2019 Blackbaud Peer-to-Peer Fundraising Study

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Contents

About this Study

The 2019 *Blackbaud Peer-to-Peer Fundraising Study* is back for its ninth publication. This report provides a high-level view of the ever-changing landscape of peer-to-peer involvement and gives you valuable reference data to determine the effectiveness of your events and peer-to-peer programs. While there are a lot of interesting events out there—like novelty bike rides, paddle-boarding fundraisers, and flag football showdowns—the most universal and statistically significant fundraisers are still our traditional fundraising events: cycle, endurance, walks, and 5Ks.

The benchmarks highlighted in this Study reflect in-depth research of 281 organizations producing 17,416 traditional fundraising events in the United States and Canada from January 1, 2016, to December 31, 2018. Organizations were only included if they had participant-generated online Blackbaud TeamRaiser® revenue in the same event classification for each year of the Study.

More than 10.5 million people participated in these four categories, raising over $1.29 billion online over a three-year period. That's a monumental impact toward enormous challenges like curing cancer and other diseases, protecting precious natural resources, and funding social change.

In many previous publications of this Study, walks and 5Ks were in their own event categories, but that wasn't telling the whole story. This year, we're going back to our roots to analyze fundraising behaviors based not just on event activity, but on whether or not the event has a registration fee—what's the market relationship with participants?* We've found that while walks and fun runs attract a similar audience for similar missions, how those participants behave after they register paints a much clearer picture.

One of the main goals of this benchmark Study is to help you identify areas for potential growth within your peer-to-peer fundraising portfolio. We've provided our own insight along with key performance indicators to help you throughout your fundraising journey.

Expanding on traditional event fundraising covered extensively in this Study, we've also included chapters on the rise of do-it-yourself (DIY) fundraising and crowdfunding, international fundraising trends and insight, the importance of analytics and personas, and the influence of Facebook on modern giving behavior.

As you read, highlight areas of interest or metrics you'd like to dive into deeper. Use this information to create a strategy and outline the tactics you'll use to achieve results in the upcoming season. Don't forget to include other stakeholders in this journey, track your progress, and adjust tactics as necessary to reach your goals.

*Source: *Dollar Dash: The Behavioral Economics of Peer-to-Peer Fundraising*, VanHuss and Fulton, 2017

Year-Over-Year Enhancements

This year, we've included new insights into:

✓ *Walks and 5Ks with registration fees vs. without*

✓ *Team captain retention*

✓ *More Canadian fundraising stats*

✓ *DIY performance*

✓ *International crowdfunding insight*

✓ *Facebook fundraisers*

✓ *Identifying fundraiser and donor personas within your housefile*

Traditional Event Types

In the majority of this Study, you'll find that peer-to-peer fundraising events have been broken down into four categories.

Cycle: These are multi- and single-day events devoted solely to outdoor cycling. A registration fee is generally charged and there is usually a minimum fundraising requirement. Fees and fundraising minimums tend to increase as the distance of the ride increases in miles. This category does not include indoor/spin events or novelty bike rides; those can be found in the DIY/Other section.

Endurance: Multi- or single-day long distance walks, half marathons, marathons, triathlons, climbs, and mud/obstacle events fall into this category. As fitness becomes more and more prominent in our lives, it's expected that the variety of events that fall under the Endurance category will continue to expand. These events have high production costs and generally charge a registration fee, often with a required fundraising minimum. While endurance events tend to recruit fewer participants, those who do participate are highly motivated to solicit donations from their personal networks due to the required fundraising minimum.

Walk/5K with a Registration Fee (Reg Fee*): In many cases, these are short-distance competitive races with formalized timing options. This year, we're also including walks that require a registration fee to analyze the fundraising trends and behaviors vs. their counterparts offering free entry.

Walk/5K Without a Registration Fee (No Reg Fee*): Participants are typically encouraged, but not required, to fundraise. These non-competitive events aim to include as many people as possible to raise money, spread awareness for their mission, and gain new supporters.

*In the case of large nonprofits with dozens (or hundreds) of events, we adopted the categorization for a majority of the events. This will put some Reg Fee individual events into the No Reg Fee category (and vice versa) for the sake of honoring the overall signature event's intentions.

Type of Events

Key Findings and Trends

Quality over quantity is key. Participation rates in our core traditional peer-to-peer fundraising events declined from 2017 to 2018. However, the fundraising value of those participants is growing impressively across all event types.

Fundraising did not decline at the same rate as participation. This may indicate organizations are outlining fundraising expectations of their participants or coaching existing participants to fundraise more effectively online. With a smaller group of fundraisers, participants are expected to pull more weight, and retention becomes key.

Participant loyalty (retention) showed declines in Cycle and No Reg Fee events but increases in Endurance and Reg Fee events. This shows a need to address retention and acquisition of participants for fundraising events.

Returning participants raise significantly more than new participants. In No Reg Fee events, a returning participant secures more than 3.5 times the contributions a new participant raises, with other event types averaging 1.5 times more.

There are distinct fundraising behaviors between similar events with and without registration fees. Participants in events without registration fees are more likely to join a team and fundraise. They also are more inclined to make a self-donation and raise more money from more donors.

Cycle participants outperform those in all other event categories. They raise more money, attract larger gifts (and more of them), and use online tools more often and more effectively.

Email still works. Despite the slight decrease in use of native email tools and the increase of channels available for participants to use when asking for gifts, those who send emails raise 3–9 times more money. In fact, fundraisers who don't send email could nearly double their fundraising impact by sending emails.

Participants who update their personal page raise 6–18 times more than participants who do not update their pages. They are also more likely to send emails. Both actions may be the key to their fundraising success, as they're frequently found in the Great Fundraisers category.

Women sign up in greater numbers and lead more teams. Men, however, receive larger online gifts and have higher fundraising impact across most categories.

Team captains and team members do the heavy lifting in most event categories. In Cycle and No Reg Fee events, teams raise 86% and 79% of donation revenue, respectively. In the Walk category, 93 cents of every dollar raised comes from teams.

Endurance events see a comparatively strong performance by individual participants. Individuals comprise 40% of the participants and raise 42% of the revenue—slightly more than the amounts raised by team members.

Canadian organizations outperform their U.S. counterparts in many overall performance categories. This includes the percentage of participants raising money online and the percentage of participants updating their pages, with outstanding performance from Canadians in Cycle events.

Diversifying your fundraising portfolio is crucial to success. Whether it's adding a DIY program or increasing your use of Facebook fundraisers, your organization must adapt to the changing donor and participant expectations for engagement. The number of DIY programs has grown 400% since last year, and participation has increased threefold. Use these supplemental fundraising methods to retain participants in your organization, rather than just an event or event type.

Traditional Event Fundraising Trends

BY KATIE WALTERS

It's been a big year for peer-to-peer fundraising—at Blackbaud and in general—and we're here to celebrate those successes, reflect on changes, and highlight opportunities. Though this Study contains chapters on non-traditional events, DIY fundraising, and Facebook fundraisers, the bulk of it focuses on what we call the Core Four: Cycle, Endurance, Reg Fee events, and No Reg Fee events.

We saw declining participant registration and event count in the Core Four in all categories last year. The reduced number of events year over year could point to a number of variables: organizations reevaluating ROI for lower-performing events and potentially eliminating them; the consolidation of multiple events within the same market; or organizations rerouting participants to an expanded fundraising portfolio, which may include rapidly growing DIY or non-traditional events. Despite the decreases in Core Four participation, however, donation revenue showed an increase of 3%. This indicates that the participants who do sign up are more engaged and fundraise more. With recruitment down, nonprofits will need to focus on outlining expectations, coaching and encouragement, and retention.

Let's break down the peer-to-peer event marketplace by the number of events, online revenue, and percentage of participant registrations.

Number of Events with Participants 2018

CYCLE
YOY -5.52%

DIY
YOY 17.74%

ENDURANCE
YOY 6.69%

REG FEE
YOY -7.07%

NO REG FEE
YOY -3.39%

Core 4
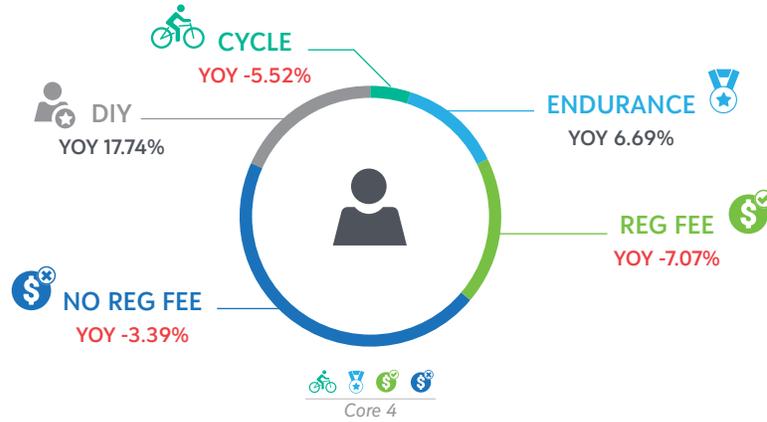
Event Breakdown by Online Donation Revenue 2018

DIY
YOY 4.42%

CYCLE
YOY .30%

NO REG FEE
YOY 1.86%

ENDURANCE
YOY 7.54%

REG FEE
YOY 8.73%

Core 4
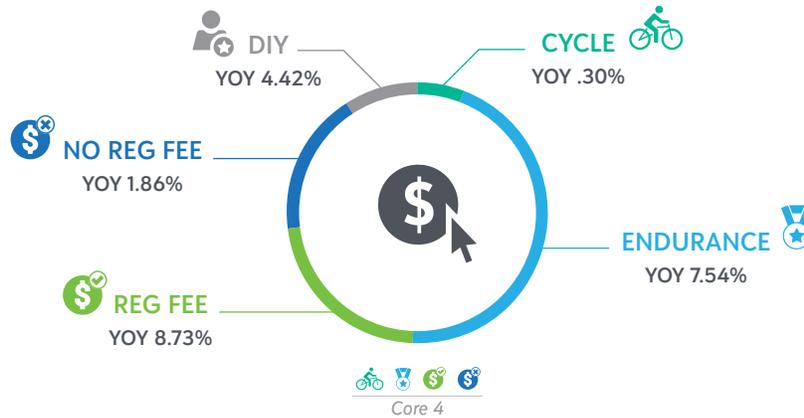
Event Breakdown by Participants

CYCLE
YOY -8.13%

ENDURANCE
YOY -6.51%

NO REG FEE
YOY -5.65%

REG FEE
YOY -6.87%

Where Does the Money Come From?

Check out the following definitions used throughout the Study to refer to different types of fundraising methods.

Online Fundraising: Online donations, excluding self-donations

Self-Donations: Donations made by fundraisers to their own fundraising efforts

Registration Revenue: Registration fees (includes online and offline)

To Reg Fee or Not to Reg Fee?

Are you considering whether or not to charge a registration fee for your 5K or walk? Otis Fulton, vice president of behavioral economics at Turnkey, has some thoughts on the matter: "Nonprofits are sensitive to being too 'transactional' with their supporters, and with good reason. Paying a registration fee suggests to people that they are in a transactional relationship with the nonprofit, and when they pay the fee, the terms of the deal have been met. The data bears this out—registration fees depress later fundraising. People are inclined to tell themselves (consciously or unconsciously) that they already 'gave at the office.' The reality is they just became a customer instead of a supporter."

And this insight is correct: The data contained within this Study shows more favorable fundraising behaviors from No Reg Fee participants compared to the Reg Fee population. If the ultimate objective for your event is to generate funds, then the potential for revenue may be greater if you do not charge a registration fee.

We've separated event revenue by online fundraising, online self-donations, and registration revenue—which may include offline as well as online registrations.

