

# Contents

- 1. Foreword: Why Benchmark?
- 2. About This Study
- 3. Key Findings and Study Highlights
- 4. Peer-to-Peer Event Marketplace Trends
- 5. Fundraising Status and Performance by Individuals
- 6. Participant Loyalty and Retention
- 7. Personal Donations
- 8. Email and Fundraising Communications
- 9. Team Roles and Fundraising Performance
- 10. In-Depth Team Performance
- 11. A Closer Look at Canadian Peer-to-Peer Data
- 12. That's All, Fundraisers!

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### Foreword:

# Why Benchmark?

Life is unpredictable. So why do some thrive in the unpredictability while others fail? Jim Collins and Morten Hansen tackle this topic in the book *Great by Choice*. But what does this concept have to do with nonprofit organizations and peer-to-peer fundraising?

Well, nonprofits live in a world of uncertainty too. We can't be sure how many people will register for the event, or if a new sponsor will sign on, or if a new company team will fundraise. These items are out of our control. Despite the uncertainty and lack of control, some peer-to-peer programs are thriving while others decline. The American Heart Association®'s Heart Walk and youth programs, the Alzheimer's Association®'s Walk to End Alzheimer's and Memorial Sloan Kettering Cancer Center®'s Cycle for Survival all deal with the same uncertain times, yet they've found a way to continue to grow year over year.\*

To answer the question of how some thrive in chaos, Collins and Hansen identified companies with the same circumstances and uncontrollable environments. They determined a few core behaviors that the leaders of these thriving companies possessed, one of them being fanatic discipline.

Discipline is a struggle for most people. It's very easy to eat the piece of pizza and skip the gym even when you know you shouldn't. Or you buy shoes you know you don't need. In the nonprofit world, we've all made choices that probably weren't the best for our fundraising programs. This is where fanatic discipline becomes so important.

The Race to the South Pole in 1911 illustrates how a disciplined approach can win out in the end. In October 1911, Roald Amundsen and Robert Falcon Scott planned separate expeditions with the goal of becoming the first explorer to reach the South Pole. Amundsen spent years researching and planning his trip. His research took him to live with the Inuits to learn how they lived and thrived in snow and ice conditions. He formulated a detailed plan for food, transportation, and set a goal to travel 17 miles a day. Scott was not as methodical with his planning nor as disciplined in his expedition. On good days, Scott traveled up to 30 miles, and on bad days the team would stay at camp. Meanwhile, Amundsen's expedition marched every day. On good days, they stuck to their 17-mile goal and on bad days, they did their best to meet that goal. Additionally, Amundsen's plan kept the team close to supply depots, and they never went without food. The same cannot be said for Scott's team.

Amundsen exuded fanatic discipline. The team focused on achieving the specific goals they had set out for each day. This meant on some days they stopped to rest when they might have kept going and pushed on to achieve their target mileage on days made challenging by terrain and weather conditions. Amundsen and his team marched an average of 15.5 miles a day and reached the South Pole about one month before Scott.

So, why do some thrive in uncertain times while others fail? Research, planning and, most importantly, being disciplined to stick with the plan even when the going is tough.

Throughout this Study, we've included some of our insight along with key performance indicators to help you in your fundraising journey. Benchmarks can also help you uncover opportunities for growth. To plan your peer-to-peer campaigns as well as Amundsen's race, start before the event season even begins by reviewing your results from prior years and comparing your event data to the benchmarks. After charting your own performance year over year, select a few key areas to focus on for growth. Create a strategy, outlining the tactics you'll use to achieve your results in the coming season. As the season begins, track your progress. Remain focused on the plan, and most importantly, stay disciplined when you want to sprint to the finish line.

\*Reference: Peer-to-Peer Professional Forum's Top 30 Survey

"The future is uncertain...but this uncertainty is at the very heart of human creativity."

-Ilya Prigogine

# About This Study

The *Peer-to-Peer Fundraising Study* analyzes performance of traditional peer-to-peer fundraising events between 2013 and 2015. Whether you're interested in participant loyalty, fundraiser status, or team performance, this Study provides a yardstick for measuring your program's performance against similar industry events. This can help you sift through all of the possible opportunities for action, and identify the growth opportunities most likely to result in performance gains for your program.

This Study combines event performance data for 186 organizations using Blackbaud's TeamRaiser® fundraising platform. Collectively, during the three-year period from 2013 through 2015, these organizations hosted more than 15,301 events, recruited over 10.6 million participants and raised \$1.05 billion in online donations. In 2015, the study group organized 4,927 events, recruited nearly 3.4 million participants, and raised almost \$373 million online.

To understand the past and present and to uncover future opportunities, this Study used Blackbaud's VantagePoint™, a powerful business intelligence solution that provided an in-depth and comprehensive look at three years of peer-to-peer fundraising data.

This Study takes a look at participant and team online performance. We use our standard set of key performance indicators to measure performance:

- Percent of participants who fundraise online
- Average amount raised per participant
- Average online donation
- Average number of donations per participant
- Percent of participants who send emails
- Number of emails sent per participant

# **Event Types**



### WALK

Participants are encouraged but not required to fundraise. These non-competitive events aim to include as many people as possible in an effort to raise money, spread awareness of their mission, and gain new supporters.



## **ENDURANCE**

Multi- or single-day long distance walks, half marathons, marathons, and triathlons fall into this category. These events generally charge a registration fee and often have a required fundraising minimum.



## 5K

Most short-distance competitive races fall into this category. These almost always have a registration fee, but unlike cycling and endurance programs these events do not have a fundraising minimum.



## **CYCLE**

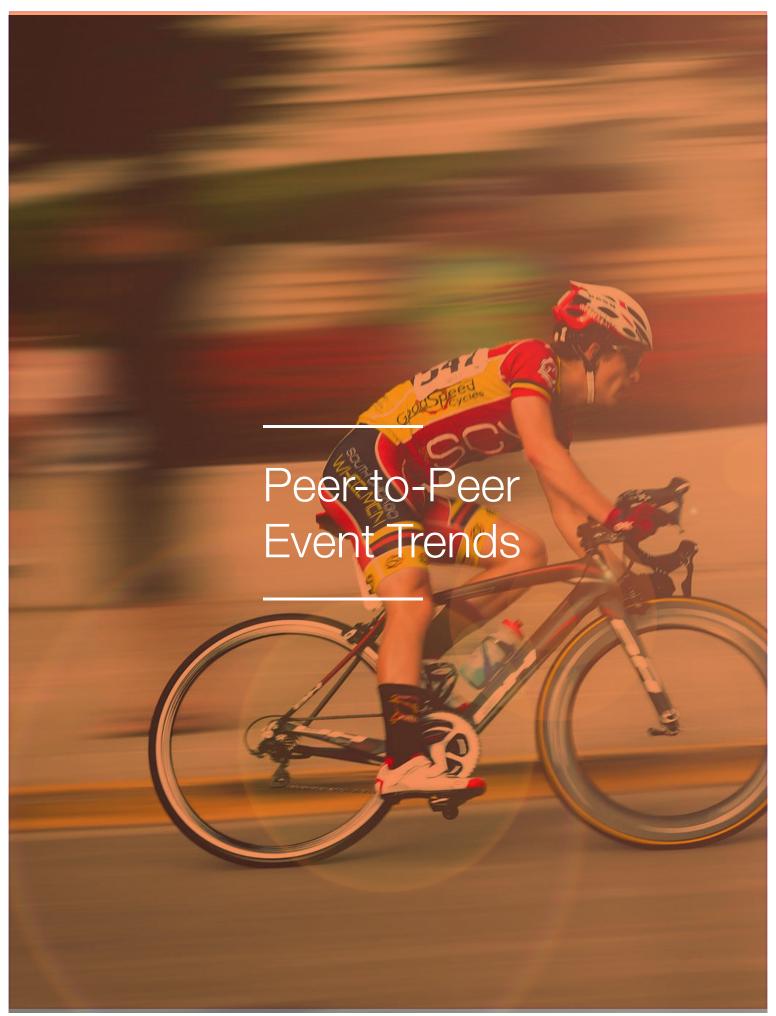
Multi- and single-day events devoted solely to cycling. A registration fee is generally charged and there is usually a minimum fundraising requirement.

# Key Findings

- Average online donation amounts have increased each year for three years. The average walk donation was \$71.81, up 8% from 2014 to 2015.

  Cycle events see the largest donations, with a \$94.91 average gift size in 2015.
- Gaps in fundraising performance between new and returning participants have narrowed this year. This may indicate organizations and team captains have become more successful at asking folks to fundraise and sharing fundraising techniques. Keep up the good work!
- Fundraisers who donate to themselves make up an extremely valuable segment of the event population. This year we separated the personal donation revenue stream into two separate channels: donations made during registration and donations made after registration.
- This year, we added benchmarks for performance of emails sent by peer-to-peer participants. Participant emails achieve impressive open and click-through rates. Emails sent by walkers had an impressive 42.3% open rate and 27.9% click-through rate.

- Canada. Yes, Canada! This year, we looked at some nuances between Canadian and U.S. participant behavior and fundraising results.
- Across all event types, participants who sent email messages raised more than their peers who did not send email. Walk fundraisers who sent email raised 7 to 20 times more funds than non-emailers.
- Retention rates declined by 7.8% for 5K events and by 5.4% for walks, while endurance events showed a huge 18.4% increase in returning participants.
- In 2015, 5K events received 38% of total revenue from registration fees. The balance of funds came from participant fundraising and personal donations. If a larger proportion of your revenue comes from registration fees, you might look to grow event revenue by focusing on participant fundraising and personal donations.



## "Toto, I've a feeling we're not in Kansas anymore."

#### -The Wizard of Oz

It's safe to say our peer-to-peer fundraising world is different today than it was ten years ago—or even two years ago. Today, there are more nonprofit organizations, more events, and more competition for participants and dollars. Additionally, you have crowdfundraising platforms popping up left and right, giving individuals more opportunities to create their own fundraising pages and events without needing a nonprofit to provide fundraising tools.

So what's a fundraiser to do? And, why in this new world do we continue to focus on the traditional events?

As organizations look to diversify revenue streams and reach new audiences, traditional programs like cycling, endurance, 5Ks, and walks continue to be many organizations' bread and butter. Yes, while these traditional events may seem passé in today's "everything new is better" world, it's important that we continue to invest in these programs to maintain a strong foundation as we explore and experiment with new revenue streams.

Here's something to consider: While some consider walk programs to be the most boring of our traditional events, they're still experiencing year-over-year fundraising growth. So, what separates walks from other programs? They're all about the cause and mission.

#### 2015 Online Donation Revenue, Year Over Year Change









Go to any city in North America during the spring and fall months, and you'll find at least two walk events for different organizations happening on the same weekend. And, you won't find the same people at either event. Why? Because, while walks may seem boring, they're also not about the thrill or the flair of the event. They're about the cause. It's about making an impact. It's about having a day to stand up and say, "No, cancer you're not going to win," or

"I'm living with Crohn's, and we're going to find a cure," or "I love my cat, and want to make sure homeless animals are cared for."

What does this mean for cycle, endurance, and 5K programs? It's important to recognize that these programs attract two types of people: those interested in the cause and those interested in the sport. When evaluating your cycle, endurance, and 5K program, look for ways to separate and address the two types of participants.

Consider updating the registration process to allow individuals to self-identify their interest in your organization. Once you know more about someone's degree of interest in your event, mission, and organization, you can cater follow up communication to suit their needs. For example, a participant interested in the sport will need more information about your organization, its cause, and their potential fundraising impact. These warm leads have the potential to be great fundraisers; they just may need more coaching on why their support matters. Try it out; what do you have to lose?

Charts 1 and 2 break down the peer-to-peer event marketplace by percent of participant registrations and online revenue.

