to a third-party, third-party events also share a number of other characteristics that set them apart from traditional events. These differentiators are outlined below.

- **Use of teams.** In traditional events, participants are able to self-organize into teams, and team participation was found to be a significant driver of fundraising behavior. Third-party events, however, are generally configured so that a “Team” is a predefined concept. For example, all runners who register for the New York City marathon on behalf of an organization are automatically assigned to the same team, or all students registered to walk for their school’s walk are automatically assigned to that school’s team. Because of this, team participation is not considered a driver of fundraising behavior for third-party events.
- **Definition of event cycle.** Traditional events are generally held once per year, naturally creating an annual event cycle to organize communication and coaching around. In third-party events, the organization often does not control the timing of an event or the number of events produced in a year. Thus, organizations may find recruiting, coaching, and re-recruiting more challenging for third-party events.
- **Limited re-participation.** Within traditional event programs, participants are encouraged to participate again and again, year over year. Within third-party event programs, the ability and/or likelihood of re-participation is more limited. For school events, students eventually graduate out of the program. For marathons, participants often take years off between marathon events and also choose to experience different marathons from one time to the next, so annual re-participation in the same marathon is less likely. For grassroots events, it is the responsibility of the supporter to produce their own event, which may or may not be convenient or enjoyable multiple years in a row.

Third Party Event Metrics




Average Online Gift Amount

Of the campaigns studied, grassroots and marathon events boasted the highest average online gift among all event types. Because fundraising is the main activity required of participants who take part in these programs, participants likely ask for higher gift amounts. School-based events have the lowest average online gift amount, indicating that donors are apt to give less money when the appeal comes from a child, or there are more appeals coming from school-based events driving the gift size down per appeal.

AVERAGE ONLINE GIFT AMOUNT	2010 AVERAGE
 GRASSROOTS	\$75.52
 MARATHON	\$81.39
 SCHOOL-BASED	\$31.15

Participants Fundraising Online





In reviewing the performance of the third-party event participants, it was discovered that although the primary motivation for registering online ought to be to fundraise on behalf of an organization, not all participants go on to fundraise. In fact, for the grassroots and school events studied, less than half of participants who signed up online went on to raise even a single dollar online.




% OF PARTICIPANTS WHO RAISE \$	2010 AVERAGE
 GRASSROOTS	37.38%
 MARATHON	70.69%
 SCHOOL-BASED	41.79%

For grassroots and school-based events, additional fundraising is often completed offline via more traditional techniques, which helps explain why not all participants show online fundraising activity.

Fundraising Activity per Participant

Once registered online for a third-party event, participants are generally encouraged to begin fundraising. The fundraising behavior of third-party participants should be monitored to see how participants are performing and where the organization can improve their coaching efforts. The metrics below show how the third-party event participants and fundraisers performed with regard to their online fundraising efforts.




	ALL PARTICIPANTS	FUNDRAISING PARTICIPANTS
AVERAGE EMAILS SENT/ PARTICIPANT	2010 AVERAGE	2010 AVERAGE
 GRASSROOTS	12.1	27.76
 MARATHON	40.62	57.56
 SCHOOL-BASED	8.85	19.28
AVERAGE DOLLARS RAISED PER PARTICIPANT	2010 AVERAGE	2010 AVERAGE
 GRASSROOTS	\$166.00	\$341.00
 MARATHON	\$1,361.00	\$1,744.00
 SCHOOL-BASED	\$47.00	\$111.00
AVERAGE NUMBER OF GIFTS PER PARTICIPANT	2010 AVERAGE	2010 AVERAGE
 GRASSROOTS	2.48	5.13
 MARATHON	15.5	20.20
 SCHOOL-BASED	1.52	3.55
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% OF PARTICIPANTS WHO SEND EMAIL	2010 AVERAGE	2010 AVERAGE
 GRASSROOTS	17.72%	35.15%
 MARATHON	41.48%	57.07%
 SCHOOL-BASED	32.36%	62.05%







The marathon fundraisers clearly sent more emails and brought in more gifts and total dollars than participants in any other event type. Again, this was likely the result of the challenging fundraising minimums required of them in order to run in the event. The grassroots fundraisers raised more than any other event type that did not require a fundraising minimum. The self-motivation and strong mission-affiliation of grassroots fundraisers was likely the driver behind their more successful fundraising efforts. The fundraisers in school-based events were very active in using the online fundraising tools; however the low average online gift amount left the average raised per fundraiser lower than any other event type.

Returning Participants

Because of the unique nature of third-party events, participants do not return from year to year at the same rate as they do in traditional events.

% OF PARTICIPANTS WHO RETURN YOY	2010 AVERAGE
 GRASSROOTS	12.13%
 MARATHON	12.47%
 SCHOOL-BASED	10.53%

	RETURNING PARTICIPANTS	NEW PARTICIPANTS
AVERAGE EMAILS SENT/ PARTICIPANT	2010 AVERAGE	2010 AVERAGE
 GRASSROOTS	22.40	10.48
 MARATHON	21.73	42.34
 SCHOOL-BASED	17.06	8.01
Total		
AVERAGE DOLLARS RAISED PER PARTICIPANT	2010 AVERAGE	2010 AVERAGE
 GRASSROOTS	\$225.00	\$152.00
 MARATHON	\$1,180.00	\$1,333.00
 SCHOOL-BASED	\$66.00	\$44.00
Total		
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AVERAGE NUMBER OF GIFTS PER PARTICIPANT	2010 AVERAGE	2010 AVERAGE
 GRASSROOTS	3.26	2.28
 MARATHON	14.45	15.31
 SCHOOL-BASED	1.81	1.47
Total		
% OF PARTICIPANTS WHO RAISE 1 OR MORE GIFTS	2010 AVERAGE	2010 AVERAGE
 GRASSROOTS	40.02%	36.81%
 MARATHON	73.99%	69.88%
 SCHOOL-BASED	44.07%	41.58%

With the advent of the marathon fundraising event type, it seems that a new fundraising trend may be emerging. While returning participants were still more likely to fundraise, new marathon participants were better fundraisers than returning participants. New marathon participants sent more emails, received more gifts, and raised more dollars than those who returned from a previous year. Within grassroots and school-based events, returning participants were still more active fundraisers than were new participants.