Revenue Source

$6.1M
Registration
Revenue

$20.5M
Online
Self-Donations

CYCLE

$116.4M
Online
Fundraising

$5.8M
Registration
Revenue

$11.3M
Online
Self-Donations

ENDURANCE

$57.8M
Online
Fundraising

$21.6M
Registration
Revenue

REG FEE

$43.7M
Online
Fundraising

$12.7M
Online
Self-Donations

$530K
Registration
Revenue

$44.4M
Online
Self-Donations

NO REG FEE

$135.6M
Online
Fundraising
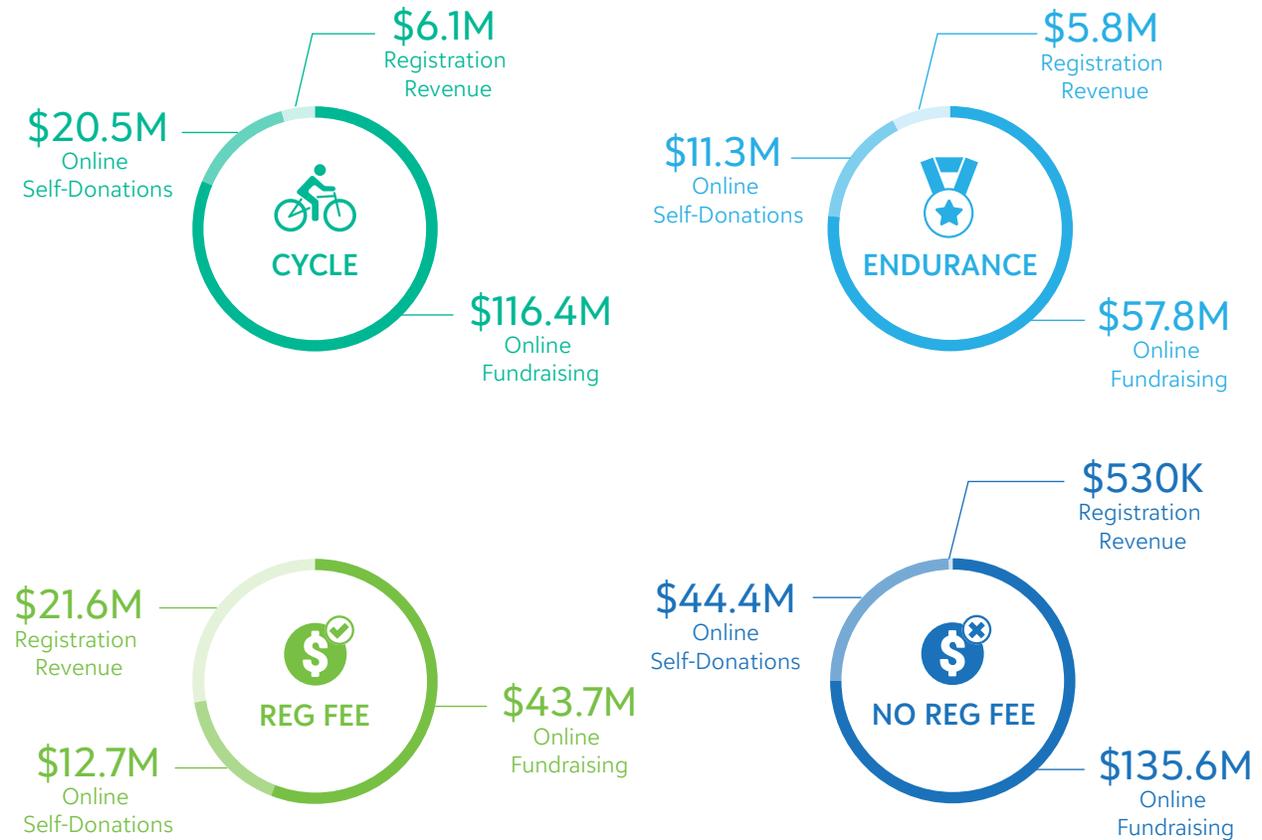
Takeaways: This data helps you compare the breakdown of the different types of revenue streams by event type. When you compare your event metrics to these benchmarks, focus on how much revenue comes in from registration. If you earn a higher percentage of your revenue from registration fees, you may want to consider clarifying your fundraising message: Is it clear that your event is a fundraiser? Could you make the "ask" to fundraise clearer?

% of Participants Fundraising

	Cycle (YOY 2.20%)	Endurance (YOY 5.62%)	Reg Fee (YOY 5.88%)	No Reg Fee (YOY -2.12%)
2016	69.0%	40.4%	17.4%	33.0%
2017	70.0%	43.3%	19.0%	34.7%
2018	71.5%	45.7%	20.1%	33.9%
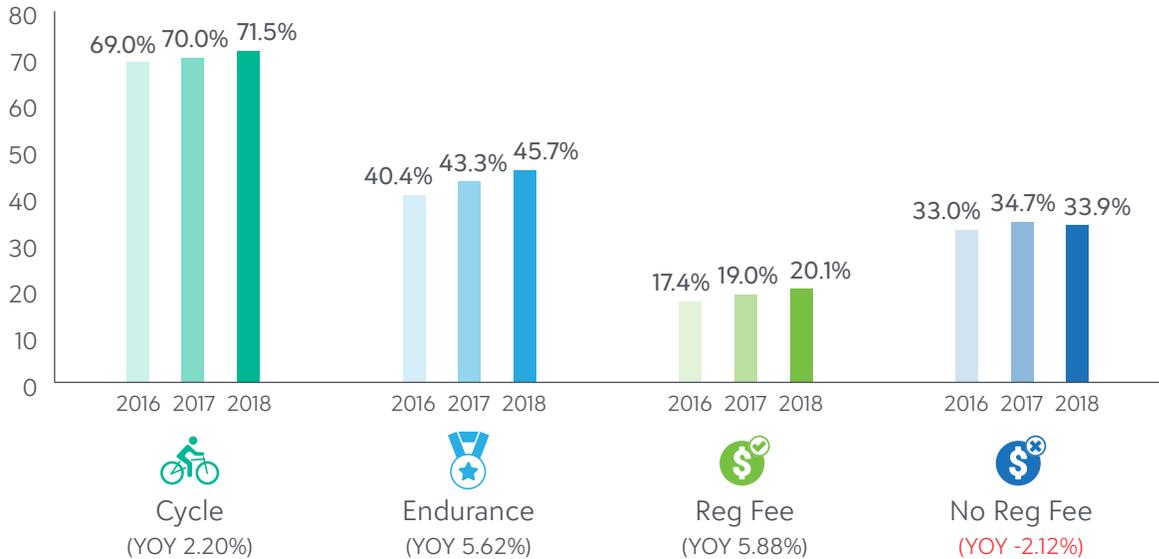
Takeaways: How clear is it to your participants that the primary goal of your event is to raise money? Are you marketing it this way or are participants seeing this as a "fun" way to be charitable? If your metrics are under the benchmark, consider increasing the visibility and frequency of fundraising communications, tips, and coaching to your participants.

Top-Level Individual Fundraising Trends

As we drill down into overall participant behavior for the Core Four, we see that in most cases, the average online gift (the average amount a donor gives online when a participant asks for support) has increased annually over the last three years. Donors gave more per gift in 2018 compared to the prior year in all event categories except No Reg Fee events, although their amount is still higher than Reg Fee.

Current Year Average Online Donation Amount

	Cycle		Endurance		Reg Fee		No Reg Fee	
	Online Average Donation	Online Fundraising per Participant	Online Average Donation	Online Fundraising per Participant	Online Average Donation	Online Fundraising per Participant	Online Average Donation	Online Fundraising per Participant
	$97.01 (YOY 0.47%)	$706.50 (YOY 9.18%)	$85.32 (YOY 1.14%)	$329.27 (YOY 15.02%)	$71.70 (YOY 2.54%)	$55.35 (YOY 16.72%)	$73.81 (YOY -0.65%)	$95.96 (YOY 7.95%)
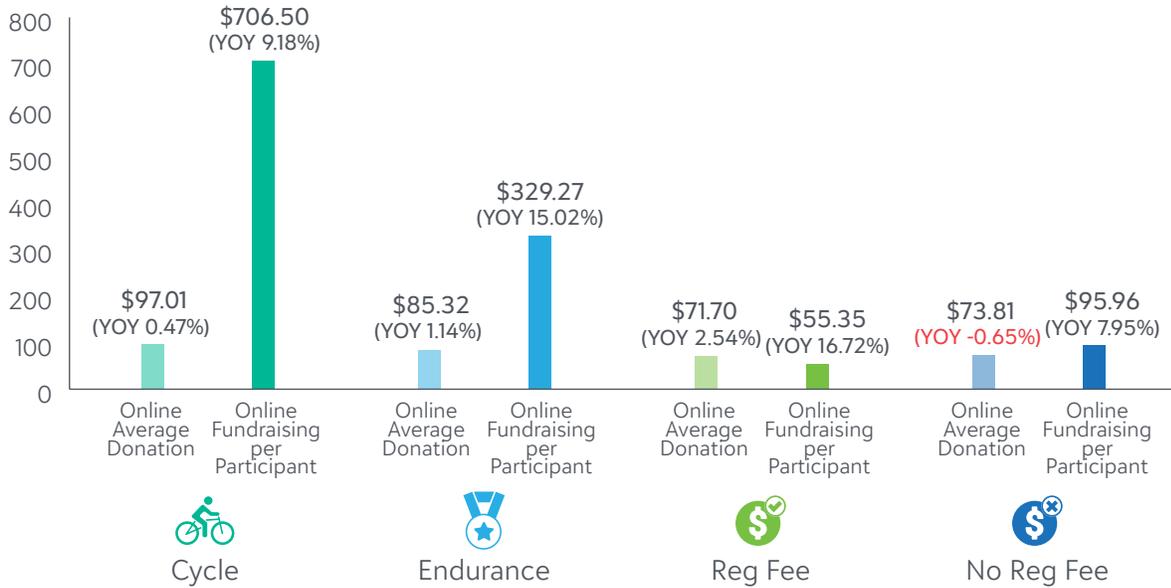
Average Online Donation Amount: Three-Year View

	Cycle			Endurance			Reg Fee			No Reg Fee		
	2016	2017	2018	2016	2017	2018	2016	2017	2018	2016	2017	2018
	$92.68	$96.55	$97.01	$81.48	$84.35	$85.32	$67.36	$69.93	$71.70	$74.92	$74.29	$73.81
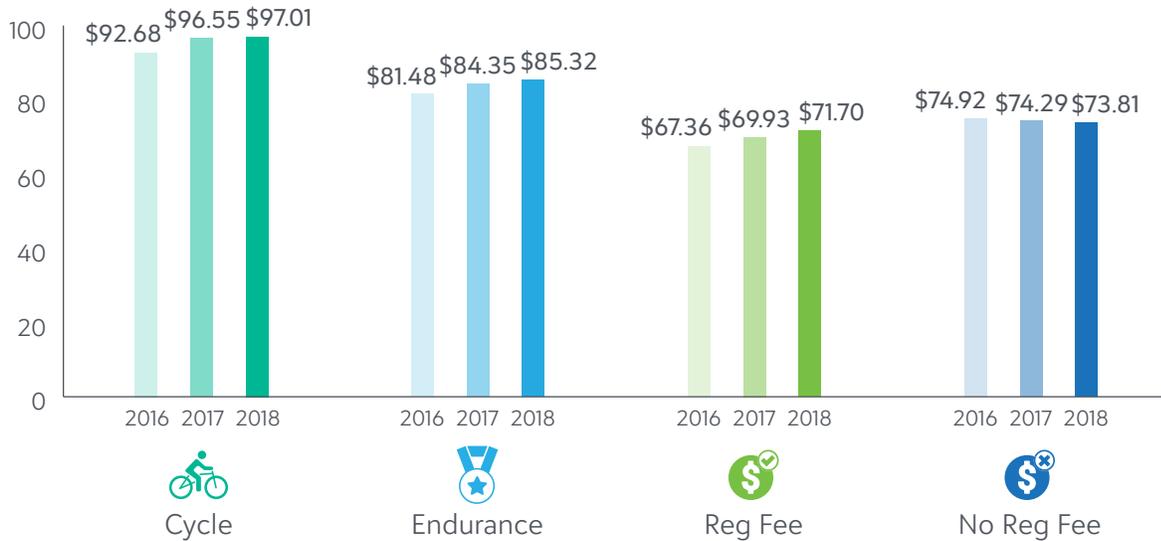
The amount raised online per participant has shown steady gains across all categories in three years, with Endurance and Reg Fee events showing double-digit growth. These higher fundraising totals per participant have been responsible for offsetting some of the declines in participation. Organizations are either doing a great job at outlining fundraising expectations or recruiting the right participants for these events—or both!

Average Online Fundraising per Participant: Three-Year View

The Value of Personal Donations

For several years, we've seen a lot of effort made to encourage individuals to support their own fundraising efforts by donating to themselves. You've likely even provided that same advice to your participants: Make that first gift to show your supporters you're invested. And yes, we know the use of the term "self-donation" here is industry jargon (and if you're reading this, you're probably an industry insider). When speaking to event participants, we recommend the use of more easily understood terms like "donate to yourself" or "personal donation." You can get a closer look at participants who only self-donate or donate and fundraise in the next chapter.