Chart 1: **2015 Traditional Event Marketplace by Participant Registration** *Event Breakdown by Percent of Participants* 

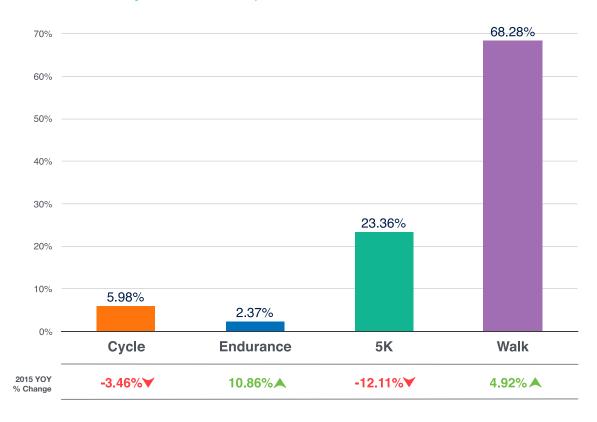
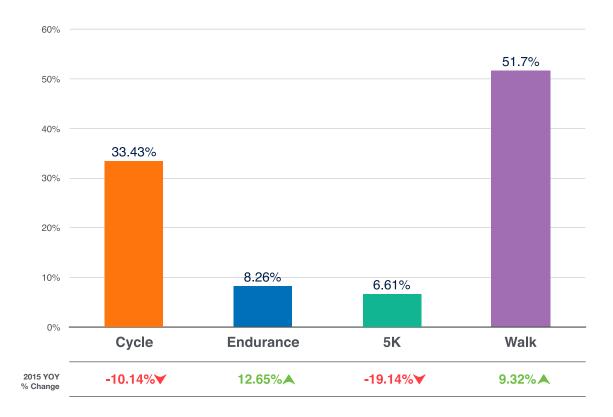


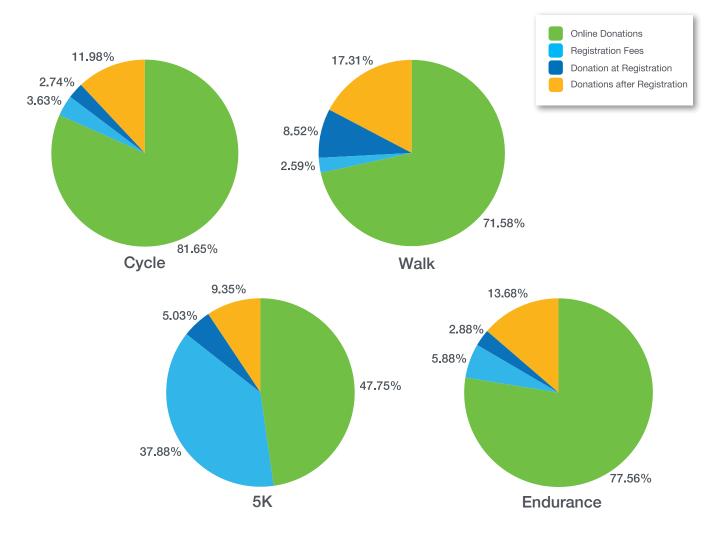
Chart 2: **2015 Traditional Event Marketplace by Online Revenue** *Event Breakdown by Percent of Revenue* 



But where does the money come from? Instead of looking at online revenue in one lump sum, we've separated online revenue into four categories: online donations, registration fees, personal donations during registration, and personal donations after the registration process.

Why did we create four categories for revenue? A couple years ago we started breaking online revenue into three buckets because organizations began putting a greater emphasis on asking participants to make a donation during the registration process. As this tactic has continued to evolve, we're seeing organizations up their game by asking for a personal donation during the registration process, in follow up communications, and in the participant center. Hence, we've started to provide stats for the four specific potential revenue streams.

Chart 3: Where Does the Money Come From? 2015 Revenue Distribution



This Study will show a variety of performance views to better understand fundraiser performance. As more organizations ask participants not only to fundraise, but also to show their commitment by making a donation, it's time to re-evaluate how we define a fundraising participant. We used to separate the universe of event participants into "zero dollar participants" and "fundraisers." Now with so many more participants donating to their own campaigns, we don't know if they've reached out to others with a fundraising message.

We consider participants with two or more donations to be active fundraisers; participants with one donation may well be self-donors; and lastly we have the "zeroes" or registered participants without a donation.

This is first glimpse of how we're beginning to look beneath the surface to learn more about our participants. To uncover growth opportunities and develop a methodical plan we have to delve into the details.

#### Chart 4:

#### 2015 Participants Fundraising Online by Fundraising Segment

Chart 4 takes a closer look at online fundraising activity by number of donations. We've divided fundraisers into two categories: fundraisers with one online donation and fundraisers with two or more online donations.

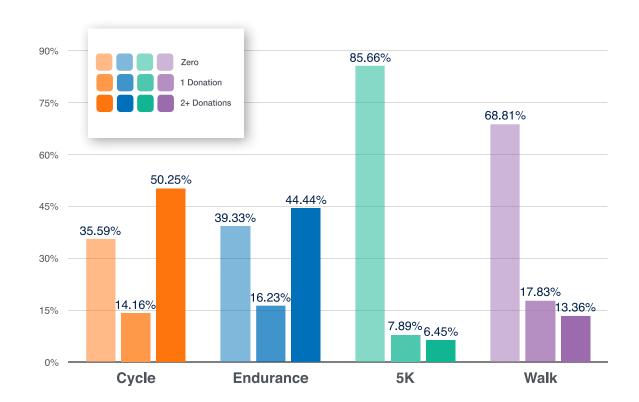


Chart 5: **Percent of Participants Fundraising Online: 3-Year View** 

|      | Cycle  | Endurance | 5K     | Walk   |
|------|--------|-----------|--------|--------|
| 2013 | 63.84% | 56.21%    | 13.01% | 30.03% |
| 2014 | 63.31% | 55.53%    | 14.52% | 31.15% |
| 2015 | 64.41% | 60.67%    | 14.34% | 31.19% |

#### Chart 6:

#### **2015 Average Online Donation Amount**

Average online donation amount refers to the average amount a donor gives online when a participant asks for support. Donors gave more in 2015 compared to the prior year. While the increases were not dramatic, they were steady. We like steady, it's sustainable.

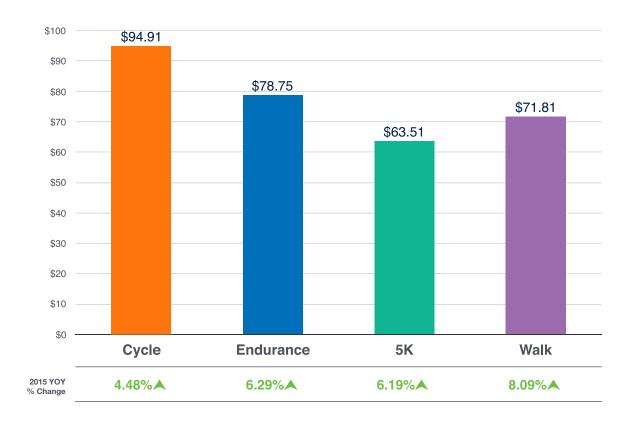
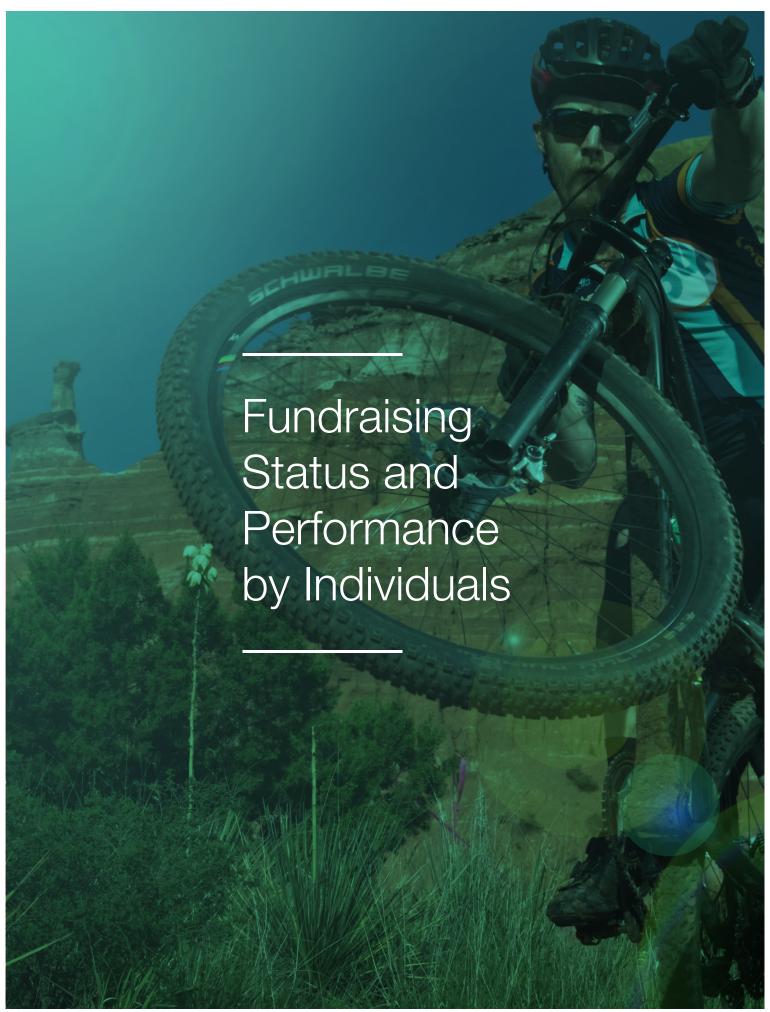


Chart 7: **Average Online Donation Amount: 3-Year View** 

|      | Cycle   | Endurance | 5K      | Walk    |
|------|---------|-----------|---------|---------|
| 2013 | \$86.86 | \$69.94   | \$57.01 | \$63.00 |
| 2014 | \$90.84 | \$72.84   | \$59.36 | \$66.43 |
| 2015 | \$94.91 | \$77.42   | \$63.03 | \$71.81 |



# "It does not matter how slowly you go as long as you do not stop."

#### -Confucius

Many nonprofit staffers are surprised to find that many of their online fundraisers aren't fundraisers at all. Many of your fundraisers may have donated to themselves, without getting anyone else to give a gift in their name. In one sense, it's good they felt connected enough to your organization to make a gift, but in another, they didn't feel sufficient commitment to take the next step to become an advocate for your organization.

As we all know, the biggest hurdle peer-to-peer staff encounter is working with event participants to become fundraisers. While it makes sense to focus efforts on top fundraisers, you can't abandon the rest. Here's how to make the best use of your time in the quest to convert more participants to fundraisers:

- Communicate clearly that the event is a fundraiser. Asking for money is intimidating. Even we as professional fundraisers get nervous about it. Many nonprofit staff shy away from including the word "fundraiser" on peer-to-peer websites, perhaps for fear of scaring people away. We're just reaping what we sow if we take this approach. If staff are afraid of fundraising, it should be no surprise that participants don't fundraise in larger numbers. Make sure your event website and all communications talk about your mission and the fact that the event is a fundraiser.
- Help your staff overcome the fear of fundraising. Make sure staff members
  understand the fundraising tools available to participants and believe that by using
  them anyone can fundraise. Once staff truly buy into and know how to use the tools
  themselves, they'll have an easier job working with participants.
- Provide social proof to participants who don't feel comfortable making asks.
  Today, people use Facebook® and email to request money for anything from funeral expenses to fundraising walks. For social proof, share stories of participants who sent a few emails or posted to Facebook® and couldn't believe how quickly donations began to materialize; this could be more effective motivation for non-fundraisers than talking about the most uber-successful fundraiser.
- Provide social media content, pre-written emails, personalized posters, mobile
  applications, and more to make fundraising easy. The more of your participants' work
  you can do for them, the easier it will be for them to begin fundraising.
- Coach participants and fundraisers according to the actions they've taken (or not taken) and their fundraising success. Use your reports to determine what fundraising actions participants have taken. Have they made a donation and not moved further?
  Sent emails but received no donations? Updated their personal page? Collected 20

donations? Segment and conditionalize coaching emails based on these activities to ensure your messages are as relevant as possible to the recipient. When talking to participants by phone or in person, make sure you are familiar with how they've interacted with your event so the conversation can lead them down the best path.

No two participants are alike, but to move them from one step to the next, use data and personal communication to help them along as effectively as possible.

