

Key Performance Benchmarks for Traditional and Third-Party Events

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The 2012 Peer-to-Peer Event Fundraising Benchmark Study provides a high level view of today's competitive event fundraising world and gives event organizers valuable reference data. This report allows them to determine the effectiveness of the events they manage by comparing them to similar fundraising events in the industry.

ABOUT THIS STUDY

The 2012 Peer-to-Peer Benchmark Report provides a high level-view of today's competitive event fundraising world and gives event organizers valuable reference data that allows them to determine the effectiveness of the events they manage by comparing them to similar fundraising events in the industry.

The benchmarks offered in this study reflect in-depth research of more than 1,275 of organizations with 28,000 events in the United States and Canada using either TeamRaiser™ or Friends Asking Friends™ event registration and online peer-to-peer fundraising tools from January 1, 2010 to December 31, 2011. Collectively, these organizations bring in nearly \$1 billion in online fundraising each year.

YEAR-OVER-YEAR REPORT IMPROVEMENTS

For this year's report, the peer-to-peer fundraising team at Blackbaud expanded the sample size from 48 organizations to 1,275 organizations. This increase in organizations correspondingly grew the number of potential event candidates from 1,845 to 28,000. This dramatic expansion in sample size was the result of increasing the number of eligible TeamRaiser™ clients and including, for the first time, Friends Asking Friends™ clients. The increased sample size provides a more accurate and thorough view of the overall fundraising event marketplace.

The report gives the median value for each key performance indicator, which identifies the halfway point in the data set. The median is the point where half of the observed data points had a value above the median value and half the data points had a value below the median value. Analyzing medians rather than averages minimizes the impact that data outliers might have on overall results. Minimizing this impact is especially important when sample sizes are smaller.

For year-over-year metrics, the analysis was limited to those events that took place on the same event platform within calendar year 2010 and 2011 with a consistent event type.

Additionally, we've clarified event types with the objective of making it easier for you to classify your own events when making comparisons to the benchmarks in the study. For traditional events, we divided the "Endurance Event" category from the 2011 report into Cycling Events and Endurance Runs/Walks. Running and walking events that didn't fall into endurance categories were divided into events that charged a registration fee and those that did not charge a registration fee. Additional details about the breakdown of the event types are available later in this report.

EVENT TYPES

To help you compare your organization's event against the event benchmarks included in this report, we've organized our analysis based on characteristics of an event. Events are divided into two classes: traditional events (walk, run, or cycling events hosted by an organization) and third-party events (events hosted on behalf of an organization). Third-party events are also referred to as do-it-

yourself, independent, and marathon fundraising. Events that do not fall into these categories — bowling or golf events, galas and luncheons, for example — are not included in this report.

The first part of this paper deals with traditional events, the second part with third-party events.

Traditional Events



CYCLING EVENTS



ENDURANCE RUNS/WALKS



RUNS/WALKS WITH A REGISTRATION FEE



RUNS/WALKS WITHOUT A REGISTRATION FEE

Third-Party Events



COMMUNITY EVENTS



ATHLETIC/MARATHON EVENTS

KEY FINDINGS AND TRENDS

TRADITIONAL EVENTS

- The event fundraising industry across all event types experienced growth in fundraising and participation despite continued uncertainty in global economy and increased competition from new event programs.
- Donors contributed more per transaction than they did in 2010.
- For short-distance running and walking events, the absence of a registration fee has a positive impact on participant fundraising performance and year-over-year retention rates.

THIRD-PARTY FUNDRAISING

- Third-party fundraising continues to grow in popularity as organizations look to expand their peer-to-peer fundraising efforts beyond traditional cycling, running and walking events.
- The average gift amount for third-party fundraising activities is upward of \$10 – 20 more than the average gift amount associated with traditional events.

- The number of emails sent from the participant center continues to decrease, as social networks increase in popularity and as events adopt mobile applications to support fundraising efforts.
- Returning participants and team captains continue to be the most valuable participants for traditional and third-party events. Returning participants' fundraising can be double to triple the amount of a first year participant.
- Because of the unique nature of third-party events, retention rates from year to year are lower than retention rates for traditional events.

TRADITIONAL EVENTS

Traditional events are running, walking, and cycling events developed and produced by the same group that benefits from the funds raised. In this report, this class has been broken down into four categories:



CYCLING EVENTS

Cycling Events are multi- and single-day events devoted solely to cycling. A registration fee is generally charged and there is often a minimum fundraising requirement. Both fees and fundraising minimums tend to increase as the distance of the ride increases in miles. For the individual event analysis, 75 cycling events were reviewed; 10 of these events met the criteria for the year-over-year comparison.



ENDURANCE RUNS/WALKS

Endurance Running and Walking Events are multi- or single-day events that are longer than 10 kilometers or 10 miles. They generally charge a relatively high registration fee and often have a required fundraising minimum. Participants are frequently required to be established athletes or 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. For the individual event analysis, seven endurance events were reviewed; three of these events met the criteria for the year-over-year comparison. The limited number of events for the year-over-year comparison has resulted in some statistics to be unavailable.



RUNS/WALKS WITH A REGISTRATION FEE

Running/Walking Events with a Registration Fee often provide some upfront incentives to participants, such as an event t-shirt. Most short distance competitive races fall into this category. It is common for race organizers to offer formalized timing options so that participants can track the time required to complete a course that has been officially certified by national track and field associations to assist those participants with qualifying for other larger races. For the individual event analysis, 381 events with a registration fee were reviewed; 102 of these events met the criteria for the year-over-year comparison.