% of Participants Self-Donating Online

2018 Average Self-Donation

Cycle	$153.70
Endurance	$136.25
Reg Fee	$82.40
No Reg Fee	$86.75
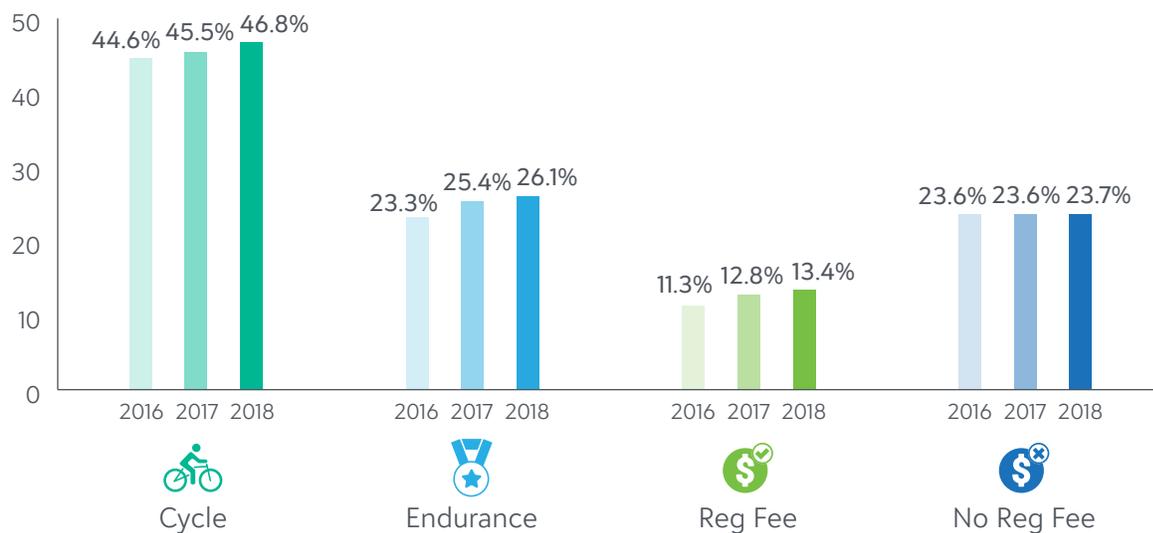
% Distribution: % of Online Donation Revenue Self-Donated vs. Fundraised 2018

CYCLE	ENDURANCE	REG FEE	NO REG FEE
14.95%	16.41%	22.54%	24.67%

Revenue Source: Self $ / Total Online $

Takeaways: How does increasing your number of self-supporting participants contribute to your fundraising success? Turn this into some math homework: If you increase your percentage of participants who self-donate by the average self-donation amount, what's your total?
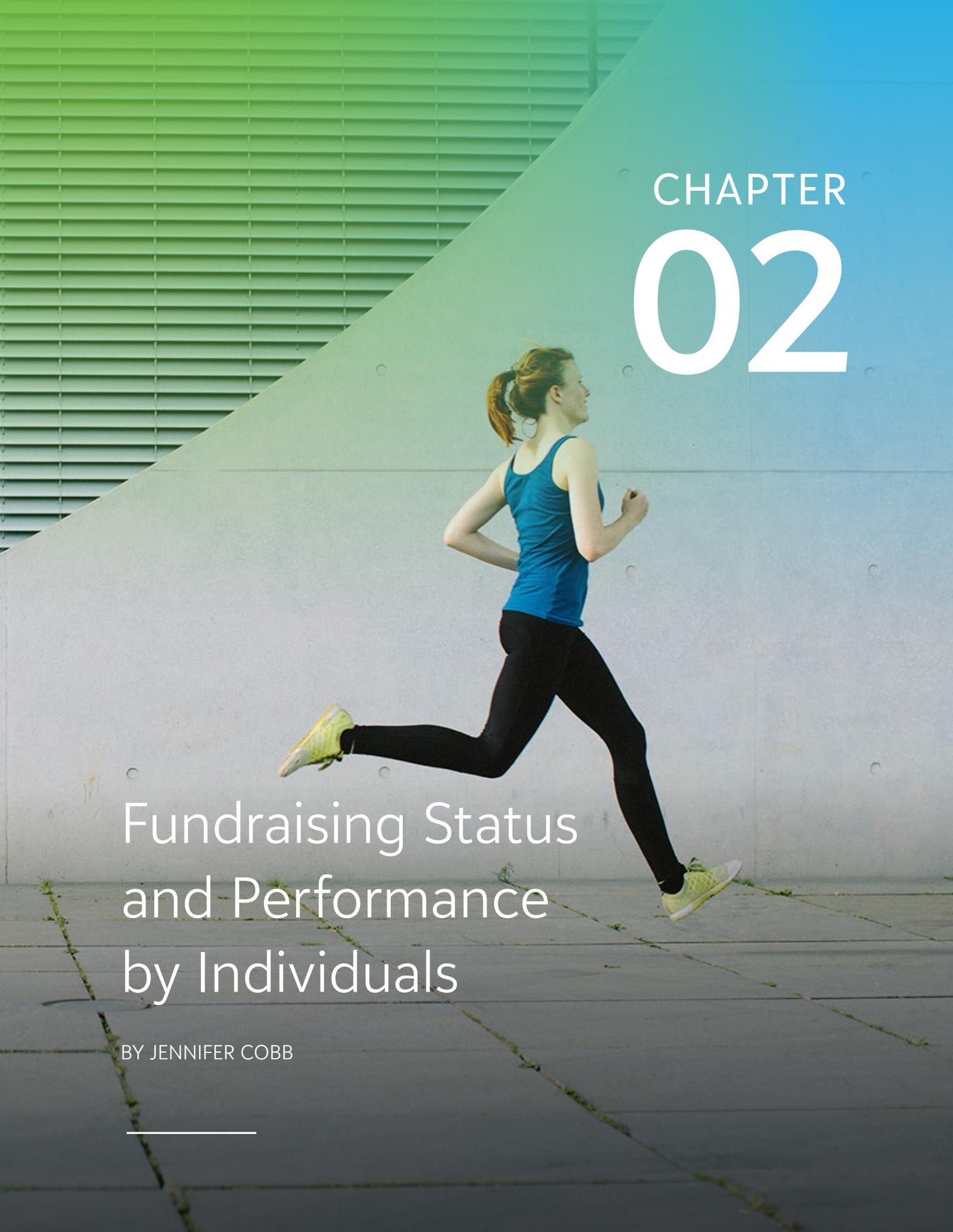
Fundraising Status and Performance by Individuals

BY JENNIFER COBB

We all know who our participants are. They are the people who come to the event, give it that carnival-like atmosphere that makes event day so festive, and often are some of your best endorsers. However, they are different from your fundraisers in that they do not go the extra step beyond registration to solicit donations from their networks.

Your fundraisers are the backbone of not just the event, but of your organization. They are so passionate about your cause that they embrace their vulnerability to ask for donations in support of your mission. Your fundraisers are the heart and soul of your event. **Do you know them? Do you speak to them as the critical component of success?** More importantly, **do they know you?**

The "Participant" view is often used as an overall indicator of event performance. The "Fundraiser" view shows performance by those individuals who have responded to your call to support the mission.

Fundraising performance benchmarks "by participant" and "by fundraiser" can help you measure your event potential: How many participants do I need to recruit, and what percentage of these do I need to convert to fundraisers to reach my goal?

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

		All Participants	All Fundraisers
		Average Dollars Raised per Participant	
Cycle		$706.50	$987.87
Endurance		$329.27	$720.61
Registration Fee		$55.35	$275.25
No Registration Fee		$95.96	$283.09
		Average Number of Donations per Participant	
Cycle		7.3	10.2
Endurance		3.9	8.4
Registration Fee		0.8	3.8
No Registration Fee		1.3	3.8
		% of Participants Sending Emails	
Cycle		25.3%	34.6%
Endurance		14.1%	29.5%
Registration Fee		4.2%	17.6%
No Registration Fee		5.9%	15.2%
		Number of Emails Sent	
Cycle		22.3	31.0
Endurance		7.6	16.4
Registration Fee		1.8	8.4
No Registration Fee		2.4	6.7

Fundraiser Status: Good to Great

It's no accident that Jim Collins, the author of *Good to Great*, discovered a need to put the key concepts of his book in a redefined packaged for the social sector. Here at Blackbaud, we can easily put the overall concept found in Good to Great in the context of our participants and fundraisers and use that data to help you move more fundraisers to the "great" category.

This section of metrics compares fundraisers based on the number of gifts they garner online. This additional segmentation can help you measure where your fundraisers fall in the benchmarks and determine where you could see the most advancement in your fundraisers' success. We've divided participants into four categories:

✓ **Non-Fundraisers:** *Received no online donations*

✓ **Self-Donor:** *Received 1 online donation, typically a donation to themselves*

✓ **Good Fundraiser:** *Received 2–4 online donations*

✓ **Great Fundraiser:** *Received 5+ online donations*

First, we look at what percentage of the participant population falls into each segment.

		Fundraiser Status: % of Participant Population			
		Non-Fundraiser	Self-Donor	Good Fundraiser	Great Fundraiser
Cycle		28.5%	16.3%	15.5%	39.7%
Endurance		54.3%	13.7%	11.0%	21.0%
Registration Fee		79.9%	11.5%	4.4%	4.2%
No Registration Fee		66.1%	19.1%	7.8%	7.0%

There's great news in these numbers: Since our last report, included organizations have increased the percentage of Great Fundraisers in every category except Endurance. Cycle events saw a 4% increase, and both No Reg Fee and Reg Fee events had an increase of 2%. They also decreased the percentage of non-fundraisers in No Reg Fee events by 4%.

Next, we see the participant revenue each segment is responsible for bringing in. Comparing the data in the "Fundraiser Status: % of Participant Population" chart above with the "Fundraiser Performance by Fundraiser Status" and "Average Dollars Raised per Participant" charts below and on the following page, we see some astonishing stats, like 4% of the Reg Fee participants are responsible for 70% of the donation revenue. Taking the time to create a strategy to engage your Good Fundraisers, help them become Great Fundraisers, and retain your Great Fundraisers for years to come is essential to your peer-to-peer success.

		Fundraiser Performance by Fundraiser Status (% of Participant Population)			
		Non-Fundraiser	Self-Donor	Good Fundraiser	Great Fundraiser
Cycle		0.0%	4.5%	7.6%	87.9%
Endurance		0.0%	5.7%	9.6%	84.7%
Registration Fee		0.0%	14.9%	14.8%	70.3%
No Registration Fee		0.0%	15.0%	14.9%	70.2%

We see more Good and Great Fundraisers in the Cycle and Endurance space due to higher fundraising minimums that help to establish a clear expectation and agreement by the participant to fundraise online. Historically, Reg Fee participants have been the most difficult population to turn into fundraisers, but from 2016 to 2018, this category increased the average dollars raised by Great Fundraisers by $181!

		Average Dollars Raised per Participant			
		All Participants	Self-Donor	Good Fundraiser	Great Fundraiser
Cycle		$706.50	$194.15	$346.73	$1,567.57
Endurance		$329.27	$137.45	$288.03	$1,324.99
Registration Fee		$55.35	$71.95	$183.97	$926.83
No Registration Fee		$95.96	$75.27	$183.81	$957.11

Takeaways: Great fundraisers are key individuals to support and cultivate. Time invested creating personal relationships with these individuals can often yield greater fundraising results than encouraging "zero-dollar" fundraisers to get or make one donation. Instead of spending time trying to influence the behavior of these zero-dollar fundraisers, spend your time training and cultivating Good and Great Fundraisers to raise more money, build their teams, and expand their networks.

Online Donation Amount and Quantity by Participant Segments

		Average Online Donation Amount		
		Self-Donor	Good Fundraiser	Great Fundraiser
Cycle		$194.15	$122.65	$92.94
Endurance		$137.45	$102.61	$81.67
Registration Fee		$71.95	$67.88	$72.51
No Registration Fee		$75.27	$67.91	$74.87

		Average Number of Donations per Participant		
		Non-Fundraiser	Self-Donor	Good Fundraiser
Cycle		1.0	2.8	16.9
Endurance		1.0	2.8	16.2
Registration Fee		1.0	2.7	12.8
No Registration Fee		1.0	2.7	12.8

Takeaways: As in previous studies, we see an outsized average online donation amount for "one-donation" individuals in the Cycle and Endurance space. The "cost-to-participate" theory still holds water: For Cycle and Endurance participants, their fundraising is expected, as it is their cost to participate. More surprising and in keeping with this year's theme is the increase in average dollars for Reg Fee participants. The number of donations has stayed relatively flat since 2016, but the online donation amount has increased by 14%.

But how have organizations seen these increases for a traditionally non-fundraising participant base? An increased focus on fundraising asks during the registration process, segmented coaching emails, and personal outreach have all played key roles. Adding subtle changes to how the organization and participants communicate with each other is influencing participant behavior and showing great impact in dollars raised.

Email Performance by Participant Segment

		Self-Donor	Good Fundraiser	Great Fundraiser
		% of Participants Sending Emails		
Cycle		6.1%	26.8%	49.5%
Endurance		6.9%	24.6%	46.7%
Registration Fee		5.3%	25.3%	43.0%
No Registration Fee		4.1%	19.9%	40.2%
		Number of Emails Sent		
Cycle		0.7	4.2	54.0
Endurance		0.7	3.7	33.2
Registration Fee		0.9	6.2	31.2
No Registration Fee		0.4	2.9	27.9

While the advent of Facebook fundraising and smartphone apps have definitely changed how participants talk to their donors, email is still the backbone of fundraising communication. All event types see 40–50% of their Great Fundraisers send emails, but how many emails each type of event participant sends has the greatest variation, with Cycle topping the group with an average of 54 emails per Great Fundraiser.

Takeaways: Use data like this to coach your participants by sharing the average number of emails your best fundraisers send to achieve success and how many fundraising dollars that yields. Additionally, creating quick infographics for your email communications and participant guides provides visuals for what it takes to go from Good Fundraiser to Great Fundraiser.

Self-Donors: Are They Kick-Starting or Avoiding Fundraising?

People who donate to their own fundraising efforts ("self-donors") fall into two categories:

✓ *Those who use a personal gift to help kick-start their fundraising efforts*

✓ *Those who make a personal gift as an alternative to soliciting gifts from their friends and family*

The participants most valuable to your peer-to-peer programs donate to their own efforts in addition to soliciting gifts from friends and family.