Chart 8: Traditional View of Fundraiser Status: All Participants vs. All Fundraisers

Before digging into fundraising segments, let's take a quick look at the difference between participants and fundraisers. This traditional view has been guiding fundraising practices for years. While we love looking at segments, this view is an easy measurement for peer-to-peer fundraising events.

|                                   | All Participants                       | All Fundraisers |  |  |  |  |
|-----------------------------------|--|-----------------|--|--|--|--|
| Average Dolla                     | Average Dollars Raised per Participant |                 |  |  |  |  |
| Cycle <page-header></page-header> | \$614.23                               | \$953.70        |  |  |  |  |
| Endurance 🎢                       | \$382.52                               | \$630.49        |  |  |  |  |
| 5K ⊕                              | \$31.10                                | \$216.84        |  |  |  |  |
| Walk 🛂                            | \$83.17                                | \$266.65        |  |  |  |  |
| Average Online                    | e Donation Amount                      |                 |  |  |  |  |
| Cycle <page-header></page-header> | \$94.91                                | \$94.91         |  |  |  |  |
| Endurance 🎢                       | \$77.42                                | \$77.42         |  |  |  |  |
| 5K 🕭                              | \$63.03                                | \$63.03         |  |  |  |  |
| Walk 🌿                            | \$71.81                                | \$71.81         |  |  |  |  |
| Average Numl                      | oer of Donations per Particip          | oant            |  |  |  |  |
| Cycle <page-header></page-header> | 6.5                                    | 10.0            |  |  |  |  |
| Endurance 🏄                       | 4.9                                    | 8.1             |  |  |  |  |
| 5K 🕭                              | 0.5                                    | 3.4             |  |  |  |  |
| Walk 🎺                            | 1.2                                    | 3.7             |  |  |  |  |

|                                   | All Participants      | All Fundraisers |  |  |  |  |  |
|-----------------------------------|-----------------------|-----------------|--|--|--|--|--|
| % of Participants Who Send Emails |                       |                 |  |  |  |  |  |
| Cycle 💑                           | 30.9%                 | 46.8%           |  |  |  |  |  |
| Endurance 🦍                       | 22.3%                 | 35.6%           |  |  |  |  |  |
| 5K ⊕                              | 4.6%                  | 26.8%           |  |  |  |  |  |
| Walk 📢                            | 9.0%                  | 25.3%           |  |  |  |  |  |
| Number of En                      | Number of Emails Sent |                 |  |  |  |  |  |
| Cycle <page-header></page-header> | 25.4                  | 39.2            |  |  |  |  |  |
| Endurance 🎢                       | 10.5                  | 17.2            |  |  |  |  |  |
| 5K ტ                              | 1.7                   | 10.9            |  |  |  |  |  |
| Walk 🎺                            | 3.9                   | 12.0            |  |  |  |  |  |

**Fundraiser Status:** Our traditional view of fundraisers and non-fundraisers provides a quick snapshot of online fundraising performance, but to grow and uncover opportunities it's important to look beneath the surface. To aid in your research to develop a methodical fundraising plan, we've divided participants into four categories:

- Non-fundraiser
- Donate only: received 1 online donation
- Good fundraiser: received 2-4 online donations
- Great fundraiser: received 5+ online donations

Chart 9:

#### **Percent of Participant Population by Fundraiser Status**

|             | Non-Fundraiser | Donate Only | Good Fundraiser | Great Fundraiser |
|-------------|----------------|-------------|-----------------|------------------|
| Cycle ᡯ     | 35.6%          | 14.2%       | 14.5%           | 35.8%            |
| Endurance 🏦 | 39.3%          | 16.2%       | 16.2%           | 28.2%            |
| 5K ⊕        | 85.7%          | 7.9%        | 3.5%            | 2.9%             |
| Walk 📢      | 68.8%          | 17.8%       | 7.2%            | 6.2%             |

Chart 10:

#### Percent of Participant Revenue by Fundraiser Status (excludes registration fees)

|             | Non-Fundraiser | Donate Only | Fundraise Only | Donate and Fundraise |
|-------------|----------------|-------------|----------------|----------------------|
| Cycle 👧     | 0%             | 4.4%        | 7.7%           | 87.9%                |
| Endurance 🎢 | 0%             | 5.6%        | 10%            | 84.4%                |
| 5K 🕭        | 0%             | 17%         | 19.2%          | 63.9%                |
| Walk 📢      | 0%             | 14.8%       | 14.9%          | 70.3%                |

Chart 11:

#### **Comparison of Average Amount Raised by Participant Segments**

Now we know the percent of participants who fall into our four categories and how much revenue these segments contribute to overall revenue. The next question that needs to be answered is—what is the average raised by each segment?:

- All participants: includes zero dollar participants
- Donate only: participants who only make a donation
- Good fundraisers: receive 2–4 online donations
- Great fundraisers: receive 5 or more online donations

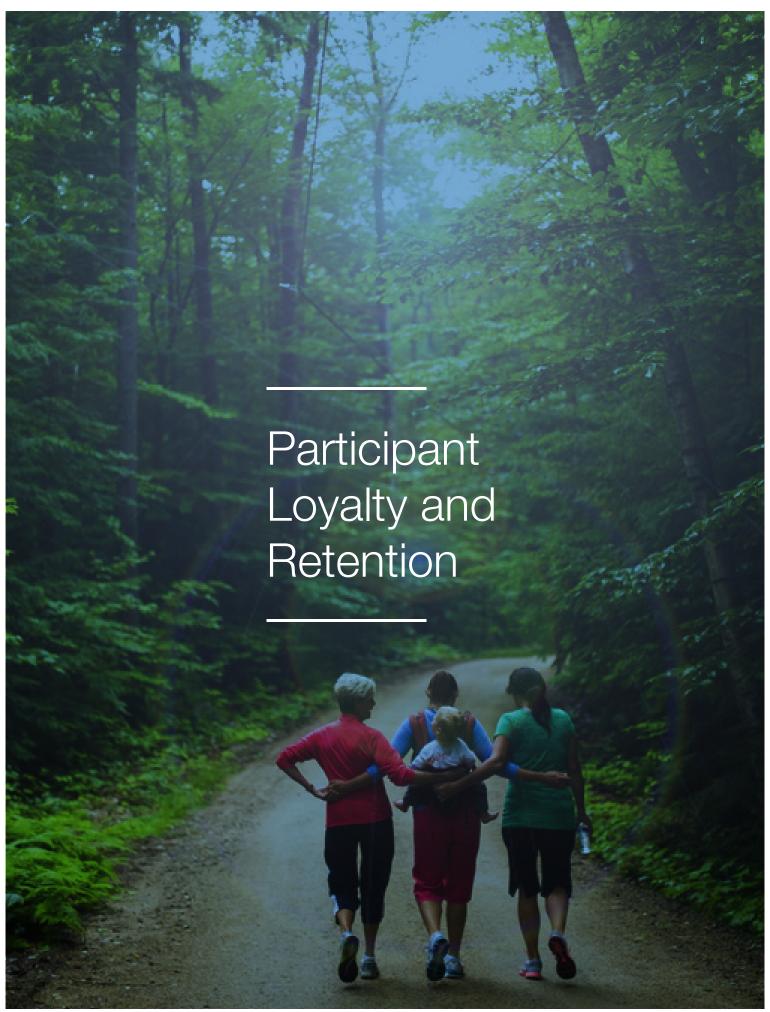
|             | All Participants | Donate Only | Good Fundraiser | Great Fundraiser |
|-------------|------------------|-------------|-----------------|------------------|
| Cycle 💑     | \$614.23         | \$190.99    | \$325.05        | \$1,509.55       |
| Endurance 🦍 | \$382.52         | \$132.09    | \$235.41        | \$1,144.38       |
| 5K 💍        | \$31.10          | \$66.84     | \$168.41        | \$681.99         |
| Walk 📢      | \$83.17          | \$68.99     | \$171.82        | \$950.30         |

Chart 12:

# Online Performance by Fundraising Status: Donate Only, Good Fundraisers, and Great Fundraisers

Chart 12 only looks at participants with online revenue attached to their constituent record. Think about how you might move participants from one category to another. A potential goal could be to migrate participants up one level. What tactics can be used to support this goal?

|                                   |      | Donate Only         | Good Fundraisers | Great Fundraisers |  |  |
|-----------------------------------|------|---------------------|------------------|-------------------|--|--|
| Average Online Donation Amount    |      |                     |                  |                   |  |  |
| Cycle                             | Ø₽   | \$190.99            | \$114.08         | \$91.28           |  |  |
| Endurance                         | Ä    | \$132.09            | \$82.49          | \$74.82           |  |  |
| 5K                                | Φ    | \$66.84             | \$61.44          | \$62.58           |  |  |
| Walk                              |      | \$68.99             | \$63.74          | \$74.45           |  |  |
| Average N                         | lumk | per of Donations pe | er Participant   |                   |  |  |
| Cycle                             | Ø₽   | 1.0                 | 2.8              | 16.5              |  |  |
| Endurance                         | Ä    | 1.0                 | 2.9              | 15.3              |  |  |
| 5K                                | Φ    | 1.0                 | 2.7              | 10.9              |  |  |
| Walk                              | •    | 1.0                 | 2.7              | 12.8              |  |  |
| % of Participants Who Send Emails |      |                     |                  |                   |  |  |
| Cycle                             | Ø€)  | 9.3%                | 38.3%            | 65.1%             |  |  |
| Endurance                         | Ä    | 7.8%                | 30.9%            | 54.2%             |  |  |
| 5K                                | •    | 8.4%                | 39.7%            | 60.7%             |  |  |
| Walk                              | 1.   | 7.4%                | 37.4%            | 63.1%             |  |  |
| Number of Emails Sent             |      |                     |                  |                   |  |  |
| Cycle                             | Ø₽   | 1.6                 | 6.1              | 67.5              |  |  |
| Endurance                         | Ä    | 0.8                 | 4.4              | 34.1              |  |  |
| 5K                                | Φ    | 1.4                 | 8.2              | 40.0              |  |  |
| Walk                              |      | 1.1                 | 7.6              | 48.5              |  |  |



# "It's not about having enough time; it's about making enough time."

#### -Rachael Bermingham

If you've been in peer-to-peer fundraising for any length of time, you don't need a study to tell you how valuable repeat participants are to your event and your organization. But from the looks of the data and the declining retention rates for walks and 5Ks, we all need a refresher on what matters when it comes to people coming back year after year. Here are the top three ways to invest in retention.

### 1. Improve customer service.

According to the 2016 Customer Engagement Index from 24/7, 79% of customers take their business to a competitor within a week of experiencing poor customer service, and Aspect Software's research show that 76% of Americans view customer service as a "true test of how much a brand values them." Countless other studies have found that people are willing to pay more for a product or service when they know they will receive better customer service. These studies have more of a consumer bent to them, but certainly apply to peer-to-peer campaigns as well.

Customer service means more than responding to requests in a timely manner. It means being proactive and always looking for ways to surprise and delight your fundraisers. Nothing builds loyalty better than random acts of personalized wow! Did someone earn a t-shirt for their fundraising? Don't make them wait until the day of the event to claim it. Send it in the mail with a heartfelt note of thanks. Is it a fundraiser's birthday? Stop by their office with cupcakes decorated in the colors of your organization. Is a top fundraising team captain checking in at the event? Offer their team admission to the VIP lunch buffet after the event.

#### 2. Focus on staff retention.

Let's be real, staff turnover in the trenches of peer-to-peer fundraising is a common problem, and we'd be kidding ourselves if we didn't recognize the impact this is having on retention and loyalty numbers. If we can't retain solid staff members, how can we expect to retain our participants?

The 2016 Nonprofit Employment Practices Survey shows total turnover remaining steady at 19%. Total turnover also tends to be higher in fundraising staff. The survey also shows that a greater percentage of nonprofits are increasing their staff in 2016. That means there are more opportunities for unhappy staff members to jump ship. The *BCG Global Leadership and Talent Index (GLTI)*, a 2015 study by the Boston Consulting Group, found that companies with strong leadership and talent management practices increase revenues 2.2 times faster and profits 1.5 times faster than companies with weak practices.

If you're charged with hiring and managing peer-to-peer fundraising staff, take this as a wake-up call to spend a lot more time and resources on hiring, training, and retention efforts

for these critical staff members. And this means more than the occasional pizza party. Don't throw employees into the fire upon hiring. Train them well. Pay them well. Allow for comp days. Give meaningful promotions, raises, and bonuses. Many front-line fundraisers feel under-paid, over-worked, and under-appreciated. This stymies efforts to build solid relationships with constituents, and it shows in our participant retention numbers.