RUNS/WALKS WITHOUT A REGISTRATION FEE

Running/Walking Events without a Registration Fee. Participants are typically encouraged, but not required, to fundraise. These events aim to include as many people as possible in an effort to spread awareness of their mission and gain new supporters. For the individual event analysis, 537 events without a registration fee were reviewed; 234 of these events met the criteria for the year-over-year comparison.

For year-over-year metrics, we limited the analysis to those events that took place within calendar year 2010 and 2011 with a consistent event type and on the same event platform.

ONLINE FUNDRAISING AND PARTICIPATION TRENDS

Online fundraising makes up a percent of your event's overall revenue. As an event organizer, you have a responsibility to arm your supporters with the best fundraising tools and show them how to best use those tools. An educated participant has a greater likelihood of becoming a successful fundraiser — good news for everyone. When you successfully promote online tools, you are better equipped to impact the following key performance indicators and achieve (better yet, surpass) benchmarks.

Key Performance Indicators and Benchmarks

When measuring the success of an event, it is important to stop and identify the key performance indicators that distinguish whether the event is performing well or poorly. All event organizers monitor the total number of participants registered and dollars raised, but 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 and provide common benchmark metrics for each.

Year-over-Year Trends

Despite a stagnant economy in 2011, fundraising events across all event types experienced growth in both participation and fundraising. Fundraising growth actually outpaced participation growth, which points to the fact that individual event participants are fundraising more than they have in the past.

Interestingly, the largest disparity in growth appeared in cycling events, which experience one of the largest percentages of participants who return year after year and who tend to give more than first-year participants.

When comparing your event against these metrics, focus on the percent of change rather than actual registration/fundraising number. If your event is outpacing the percent growth, then your event is healthy — even if the actual participant count or fundraising total is below the median shown here.



**Registered
Participants
2011 Median**



**Online Confirmed
Funds Raised
2011 Median**

 CYCLING EVENTS	202 ▲ 2.7%	\$75,580 ▲ 10.27%
 ENDURANCE RUNS/WALKS	2,436 ▲ 13.07%	\$491,057 ▲ 14.30%
 RUNS/WALKS WITH A REGISTRATION FEE	1,215 ▲ 8.62%	\$68,256 ▲ 12.31%
 RUNS/WALKS WITHOUT A REGISTRATION FEE	876 ▲ 10.47%	\$39,309 ▲ 14.94%

**2010 – 2011 Median Change*

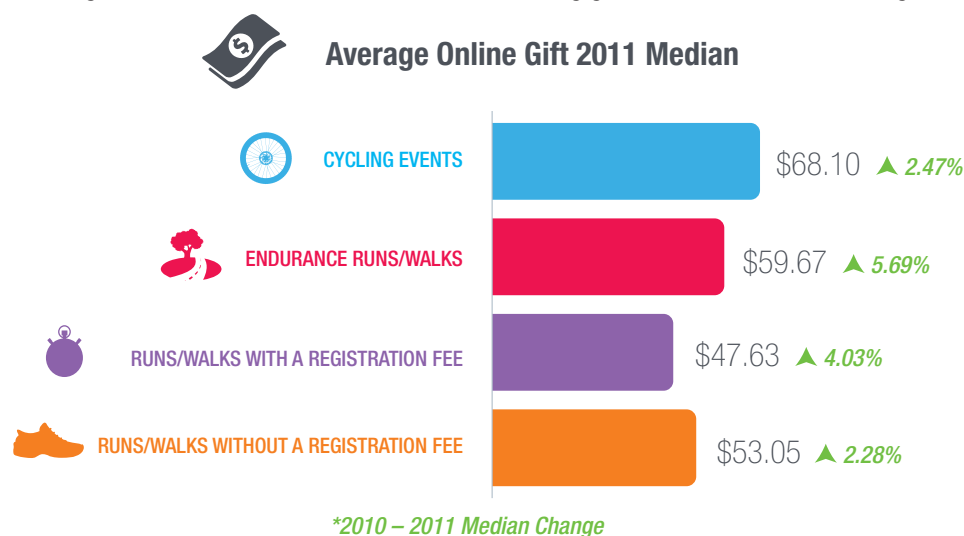
Tools and tips to grow year-over-year participation and fundraising:

- ✓ Focus recruitment efforts on your most valuable participants, including top fundraisers, team captains, and multi-year participants.
- ✓ Communicate year round. Develop a documented communication plan so your participants receive communications in the off-season as well as in the busy event season. Focus those off-season communications on how event fundraising efforts impact the mission of your organization.
- ✓ Encourage your event participants to get involved in other areas of your organization. The more connected participants are with your organization, the more loyal they will be to your event.
- ✓ Get out in the field! Get to know your most valuable participants on a personal level. These personal connections help deepen the participant's relationship to your organization and your event. Getting to know these individuals can also be very rewarding. People passionate about fundraising are often passionate about your cause, which can help bring an added sense of purpose on those difficult days when your job is more challenging.

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 his or her support. This metric can greatly impact the overall revenue of the event. For cycling events and long-distance events with a high fundraising minimum, fundraisers tend to ask for higher gift amounts, resulting in a higher average online gift.

Across all event types, the data shows an uptick in the amount that donors were willing to give in 2011 compared to 2010. While this increase was not as dramatic as the increases in participation and fundraising, it is consistent with the overall trend of strong growth in the event fundraising market.