In the following set of metrics, we look at the impact self-donors have on peer-to-peer programs. We break these participants into four segments:

✓ **Self-Donate and Fundraise:** *Make a self-donation and request donations from friends and family*

✓ **Self-Donate Only:** *Donate to their own efforts and do not fundraise*

✓ **Fundraise Only:** *Raise funds online but do not make a self-donation*

✓ **No Online Donations:** *Don't fundraise or make a self-donation*

Self-Donor Impact on Peer-to-Peer Programs

		Personal Donation Segments by % of Participant Population			
		Donate and Fundraise	Self-Donate Only	Fundraise Only	No Online Donation
Cycle		33.5%	13.2%	24.7%	28.5%
Endurance		16.2%	10.0%	19.6%	54.3%
Registration Fee		4.5%	8.9%	6.7%	79.9%
No Registration Fee		8.6%	15.2%	10.2%	66.1%

		Distribution of Online Donation Revenue by Personal Donation Status		
		Donate and Fundraise	Self-Donate Only	Fundraise Only
Cycle		66.1%	4.3%	29.6%
Endurance		58.0%	5.1%	36.9%
Registration Fee		53.3%	12.4%	34.4%
No Registration Fee		56.0%	12.7%	31.4%

Personal Donation Segments: Fundraising Performance

		Donate and Fundraise	Self-Donate Only	Fundraise Only
		Average Dollars Raised per Participant		
Cycle		$1,392.50	$230.14	$844.43
Endurance		$1,181.91	$168.21	$621.49
Registration Fee		$659.79	$76.66	$283.88
No Registration Fee		$625.54	$80.21	$296.28
		Average Online Gift Amount		
Cycle		$96.49	$196.64	$91.36
Endurance		$85.31	$146.63	$80.68
Registration Fee		$75.46	$74.06	$65.86
No Registration Fee		$75.35	$76.92	$70.11

Takeaways: It should be no surprise that those who self-donate and fundraise outperform the other categories, but the gap here is tremendous for Cycle and Endurance. While fundraising minimums certainly motivate the participant to reach higher, these two simple actions—making a donation to yourself and asking for donations from your network—automatically put them in your Great Fundraiser column. When your new participants ask what can set them apart from others, the answer is evident!

Participant Engagement

When your participants take action to fundraise, whether it's through email, texts, calls, letters, or Facebook, they raise more money. Below, we focus on email, as that is the most common way participants ask for donations.

		Average Dollars Raised per Participant/Fundraiser/Email Sender		
		All Participants	Fundraisers	Email Senders
Cycle		$706.50	$987.87	$1,356.03
Endurance		$329.27	$720.61	$1,102.61
Registration Fee		$55.35	$275.25	$535.74
No Registration Fee		$95.96	$283.09	$637.79

Takeaways: Participants who ask for donations simply raise more money. Email senders are raising somewhere between 40% and 100%—this is your call to action.

% of Participants Sending Email

25.3%	**14.1%**	**4.2%**	**5.9%**
YOY -9.92%	YOY -1.30%	YOY -10.50%	YOY -25.52%
CYCLE	**ENDURANCE**	**REG FEE**	**NO REG FEE**
2018 VS. 2016 (2 YOY) -12.00%	2018 VS. 2016 (2 YOY) -3.93%	2018 VS. 2016 (2 YOY) -16.76%	2018 VS. 2016 (2 YOY) -18.17%
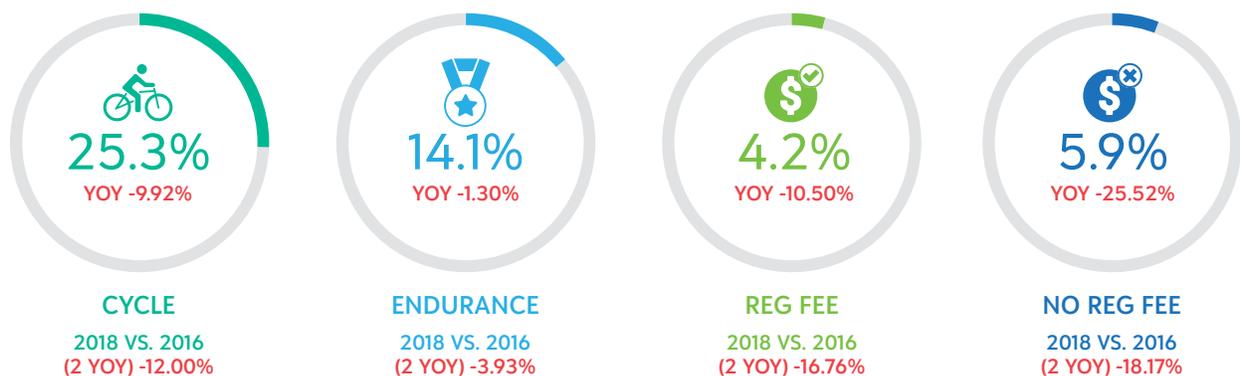
Takeaways: Every event type saw a decrease in the amount of emails sent. This shouldn't necessarily be looked at as a failure of coaching or technology. Rather, consider the various ways your participants are asking for money, and provide sample content for them to use (like Facebook and Twitter® messages, Instagram® content ideas, or even Snapchat® ideas).

Average and Super Email Senders

You might think this section would be obsolete because of decreases in email sending, but the truth is email is still an amazingly effective tool. Participants who send 15 or more emails (our "Super Senders") raise more than double those who send less than 15 emails.

The following metrics give visibility into the importance of coaching your participants to send emails. We break the analysis into three groups based on the number of emails sent through the trackable tools:

✓ **Non-Email Sender:** *A participant who did not use online email tools provided by the organizations*

✓ **Average Email Sender:** *A participant who sent less than 15 emails*

✓ **Super Email Sender:** *A participant who sent 15 or more emails*

Email Sender Online Performance

		Non-Email Sender	Average Email Sender	Super Email Sender
		% Raising Money Online		
Cycle		62.6%	96.6%	99.3%
Endurance		37.5%	93.6%	98.3%
Registration Fee		17.3%	80.2%	91.1%
No Registration Fee		30.5%	83.6%	95.1%
		Average Amount Raised Online		
Cycle		$486.65	$800.55	$1,911.13
Endurance		$202.44	$683.13	$1,660.00
Registration Fee		$34.23	$306.78	$931.90
No Registration Fee		$62.05	$355.18	$1,193.30
		Average Number of Donations per Participant		
Cycle		4.7	9.6	20.2
Endurance		2.3	8.7	19.5
Registration Fee		0.5	4.6	11.5
No Registration Fee		0.9	5.1	13.9

Takeaways: There is no doubt that more emails bring more revenue. Help your Non-Senders and Average Senders by providing sample content for different types of asks, and share with them that their fundraising can go sky high just by increasing their emails to donors.

Participant Center Email Performance

Even with increased scrutiny from email providers like Gmail® and Yahoo®, people read messages from their friends in greater numbers than they do fundraising emails from organizations. By comparison, the average fundraising email campaign sent by a nonprofit has a 13.9% open rate and 0.58% click-through rate.*

		Participant Center Email Performance		
		Open Rate	Click-Through Rate	Average Number of Emails Sent by Participant
Cycle		36.4%	23.7%	88.1
Endurance		39.5%	23.9%	53.7
Registration Fee		38.6%	26.1%	43.1
No Registration Fee		38.0%	28.7%	40.1

Average Amount Raised per Email Sender

Cycle	$ 1,356.03 (YOY 6.36%)
Endurance	$ 1,102.61 (YOY 9.37%)
Reg Fee	$535.74 (YOY 21.42%)
No Reg Fee	$637.79 (YOY 30.04%)

Takeaways: Arm your participants with tips and content (suggestions on the next page) to ensure that their emails are opened, read, and clicked.

*Source: *Blackbaud Luminate Online® Benchmark Report*, 2018

Tips for Participants:

✓ *Provide short but compelling subject lines*

✓ *Share why you are raising money in a concise way—your story is the most powerful reason someone will donate*

✓ *Use Blackbaud's Email Resource Center to help guide your team when creating templates and design for the Participant Center*

Personal Page Updates

		% of Participants Updating Personal Pages/Fundraising		
		% of Participants Updating Personal Pages	**% of Page Updaters Fundraising**	**% of Overall Event Participants Fundraising**
Cycle		67.5%	85.4%	71.5%
Endurance		46.0%	74.5%	45.7%
Registration Fee		21.3%	52.7%	20.1%
No Registration Fee		39.8%	52.5%	33.9%

Takeaways: Participants who take the time to update their personal pages also tend to raise money. This is another simple correlation, especially for Cycle and Endurance participants who have fundraising minimums to meet, or No Reg Fee participants who tend to have very personal connections to the cause. It becomes a little trickier to convince Reg Fee participants to move beyond their registration fee to become a fundraiser, let alone update their personal pages.

But in a time when so much of our lives are posted in picture and video across social media, why is it so hard to convince people that sharing their story with personalized content will help raise more money? The first question to ask is, "Have we explicitly stated that this is a fundraising event?" Many organizations have been hesitant to be outright in that approach, especially for Reg Fee events. The next question to ask is, "How can we make fundraising for this event an easy next step in their overall support?" Show participants how their Participant Center can be an extension of their Instagram feed or Facebook page, and provide helpful templates to get them started with their story.

Relationship Between Personal Page Updates and Fundraising

		Page Updated	No Page Updated
		% that Raise Money Online	
Cycle		85.4%	42.7%
Endurance		74.5%	21.2%
Registration Fee		52.7%	11.3%
No Registration Fee		52.5%	21.6%
		Average Amount Raised Online per Participant	
Cycle		$982.82	$131.43
Endurance		$649.87	$56.01
Registration Fee		$214.36	$12.20
No Registration Fee		$194.79	$30.64
		Average Number of Donations per Participant	
Cycle		10.2	1.3
Endurance		7.7	0.6
Registration Fee		3.0	0.2
No Registration Fee		2.6	0.4
		% of Participants Sending Emails	
Cycle		35.1%	4.9%
Endurance		28.5%	1.8%
Registration Fee		16.7%	0.8%
No Registration Fee		12.9%	1.3%
		Average Number of Emails Sent per Participant	
Cycle		32.6	0.7
Endurance		16.2	0.2
Registration Fee		8.0	0.1
No Registration Fee		5.6	0.2

Takeaways: Page updaters more readily raise money, pure and simple. Do you have someone who wants more donations? For a Cycle participant, updating their page is the difference between receiving 10 donations and 1 donation. If they update their page and send emails, they become superstars and increase the number of their donations threefold.

In short, taking small but impactful steps in their Participant Center yields more dollars raised. Look at your own data to see how your participants stack up and create your goals from these benchmarks.
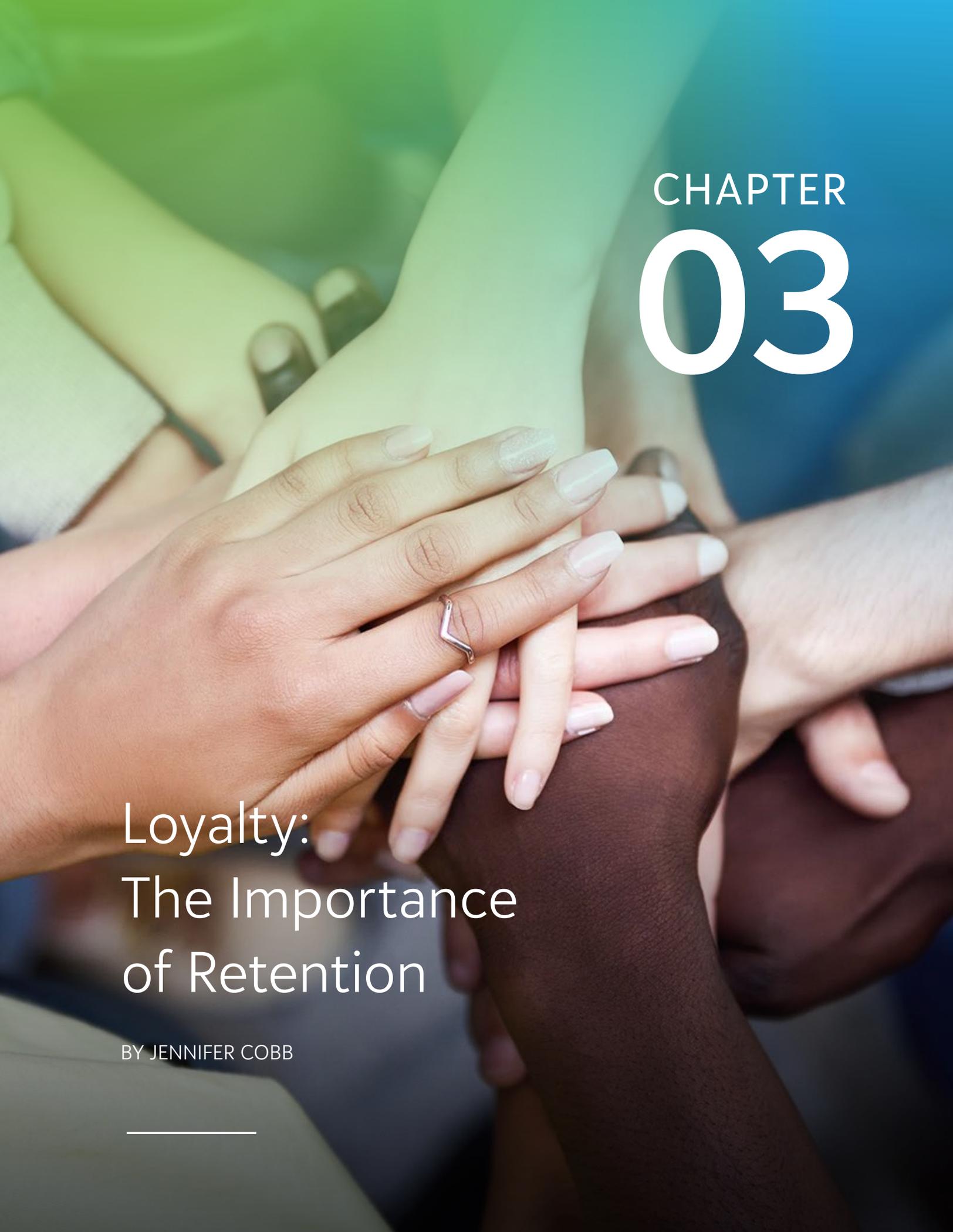
Loyalty:
The Importance
of Retention

BY JENNIFER COBB

Repeat participants are the lifeblood of peer-to-peer events. As you'll see in the stats below, they tend to fundraise in greater numbers and raise more per individual fundraiser.