## 3. Communicate impact.

People today are more informed than ever. Their expectations are also much higher. For years, storytelling was the cornerstone of nonprofit marketing. In 2016, storytelling is no longer enough. People want to hear actual results. They want to see progress toward a goal. And this doesn't mean fundraising progress towards your goal. Your fundraisers and your staff need to know how your organization is tracking towards its ultimate goal. Are you eliminating homelessness in your area? Are you getting closer to curing a disease? Are you saving pets from being euthanized?

Share specifics about how the ultimate goal of your organization is being accomplished. Stories are great, but when it comes to retaining fundraisers (and staff), people need to feel like their time and effort truly matter.

Chart 13: 2015 Percent of Participants Who Return Online

For the purposes of this Study, a returning participant is defined as someone who registered online in 2014 and returned to register online again under the same name and email address in 2015.

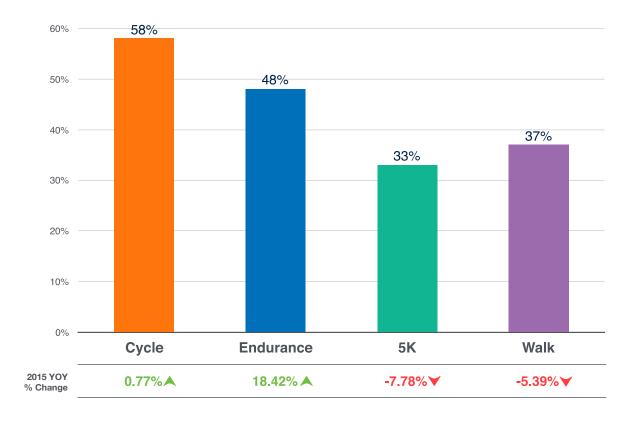


Chart 14: **Percent of Participants Who Return Online: 3-Year View** 

|      | Cycle | Endurance | 5K  | Walk |
|------|-------|-----------|-----|------|
| 2013 | 57%   | 36%       | 32% | 38%  |
| 2014 | 58%   | 41%       | 35% | 39%  |
| 2015 | 58%   | 48%       | 32% | 37%  |

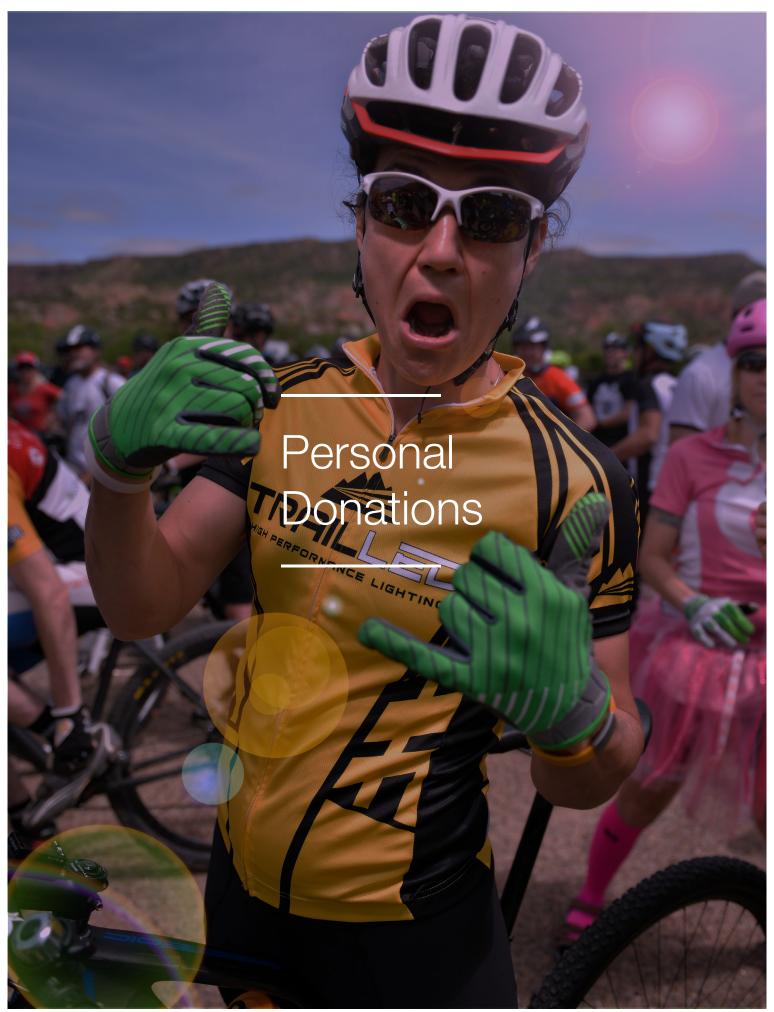
Chart 15:

#### Loyalty: New vs. Returning Participants Online Fundraising Performance

The chart shows the value and online performance of new versus returning participants. Returning participants are passionate, loyal, and effective fundraisers. Are you cultivating the powerful group?

|  | New Participants         | Returning Participants |  |  |  |  |  |
|--|--------------------------|------------------------|--|--|--|--|--|
| Percent of Participants Who Raise Money Online |                          |                        |  |  |  |  |  |
| Cycle 💑  | 63.0%                    | 65.4%                  |  |  |  |  |  |
| Endurance 🎢                                    | 56.4%                    | 65.2%                  |  |  |  |  |  |
| 5K ⊕   | 11.7%                    | 19.9%                  |  |  |  |  |  |
| Walk 🐕   | 27.3%                    | 37.9%                  |  |  |  |  |  |
| Average Dollar                                 | s Raised per Participant |                        |  |  |  |  |  |
| Cycle 💑  | \$460.00                 | \$724.12               |  |  |  |  |  |
| Endurance 🦍                                    | \$347.13                 | \$420.33               |  |  |  |  |  |
| 5K ⊕   | \$20.11                  | \$54.02                |  |  |  |  |  |
| Walk 🔥   | \$52.89                  | \$135.82               |  |  |  |  |  |

|                                   | New Participants                        | Returning Participants |  |  |  |
|-----------------------------------|---|------------------------|--|--|--|
| Average Online Gift Amount        |   |                        |  |  |  |
| Cycle <page-header></page-header> | \$84.22                                 | \$100.70               |  |  |  |
| Endurance 🎢                       | \$75.18                                 | \$79.52                |  |  |  |
| 5K 🕭                              | \$57.11                                 | \$68.56                |  |  |  |
| Walk 🌿                            | \$63.63                                 | \$78.66                |  |  |  |
| Average Numb                      | Average Number of Gifts per Participant |                        |  |  |  |
| Cycle <page-header></page-header> | 5.5                                     | 7.2                    |  |  |  |
| Endurance 🎢                       | 4.6                                     | 5.3                    |  |  |  |
| 5K 🕭                              | 0.4                                     | 0.8                    |  |  |  |
| Walk 🌿                            | 0.8                                     | 1.7                    |  |  |  |
| Percent of Part                   | cicipants Who Send Emails               |                        |  |  |  |
| Cycle <page-header></page-header> | 27.4%                                   | 33.5%                  |  |  |  |
| Endurance 🦍                       | 20.3%                                   | 24.4%                  |  |  |  |
| 5K 🕭                              | 3.3%                                    | 7.4%                   |  |  |  |
| Walk 🐕                            | 6.6%                                    | 13.1%                  |  |  |  |



# "No matter how busy you are, you must take time to make the other person feel important."

#### -Mary Kay Ash

Donations from participants make up between 15% and 26% of online revenue for peer-topeer events, making this an important area to focus on when strategically planning for your event.

This year we broke down personal donations into two categories: gifts made with registration and gifts made after registration. Donations made during registration often depend on the clarity and simplicity of the registration process. Impactful messaging about the importance of the mission and the value of participating by making a donation can lead an individual to donate after registration.

**Personal Donation:** In this section, participants fall into three categories:

- · Participants who donate only
- · Participants who donate and fundraise
- Participants who fundraise only

Charts 16 and 17 connect the dots between participants and the revenue they raise. Chart 16 shows the percent of participants in our three fundraising categories and directly connects to Chart 17, which shows the percent of revenue.

An important note: In this section, we've removed all the zero dollar participants. Keep in mind we're looking at a smaller group of participants. For example, for 5K participants we are only looking at the 14% who have online revenue attached to their constituent records. Of the 14% of 5K fundraisers, 5.5% made a donation but did not fundraise.

Chart 16: Personal Donation Segments as a Percent of Participant Population

|                                   | Donate Only | Fundraise Only | Donate and Fundraise |
|-----------------------------------|-------------|----------------|----------------------|
| Cycle <page-header></page-header> | 11.3%       | 58.8%          | 29.9%                |
| Endurance 🦍                       | 12.2%       | 62.9%          | 24.8%                |
| 5K 🕭                              | 5.5%        | 92.1%          | 2.5%                 |
| Walk 🐕                            | 14.2%       | 77.9%          | 7.9%                 |

Chart 17:

Percentage of Participant-Generated Revenue from Each Personal Donation Segment (excludes registration fees)

|             | Donate Only | Fundraise Only | Donate and Fundraise |
|-------------|-------------|----------------|----------------------|
| Cycle 👧     | 4.1%        | 32.3%          | 63.6%                |
| Endurance 🏦 | 6.0%        | 27.5%          | 66.5%                |
| 5K ⊕        | 11.4%       | 51.8%          | 36.8%                |
| Walk 🛂      | 12.5%       | 33.2%          | 54.4%                |

Chart 18:

#### **Personal Donation Segments**

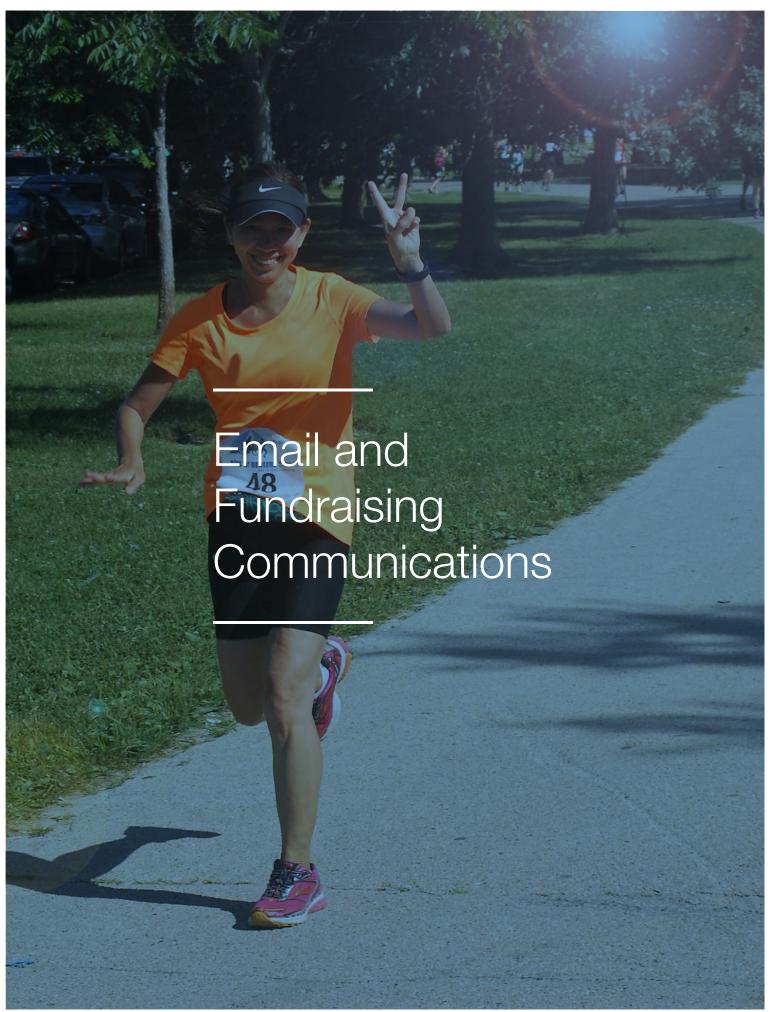
This chart illustrates the value and online performance of fundraisers who donate only, fundraise only, and donate and fundraise.