Tools and tips to improve average online gift amount:

- ✓ Ensure that your donation form is short and easy to view on any device — computer screen, tablet, and smart phone. The easier it is to make a donation, the more likely that a donor will make the donation.
- ✓ Provide a mission-related “value proposition” next to the level you’d like donors to choose, such as “\$120 will help immunize 172 children against polio for their entire lifetimes.”
- ✓ If you are running multiple events in tandem, test out different suggested donation levels on donation forms for different events. Suggesting \$25 as the lowest donation level may discourage someone who wants to give \$20, or it may encourage someone to increase the amount he or she initially intended to give.

Organization Spotlight

The Safari Park Half Marathon is an endurance running event organized by the San Diego Zoo that provides participants with the unique experience of running through the Zoo’s Safari Park. Funds raised by the event help provide animal care and enrichment for the Zoo’s one-horned rhino population, as well as supporting global one-horned rhino conservation activities.

This event puts a face on the Zoo’s mission by featuring images and stories about Charlees, its recently debuted 61st one-horned rhino baby. Charlees serves as the poster child for the event. She appears prominently on the event homepage alongside a donation request cleverly titled “Become Charlees’s Angel.” Additionally, Charlees’s photo is the default image on a participant’s fundraising page so that participants who don’t add their own photos have a compelling image already available. The baby rhino is also mentioned by name on the donation form.

By incorporating an actual animal from the park into the donation experience, supporters are able to immediately feel the satisfaction of their financial gift. Not only are they supporting the friend who is running, they are making an impact on the life of Charlees and her rhino buddies.

SAN DIEGO ZOO

Safari Park Half Marathon
www.sandiegozoo.org/halfmarathon

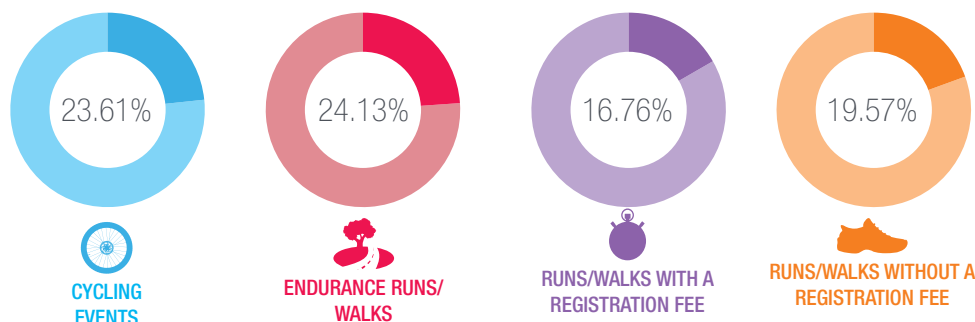


Participants Fundraising Online

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.



% Participants Who Return Online



This metric 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, resulting in different fundraising behaviors. Endurance events like cycling and long-distance walks often require physical training as well as a fundraising minimum to participate, which is why fundraising participation is notably higher for these event types. Fundraising is part of the commitment at the time of registration, and these participants often have more time to fundraise because the physical demands of the event dictate that they register weeks or months in advance.

In contrast, when comparing short distance walking and running events, there is a notable decrease in the percentage of fundraisers who are charged a registration fee compared those who are not charged a registration fee. This means that participants who are charged upfront registration fees are less inclined to fundraise. Later in this report, we see that when these participants do fundraise, they are less active in fundraising activities, and they fundraise less than their counterparts who were not charged a registration fee.

Tools and tips to improve the number of participants fundraising online:

- ✓ In all messaging and marketing (offline and online), make sure that participants understand that fundraising is an integral part of the event's experience.
- ✓ Strike while the iron is hot! Offer participants the opportunity to make a self-donation as part of the registration process.
- ✓ Pay careful attention to those participants who do not fundraise within days of registering. Send them coaching emails, encouraging them to log in and start fundraising right away.
- ✓ Coach participants to kick-start their fundraising by making a donation toward their own goal.
 - Make the ask and provide inspiration on the registration form.
 - Ask for a donation in the "Thank You For Registering" email.
 - Ask for a donation in the first follow-up Autoresponder email.
 - Activate the Personal Gift Achievement Badge.
- ✓ Consider the impact of dropping a registration fee for your short-distance walking/running events. If the revenue brought in from your registration fee is less than the combined increase in both the percent of fundraisers and the amount brought in per fundraiser, you might end up raising more money.

Organization Spotlight

 American Diabetes Association
Tour de Cure

Tour de Cure
www.tour.diabetes.org

The American Diabetes Association's Tour de Cure is a series of fundraising cycling events held in 44 states. In 2011, more than 55,000 cyclists in 80 events raised more than \$18 million to support the organization's mission: To prevent and cure diabetes and to improve the lives of all people affected by the disease.

When the American Diabetes Association made the decision to focus on promoting self-donations in their 2011 Tour de Cure fundraising campaign, the organization increased the number of participants contributing to their own fundraising efforts from two percent in 2010 to more than 37 percent in 2011. This contributed to the event's 19 percent growth in online donations that year.

Fundraising Activity per Participant

Event organizers love to compare their events to those of their peers: How many participants did “they” have at their walk? How much money did “they” raise? What’s it going to take for “us” to be like “them”?

While it can be a good thing (and oh-so-tempting) to observe what your peers are doing in the event space, it is difficult to compare 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 to 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.