SUMMARY

With breaking event fundraising into segments based on event type, significant fundraising trends emerge. Organizations can affiliate themselves with an event type and review the benchmark metrics provided in this study as a way to gauge the success of their fundraising efforts.

Online peer-to-peer fundraising provides organizations access to supporters that they would not have otherwise—empowering event participants to tap into their personal and professional networks without leaving their home or desk infinitely increases the reach of any campaign. Using tools like Convio TeamRaiser, organizations can coach event participants of all types to achieve higher levels of fundraising success, using features like:

- An online fundraising participant center with automatically-generated coaching content, based on each participant's behavior
- Coaching email tools with built-in segmentation to single out participants who have not yet made a donation or begun fundraising or sending emails
- Automated email messages that coach participants on to desired level of fundraising, and congratulate them when those levels are achieved

...and many more.

Leverage the next generation of Convio's industry-leading online marketing for integrated campaigns that bridge traditional direct channels with the new world of digital, social and mobile.



Online peer-to-peer fundraising provides organizations access to supporters that they would not have otherwise—empowering event participants to tap into their personal and professional networks without leaving their home or desk infinitely increases the reach of any campaign.

CONCLUSION

As event fundraising continues to permeate the world of nonprofit development, the ability to measure, analyze, and correct event performance has become essential to creating a unique and successful fundraising vehicle to help fund your mission. This study has provided context around the key performance metrics that you should be considering whether your organization has an existing event or is considering adding a new event to your fundraising mix. Setting goals around each of the key metrics outlined here as well as focusing on the tips for improvement in each area will help your event grow and prosper.

ADDITIONAL RESOURCES

Convio Research

- ***Integrated Multi-Channel Marketing Report***, <http://www.convio.com/integrated>
- ***The Convio Online Nonprofit Benchmark™ Study***, <http://www.convio.com/benchmark>
- ***The Next Generation of American Giving***, <http://convio.com/nextgeneration>

Convio Best Practice Guides

- ***The Constituent Engagement System: Cloud Technology for Nonprofits to Maximize the Lifetime Value of Constituents***, <http://www.convio.com/engage>
- ***A Guide to The Mobile Web: Best Practices for Nonprofits***, <http://www.convio.com/mobile>
- ***Using the Internet to Raise Funds and Build Donor Relationships***, <http://www.convio.com/fundraising>
- ***Going Social: Tapping into Social Media for Nonprofit Success***, <http://www.convio.com/socialmedia>
- ***Nonprofit Website Fundamentals***, <http://www.convio.com/websiteguide>
- ***Basics of Email Marketing for Nonprofits***, <http://www.convio.com/emailguide>

More Convio Resources

- ***On-Demand Webinars***, <http://www.convio.com/webinars>
- ***Quick Tour Videos***, <http://www.convio.com/quicktour>
- ***Sign up for our newsletter***: Convio Connection, a free bimonthly newsletter for nonprofits on how to attract constituents, drive action, and build loyalty through online relationship management. <http://www.convio.com/newsletter>

CONVIO LUMINATE™ + TEAMRAISER

Multi-Channel Engagement with Luminate CRM

With Luminate CRM you can bring together the online world with the offline to maximize the value of your relationships across every channel:

- Use Luminate CRM dashboards to track key event, participant, team and donor metrics.
- Use Luminate CRM analytics to gain predictive insights that allow you to increase event participation and re-participation, and prevent churn of top fundraisers and teams.
- Use Luminate CRM to integrate your online knowledge about your TeamRaiser constituents to enhance your direct response messages and appeals.

Extend Your Reach Further with Luminate Online

The Luminate Online marketing suite allows you to broaden engagement with your peer-to-peer fundraisers. With Luminate Online, your TeamRaiser experience is supported with:

- Management of your event website content for a personalized constituent experience.
- Reliable and consistent email deliverability with tools to build audience segmentation groups and manage all online communications.
- Multi-Affiliate Management options for organizations that support local affiliate / division events.
- Ability to run detailed reports at a program, event, team, and / or individual performance level across key metrics.

Learn More: www.convio.com/luminate



ABOUT CONVIO

Convio is a leading provider of on-demand constituent engagement solutions that enable nonprofit organizations to maximize the value of every relationship. With Convio constituent engagement solutions, nonprofits can more effectively raise funds, advocate for change and cultivate relationships with donors, activists, volunteers, event participants, alumni and other constituents. Convio offers two open, cloud-based constituent engagement solutions: Convio Common Ground CRM™ for small- and mid-sized nonprofits and Convio Luminate™ for enterprise nonprofits. Headquartered in Austin, Texas with offices across the United States and United Kingdom, Convio serves more than 1,500 nonprofit organizations globally. Convio is listed on the NASDAQ Global Market under the symbol CNVO. For more information visit www.convio.com.

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