|  | Donate Only | Fundraise Only | Donate and Fundraise |  |
|--|-------------|----------------|----------------------|--|
| Average Dollars Raised per Participant |             |                |                      |  |
| Cycle 👫                                | \$222.68    | \$337.12       | \$1,306.78           |  |
| Endurance 🏦                            | \$188.10    | \$167.33       | \$1,023.11           |  |
| 5K 💍                                   | \$64.96     | \$17.50        | \$465.25             |  |
| Walk 📢                                 | \$73.02     | \$35.42        | \$573.62             |  |
| Average Online Donation Amount         |             |                |                      |  |
| Cycle ᡯ                                | \$187.03    | \$93.03        | \$92.92              |  |
| Endurance 🏦                            | \$159.80    | \$67.86        | \$78.34              |  |
| 5K 💍                                   | \$62.75     | \$61.38        | \$65.62              |  |
| Walk 🔥                                 | \$69.69     | \$72.04        | \$72.17              |  |

|                       | Donate Only                                 | Fundraise Only | Donate and Fundraise |  |  |
|-----------------------|---|----------------|----------------------|--|--|
| Average Numb          | Average Number of Donations per Participant |                |                      |  |  |
| Cycle 🕂               | 1.2   | 3.6            | 14.1                 |  |  |
| Endurance 🏦           | 1.2   | 2.5            | 13.1                 |  |  |
| 5K ⊕                  | 1.0   | 0.3            | 7.1                  |  |  |
| Walk 📢                | 1.0   | 0.5            | 7.9                  |  |  |
| Percent of Par        | Percent of Participants Who Send Emails     |                |                      |  |  |
| Cycle ᡯ               | 5.7%  | 20.7%          | 60.6%                |  |  |
| Endurance 🏦           | 5.0%  | 14.9%          | 49.7%                |  |  |
| 5K 💍                  | 4.1%  | 3.4%           | 53.1%                |  |  |
| Walk 🔥                | 5.5%  | 5.0%           | 54.8%                |  |  |
| Number of Emails Sent |   |                |                      |  |  |
| Cycle ᡯ               | 1.36  | 16.7           | 51.7                 |  |  |
| Endurance 🏦           | 0.66  | 5.7            | 27.6                 |  |  |
| 5K ⊕                  | 0.81  | 1.1            | 27.5                 |  |  |
| Walk 🔥                | 0.73  | 1.9            | 29.1                 |  |  |

# Here are the top 10 ways to influence participant giving:

- 1. Make donating an inherent and obvious step in the registration process. Don't hide the opportunity to give among other questions.
- 2. Remind participants they can be a role model and set the stage for other donors by making the first gift. People want to be seen as role models and will make a gift to give others the impression they are good people.
- 3. Show the impact a gift could have. "Your \$250 donation could help to fund a student's tutoring this semester."
- 4. Reach out to non-gift givers in your registration follow-up communications. "How generous of you to give your time to run in the Help the Hungry 5K! Show that you truly want to Help the Hungry by making a gift to support the homeless in your hometown."
- 5. Philanthropic psychologist, Jen Shang, suggests using specific words in your donation asks. These words include: kind, caring, compassionate, helpful, friendly, fair, hardworking, generous, honest, strong, responsible, and loyal.
- 6. Include a donation button (coded to go directly to the participant's donation form) in email stationery.
- 7. Create a progress indicator in the fundraising center that indicates whether or not participants made a donation (among other important activities).
- 8. Encourage those who have fundraised but have not made a gift to join their donors by making a gift.
- 9. Ask for a gift on the day of the event. "I noticed you haven't raised any money to support children with disabilities. Would you like to make your gift today?" It is much harder to say no to an actual person.
- 10. Reach out to non-donors following the event with another opportunity to make a difference. Remind them of the highlights of the event, including mission moments, to encourage them to make a gift in return for the great time they had.



# "Most of us spend too much time on what is urgent and not enough time on what is important."

#### -Stephen Covey

Giving participants the tools to share your mission and make a strong fundraising ask continues to be essential in peer-to-peer success. This year, email send rates continued the pattern of slight declines we saw in prior studies. However, we see a very different trend with email performance. Email senders consistently and reliably outperform fundraisers who do not use the email tools; a strong correlation exists between sending more email and raising more funds.

Do email senders raise more money because they're highly motivated fundraisers who use all the tools at their disposal, or do participant center emails provide a more effective fundraising ask and help reach a broader audience? Perhaps it's a bit of both. Interestingly, the two categories where overall fundraising grew this year, endurance and walks, are also the two categories where email activity increased.

The short story is: Participants who send a strong fundraising message to their friends and family raise more money. If you want to increase average fundraising amounts or create more fundraisers, make sure you give participants strong sample fundraising messages and encourage them to send emails through the Participant Center. Then, also encourage folks to share this fundraising message by other means: personal email, social media, and mobile communications. The broader the net that's cast, the richer the catch.

## **Fundraising by Email Senders**

While only a small percent of peer-to-peer participants send email, these email senders represent a productive segment of fundraisers. Don't look at the fact that only 9% of walkers sent emails in 2015 and conclude email tools don't matter. Look instead at email senders in relation to the population of people fundraising. In cycle events, 48% of fundraisers used email tools. Because 31% of participants in walk events raised money, it's likely that nearly one third of these fundraisers sent email.

Chart 19:

#### **Percent of Participants Fundraising**

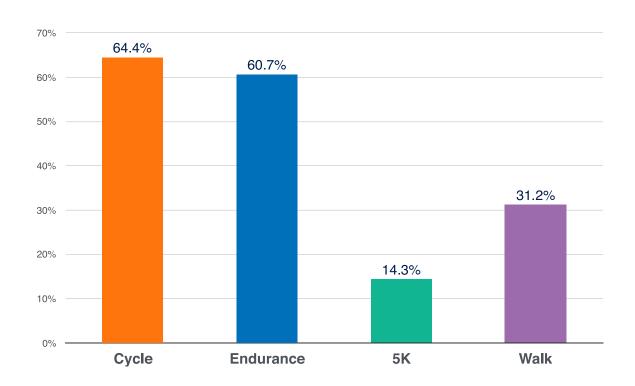


Chart 20:

#### **Percent of Email Senders**

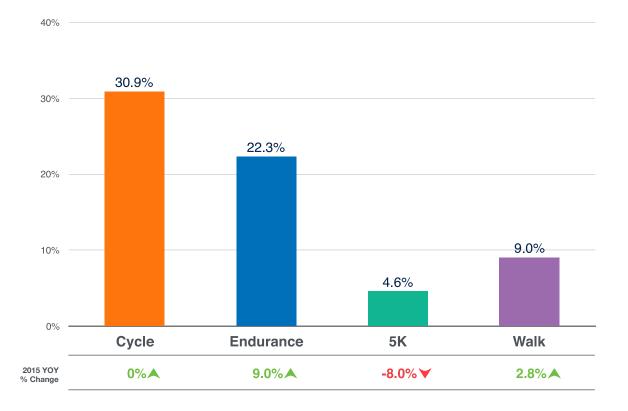


Chart 21:

#### **Percent of Email Senders: 3-Year View**

|      | Cycle | Endurance | 5K   | Walk |
|------|-------|-----------|------|------|
| 2013 | 32.5% | 24.6%     | 5.0% | 9.6% |
| 2014 | 30.9% | 20.5%     | 5.0% | 8.8% |
| 2015 | 30.9% | 22.3%     | 4.6% | 9.0% |

#### Chart 22:

#### **Average Dollars Raised Per Participant (broken down by email activity)**

Chart 22 compares average amount raised online by:

- · All Participants: combines fundraisers and non-fundraisers
- · Fundraisers: fundraising online
- · Email Senders: participants who sent emails

|                                   | All Participants | Fundraisers | Email Senders |
|-----------------------------------|------------------|-------------|---------------|
| Cycle <page-header></page-header> | \$614.23         | \$953.70    | \$1,245.44    |
| Endurance 🏦                       | \$382.52         | \$630.49    | \$918.95      |
| 5K ⊕                              | \$31.10          | \$216.84    | \$346.13      |
| Walk 📢                            | \$83.17          | \$266.65    | \$506.06      |

#### Chart 23:

#### **Email Sender Online Performance**

For years we've found that encouraging participants to send emails to friends and family is a key way to influence fundraising performance. This year is no exception. Email senders are amazingly effective fundraisers. In fact, the more emails people sent, the more funds they raised. In our Study, the "super email senders" raised more than twice the funds, received more gifts, and had a higher average online donation size when compared to those who sent fewer emails.

Let's look more closely at the number of emails participants sent. Below we divided email senders into three categories for comparison:

- No emails sent: A participant who did not use online email tools provided by the organizations in the Study
- Average email sender: A participant who sent less than 15 emails
- Super email sender: A participant who sent 15 or more emails

|   | Non-Email Sender  | Average Email<br>Sender | Super Email<br>Sender |  |
|---|-------------------|-------------------------|-----------------------|--|
| Percent Who Raise Money Online              |                   |                         |                       |  |
| Cycle 👧                                     | 49.6%             | 96.1%                   | 99.0%                 |  |
| Endurance 🏦                                 | 50.3%             | 95.4%                   | 98.7%                 |  |
| 5K ₫  | 11.0%             | 78.7%                   | 89.4%                 |  |
| Walk 📢                                      | 25.6%             | 84.1%                   | 94.2%                 |  |
| Average Amo                                 | unt Raised Online |                         |                       |  |
| Cycle ᡯ                                     | \$331.34          | \$802.89                | \$1,745.71            |  |
| Endurance 🏦                                 | \$228.56          | \$584.90                | \$1,368.34            |  |
| 5K ₫  | \$15.76           | \$215.45                | \$560.57              |  |
| Walk 📢                                      | \$41.42           | \$295.62                | \$848.73              |  |
| Average Online Donation                     |                   |                         |                       |  |
| Cycle 👫                                     | \$104.66          | \$87.51                 | \$91.26               |  |
| Endurance 🏦                                 | \$79.71           | \$70.53                 | \$78.77               |  |
| 5K ₫  | \$62.03           | \$59.53                 | \$67.20               |  |
| Walk 📢                                      | \$74.50           | \$68.19                 | \$79.52               |  |
| Average Number of Donations per Participant |                   |                         |                       |  |
| Cycle 👧                                     | 3.2               | 9.2                     | 19.1                  |  |
| Endurance 🏠                                 | 2.9               | 8.3                     | 17.4                  |  |
| 5К ₫  | 0.3               | 3.6                     | 8.3                   |  |
| Walk 📢                                      | 0.6               | 4.4                     | 11.1                  |  |

For the first time in this Study, we have performance statistics showing open and click-through rates for emails sent through the TeamRaiser® Participant Center. These benchmarks provide us with valuable insight into the effectiveness of personal emails sent by participants.

Fundraising emails send by participants perform significantly better than fundraising bulk mail sent by nonprofits in terms of open and click-through rates. No surprise there—people are much more likely to open emails from friends and family. Participant emails are also more likely to land in inboxes as well, with small batches of emails being less likely to trip spam and bulk mail suppression filters.

Why not take participant email performance from good to great? Email best practices are NOT just for donation appeals sent by organizations. Strong subject lines and compelling content make a difference in TeamRaiser's suggested messages. Write a powerful case for support and put it into the hands of participants, encouraging them to reach out to friends and family. They will put this message to work to support your mission.