**All
Participants**



**Fundraisers
Only**

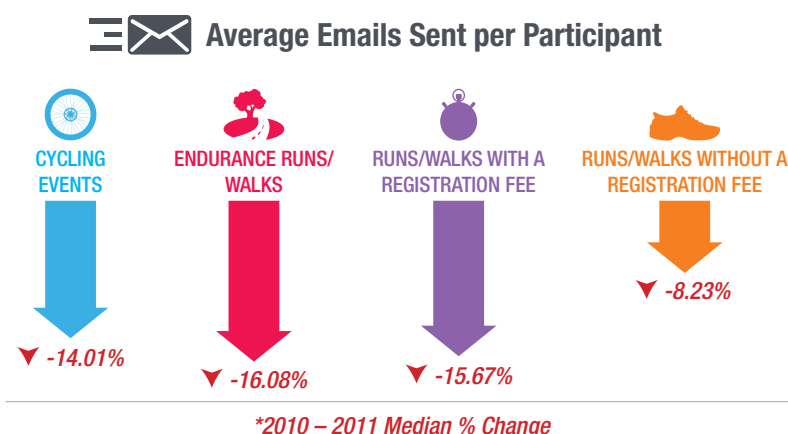
Average Emails Sent per Participant	2011 Median	2011 Median
 CYCLING EVENTS	12.7	25.00
 ENDURANCE RUNS/WALKS	100.4	20.10
 RUNS/WALKS WITH A REGISTRATION FEE	3.02	12.50
 RUNS/WALKS WITHOUT A REGISTRATION FEE	6.26	20.30
Average Dollars Raised per Participant	2011 Median	2011 Median
 CYCLING EVENTS	\$378.66	\$669.29
 ENDURANCE RUNS/WALKS	\$199.68	\$588.27
 RUNS/WALKS WITH A REGISTRATION FEE	\$51.36	\$227.55
 RUNS/WALKS WITHOUT A REGISTRATION FEE	\$92.53	\$328.04
Average Number of Gifts per Participant	2011 Median	2011 Median
 CYCLING EVENTS	5.22	9.53
 ENDURANCE RUNS/WALKS	2.94	8.44
 RUNS/WALKS WITH A REGISTRATION FEE	1.01	4.36
 RUNS/WALKS WITHOUT A REGISTRATION FEE	1.72	5.94

The data shows that the number of emails sent by a participant correlates to the number of donations they raise — on average, it takes about two to three email solicitations for a fundraiser to recruit one donation.

These numbers illustrate how the level of engagement differs between participants of different event types — cycling and long-distance running/walking participants are the most active fundraisers, followed by short-distance running/walking participants.

Interestingly, for short distance running and walking events the data consistently points to the fact that participants who were not asked to pay a registration fee up front are more engaged fundraisers than their peers who were asked to pay a participation fee.

In terms of year-over-year trends, the median number of emails sent by participants using the fundraising center or participant center continues to decrease:



This decrease is likely the result of two trends in the market place:

- Explosive growth of mobile applications for event fundraising
- Increased popularity of social networking sites

Mobile applications are built to use a smart phone's email client rather than the email tools that live in TeamRaiser's participant center and the Friends Asking Friends fundraising center. As a result, emails sent through mobile applications are not included in the statistic shown in the chart above.

There is a hypothesis that participants are soliciting donations using social networking sites like Facebook and Twitter rather than sending out email solicitations. Additional research is required to determine whether email activity is simply moving outside the native fundraising tools because of mobile application adoption or whether email activity is decreasing because of the growth of social networking popularity.

Tools and tips to improve fundraising behavior metrics:

- ✓ Encourage participants to set a fundraising goal so their progress can be reflected in the fundraising thermometer that appears on their personal fundraising page. Friends and families want to see their friends achieve their goals — especially when it is for a great cause!
- ✓ Tell participants how to personalize their own fundraising page. A personal story is more likely to inspire friends and family to make a donation.
- ✓ Give your event a presence in social media. Your participants are already there, so join them.
- ✓ Provide social networking tools like Facebook timeline images so your passionate participants can become ambassadors for your organization's mission and your event.
- ✓ Make it simple and easy for donors to share or post that they made donations to your cause.
- ✓ Segment your participants so you can target each group with messages that are meaningful to them.
- ✓ Good targets are: returning fundraisers, first year participants, team captains, and individuals.
- ✓ Provide incentives or contests based on number of emails sent from the participant center.
- ✓ Provide email message templates that participants can easily customize and send.

While there is a strong likelihood that social networking sites are enticing participants away from sending email, this is not necessarily a bad thing. Blackbaud's study "Making Event Participants More Successful with Social Media Tools" found that participants who use social networking tools like Facebook, Twitter, and YouTube

communicated with their networks more regularly and sent more messages collectively. This increased fundraising results by up to 40 percent. Twitter users increased their personal fundraising goals by at least three times and raised nearly 10 times more online than their peers who did not use Twitter.

Team Involvement and Impacts on Fundraising Activities

Creating teams is not just an option for registration, it is the biggest precursor to peer-to-peer fundraising revenue.

Key Performance Indicators include average emails sent per participant, average dollars raised per participant, average number of gifts per participant, and percent of participants who raise money online.