Our benchmarks for 2017 and 2018 show nice progress in participant retention, with only No Reg Fee events showing a small decline. This is excellent news and shows attention to this important topic. However, fundraising managers should not become too comfortable; participants will age out of your event or program eventually, so ensuring that you are cultivating your new participants to become your next generation of Good and Great Fundraisers is key to future success.

The years covered by our Study represent a time of increasing variety of peer-to-peer events (outside of the traditional run-walk-ride spectrum) and opportunities to fundraise independently.

Basic Retention Stats

We calculate retention rate by dividing the number of returning participants by the total number of prior year participants in the same event category. For the purposes of this Study, a returning participant is defined as someone who registered online in 2017 and returned to register online again under the same name and email address in 2018.*

Retention Rate (Returning Participants/Total Prior Year Participants)

42.47%	27.69%	22.99%	23.30%
YOY 1.07%	YOY 5.39%	YOY 1.58%	YOY -3.14%
CYCLE	ENDURANCE	REG FEE	NO REG FEE
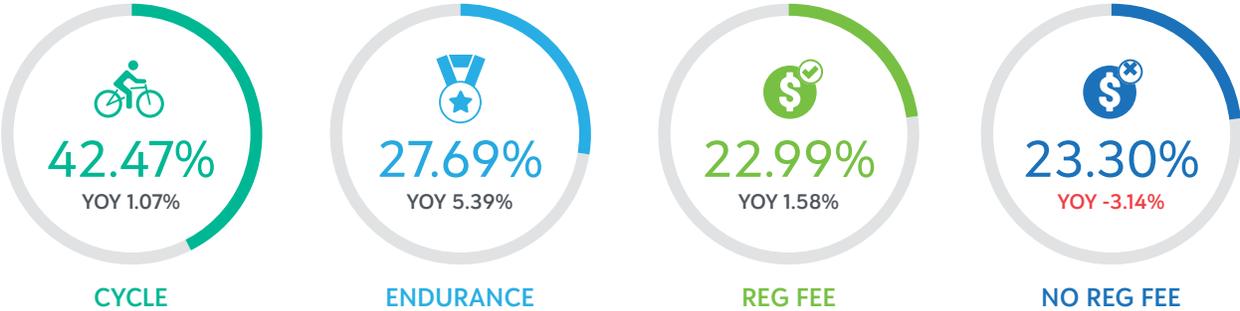
Returning to same event classification. Note that it is possible not all customer sites track constituents across years.

Takeaways: We see organizations responding to retention challenges in two major ways:

✓ *Reinvesting in their established events by offering participants new and exciting ways of engaging their donors,* such as implementing the Blackbaud TeamRaiser-Facebook Integration; engaging Blackbaud partners like Hustle to establish communication efforts via text; or providing smartphone apps to give participants easier ways to fundraise

✓ *Diversifying their peer-to-peer event portfolios by adding creative, nontraditional event options to complement traditional walks, runs, and rides* (think livestream fundraising, crowdfunding, or DIY opportunities)

Participants Retained for the Organization

A peer-to-peer portfolio approach emphasizes loyalty to your organization. Our industry has struggled with the challenge of retention across an organization, but as portfolios expand to include more DIY and crowdfunding opportunities, it is important to think of retention holistically. If your longtime walk participant decides to crowdfund for your mission on a larger scale and with a longer timeline, it's not fair to say you "lost" their revenue. The important question to ask yourselves is, **"How will my organization continue to cultivate this person and track their progress across all of our platforms?"**

Both 2017 and 2018 stayed flat for organizational retention, but it will be important for organizations to keep a close eye on this metric and determine how you can cultivate participants across organizational departments.

% of Participants Retained for the Organization (Returning Participants/Total Prior Year Participants)

25.13%

Takeaways: Increasing organizational retention will take developing a detailed cultivation strategy from the point of entry for a participant, charting their giving, and using analytics to predict and model that person's engagement across your fundraising portfolio. Ensure that multiple departments are involved in this planning, as your communications, annual and major giving, advocacy, and mission development teams should have a stake in the retention of your participants.

Retention and Fundraising

In the table below, we share performance benchmarks that contrast fundraising performance by new participants vs. returning participants.

Online Fundraising Performance by New vs. Returning Participants

		New Participants	Returning Participants
		% of Participants Raising Money Online	
Cycle		70.4%	72.1%
Endurance		42.5%	48.5%
Registration Fee		17.5%	22.5%
No Registration Fee		28.7%	43.6%
		Average Dollars Raised per Participant	
Cycle		$542.84	$798.97
Endurance		$260.58	$389.97
Registration Fee		$39.92	$69.73
No Registration Fee		$50.94	$179.71
		Average Online Gift Amount	
Cycle		$84.00	$103.14
Endurance		$75.47	$92.44
Registration Fee		$62.85	$77.53
No Registration Fee		$60.28	$83.72
		Average Number of Gifts per Participant	
Cycle		6.5	7.7
Endurance		3.5	4.2
Registration Fee		0.6	0.9
No Registration Fee		0.8	2.1

		New Participants	Returning Participants
		% of Participants Sending Emails	
Cycle		21.8%	27.3%
Endurance		12.3%	15.7%
Registration Fee		2.9%	5.4%
No Registration Fee		3.7%	10.0%
		Number of Emails Sent per Participant	
Cycle		10.2	29.1
Endurance		4.2	10.6
Registration Fee		0.6	2.9
No Registration Fee		0.6	5.7

Takeaways: The most visible group this data influences is No Reg Fee participants. Often, an organization's free walk or 5K is the entry point for new supporters, so their "newbie" status can guide how they adapt to the role of a fundraiser. By their second year, they are nearly doubling their revenue, and the same can be said for all other event participants. How you talk to them in your coaching communication can make the biggest impact, so follow these tips:

✓ **Segment your participants.** *New, second year, third year, and beyond all need different messages. Veteran participants want new ideas, new tools, and ways to easily recapture the dollars they raised the previous year.*

✓ **Acknowledge their expertise.** *Acknowledging someone as a longtime fundraiser goes beyond a VIP badge on event day. Highlight their best tips in an email to all participants with a picture of them and/or their team. When you prop them up as an expert, they will take it to heart.*

✓ **Give them responsibility.** *They may not act like it, but they know how valuable they are to your event. Ask them to make calls to new participants and act as a mentor, have them join your committee, or get their ideas on how to cultivate your participants in new and interesting ways.*

Team Captain Retention

We'll get to the impact of teams on your events, but here is the worst-kept secret: Team captains are the greatest of the Great Fundraisers. They know that the best way to raise money for a mission they care about is to ask others to join them, and in return, they often raise more money than their individual counterparts. When you factor in retention, the difference between a new and returning team captain is phenomenal, especially for Cycle team captains who nearly double their fundraising.

Dollars Raised per Team Captain
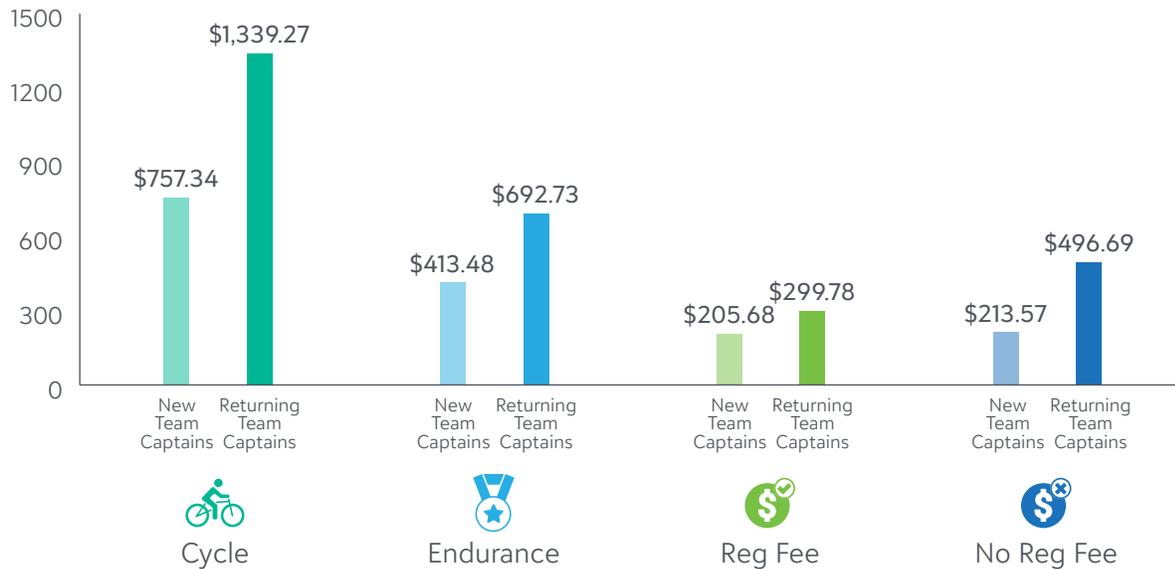
% of Overall Online Fundraising Influence by Team Captains
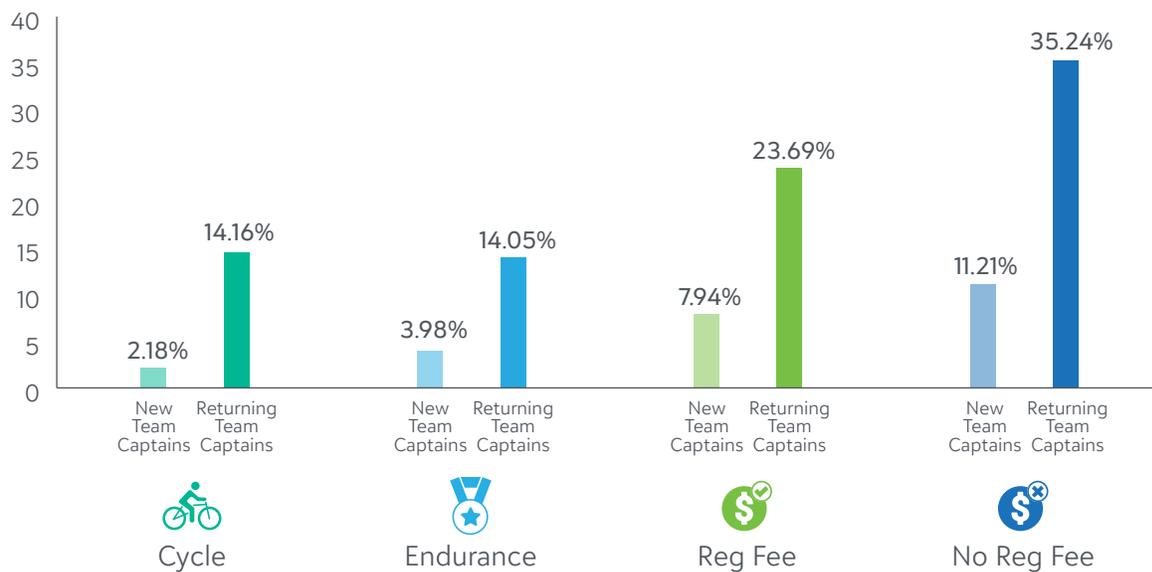
Gender and Peer-to-Peer Fundraising

BY KATIE WALTERS

In 2016, we introduced this chapter to find out who was more successful as participants and fundraisers: men or women. In that year's report, the answer was clear: Women signed up in greater numbers, led more teams, and fundraised more than men in every peer-to-peer category except Cycling. The data from 2018, however, shows the gap closing in many key categories.

✓ *Women represent around 70% of the population for Reg Fee and No Reg Fee events and lead approximately 80% of teams in those same categories*

✓ *Men gravitate toward Cycle events, with 61% of participants and nearly 60% of team captains*

✓ *The dominant gender tends to raise more; In Cycle events, men raise a slightly disproportionate amount of the funds (they represent 61% of the population but raise 68% of the funds)*

✓ *Among fundraising participants, men raise more than women in all categories except Endurance and have higher average online gift amounts across the board*

While the metrics in this chapter only include "female" and "male," they are self-reported. We recognize that these are not the only ways to define gender. For future studies, we hope to include additional options to increase inclusivity and sensitivity to the fluidity of gender.