### **Optimizing Your Participant Center Emails**

Encouraging participants to fundraise using email can help your bottom line. These tips can help enhance open rates, click-through rates, and fundraising performance:

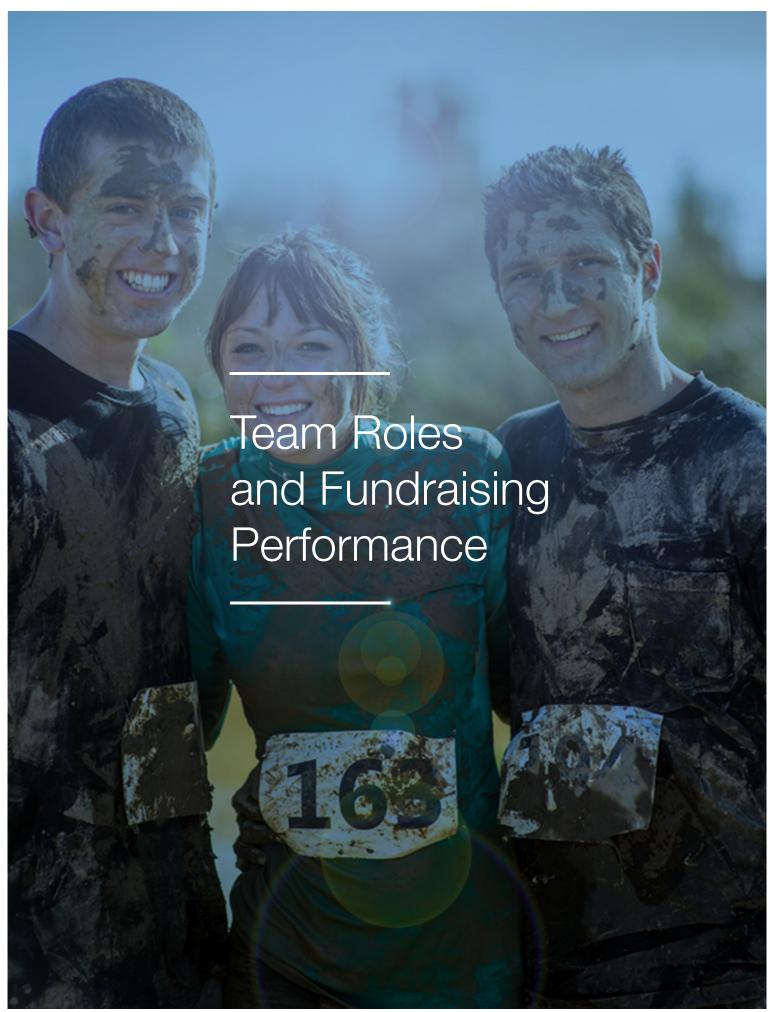
- Review and rewrite your suggested messages in the TeamRaiser Participant Center
- Provide strong subject lines
- Make a concise, compelling case for support—why donate to your organization and why now?
- Include key emails such as a donation ask, a team invitation, and a donation thank you
- Don't ignore social: Leverage any work you do polishing Participant Center emails to create social media suggested messages. A good case for support in the appropriate length can help fundraisers quickly cross-post to Facebook®, Twitter®, LinkedIn®, and other platforms.

#### Chart 24:

#### **Participant Center Email Performance**

Chart 24 shows Participant Center email performance. For a comparison of participant emails with email campaigns sent by organizations, our 2015 Luminate Online Benchmark Report shows that nonprofit donation solicitations have an average open rate of 15.34% and click-through rate of .61%.

|                                   | Open Rate | Click Rate | Average Number Sent by Email Sender |
|-----------------------------------|-----------|------------|-------------------------------------|
| Cycle <page-header></page-header> | 40.3%     | 22.0%      | 82                                  |
| Endurance 🏦                       | 47.5%     | 18.9%      | 47                                  |
| 5K ⊕                              | 24.3%     | 26.9%      | 37                                  |
| Walk 📢                            | 42.3%     | 27.9%      | 43                                  |



# "You're off to Great Places! Today is your day! Your mountain is waiting, So...get on your way!"

#### -Dr. Seuss

Does being a part of a team correlate to stronger fundraising performance? Most definitely. In this section, we look at fundraising performance by team role: team captain, team member, and individuals (participants not on a team).

In all event categories, team captains represent the smallest percent of the participant population but raise a much greater percentage of online revenue. Team captains represent only 5% of the 5K population, yet they raise 26% of online funds. These highly motivated and engaged participants send more emails, receive more donations, and receive larger donations. Team captains are your chief allies in recruiting and encouraging team members.

Captains make up only 11% of the walk population yet they're responsible for 85% of all walkers. How? Captains recruit team members—an additional 74.1% of the walk population. Without the team captain doing recruitment, these individuals might not have participated in the event. Collectively, teams raise 87% of walk funds. While teams do not represent as large a percentage of the population in 5Ks, endurance, and cycling categories, they still deliver outsized fundraising performance.

If we lose the captain, do we lose the team? Unfortunately, the answer is often yes; the impact of losing a captain may extend far beyond that individual. If your events rely on strong team activity, be sure your planning includes team support and retention strategies. Here are some things to try:

- Get to know your captains. Learn why they participate in the event, their connection to the cause, and what motivates them to form a team each year.
- Design email communication streams personalized for captains that speak directly to them and encourage them in the role of team coach. Share tips on recruitment, develop content and messages for them to share with team members, and speak to them often about impact.
- Dedicate members of your team to answer questions and provide support to team captains. Have them check in with their team captains regularly by phone, in person, and with group meetings.
- Recognize your team captains publically at your event, and feature their stories on your website, on social media, and in email newsletters. Focus on the impact they're making instead of how they're helping you raise money!

 Encourage captains to appoint co-captains and work with them to designate a successor if they must step down from their roles. This will help the team continue to do its vital work for the mission, even with a transition in leadership.

Charts 25 and 26 show team roles and event revenue. These stats are a good reminder of how team captains are a small but mighty group! Chart 27 shows benchmarks for fundraising performance broken down by team role.

Chart 25:

Participant Distribution by Role: Team Captain, Team Member,
and Individual

|             | Team Captain | Team Member | Individual |
|-------------|--------------|-------------|------------|
| Cycle 碰     | 9.3%         | 60.3%       | 30.4%      |
| Endurance 🏦 | 9.4%         | 52.8%       | 37.9%      |
| 5K ⊕        | 5.1%         | 59.3%       | 35.6%      |
| Walk 🌿      | 11.0%        | 74.1%       | 14.9%      |

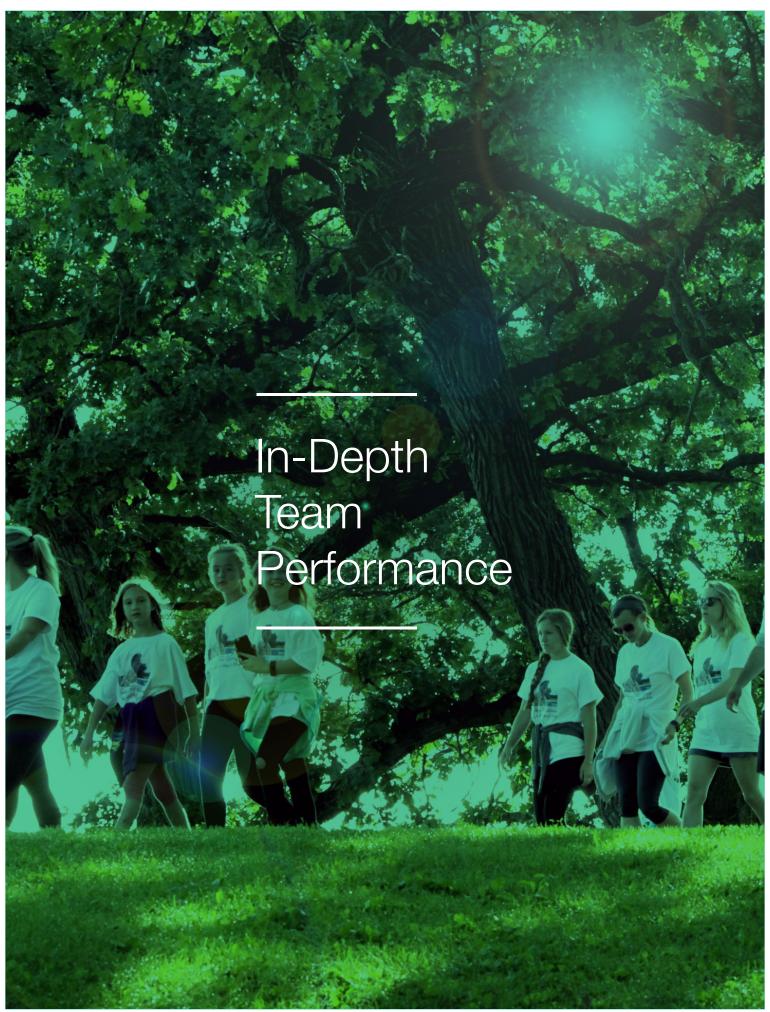
Chart 26: Participant Revenue Distribution by Role: Team Captain, Team Member, and Individual

|             | Team Captain | Team Member | Individual |
|-------------|--------------|-------------|------------|
| Cycle 🕂     | 16.2%        | 68.2%       | 15.6%      |
| Endurance 🏦 | 13.4%        | 40.0%       | 46.6%      |
| 5K ⊕        | 26.0%        | 55.3%       | 18.8%      |
| Walk 📢      | 37.2%        | 50.0%       | 12.9%      |

Chart 27:
Online Performance by Role: Team Captain, Team Member, and Individuals

|   | Team Captain      | Team Member | Individual |  |  |  |
|---|-------------------|-------------|------------|--|--|--|
| Percent Who Fundraise Online                |                   |             |            |  |  |  |
| Cycle 💑                                     | 76.3%             | 75.6%       | 38.6%      |  |  |  |
| Endurance 🏦                                 | 75.7%             | 67.4%       | 47.7%      |  |  |  |
| 5K ⊕  | 40.6%             | 15.9%       | 8.0%       |  |  |  |
| Walk 📢                                      | 54.3%             | 30.1%       | 19.6%      |  |  |  |
| Average Amou                                | ınt Raised Online |             |            |  |  |  |
| Cycle 👫                                     | \$1,070.38        | \$694.96    | \$315.38   |  |  |  |
| Endurance 🕅                                 | \$546.68          | \$290.06    | \$470.71   |  |  |  |
| 5K ⊕  | \$157.38          | \$29.01     | \$16.39    |  |  |  |
| Walk 📢                                      | \$281.51          | \$56.12     | \$71.60    |  |  |  |
| Average Online                              | e Donation        |             |            |  |  |  |
| Cycle 🕂                                     | \$106.58          | \$94.11     | \$ 88.22   |  |  |  |
| Endurance 🏦                                 | \$83.07           | \$70.34     | \$82.98    |  |  |  |
| 5K ⊕  | \$75.26           | \$60.37     | \$57.58    |  |  |  |
| Walk 🔥                                      | \$79.97           | \$67.21     | \$69.82    |  |  |  |
| Average Number of Donations per Participant |                   |             |            |  |  |  |
| Cycle 🕂                                     | 10.0              | 7.4         | 3.6        |  |  |  |
| Endurance 🦍                                 | 6.6               | 4.1         | 5.7        |  |  |  |
| 5K ⊕  | 2.1               | 0.5         | 0.3        |  |  |  |
| Walk 🔥                                      | 3.5               | 0.8         | 1.0        |  |  |  |

|   | Team Captain | Team Member | Individual |  |  |  |
|---|--------------|-------------|------------|--|--|--|
| Percent of Participants Who Send Emails |              |             |            |  |  |  |
| Cycle 🕂                                 | 51.3%        | 34.9%       | 16.9%      |  |  |  |
| Endurance 🏦                             | 40.1%        | 19.2%       | 22.2%      |  |  |  |
| 5K ⊕                                    | 31.1%        | 3.8%        | 2.2%       |  |  |  |
| Walk 📢                                  | 34.7%        | 5.7%        | 6.4%       |  |  |  |
| Number of Em                            | ails Sent    |             |            |  |  |  |
| Cycle 👫                                 | 70.6         | 25.2        | 12.1       |  |  |  |
| Endurance 🏦                             | 27.1         | 7.1         | 11.1       |  |  |  |
| 5K ⊕                                    | 19.4         | 0.8         | 0.6        |  |  |  |
| Walk 📢                                  | 20.9         | 1.6         | 2.9        |  |  |  |



# "Action expresses priorities."

#### - Mahatma Gandhi

When it comes to teams, our actions definitely express our priorities. It's all about the team captain when it comes to peer-to-peer fundraising. Team captains are your most engaged fundraisers. Across all event types, team captains raise at least twice as much as team members and in some cases five times as much. If our team captains are performing at their peak level, we can't sit back, rest on our laurels, and toast to their success, because losing focus can have adverse results. To boost team performance, we can move team members up on the priority list.

To increase revenue, rethink team member strategy. Here are few ideas for ways to engage with team members.