**Individual
Participants**



















**Team
Members**



**Team
Captains**

Average Emails Sent per Participant	2011 Median	2011 Median	2011 Median
 CYCLING EVENTS	6.8	9.3	16.84
 ENDURANCE RUNS/WALKS	16.4	4.4	7
 RUNS/WALKS WITH A REGISTRATION FEE	0.6	1.5	3.82
 RUNS/WALKS WITHOUT A REGISTRATION FEE	0.4	2.6	6.54
Average Dollars Raised per Participant	2011 Median	2011 Median	2011 Median
 CYCLING EVENTS	\$340.94	\$350.89	\$795.30
 ENDURANCE RUNS/WALKS	\$174.81	\$170.69	\$307.00
 RUNS/WALKS WITH A REGISTRATION FEE	\$33.59	\$32.25	\$280.00
 RUNS/WALKS WITHOUT A REGISTRATION FEE	\$52.08	\$52.11	\$309.80

**Individual
Participants****Team
Members****Team
Captains**

Average Number of Gifts per Participant	2011 Median	2011 Median	2011 Median
 CYCLING EVENTS	2.7	5.3	10.3
 ENDURANCE RUNS/WALKS	5.2	2.3	5
 RUNS/WALKS WITH A REGISTRATION FEE	0.7	0.7	4.6
 RUNS/WALKS WITHOUT A REGISTRATION FEE	1	1	5.1
% of Participants who Raise Money Online	2011 Median	2011 Median	2011 Median
 CYCLING EVENTS	69.12%	65.64%	78.77%
 ENDURANCE RUNS/WALKS	58.10%	52.76%	66.63%
 RUNS/WALKS WITH A REGISTRATION FEE	24.92%	24.22%	57.14%
 RUNS/WALKS WITHOUT A REGISTRATION FEE	26.73%	26.73%	47.83%
% of Participants who Send Emails	2011 Median	2011 Median	2011 Median
 CYCLING EVENTS	12.41%	22.15%	43.75%
 ENDURANCE RUNS/WALKS	18.93%	20.00%	53.35%
 RUNS/WALKS WITH A REGISTRATION FEE	2.09%	5.10%	39.37%
 RUNS/WALKS WITHOUT A REGISTRATION FEE	1.20%	7.20%	34.87%
% of Participants Who Return Online	2011 Median	2011 Median	2011 Median
 CYCLING EVENTS	25.00%	25.00%	23.81%
 ENDURANCE RUNS/WALKS	26.51%	26.51%	24.81%
 RUNS/WALKS WITH A REGISTRATION FEE	15.95%	15.95%	21.28%
 RUNS/WALKS WITHOUT A REGISTRATION FEE	16.22%	16.22%	28.26%

These metrics underscore the importance of promoting teams in conjunction with your event. Team captains consistently outperform participants who are registering as individuals or participating on an existing team.

Team involvement also has a direct relationship to retention, which also helps increase fundraising. For short distance runs and walks, team captains and team members have notably higher retention rates year over year. Remember, returning participants also tend to raise more funds than their first-year counterparts.

Returning Participants

We often hear politicians say they are going to “rally the base” — that is, call on their most loyal and dedicated constituents. In peer-to-peer fundraising, past participants are the base. They are the key to overall growth. These dedicated and loyal participants are your most effective fundraisers and their passion can inspire others to join. On a macro level it can be difficult to evaluate the number of participants who return year to year as participants may register 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. While there are challenges to calculating past participant retention, the real story here is that, as an industry, there’s lots of room for improvement when it comes to retaining participants year to year.

Organization Spotlight



The EIF Revlon Run/Walk For Women is a short-distance walking and running event held in Los Angeles and New York City. Since its inception in 1994, the EIF Revlon Run/Walk For Women has raised and distributed over \$68 million to support pioneering research, delivered diagnostic treatment services for medically under-served women, and provided psychosocial and financial support to women facing cancer.

This event staff does an excellent job of highlighting its social media activities across the event's entire website. The Social Media Center is easily accessible from the top navigation of the event website. It features widgets and plugins from Facebook, Twitter, Flickr, YouTube, and more and encourages supporters to follow the event's social media posts and to get involved in the social media dialog.

Additionally, the EIF Revlon Run/Walk organizers have peppered the site with opportunities to engage their supporters in social media. From providing social fundraising tools to event participants to allowing their supporters to log into the website using their social media credentials for Facebook or Twitter, EIF Revlon Run/Walk is deepening the relationships with its supporters by connecting with them via social media. This will ultimately translate into supporters who are more loyal and more engaged for the long term.

Tools and tips to help foster team involvement:

- ✓ Encourage it: Recruitment emails are a great place to encourage your participants to start or join a team. You could:
 - Incentivize team formation by awarding prizes for the largest team, the team that fundraises the most, the team with the best costumes, etc.
 - Remind participants that banding together for a cause with friends and family members is a great way to reconnect, come together, and network.
 - Treat corporate teams differently. Promote teams as a great team-building activity and as a way to highlight community involvement.
- ✓ Rely on your team captains: Your team captains should be the first place you turn to help get people excited about registering for your event. Team captains that return to an event raise two to three times more than new team captains. To get your past team captains to sign up again, set up a special email series specifically for them. In the series you should:
 - Promote early bird registration. Past team captains should be the first people you invite back to register each year.
 - Make it easy for your team captains by providing them with the resources they need to be successful. Send them reminders when important events or deadlines are approaching, as well as a script that they can send to their team members to keep them personally informed.
 - Provide incentives for returning team captains, such as waived registration fees, special merchandise, or a chance to meet with senior staff for lunch.

For the purposes of this study, a returning participant is defined as someone who registered online in 2010 and returned to register online again under the same name and email address in 2011.

These numbers show that returning participants across all event types are also more likely to fundraise and are more effective fundraisers than first timers. The metrics below provide details to support this conclusion; participants who return online from year to year outperform participants who are new to the online fundraising tools. Past participants are more effective because they already know how to use online tools.