		% of Event Population by Gender*		
		Female Team Captain	Male Team Captain	% Coverage
Cycle		38.9%	61.1%	83.0%
Endurance > Marathon		64.3%	35.7%	95.6%
Endurance > Hike		66.3%	33.7%	55.5%
Endurance > All Others		58.2%	41.8%	85.1%
Registration Fee		68.8%	31.2%	78.8%
No Registration Fee		70.8%	29.2%	37.5%

*Percent of registration universe for whom gender is known

+Note: We broke down the Endurance category into several sub-categories to make sure the strong showing of women in this category wasn't due to the popularity with women of multi-day long distance hike events. As it turns out, women like to run, and they turn out in greater numbers for everything from marathons to mud and obstacle events. The "All Others" Endurance category includes a spectrum of challenging athletic events, from triathlons to mud and obstacle events.

		% of Team Captain Population by Gender+		
		Female Team Captain	Male Team Captain	% Coverage
Cycle		40.3%	59.7%	76.0%
Endurance		65.3%	34.7%	78.6%
Registration Fee		82.2%	17.8%	78.9%
No Registration Fee		83.7%	16.3%	46.9%

*Percent of team universe for which gender is known in the case of team captain population

+Not counting teams with mixed-gender co-captains or unknown gender

Team Revenue Distribution by Gender of Captain*

	CYCLE	ENDURANCE	REG FEE	NO REG FEE
Female Team Captain	29.4%	65.5%	80.2%	77.1%
Male Team Captain	70.6%	34.5%	19.8%	22.9%
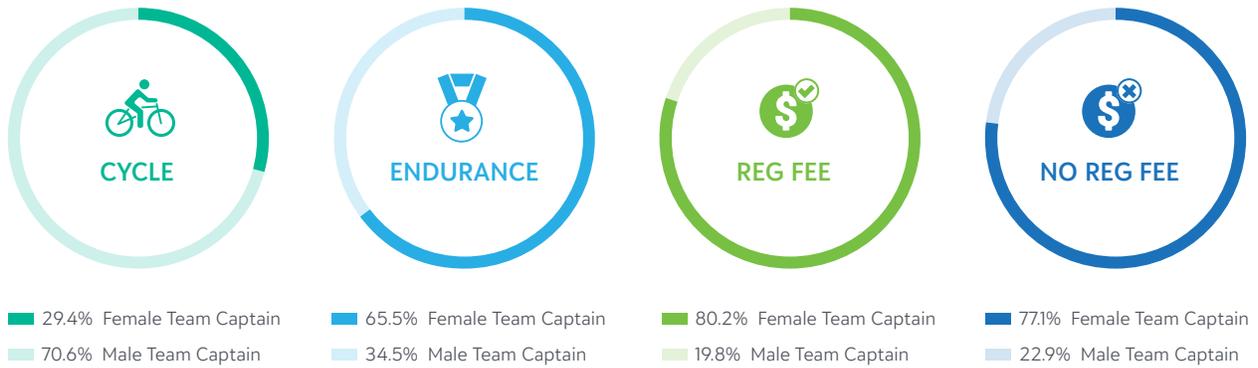
*Not counting teams with mixed-gender co-captains or unknown gender

		Participant and Revenue Distribution by Gender			
		% of Event Participants— Female	% of Total Event Fundraising by Females	% of Event Participants— Males	% of Total Event Fundraising by Males
Cycle		38.9%	32.1%	61.1%	67.9%
Endurance		59.9%	61.7%	40.1%	38.3%
Registration Fee		68.8%	72.5%	31.2%	27.5%
No Registration Fee		70.8%	70.3%	29.2%	29.7%

Takeaways: Women show up and fundraise in greater numbers for most of our traditional event types. If you want to draw in more men to support your cause, rather than trying to recruit them for a marathon or walk program, consider starting a Cycle event.

		Female Fundraisers	Male Fundraisers
		% of Participants Fundraising by Gender	
Cycle	🚲	71.2%	75.0%
Endurance	🏅	48.7%	46.2%
Registration Fee	💲	22.9%	16.9%
No Registration Fee	💲	41.1%	33.3%

		Average Online Gift Amount by Gender	
Cycle	🚲	$84.85	$105.76
Endurance	🏅	$81.20	$94.83
Registration Fee	💲	$68.03	$87.03
No Registration Fee	💲	$74.25	$100.28

		Female Participants	Male Participants	Average Participant
		Average Online Fundraising Total per Participant by Gender		
Cycle	🚲	$599.41	$806.46	$725.99
Endurance	🏅	$368.43	$340.85	$357.36
Registration Fee	💲	$64.13	$53.58	$60.84
No Registration Fee	💲	$139.37	$142.46	$140.27

		Average Online Fundraising Total per Fundraiser by Gender		
Cycle	🚲	$842.24	$1,075.14	$987.52
Endurance	🏅	$756.11	$737.42	$748.85
Registration Fee	💲	$280.06	$317.85	$289.51
No Registration Fee	💲	$339.26	$427.38	$361.37

*Average participant among those for whom gender is known

Takeaways: Instead of focusing fully on the type of event in which you engage participants, consider approaches you might take to ensure a positive experience that promotes loyalty among all your supporters. Some prefer volunteer tasks that emphasize group orientation, group facilitation, and reciprocal relationships. Others prefer volunteer tasks that foster friendly team competition.

Of the two genders studied in the metrics above, Otis Fulton, author of *Dollar Dash: The Behavioral Economics of Peer-to-Peer Fundraising*, points out that women remain longer in volunteer roles in which they feel a sense of intimacy and belonging with others in the organization. Men remain longer in volunteer roles in which they feel personally empowered and derive a sense of efficacy from meeting clearly defined objectives.

Team Performance

BY KATIE WALTERS

Are your Core Four events configured to accept and encourage teams? If you aren't focusing most of your time as an event organizer cultivating relationships with your captains and team members—thanking them and shouting their successes from the rooftops—start today. Teams and team captains are critical to the success of most peer-to-peer fundraising programs. Being part of a team correlates to stronger fundraising performance, with team captains showing impressive stats. Earlier in the Study, we showed the impact of returning team captains, and in this section, we'll expand the scope and look at team fundraising benchmarks.

		Overall Team Benchmarks		
		Average Number of Registrations per Team	Average Number of Donations per Team	Average Value of Team
Cycle		8.40	60.43	$5,713.87
Endurance		6.02	24.72	$1,994.27
Registration Fee		12.48	9.21	$647.15
No Registration Fee		8.05	10.36	$781.07

Takeaways: Compare your team size to the average. If you are below the average registrations in your category, consider tactics to help coach your team captains to recruit team members. If your event's team fundraising average (number of donations of value) is less than the benchmark shows, you might consider focusing energies on coaching team captains to inspire their teams to fundraise.

Team Captains, Team Members, and Individuals

It's not a secret: Team captains are the cornerstone of our peer-to-peer fundraising efforts. They continue to outperform their team members who, in most cases, have more impressive fundraising performance than individuals not participating on a team.

		Team Captain	Team Member	Individual
		Team Participant Distribution by Team Role		
Cycle		9.5%	66.8%	23.7%
Endurance		9.9%	49.9%	40.3%
Registration Fee		6.51%	65.48%	28.01%
No Registration Fee		11.8%	75.0%	13.1%
		Team Revenue Distribution by Team Role		
Cycle		16.3%	70.1%	13.5%
Endurance		18.0%	40.2%	41.8%
Registration Fee		31.63%	47.71%	20.66%
No Registration Fee		46.4%	46.8%	6.8%
		% of Participants Fundraising Online		
Cycle		79.3%	77.7%	50.9%
Endurance		59.8%	50.6%	36.1%
Registration Fee		51.6%	20.0%	13.0%
No Registration Fee		57.9%	32.6%	19.4%
		Average Amount Raised Online		
Cycle		$1,214.83	$741.83	$403.16
Endurance		$602.80	$265.42	$341.39
Registration Fee		$268.89	$40.33	$40.83
No Registration Fee		$376.33	$59.80	$49.72

		Team Captain	Team Member	Individual
		Average Online Donation		
Cycle		$110.76	$95.26	$91.99
Endurance		$95.77	$82.34	$84.28
Registration Fee		$79.29	$67.67	$71.06
No Registration Fee		$82.94	$67.79	$64.66
		Average Number of Donations per Participant		
Cycle		11.0	7.8	4.4
Endurance		6.3	3.2	4.1
Registration Fee		3.4	0.6	0.6
No Registration Fee		4.5	0.9	0.8
		% of Participants Sending Emails		
Cycle		40.9%	26.1%	16.8%
Endurance		27.1%	12.1%	13.4%
Registration Fee		27.4%	2.6%	2.5%
No Registration Fee		25.6%	3.2%	3.3%
		Number of Emails Sent		
Cycle		58.9	20.6	12.2
Endurance		21.1	5.3	7.1
Registration Fee		17.2	0.7	0.8
No Registration Fee		13.8	0.7	1.3

Team Size

Small, but mighty—across all event types, we see that the largest percentage of teams will have between two and five team members.

		% of Teams by Number of Team Members					
		0-1	**2-5**	**6-10**	**11-25**	**26-50**	**51+**
Cycle		17.2%	44.5%	17.7%	14.3%	4.2%	2.0%
Endurance		20.9%	47.8%	17.7%	10.6%	2.3%	0.7%
Registration Fee		14.6%	35.2%	21.2%	20.5%	6.0%	2.5%
No Registration Fee		29.6%	33.5%	17.0%	14.9%	3.8%	1.2%

		% of Teams Fundraising					
		0-1	**2-5**	**6-10**	**11-25**	**26-50**	**51+**
Cycle		50.70%	90.00%	96.90%	98.80%	99.00%	100.00%
Endurance		35.90%	76.50%	87.30%	91.90%	94.90%	97.30%
Registration Fee		41.10%	64.00%	78.70%	87.40%	90.90%	91.50%
No Registration Fee		32.80%	71.90%	88.40%	93.30%	95.50%	95.70%

Takeaways: These numbers are most helpful in assessing the health of your team program. Break down your teams by the number of team members and compare how your program measures up against the benchmark. While large teams are a small part of your event, most of their team members are fundraising—they "get" the point of the event. Leverage that knowledge in the bulk of your teams— those with between two and five members, where only 64–90% are fundraising. What does increasing that segment's action rate do for your event's fundraising performance?

Team Size: Breakdown by Event Type

We're big fans of keeping it simple; less is more, and bigger isn't always better. But this year's data has given us some new ideas. Cycle events break the mold: The larger the team, the more successful every member on that team is. We know this isn't always the case—many event categories mirror what we see in the charts above— teams with between two and five people have the best fundraising performance per participant. Even though Reg Fee team members bring in larger gifts, there are fewer of them, so there's a huge opportunity for growth.

Fundraising Metrics by Team Size: Cycle					
	Registrations per Team	Donations per Team	Average Raised by Team	Average Online Donation	Average Raised per Member
0–1	1.0	4.7	$461.17	$98.84	$461.17
2–5	3.1	23.5	$2,157.01	$91.90	$695.81
6–10	7.6	59.2	$5,589.24	$94.46	$735.43
11–25	16.0	131.2	$13,091.86	$99.81	$818.24
26–50	34.2	293.2	$29,837.22	$101.76	$872.43
51+	94.3	902.2	$93,142.24	$103.24	$987.72

Fundraising Metrics by Team Size: Endurance					
	Registrations per Team	Donations per Team	Average Raised by Team	Average Online Donation	Average Raised per Member
0–1	1.0	3.6	$351.68	$96.74	$351.68
2–5	3.1	15.2	$1,309.34	$86.32	$422.37
6–10	7.5	28.9	$2,479.48	$85.72	$330.60
11–25	15.3	53.9	$4,507.30	$83.59	$294.59
26–50	34.5	120.9	$11,142.33	$92.13	$322.97
51+	86.1	334.8	$29,942.56	$89.44	$347.76

Fundraising Metrics by Team Size: **Reg Fee**

	Registrations per Team	Donations per Team	Average Raised by Team	Average Online Donation	Average Raised per Member
0–1	1.0	2.1	$180.86	$86.66	$180.86
2–5	3.3	5.3	$395.99	$74.52	$120.00
6–10	7.7	9.6	$673.93	$70.45	$87.52
11–25	16.0	17.4	$1,280.07	$73.49	$80.00
26–50	34.6	33.5	$2,794.05	$83.46	$80.75
51+	108.1	67.0	$5,574.49	$83.25	$51.57

Fundraising Metrics by Team Size: **No Reg Fee**

	Registrations per Team	Donations per Team	Average Raised by Team	Average Online Donation	Average Raised per Member
0–1	1.0	1.9	$170.76	$87.80	$170.76
2–5	3.2	6.8	$513.30	$75.62	$160.41
6–10	7.7	13.4	$963.14	$72.02	$125.08
11–25	15.8	22.5	$1,677.42	$74.45	$106.17
26–50	34.0	41.7	$3,323.80	$79.63	$97.76
51+	87.3	82.5	$6,743.94	$81.74	$77.25

A Closer Look at Canadian Trends

BY TANYA TURSCHIC-CARBONE

According to our most recent *Charitable Giving Report*, which leverages the Blackbaud Index to provide a year in review based on the largest analysis of overall and online giving data anywhere in the nonprofit sector, overall giving is up for North America (shout-out to the Canucks for an increase of 1.9% in overall charitable giving compared to 1.5% in the United States from 2017 to 2018). And online giving increased 6.9% for charities in Canada compared to the 1.2% growth experienced by U.S. charities.