- 1. Target team members with auto-responders. We love the four follow-up messages in TeamRaiser®; think of these auto-responders as a welcome series for your participants. Instead of sending the same message to everyone, segment your audience! Focus your team member content on getting started fundraising and coach team captains on building a strong fundraising team.
- 2. Use the "someone joined your team" auto-responder. This auto-responder gets triggered when a new team member registers. Help your captains out by providing them with a welcome message that they can send in response to this trigger. In the "new team member welcome" template, mention the first action every team member should take—like updating their personal page image or making a personal donation.
- 3. Cultivate team captains as fundraising coaches. We already know team captains are excellent fundraisers, but they can also be excellent fundraising coaches. During team captain meetings or calls, educate team captains on the importance of asking team members to fundraise. In our recent peer-to-peer fundraising survey, 20% of survey respondents who did not fundraise said they were only asked to be a team member and not to fundraise. We understand that some team captains might not be comfortable asking their friends and family to fundraise, but use your one-on-one time with team captains to help them become comfortable doing this.

Team captains will always be our number one priority and best partners for success in peer-to-peer fundraising events. That said, it may be time to re-evaluate our team member strategy because we can do better! Team members can be better fundraisers!

**Team Performance:** In this section, we'll look at team revenue and team size to provide a detailed view of team fundraising. First up is team fundraising level. We developed these revenue levels to provide better insight into team fundraising. Chart 28 shows the percent of teams, which fall into a particular level. Chart 29 shows the percent of online revenue raised by each level.

How to read these charts: You'll want to look at two charts together to see the link between team activity and revenue distribution. For example, 14.95% of cycle teams raised between \$5,000 and \$9,999. These cycle teams accounted for 12.66% of the team online revenue.

Chart 28:

Percentage of Teams by Team Fundraising Level

Team Fundraising Activity: Distribution of Participants by Amount Raised

|                   | Cycle <page-header></page-header> | Endurance 🕅 | 5K Ō   | Walk 🐶 |
|-------------------|-----------------------------------|-------------|--------|--------|
| \$0               | 4.30%                             | 6.47%       | 20.91% | 13.61% |
| \$1–\$499         | 5.98%                             | 15.76%      | 32.62% | 31.26% |
| \$500–\$999       | 5.53%                             | 11.78%      | 11.63% | 14.86% |
| \$1,000–\$4,999   | 25.02%                            | 35.93%      | 25.52% | 29.74% |
| \$5,000–\$9,9999  | 14.95%                            | 11.54%      | 4.61%  | 6.11%  |
| \$10,000–\$24,999 | 18.66%                            | 10.04%      | 3.03%  | 3.42%  |
| \$25,000+         | 25.56%                            | 8.47%       | 1.68%  | 1.00%  |

Chart 29: **Percentage of Teams by Team Fundraising Level** *Fundraising Activity: Distribution of Team Revenue* 

|                   | Cycle <page-header></page-header> | Endurance 🖍 | 5К ₾   | Walk 🐕 |
|-------------------|-----------------------------------|-------------|--------|--------|
| \$0               | 0.00%                             | 0.00%       | 0.00%  | 0.00%  |
| \$1–\$499         | 0.60%                             | 2.73%       | 9.68%  | 8.73%  |
| \$500–\$999       | 1.39%                             | 4.13%       | 10.44% | 10.48% |
| \$1,000–\$4,999   | 12.99%                            | 26.57%      | 42.83% | 41.79% |
| \$5,000–\$9,9999  | 12.66%                            | 17.22%      | 16.00% | 16.59% |
| \$10,000–\$24,999 | 21.12%                            | 22.92%      | 13.78% | 14.43% |
| \$25,000+         | 51.24%                            | 26.43%      | 7.27%  | 7.99%  |

#### **Team Fundraising Level Performance by Event Type:**

Charts 30–33 show team fundraising levels by event types using our standard key performance indicators for teams:

- Registrations per team
- · Donations per team
- Average amount raised online by team
- Average online donation

Chart 30:

#### **Cycle—Team Fundraising Level Performance**

|                  | Registrations per<br>Team | Donations per<br>Team | Average Amount<br>Raised Online by<br>Team | Average Online<br>Donation |
|------------------|---------------------------|-----------------------|--|----------------------------|
| \$1–\$499        | 3.0                       | 4.0                   | \$228.08                                   | \$56.53                    |
| \$500–\$999      | 3.8                       | 11.8                  | \$726.00                                   | \$61.44                    |
| \$1,000–\$4,999  | 6.3                       | 33.8                  | \$2,459.82                                 | \$72.80                    |
| \$5,000-\$9,9999 | 10.9                      | 81.1                  | \$6,995.88                                 | \$86.28                    |
| 10,000-\$24,999  | 18.0                      | 161.7                 | \$15,439.57                                | \$95.47                    |
| \$25,000+        | 43.0                      | 580.0                 | \$65,322.07                                | \$112.63                   |

Chart 31: **Endurance—Team Fundraising Level Performance** 

|                   | Registrations per<br>Team | Donations per<br>Team | Average Amount<br>Raised Online by<br>Team | Average Online<br>Donation |
|-------------------|---------------------------|-----------------------|--|----------------------------|
| \$1–\$499         | 3.5                       | 5.5                   | \$229.63                                   | \$41.84                    |
| \$500–\$999       | 5.5                       | 15.3                  | \$714.13                                   | \$46.80                    |
| \$1,000–\$4,999   | 8.2                       | 37.3                  | \$2,271.97                                 | \$60.90                    |
| \$5,000-\$9,9999  | 12.4                      | 86.8                  | \$6,909.71                                 | \$79.64                    |
| \$10,000-\$24,999 | 17.6                      | 163.9                 | \$15,006.89                                | \$91.58                    |
| \$25,000+         | 40.3                      | 447.8                 | \$46,967.97                                | \$104.88                   |

Chart 32:

### **5K—Team Fundraising Level Performance**

|                   | Registrations per<br>Team | Donations per<br>Team | Average Amount<br>Raised Online by<br>Team | Average Online<br>Donation |
|-------------------|---------------------------|-----------------------|--|----------------------------|
| \$1–\$499         | 11.0                      | 3.7                   | \$166.64                                   | \$44.88                    |
| \$500–\$999       | 15.4                      | 12.6                  | \$704.91                                   | \$55.76                    |
| \$1,000–\$4,999   | 24.1                      | 31.2                  | \$2,069.95                                 | \$66.42                    |
| \$5,000-\$9,9999  | 38.4                      | 85.2                  | \$6,813.77                                 | \$79.95                    |
| \$10,000-\$24,999 | 62.3                      | 153.0                 | \$14,485.58                                | \$94.69                    |
| \$25,000+         | 209.3                     | 485.1                 | \$46,186.16                                | \$95.21                    |

Chart 33: Walk—Team Fundraising Level Performance

|                   | Registrations per<br>Team | Donations per<br>Team | Average Amount<br>Raised Online by<br>Team | Average Online<br>Donation |
|-------------------|---------------------------|-----------------------|--|----------------------------|
| \$1–\$499         | 6.7                       | 4.1                   | \$182.38                                   | \$44.13                    |
| \$500–\$999       | 10.2                      | 12.7                  | \$703.55                                   | \$55.33                    |
| \$1,000–\$4,999   | 15.0                      | 29.3                  | \$2,061.44                                 | \$70.30                    |
| \$5,000-\$9,9999  | 25.5                      | 73.3                  | \$6,764.47                                 | \$92.34                    |
| \$10,000-\$24,999 | 35.0                      | 133.3                 | \$14,399.05                                | \$108.03                   |
| \$25,000+         | 58.7                      | 375.5                 | \$45,553.29                                | \$121.32                   |

### **Team Size**

With team revenue covered, next up is team size. When looking at participant fundraising performance, we spend a lot of time thinking about zero dollar participants—maybe too much time. With team size, the equivalent to zero dollar participants are teams of one. In Charts 34 and 35, you can see the impact of teams of one. It's good to see most team captains do a good job recruiting team members; teams of one make up a relatively low percentage of the team universe.

Chart 34: **Percentage of Teams by Number of Team Members** 

|       | Cycle <del></del> | Endurance 🦍 | 5К ⊕   | Walk 🐶 |
|-------|-------------------|-------------|--------|--------|
| 1     | 2.18%             | 2.04%       | 1.17%  | 3.52%  |
| 2–5   | 17.35%            | 24.19%      | 7.96%  | 13.81% |
| 6–10  | 17.41%            | 22.81%      | 13.62% | 17.41% |
| 11–25 | 25.74%            | 28.31%      | 30.51% | 31.10% |
| 26–50 | 17.12%            | 12.34%      | 18.15% | 18.19% |
| 51+   | 20.21%            | 10.31%      | 28.60% | 15.97% |

Chart 35: **Percentage of Team Revenue by Number of Team Members** 

|       | Cycle 🕂 | Endurance 🎢 | 5K <sup>™</sup> | Walk 🐕 |
|-------|---------|-------------|-----------------|--------|
| 1     | 1.02%   | 1.73%       | 2.09%           | 4.64%  |
| 2–5   | 15.90%  | 23.61%      | 10.45%          | 21.88% |
| 6–10  | 15.96%  | 22.54%      | 15.54%          | 19.71% |
| 11–25 | 24.40%  | 30.01%      | 35.40%          | 28.32% |
| 26–50 | 19.83%  | 13.92%      | 19.51%          | 14.56% |
| 51+   | 22.90%  | 8.19%       | 17.01%          | 10.88% |

**Team Size:** Charts 36–39 show team fundraising by team size for each event type.

Chart 36:

## **Cycle Team Fundraising by Team Size**

| Team Size | Registrations per<br>Team | Donations per<br>Team | Average Amount<br>Raised Online by<br>Team | Average Online<br>Donation |
|-----------|---------------------------|-----------------------|--|----------------------------|
| 1         | 1.0                       | 3.8                   | \$350.73                                   | \$92.18                    |
| 2–5       | 3.1                       | 23.6                  | \$2,167.86                                 | \$92.03                    |
| 6–10      | 6–10 7.6 56.2             |                       | \$5,247.79                                 | \$93.40                    |
| 11–25     | 15.9                      | 118.6                 | \$11,415.55                                | \$96.27                    |
| 26–50     | 34.5                      | 300.1                 | \$30,254.56                                | \$100.81                   |
| 51+       | 90.7                      | 781.6                 | \$77,891.70                                | \$199.65                   |

Chart 37: **Endurance Team Fundraising by Team Size** 

| Team Size | Registrations per<br>Team | Donations per<br>Team | Average Amount<br>Raised Online by<br>Team | Average Online<br>Donation |
|-----------|---------------------------|-----------------------|--|----------------------------|
| 1         | 1.0                       | 4.1                   | \$305.71                                   | \$73.81                    |
| 2–5       | 3.3                       | 15.9                  | \$1,195.71                                 | \$74.98                    |
| 6–10      | 7.6                       | 36.9                  | \$2,787.63                                 | \$75.60                    |
| 11–25     | 15.4                      | 77.2                  | \$6,093.41                                 | \$78.95                    |
| 26–50     | 33.7                      | 180.5                 | \$14,189.25                                | \$78.61                    |
| 51+       | 91.9                      | 381.9                 | \$27,278.38                                | \$71.43                    |

Chart 38:

#### **5K Team Fundraising by Team Size**

| Team Size | Registrations per<br>Team | Donations per<br>Team | Average Amount<br>Raised Online by<br>Team | Average Online<br>Donation |
|-----------|---------------------------|-----------------------|--|----------------------------|
| 1         | 1.0                       | 1.3                   | \$90.85                                    | \$69.50                    |
| 2–5       | 3.4                       | 3.5                   | \$225.60                                   | \$63.66                    |
| 6–10      | 7.8                       | 7.1                   | \$456.45                                   | \$64.07                    |
| 11–25     | 15.9                      | 14.2                  | \$943.12                                   | \$66.48                    |
| 26–50     | 34.3                      | 25.8                  | \$1,880.88                                 | \$73.00                    |
| 51+       | 119.8                     | 49.9                  | \$3,640.40                                 | \$72.90                    |

Chart 39:

#### **Walk Team Fundraising by Team Size**

| Team Size | Registrations per<br>Team | Donations per<br>Team | Baised Unline by |          |
|-----------|---------------------------|-----------------------|------------------|----------|
| 1         | 1.0                       | 1.5                   | \$128.18         | \$82.89  |
| 2–5       | 3.2                       | 6.8                   | \$496.75         | \$72.94  |
| 6–10      | 7.7                       | 12.1                  | \$848.10         | \$70.28  |
| 11–25     | 7.8                       | 10.4                  | \$764.22         | \$73.50  |
| 26–50     | 34.2                      | 35.1                  | \$2,671.80       | \$76.20  |
| 51+       | 88.1                      | 73.8                  | \$5,856.28       | \$ 79.35 |



# "Whoever wants to reach a distant goal must take small steps."

#### -Saul Bellow

We are thrilled Canadian data is incorporated into this year's benchmark study, and we couldn't stop ourselves from running a comparative analysis in the two categories where the Canadian sample size is sufficient: 5Ks and walks. Before we step into the detailed comparisons, let's first review the peer-to-peer landscape in Canada.