There's also an intangible quality at work with past participants — they've already experienced the event. We'd be remiss if we didn't mention the impact of participating in the event and of meeting others who are facing similar life experiences. This feeling of hope and empowerment can provide extra motivation to fundraise. It is the event experience that separates peer-to-peer fundraising from other revenue streams.



**New
Participants**



**Returning
Participants**









Average Emails Sent per Participant	2011 Median	2011 Median
 CYCLING EVENTS	10.27	36.04
 ENDURANCE RUNS/WALKS	16.66	30.97
 RUNS/WALKS WITH A REGISTRATION FEE	1.61	9.84
 RUNS/WALKS WITHOUT A REGISTRATION FEE	2.84	21.67
Average Dollars Raised per Participant	2011 Median	2011 Median
 CYCLING EVENTS	\$298.38	\$866.00
 ENDURANCE RUNS/WALKS	\$602.01	\$940.00
 RUNS/WALKS WITH A REGISTRATION FEE	\$35.72	\$162.00
 RUNS/WALKS WITHOUT A REGISTRATION FEE	\$46.45	\$317.00
Average Number of Gifts per participant	2011 Median	2011 Median
 CYCLING EVENTS	4.42	11.63
 ENDURANCE RUNS/WALKS	7.11	9.3
 RUNS/WALKS WITH A REGISTRATION FEE	0.7	2.89
 RUNS/WALKS WITHOUT A REGISTRATION FEE	0.92	5.24

Tips to encourage past participants to return:

- ✓ Communicate with your participants throughout the year, not just during the event season. Just because the event is over, doesn't mean that your relationship has to end. Invite participants to other activities in your organization. The more engaged they are with you, the more likely they are to participate and fundraise next year.
- ✓ Participation retention can feel like a problem that's too big to solve. So, instead of focusing on bringing everyone back, start with your team captains. Team captains have two jobs: Recruit team members and fundraise. These individuals are your most engaged participants; focus on increasing team captain retention versus increasing overall participant retention.
- ✓ Make a list. Run reports to find your most active participants. Look beyond the amount raised to their online activity: Did they send emails, personalize their fundraising pages, or make a self-donation? When creating your retention plan use this information to help focus your efforts.
- ✓ Your reports are only as good as your data. 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.


**New
Participants**

**Returning
Participants**

% of Participants who Raise Money Online	2011 Median	2011 Median
 CYCLING EVENTS	60.31%	68.11%
 ENDURANCE RUNS/WALKS	53.97%	67.82%
 RUNS/WALKS WITH A REGISTRATION FEE	21.40%	34.09%
 RUNS/WALKS WITHOUT A REGISTRATION FEE	27.16%	39.73%
% of Participants who Send Emails	2011 Median	2011 Median
 CYCLING EVENTS	23.81%	30.17%
 ENDURANCE RUNS/WALKS	22.36%	28.86%
 RUNS/WALKS WITH A REGISTRATION FEE	6.10%	13.33%
 RUNS/WALKS WITHOUT A REGISTRATION FEE	9.22%	20.00%


***Re-recruitment
email tip:***

Be sure to communicate login information at the start of each event cycle so your participants can easily return with the same login and reclaim last year's address book and donor history.

THIRD-PARTY PEER-TO-PEER FUNDRAISING

EXPANDING THE PEER-TO-PEER FOOTPRINT

While traditional running, walking, and cycling events continue to dominate the peer-to-peer event fundraising space, there are a growing number of peer-to-peer style fundraising activities that do not require an organization to bear the responsibility of event planning. These activities include third-party events, independent fundraising events, do-it-yourself fundraising, marathon fundraising, and donate your special day campaigns. The common denominator in these types of fundraising activities is that individuals are asked to solicit donations from their friends and family on behalf of an organization.

Whether someone is running a marathon or hosting a lemonade stand for a cause, third-party fundraising campaigns are rapidly expanding in the nonprofit sector. These campaigns give donors and fundraisers a way to make a difference in a manner that means the most to them. Nonprofits provide the resources through online fundraising tools like TeamRaiser to advance this form of fundraising. As a result, fundraisers are exceeding traditional peer-to-peer event fundraising benchmarks across the board.

As this form of fundraising advances, we see a variety of different styles from an all-inclusive format that mixes all types of fundraising in a generic online experience to clearly defined fundraising channels that customize the online experience to match the fundraising activities.

Fundraising channels commonly include activities such as community and athletic events and expanded opportunities such as tributes, memorials, special days, unique campaigns, and more. While there are many options, we focused on the two most prevalent in the peer-to-peer fundraising space.



ATHLETIC/MARATHON EVENTS

Athletic/Marathon Events have evolved out of endurance events, which offer additional participant slots for people who sign up to fundraise on behalf of a nonprofit organization. These fundraising opportunities may require fundraisers to meet a challenging fundraising minimum — anywhere between \$250 and \$5000.

This combination of physical and financial challenges appeals to certain donors.



COMMUNITY EVENTS

Community Events are created when individual supporters sign up to host their own fundraising events to raise money for organizations of their choice. The event can take the form of a bake sale, concert, car wash, poker night, office party, or house party among others. There are generally no registration costs and no fundraising minimums required for these events.

Key Performance Indicators and Benchmarks

The third-party model of online fundraising has only become mainstream in recent years. For this year's report, we reviewed 80 athletic events and eight community events.