We can see this trend carrying forward in the results of the 2018 *Peer-to-Peer Top 30*, a survey of Canadian fundraising programs. Fundraising revenue for Canada's 30 largest peer-to-peer fundraising programs increased 1% in 2018 to $243.3 million. This is the first time in five years of the survey's history that these programs welcomed an increase in revenue. So, what is contributing to this welcomed increase?

Retooling Heritage Programs

We are seeing a transformational trend with strategic organizations reshaping their flagship peer-to-peer programs. They are building retention and tapping into the unique needs and desires of these committed supporters. Cycling events are finding ways to be more inclusive, especially with adaptive athletes. Virtual rides, high-performing challenges for the diehard cyclists, and half-day participation options are some examples. This portfolio expansion opens acquisition channels to initiate new people to their cause and offers more than one engagement opportunity for long-standing supporters.

Proud to be Canadian: It's Still All About Culture

Canadians love giving! It's contagious. The need and the ability to step up and help their neighbors is part of what makes them Canadian. Canadians are drawn to the general notion of philanthropic giving and the desire to contribute to the community, and less interested in a commitment or connection to a specific charity.

Our research supports this positioning. According to the 2018 *What Canadian Donors Want* survey—conducted by the Association of Fundraising Professionals (AFP) Foundation for Philanthropy (Canada) in partnership with Ipsos—80% of donors give to more than one cause, with 23% giving to between four and five charities and 13% supporting six or more causes. Pretty compassionate, eh?

But let's just look at the numbers: In this analysis, we examine participant behavior and fundraising performance in traditional event programs held in Canada and the United States.

Event Distributions of Canadian and U.S. Events

CYCLE
9%

ENDURANCE
14%

NO REG FEE
50%

Canada
% of Events

REG FEE
27%

CYCLE
6%

ENDURANCE
16%

NO REG FEE
56%

U.S.
% of Events

REG FEE
22%
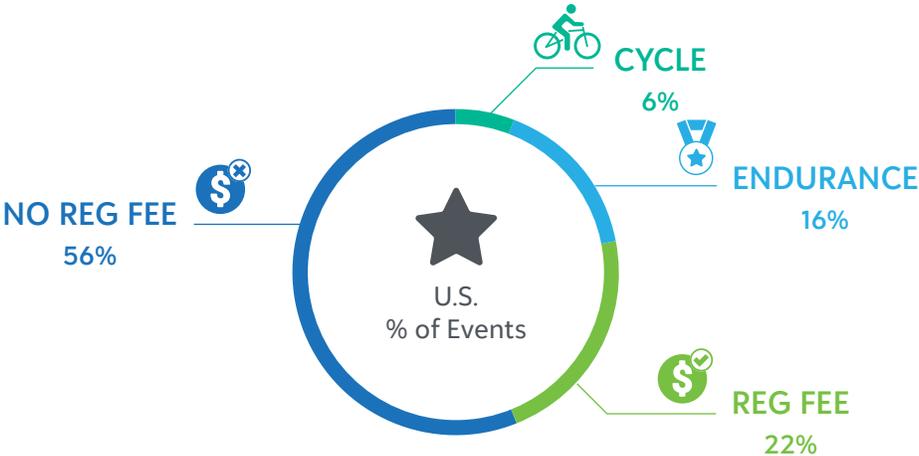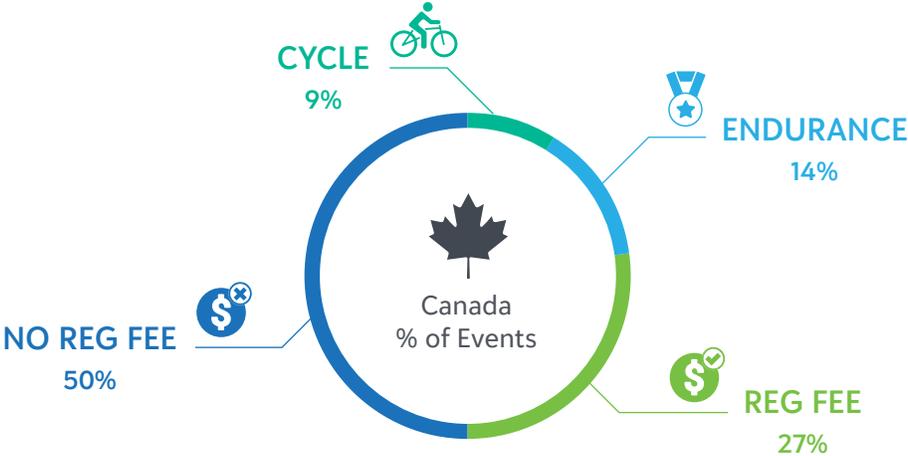
Individual Fundraising Performance

When analyzing the philanthropic giving of Canadians, take note of the average dollar raised per participant and per fundraiser. Canadian participants surpassed their U.S. participants in average dollars raised per participant by almost double in the Cycle, Reg Fee, and No Reg Fee categories. The same trend can be seen in average dollars raised per fundraiser, although the gap isn't as drastic. The interesting area where we see a dip in average dollars raised per participant and per fundraiser is in the Endurance category. Endurance events in the True North are more geared toward personal achievement and personal bests. Humble Canadians want to run marathons, hike, and complete mud run obstacle courses for personal accomplishment and are less fueled to fundraise for the cause. These types of high-value endurance events attract a wide audience willing to pay a registration fee but with less motivation to fundraise.

Online Fundraising Performance: Canada vs. United States

		Canada	US
		% of Participants Raising Money Online	
Cycle		74.8%	70.5%
Endurance		51.5%	45.4%
Registration Fee		37.0%	18.5%
No Registration Fee		44.3%	33.4%
		Average Dollars Raised per Participant	
Cycle		$1,021.05	$609.92
Endurance		$173.42	$338.12
Registration Fee		$123.98	$48.69
No Registration Fee		$164.53	$92.93
		Average Dollars Raised per Fundraiser	
Cycle		$1,364.83	$865.06
Endurance		$336.93	$745.33
Registration Fee		$335.12	$263.59
No Registration Fee		$371.30	$277.92

Note: Dollars are expressed in the native currency of that country; they are not converted.

It's true: Participants who send emails raise more money. But it doesn't mean you should start inundating your contact list with overwhelming requests. It's the quality of said emails, not quantity. In this case, size does matter. As the data suggests, Canadians outperform their American counterparts in this area. They have a higher number of participants sending a lower volume of emails yet raising more money. This is storytelling at its finest, as Canadian participants tend to update their personal pages slightly more than American participants, most notably in the Cycle, Reg Fee, and No Reg Fee categories. Again, witness the importance of sharing one's story and tapping into the compassionate heart of a Canadian. In both countries, personal page updates are a strong indicator that an individual will fundraise.

Pro-Fundraising Activities: Canada vs. United States

		Canada	US
		% of Participants Sending Emails	
Cycle		25.1%	25.4%
Endurance		17.1%	13.9%
Registration Fee		6.9%	4.0%
No Registration Fee		14.1%	5.5%

		Canada	US
		Number of Emails Sent per Participant Sending Emails	
Cycle		68.8	93.9
Endurance		21.8	55.9
Registration Fee		32.1	44.9
No Registration Fee		36.6	40.5

		Canada	US
		% Updating Personal Pages	
Cycle		72.0%	66.2%
Endurance		46.0%	46.0%
Registration Fee		53.7%	18.2%
No Registration Fee		42.9%	39.7%

|		Canada	US
		% of Page Updaters Fundraising	
Cycle		86.0%	85.1%
Endurance		73.1%	74.6%
Registration Fee		55.9%	51.7%
No Registration Fee		70.5%	51.6%

In the last publication of this Study, Canadians had a slightly smaller average online gift amount than their American friends in all categories. Interestingly, we see a shift as we analyze the year-over-year data for 2017 and 2018. Online average gift now trumps that of the United States in the Cycle and No Reg Fee categories. In Reg Fee events, the average gift by a Canadian is just shy a "loonie" when compared to the United States. Fundraising is seasonal in Canada and most peer-to-peer events are conducted within a condensed time frame, hence the influx of donations requests within this narrow period. Culturally, Canadians would respond to all of these requests and parse out their contributions, ensuring that they have not disappointed any family member or friend. But the amounts dispersed appear to get larger over the course of 2017 and 2018. Sharing is caring!

Online Fundraising Performance: Canada vs. United States

Average Online Gift Amount
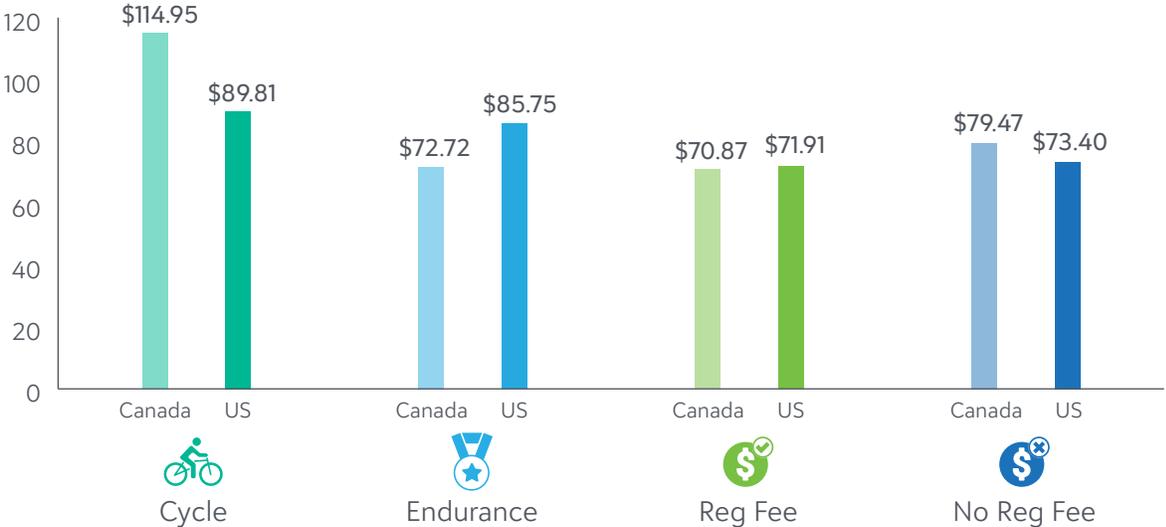
Average Number of Gifts per Participant
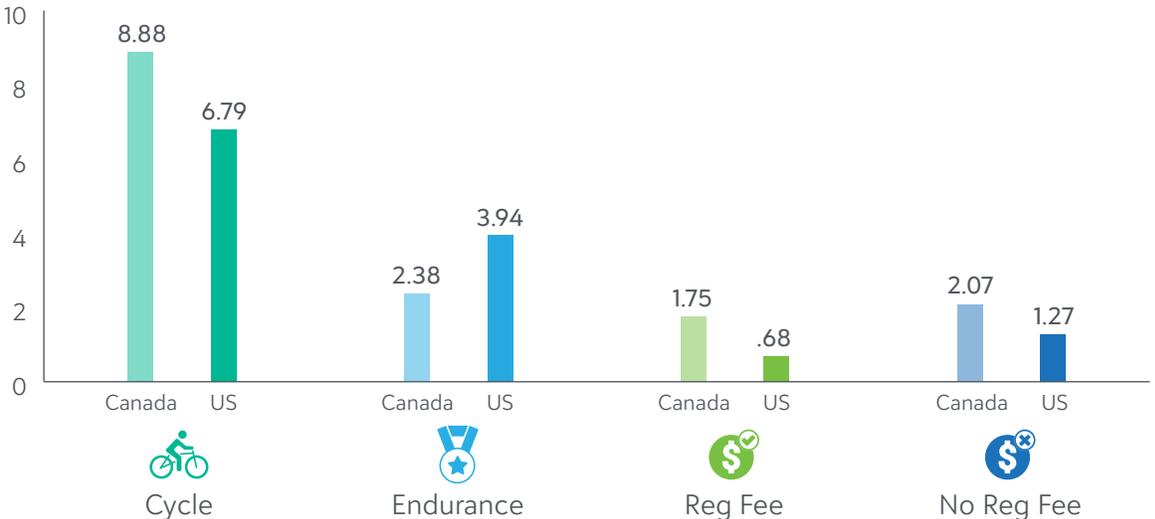
Loyalty Among the 5K/Walkers

Walks are not dead! They are alive and well. Canadians' devotion to 5K/Walk events still leads the way, with more than double the returning participants compared to those categories in the United States. The loyalty is real with the events that have no registration fee. These dedicated individuals are all about supporting the cause and those dearest to them who have been affected. They return every year to show homage and embrace one another in the spirit of community.