Canadians are unique in their philanthropic habits when compared to Americans, and peer-to-peer fundraising is no different. For one, weather and geography influence the event season, and the vast majority of runs, walks, bike rides, and other outdoor events are crammed into the summer months. Currently, increased competition combined with a challenging economy make it tougher for Canadian development and event professionals to grow their revenue. According to the 2015 Peer-to-Peer Fundraising Canada Top Thirty

Benchmarking Survey, revenue declined by 8.6% across Canada's largest, leading, peer-to-peer fundraising programs. Thus, it's no surprise to discover walk and 5K revenue declined in Blackbaud's sampling of Canadian organizations.

Our Study also reveals the percentage of 5K participants that fundraise was relatively similar, however the number of walk participants who fundraise was higher in Canada, as well as the number of donations received and revenue per fundraiser.

Canadian peer-to-peer fundraisers in the 5K category received 458% more gifts and walk fundraisers brought in 88% more donations than their U.S. counterparts. And, the average raised per fundraiser was also higher. In the 5K category, Canadian peer-to-peer fundraisers raised 80% more dollars—\$314.44 in Canada versus \$174.22 raised in the United States. In the walk category, Canadians raised 64% more dollars—\$375.65 versus similar U.S. walk fundraisers who raised \$228.30.

The success of event fundraisers in Canada is simply cultural; it is very common to receive a request and support a friend or family member in their charitable endeavors.

The 2015 survey of *What Canadian Donors Want* conducted by Ipsos on behalf of the Association of Fundraising Professionals (AFP) Canada shows 63% of donors (individuals who have donated in the past 12 months) were motivated to give because a cause or nonprofit organization was promoted or recommended by a friend, family member, or employer. This same study also notes 24% of all Canadian donors can be categorized as affiliates. This means they enjoy going to fundraising events and donating to nonprofits from which they or someone they know has benefited.

Now, let's look at the detailed comparisons Canadian and U.S. event and program directors may find useful.

### **Event Totals**

Canadian events experienced a year over year drop in some key benchmarks:

 In Canada, the number of participants per event decreased in both the 5K and walk categories as illustrated in Chart 40. In the United States, 5K events saw fewer participants than the previous year while Walks grew their participant numbers.

Chart 40: Participants Per Event: 2014 vs 2015



# **Participant Fundraising Behavior**

Now that we understand that overall participation and trends differ, let's examine how individual Canadian participants stack up against their U.S. counterparts.

• Canadian participants on average secure double the number of donations or more compared to participants in the United States, as illustrated in Chart 41.

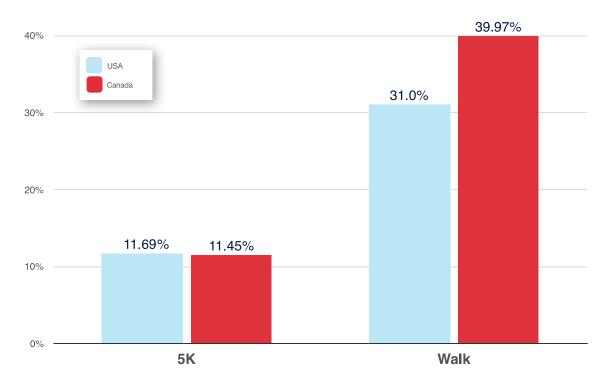
Chart 41:

#### **Donations per Participant (2015)**



• Similar to the United States, not all Canadian event participants become fundraisers, and the 5K category raises similar challenges of converting participants to fundraisers. However, in the walk category, we see nearly 10% more participants becoming fundraisers in Canada, with 40% of walkers raising money online (Chart 42).

Chart 42: **Percent of Participants Fundraising (2015)** 



 The most significant difference between Canada and U.S. events is the value of a fundraiser. Chart 43 shows how for 5Ks and walks, the average dollars raised per fundraiser is much higher in Canada.

Chart 43: **2015 Average Dollars Raised per Fundraiser** 



# **Email Performance**

Chart 44 shows that Canadians peer-to-peer participants send more fundraising emails than their U.S. counterparts, and more of their friends and family click on links in these emails. Stronger use of email could help explain the higher total dollars raised per Canadian fundraiser, given the strong correlation between emails sent and funds raised described earlier in this Study.

Chart 44: Participant Center Email Performance

|  | U.S. Walks | Canadian Walks | U.S. 5Ks | Canadian 5Ks |
|--|------------|----------------|----------|--------------|
| Percent of Participants Sending Emails                 | 8.86%      | 14.81%         | 3.38%    | 13.69%       |
| Number of Emails Sent per Participant                  | 3.85       | 5.50           | 1.27     | 4.94         |
| Number of Emails Sent per Participant<br>Sending Email | 43.4       | 37.1           | 37.6     | 36.1         |
| Email Click Rate                                       | 27.6%      | 37.2%          | 26.9%    | 41.6%        |

## **Getting the Most Out of Your Event**

Canadian 5Ks and walks faced challenges attracting participants in 2015, leading to year-over-year declines. However, once committed to an event, Canadian participants tend to fundraise in greater numbers and are very successful fundraisers, outpacing their U.S. counterparts. Capitalize on that strength with the generalized recommendations below.

#### Find and keep new event participants.

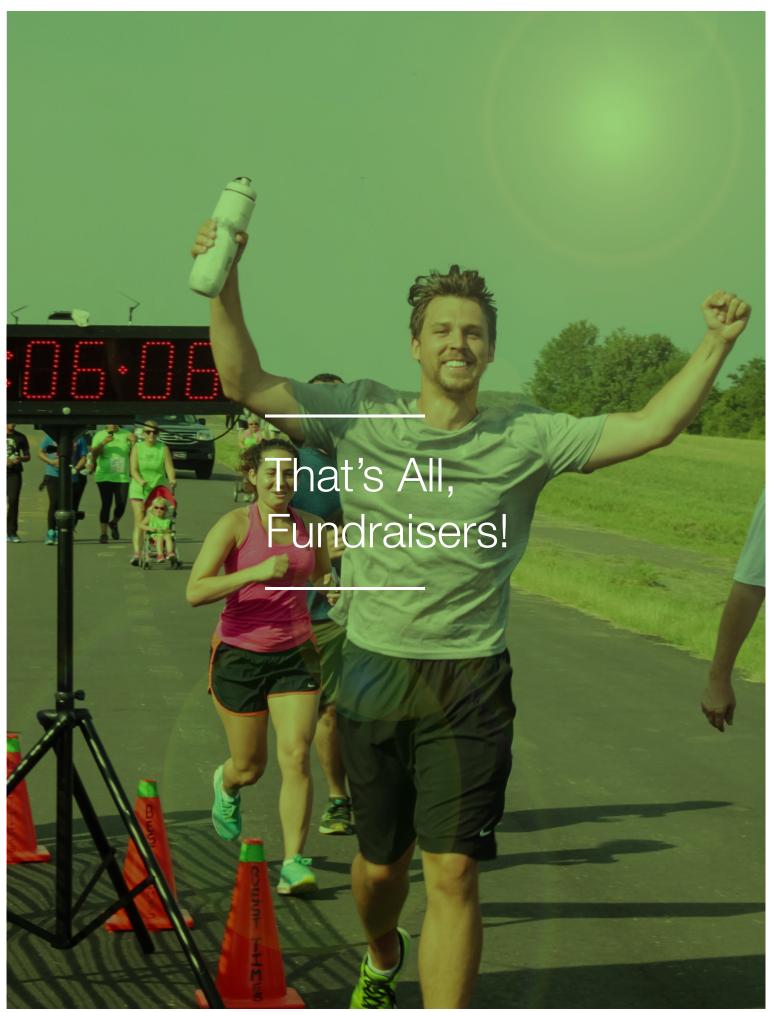
- Keeping your event participants coming back year after year starts when you find them. The overall event experience begins when participants sign up. Ensure that new participants are educated about the event and the organizational mission. Thank past participants for their previous support, and remind them of the importance of the cause. All participants should understand the impact the organization had in the previous year to demonstrate how they're helping the charity advance its cause.
- Tailored communication based on participant role, relationship to the cause, and fundraising activity will help engage participants. Consumer expectations are quite high, and your participants are used to receiving email communication designed specifically for them.
- After the event, steward your donors and invest in return participants for next year. It is
  easier and more cost effective to renew than to acquire new participants. Once returned
  they perform better than newly acquired participants.

#### Motivate and coach.

- Participants who fundraise generate in excess of \$300. To raise event revenues, continue
  to invest in efforts to convert participants to fundraisers through coaching
  and motivation.
- Ensure your communication plan is in place before participants register. A strong plan
  that educates and motivates participants to fundraise successfully will help event
  directors achieve financial goals.

#### Get creative.

- Rather than stepping back in the face of declining event participation and revenue, look
  at the timing and cadence of events. Consider hosting in a month or season where there
  is less competition.
- Re-think who you want to engage and how to appeal to them. Do you want to reach female donors and establish generational relationships with your donors? Consider adding a family-oriented event or activities to an existing program. Want to increase millennial participation? Tap into their independence by adding DIY tools.



We hope you enjoyed this year's Study and our new additions. We had a blast mining the data, looking at trends, and providing fundraising insight. By comparing your event performance to these benchmarks, hopefully you've uncovered some growth opportunities to focus on in the coming year. Never stop challenging last year's best practices to ensure they're relevant today. Be methodical in your planning and disciplined during the event season. The world of traditional peer-to-peer event fundraising is uncertain, but it doesn't have to be flat. It's up to you. Now get out there, and start fundraising!

## Where to go from here?

- Talk data with us! Our team of peer-to-peer experts can work with you to create your own
  personalized benchmark review that provides a more in-depth analysis of your program's
  performance. Email us at <u>Solutions@Blackbaud.com</u> >
- New to peer-to-peer to fundraising? To learn how you can tap into your supporters'
  personal networks to increase revenue and awareness for your cause with our peer-topeer fundraising solutions, visit us online >
- Get updates on the latest peer-to-peer trends, best practices, and fundraising news on the <u>Straight Up P2P</u> site.
- Make over your program and go from drab to fab. <u>Download our eBook ></u>

# About VantagePoint™

Blackbaud's VantagePoint, a unique business intelligence solution, delivers actionable insight and helps you identify your most valuable pieces of information. With knowledge in hand, you are able to develop cost-effective strategies to engage participants and provide a greater return on your investment, including:

- Evaluating and understanding your peer-to-peer fundraising revenue, online activity, and participant trends
- Quickly finding the most relevant information using intuitive, visual dashboards
- Making timely adjustments to peer-to-peer fundraising strategies based on data analysis
- Boosting fundraising performance by enriching your data with demographic and wealth indicators
- Facilitating investment conversations, making better spending decisions on growth opportunities, and identifying areas for program consolidation

#### **About Blackbaud**

Blackbaud (NASDAQ: <u>BLKB</u>) is the world's leading cloud software company powering social good. Serving the entire social good community—nonprofits, foundations, corporations, education institutions, and individual change agents—Blackbaud connects and empowers organizations to increase their impact through software, services, expertise, and data intelligence. The Blackbaud portfolio is tailored to the unique needs of vertical markets, with solutions for <u>fundraising and relationship management</u>, <u>digital marketing</u>, <u>advocacy</u>, <u>accounting</u>, <u>payments</u>, <u>analytics</u>, <u>school management</u>, <u>grant management</u>, <u>corporate social responsibility</u>, and <u>volunteerism</u>. Serving the industry for more than three decades, Blackbaud is headquartered in Charleston, South Carolina and has operations in the United States, Australia, Canada, Ireland, and the United Kingdom.

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