Average Online Gift Amount

When it comes to average online gift amount, we found that both of these third-party event types outperform the traditional running, walking, and cycling events. This is likely because the intent behind third-party fundraising is to provide an outlet to support individuals interested in fundraising, which, by its nature, implies that the participant is already in the fundraising mindset at the time of registration. The activity that the individual selects or organizes is simply a means to generate excitement for the underlying purpose of

soliciting funds. For many traditional events, especially short distance events, participants do not always understand that the underlying goal is fundraising. Traditional events have the additional hurdle to overcome that participation alone (i.e. showing up on race day without fundraising) is not sufficient to ultimately further the mission of the organization.

Participants Fundraising Online

Those who fundraise for athletic events fundraise online more than any other type of peer-to-peer fundraising campaign. This is because most campaigns:

- Are hosted solely online with robust fundraising tools.
- Were started online as opposed to traditional events that moved existing programs online and are still converting offline fundraisers to online fundraisers.
- Require a significant fundraising minimum to participate.
- Have a demographic that is online savvy.

For community events, additional fundraising is often completed offline rather than using online techniques, which helps explain why not all participants show online fundraising activity.



Average Online Gift 2011 Median



ATHLETIC/MARATHON EVENTS

\$71.08

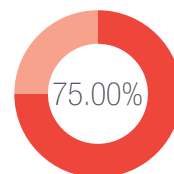


COMMUNITY EVENTS

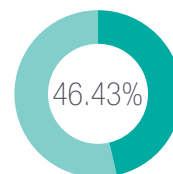
\$71.19



% Participants Who Raise Money 2011 Median



ATHLETIC/MARATHON
EVENTS



COMMUNITY
EVENTS

Organization Spotlight


THE MICHAEL J. FOX FOUNDATION
FOR PARKINSON'S RESEARCH

Team Fox
www.teamfox.org

Team Fox is the grassroots community fundraising program at The Michael J. Fox Foundation that inspires supporters to turn their passions and interests into unique fundraising events. Started in 2006, fundraisers have raised over \$22 million for Parkinson's research since the program was launched. Community event fundraisers host pancake breakfasts, garden walks, concerts, art auctions, car shows, and much more. In 2012, more than 1,600 Team Fox members worldwide raised over \$6 million. Team Fox exemplifies the modern paradigm of peer-to-peer fundraising where participants are given the flexibility to define how they want to fundraise and determine the context in which they are fundraising. Additionally, third-party programs release organizations from many of the logistical activities required to conduct a successful traditional fundraising event like a walk, run, or cycling event. This frees up precious staff resources to focus on supporting fundraisers.

Fundraising Activity per Participant

Because third-party fundraisers sign up to fundraise for your organization as opposed to signing up to participate in your event, the conversion to fundraising should be higher than traditional fundraising events. The metrics in the chart below show how third-party fundraisers typically perform with regard to their online fundraising efforts using the online tools provided.









Realize that just because the fundraiser is not using email, does not mean he or she is not using a form of online communications to solicit online donations. With the integration of social media and external email tools, online fundraising is multi-channel.



**All
Participants**



**Fundraising
Participants**

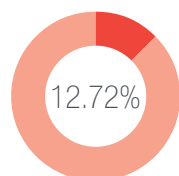
Average Emails Sent per Participant	2011 Median	2011 Median
 ATHLETIC/MARATHON EVENTS	23.74	41.3
 COMMUNITY EVENTS	54.2	22.9
Average Dollars Raised per Participant	2011 Median	2011 Median
 ATHLETIC/MARATHON EVENTS	\$1,005.74	\$1,325.75
 COMMUNITY EVENTS	\$449.00	\$1,133.30
Average Number of Gifts per Participant	2011 Median	2011 Median
 ATHLETIC/MARATHON EVENTS	12.88	18.23
 COMMUNITY EVENTS	6.8	11.16
% of Participants Who Send Email	2011 Median	2011 Median
 ATHLETIC/MARATHON EVENTS	38.92%	49.36%
 COMMUNITY EVENTS	28.57%	45.68%

Returning Participants

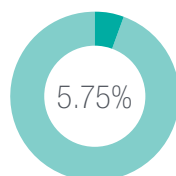
Because of the unique nature of third-party events, participants do not return from year to year at the same rate as they do in traditional events.



% Participants who Return Year over Year




**ATHLETIC/MARATHON
EVENTS**




**COMMUNITY
EVENTS**









Third-party fundraisers are motivated by their own personal factors, which may not spur a desire to participate in an annual campaign. Athletic runners often look upon the event as a once-in-a-lifetime challenge or only participate every few years. Community event fundraisers may hold one-time fundraisers. However, when and if they do return, they outperform a new fundraiser in every metric category.



**New
Participants**



**Returning
Participants**

Average Emails Sent per Participant	2011 Median	2011 Median
 ATHLETIC/MARATHON EVENTS	22.94	57.22
 COMMUNITY EVENTS	12.84	32.64
Average Dollars Raised per Participant	2011 Median	2011 Median
 ATHLETIC/MARATHON EVENTS	\$ 814.71	\$ 1,553.00
 COMMUNITY EVENTS	\$ 357.76	\$ 737.00
Average Number of Gifts per Participant	2011 Median	2011 Median
 ATHLETIC/MARATHON EVENTS	11.64	14.95
 COMMUNITY EVENTS	5.86	10.57
% of Participants Who Send Email	2011 Median	2011 Median
 ATHLETIC/MARATHON EVENTS	74.35%	78.17%
 COMMUNITY EVENTS	38.10%	78.33%

SUMMARY

In 2011, peer-to-peer fundraising was strong across all event types. It experienced growth in overall fundraising and participation rates, as well as in average gift size. As the economy continues to rebound in 2012 and 2013, we anticipate this trend to continue.

The metrics showed that there was a direct relationship between participant fundraising activities and whether a short-distance running or walking event charged a registration fee. Organizations that charge registration fees for their events should not necessarily abandon this practice, but they should review whether the potential uptick in fundraising activities would increase revenues enough to justify the loss in revenue from removing a registration fee.

Third-party fundraising is a type of fundraising that nonprofits — with or without established traditional events or peer-to-peer fundraising campaigns — can implement to diversify their fundraising revenue. These events are focused on the individual participant, not the activity, so these events have a low barrier to entry.

Third-party fundraisers are connected to the cause they are supporting as opposed to the event they are participating in — as a result of this connection, they raise more money. They do not have the same cyclical participation as a traditional run, walk, or ride fundraiser who participates in the same event each year, but they are more likely to be involved in your organization in multiple ways and raise more for you over their lifetime.

ADDITIONAL RESOURCES

- [Blackbaud Nonprofit Resources](#)
- [npENGAGE Blog on Event Fundraising](#)
- [Understanding the Value of Team Captains](#)
- [Making Participants and Donors Successful with Mobile Solutions](#)
- [Peer-to-Peer Event Fundraising Consumer Survey](#)
- [Boost Event Fundraising with Social Media](#)
- [Raising More Money Online with Independent Fundraising Events](#)

ABOUT THE AUTHORS

Robyn Mendez is a solution architect for [Blackbaud's Interactive tool suite](#). She has devoted the last 10 years to helping nonprofits implement solutions to increase their online fundraising and engagement. She has a passion for multi-affiliated organizations and special event fundraising. Prior to joining Blackbaud, Robyn worked on two of Houston's most successful peer-to-peer fundraising events, the Susan G. Komen Race for the Cure and National MS Society's BP MS 150 Bike Tour. She has a Bachelor of Science degree in Journalism from Texas A&M University and works remotely from her home office in the suburbs of Houston, Texas. Twitter: [@robynmendez](#) robyn.mendez@blackbaud.com

Amy Braiterman, principal strategy consultant at Blackbaud, supports customers with their peer-to-peer fundraising events with a process she refers to as "data-driven strategy." This strategy analyzes how effective event participants are using online fundraising tools and uses the results to develop event fundraising plans. Prior to joining Blackbaud, Amy earned her fundraising stripes managing events for The Leukemia & Lymphoma Society, Alzheimer's Association, and Share Our Strength. She shares her fundraising knowhow on npENGAGE by hosting educational webinars and speaking at customer conferences. Twitter: [@abraiterman](#) amy.braiterman@blackbaud.com

Deepa Karani has 13 years of experience in fundraising, event management, and volunteer management in the nonprofit sector. Prior to Blackbaud, Deepa served as a national consultant for the American Heart Association and propelled one of the largest national youth service programs to online fundraising success by driving fundraising best practices with the premier technology solution, TeamRaiser. As a senior solutions consultant at Blackbaud, she consults with organizations to grow their peer-to-peer fundraising programs using Blackbaud strategy and technical solutions. She has a Masters of Business Administration degree from University of Texas at Dallas and works remotely from her home office in the suburbs of Dallas, Texas. Twitter: [@dkarani331](#) deepa.karani@blackbaud.com

Nancy Palo is senior consultant on Blackbaud's strategic services team with an emphasis on TeamRaiser. She brings more than 10 years experience in the event fundraising space and today helps nonprofits implement solutions to increase their special event fundraising and recruitment. Prior to joining Blackbaud in April of 2012, Nancy worked at the National Multiple Sclerosis Society in California and New York where she oversaw the Society's largest single day Walk MS and Bike MS events, raising more than \$30 million during her eight years with the organization. She studied communications and business at the University of San Diego and works remotely from her home office in New York City. Twitter: [@fundraising101](#) nancy.palo@blackbaud.com

Larissa Tater is a consultant on Blackbaud's strategic services team. As a consultant with Blackbaud, she helps clients employ best practices and technology innovations to attract new constituents, build effective marketing campaigns, and drive fundraising growth. Since 2009, she has been working with the Luminate Online product suite to build multi-channel campaigns from grassroots advocacy campaigns and peer-to-peer fundraising campaigns to end-of-year giving campaigns. She has worked with nonprofit organizations of all sizes and missions including: LIVESTRONG, Susan G. Komen for the Cure, Alzheimer's Association, American Cancer Society, humane societies, hospitals, church organizations, and many others. In her spare time, she writes grants, plays softball, and enjoys mountain biking. larissa.tater@blackbaud.com

ABOUT BLACKBAUD

Serving the nonprofit and education sectors for 30 years, [Blackbaud](#) (NASDAQ: BLKB) combines technology and expertise to help organizations achieve their missions. Blackbaud works with more than 27,000 customers in more than 60 countries that support higher education, healthcare, human services, arts and culture, faith, the environment, independent education, animal welfare, and other charitable causes. The company offers a full spectrum of cloud-based and on-premise software solutions, and related services for organizations of all sizes including: fundraising, eMarketing, social media, advocacy, constituent relationship management (CRM), analytics, financial management, and vertical-specific solutions. Using Blackbaud technology, these organizations raise more than \$100 billion each year. Recognized as a top company by Forbes, InformationWeek, and Software Magazine and honored by Best Places to Work, Blackbaud is headquartered in Charleston, South Carolina and has employees throughout the US, and in Australia, Canada, Hong Kong, Mexico, the Netherlands, and the United Kingdom.