Participants Returning: Canada vs. United States
(2018 Returning Participants/2018 Number of Participants)

		% of Returning Participants (2018)	
		Canada	**US**
Cycle		63.6%	64.0%
Endurance		62.0%	52.6%
Registration Fee		41.6%	52.8%
No Registration Fee		68.8%	33.5%

The Future of Canada: The Case of the Disappearing Donors

Some poutine for thought, here: According to the 2018 *Giving Report* by CanadaHelps, which uses Canada research and tax data from the Canada Revenue Agency, Canadians in the 55 or older age group give significantly to charity. Collectively, this group was responsible for giving $6.4 billion in 2015, almost double the $3.5 billion given by Canadians aged 25–54. In fact, the group aged 25–54 experienced the largest decline in giving of all the age groups. This giving model is unsustainable for the sector. So, the question arises: As Canadians in this group enter retirement or are already retired, who will replace them? Canadian charities need to be very cognizant of this daunting giving gap. They need to pave a clear path for the future generation of givers: those of the Millennial and Generation Z mindset. Seeing immediate impact on social causes is what interests and motivates these groups. They expect the power of fundraising to be brought to them—digitally, on their terms, when they want, and where they want—and they wanted it yesterday.

DIY Fundraising

BY ROBYN MENDEZ

Lions, tigers, and bears...oh my! Not unlike Dorothy and her friends, peer-to-peer fundraising professionals are also cautiously walking through uncharted territory with the expansive growth in popularity of new fundraising programs. This common reference could easily be rephrased: youth events, crowdfunding, and DIY...oh my! And if we were being completely honest, this list would include even more program types, like giving days and livestream fundraising.

These new peer-to-peer fundraising programs are growing in popularity as a result of the changing expectations of supporters, driven in part by digital transformation. Today's modern supporters expect their digital fundraising experience to be comparable to other digital experiences. Supporters want fundraising experiences to be Amazon®-fast, Google®-easy, Netflix®-tailored, and Instagram-engaging, and they want them to happen literally in the palm of their hand.

Organization Driven   Individual Driven

| Traditional Peer-to-Peer Runs Walks Biking Events | Endurance Fundraising | Giving Days Virtual Events | DIY Memorials Tributes Third-Party Events | Livestreaming Project-based Fundraising | Charitable Crowdfunding |

Historically, the *Blackbaud Peer-to-Peer Fundraising Study* has focused on traditional peer-to-peer fundraising events, like walks, 5Ks, endurance programs, and cycling programs. Those "other" programs (like DIY fundraising and youth programs) were intentionally excluded because there was not enough data to provide a statistically relevant benchmark. A lot has happened in two years!

DIY fundraising is now the fastest-growing peer-to-peer fundraising program in both the volume of campaigns launched by organizations and the number of supporters participating in these campaigns. The volume of data has finally reached a place where it can offer an accurate analysis for these programs. The data analyzed in this section comes from programs run on our Blackbaud TeamRaiser platform.

What Is DIY Fundraising?

Do-it-yourself (DIY) fundraising offers supporters flexibility and ownership over their fundraising experience. Typically, these campaigns are open year-round, allowing supporters to sign up to fundraise when it makes the most sense for them. While DIY fundraising implies that all elements of fundraising activity are dictated by the supporter, it is common for DIY fundraising campaigns to suggest fundraising themes, like "donate your birthday/anniversary/special date" or "fundraising for your favorite animal."

Growth in DIY Fundraising Programs from 2016–2018

Number of Programs

Year	Value
2016	314
2017	1,060
2018	1,248

Number of Participants

Year	Value
2016	27.0K
2017	61.3K
2018	81.8K
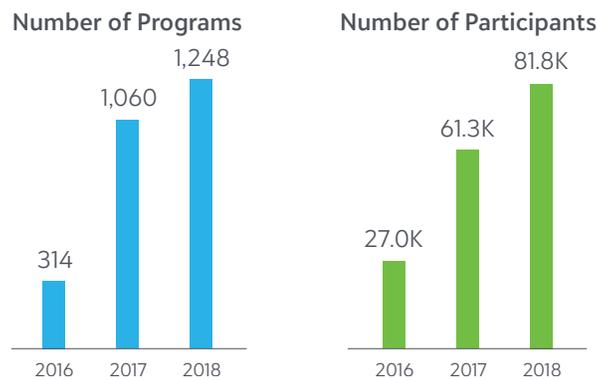
Despite tremendous growth, DIY fundraising represents a relatively small percentage of overall organizational fundraising and it will likely remain a supplemental fundraising strategy rather than a replacement for more established, traditional peer-to-peer programs like walk, run, and cycling events. DIY fundraising programs represent less than 8% of the total programs analyzed in this entire Study. In other words, organizations already hosting peer-to-peer events and other fundraising initiatives are adding DIY programs into the mix of fundraising options for supporters. We are also seeing organizations adopt DIY fundraising as their first foray into peer-to-peer fundraising.

Why Is DIY Fundraising Growing So Quickly?

As we saw in the results from Peer-to-Peer Professional Forum's annual *Peer-to-Peer Fundraising Top 30* report, peer-to-peer fundraising events have experienced some declines. DIY fundraising has offered organizations with alternative funding sources to help supplement previous years' losses. Additionally, it helps organizations retain supporters and attract new ones.

DIY fundraising can help you raise more money through programmatic diversification. In other words, by fundraising through multiple programs (like DIY fundraising), you can raise more money and protect the financial security of your organization. DIY offers a supplemental, year-round source of fundraising revenue to help minimize any potential financial risks from traditional peer-to-peer events and other fundraising channels. For example, if an organization misses its annual appeal fundraising target, DIY fundraising can provide the additional revenue to supplement any potential losses. Better yet, if your annual appeal fundraising is amazingly successful, DIY revenue provides even more funds for your organization's mission.

DIY fundraising can also help you retain and attract more people to your organization. It might be brazen to say, but sometimes people just don't like events. Others may grow tired of doing the same peer-to-peer event year after year, or they are not available on the day of your event because of other commitments. Although these folks don't like events, they likely do have loyalty to your organization. DIY fundraising can be an alternative for supporters who are less interested in or unable to attend your peer-to-peer events.

The following data points were gathered from 10 different organizations that cumulatively produced more than 15,000 events from 2016–2018 using Blackbaud TeamRaiser.

DIY Fundraising: Participation Stats

Supporters interested in DIY fundraising often have deep ties to the mission of an organization and are looking to fundraise in a more personalized way. This affinity toward the organization's mission is evident in the increased fundraising efforts, especially compared to their peers participating in No Reg Fee, Reg Fee, and Cycling events.

2018

Average Number of Annual Participants	66
% of Participants Fundraising Online	41.90%
Donations per Fundraiser	7
Average Value per Fundraiser	$604.30
Average Online Donation Amount	$88.37
YOY Retention Rate	33.8%
Average Fundraising per Event	$16,611

The Field of Dreams Fallacy

In the film *Field of Dreams*, Kevin Costner's character, Ray, gets inspiration in a cornfield one night and hears, "If you build it, he will come." And just like that, a misguided mantra is born. In the world of DIY fundraising, some organizations invest in technology and expect supporters to magically start fundraising for their organization. The sad reality is that baseball players don't walk out of cornfields and DIY fundraising programs can only succeed with a steady pulse of year-round promotion and savvy fundraising strategy.

These programs are only attracting 66 people a year to register, and of those 66 people, fewer than half (42%) are actually taking the next step to start fundraising after registration. This feels like an area where DIY program organizers could step up their game. DIY program organizers should think through tactics to help coach or motivate your supporters into taking the next step to start fundraising.

These programs do not attract masses of people in the same way that peer-to-peer fundraising events might attract a crowd; however, the people who choose to start fundraising are very valuable.

DIY Self-Donors

2018

% of Participants that Self-Donate	25%
Average Self-Donation Amount	$112.51
Average Value of Self-Donors	$144.68

Unlike other traditional event programs, supporters who donate to their own fundraising efforts on average fundraise less ($145) than the average fundraiser ($604). Additionally, these same individuals appear to be contributing the majority of their fundraising with their own money.

DIY Engagement Factors

Email

% of Participants Sending Email from the Participant Center	11.6%
Number of Emails Sent by Email Sender	38.8

Personal Page Update

% of Participants Updating Personal Pages	42.6%
% of Page Updaters Fundraising	66%

Engagement in any form is a strong indicator of fundraising success. This Study specifically calls out those engagement factors that a supporter can take from the Participant Center in Blackbaud TeamRaiser. Emails sent outside of the Blackbaud TeamRaiser platform are not trackable, so the percentage of participants sending emails is lower compared to reality.

Takeaways: Two-thirds of the supporters that update their personal pages are fundraising. Encouraging supporters to update their personal pages is a softer ask that may help drive them toward raising money.

Crowdfunding

BY STEPHANIE THOMAS AND ROBYN MENDEZ

The term crowdfunding refers to online fundraising independently initiated by a supporter on a crowdfunding website. This fundraising can be directed toward a cause or an individual. Some of these campaigns are associated with events (like the London Marathon) while others are standalone campaigns. Often, supporters have a lot of freedom to create unique and personal themes for their fundraising efforts.

In this section, we analyzed more than 804,000 individual fundraising campaigns from supporters living in 190 different countries who used the JustGiving™ platform. While less known in North America, UK-based JustGiving was established 15 years ago and is currently the largest crowdfunding platform in the world, processing $178 million in donations in 2018 and $5.49 billion since the company's inception.*

International Crowdfunding

Digital fundraising platforms like JustGiving make it possible for anyone with Internet access to fundraise for their favorite cause or individual. According to Internet World Stats in March 2019, 56.1% of the world's population and 81% of the developed world has Internet access.

Based on 2018 data pulled from JustGiving, people are fundraising on every continent of the globe— even Antarctica!

Crowdsourced Fundraising by Continent

North America
20 | 8 | £342.20

Europe
49 | 8.5 | £460.11

Asia
44 | 6.2 | £401.31

Africa
41 | 6.3 | £264.66

South America
9 | 3.5 | £266.76

Oceana
6 | 9.1 | £257.61

Antarctica⁺
1⁺ | 8.7⁺ | £459.33⁺

■ Number of Countries
■ Average Number of Gifts
■ Average Fundraising

+Fundraising data from Antarctica was limited to three campaigns, so technically it does not have enough data to be statistically relevant...but it's Antarctica.

*Source: Blackbaud Data

Top Fundraising Countries

Top Fundraising Countries on JustGiving

Country	Average Number of Donations per Page	Average Amount Raised per Fundraiser
Australia	9.9	£414.58
France	13.18	£679.85
Germany	9.24	£363.33
India	1.38	£76.21
Ireland	12.14	£416.11
Jersey	15.91	£494.16
Netherlands	10.76	£551.85
Singapore	10.92	£765.05
United Kingdom	13.11	£344.32
United States of America	5.51	£313.88

Top Crowdfunding Campaign

Globally	AU	Canada	Ireland	UK	U.S.
Running/ Marathons	Weddings/ Special Occasions	Personal Walks	Birthdays	Christmas	Weddings/ Special Occasions
Cycling	Company Appeals	Personal Triathlons	Weddings	Weddings	Streaming/ Gaming
Memorials	Personal Walks	Charity Appeals	Personal Running/ Marathons	Anniversaries	Treks
Charity-Initiated Campaigns	Personal Running/ Marathons	Cycling	Personal Challenge	Birthdays	Company Appeals
Walks	Treks	Weddings	Cycling	Company Appeals	Personal Endurance Events

Other International Program Highlights

✓ *France-based fundraisers are hitting their goals through personal swimming, yielding an average donation of $219, which far exceeds cycling events ($81).*

✓ *Over 20% of Australia and New Zealand-based fundraisers reach their fundraising target. When fundraisers add a photo and story to their personal fundraising page, the average amount raised is 73% higher than when no photo or story is included.*

✓ *Weddings are the most common fundraisers in Germany (have to pay for all that smashed porcelain from the Polterabend).*

✓ *In Singapore, memorial campaigns are commonly used to honor loved ones, yielding an average donation of $150.*

✓ *Personal swimming and skydiving challenges are popular in the Netherlands (average donation of $140 and $87 respectively), but you won't find them in front of a screen for personal gaming or livestreaming competitions.*

✓ *Canadian organizations are receiving an average donation of $124 CAD (or $92 USD) per direct donations to the organization's campaign, instead of an individual fundraiser. Each individual fundraiser brings in almost $685 CAD on average.*

✓ *The majority of global donations are processed through Visa® credit cards, with Mastercard® processing the second highest number of gifts.*

Takeaways: If you're considering expanding your international reach, seeing the countries that are already actively engaged in crowdfunding may help you shorten your list of places to target—even better if these countries overlap with your program outreach! Alternatively, there are some lessons you can learn from other countries that may help you build your strategy. Ask yourself: Are you going for quantity of fundraising pages (perhaps more pages with a lower average gift amount) or do you want to target an overall fundraising goal (maybe fewer fundraisers and more large gifts)? Lastly, note that having a presence does not guarantee that fundraisers will support you. Success in crowdfunding requires coaching and motivation from an organization to a supporter to secure active fundraisers and the highest amount of gifts possible.
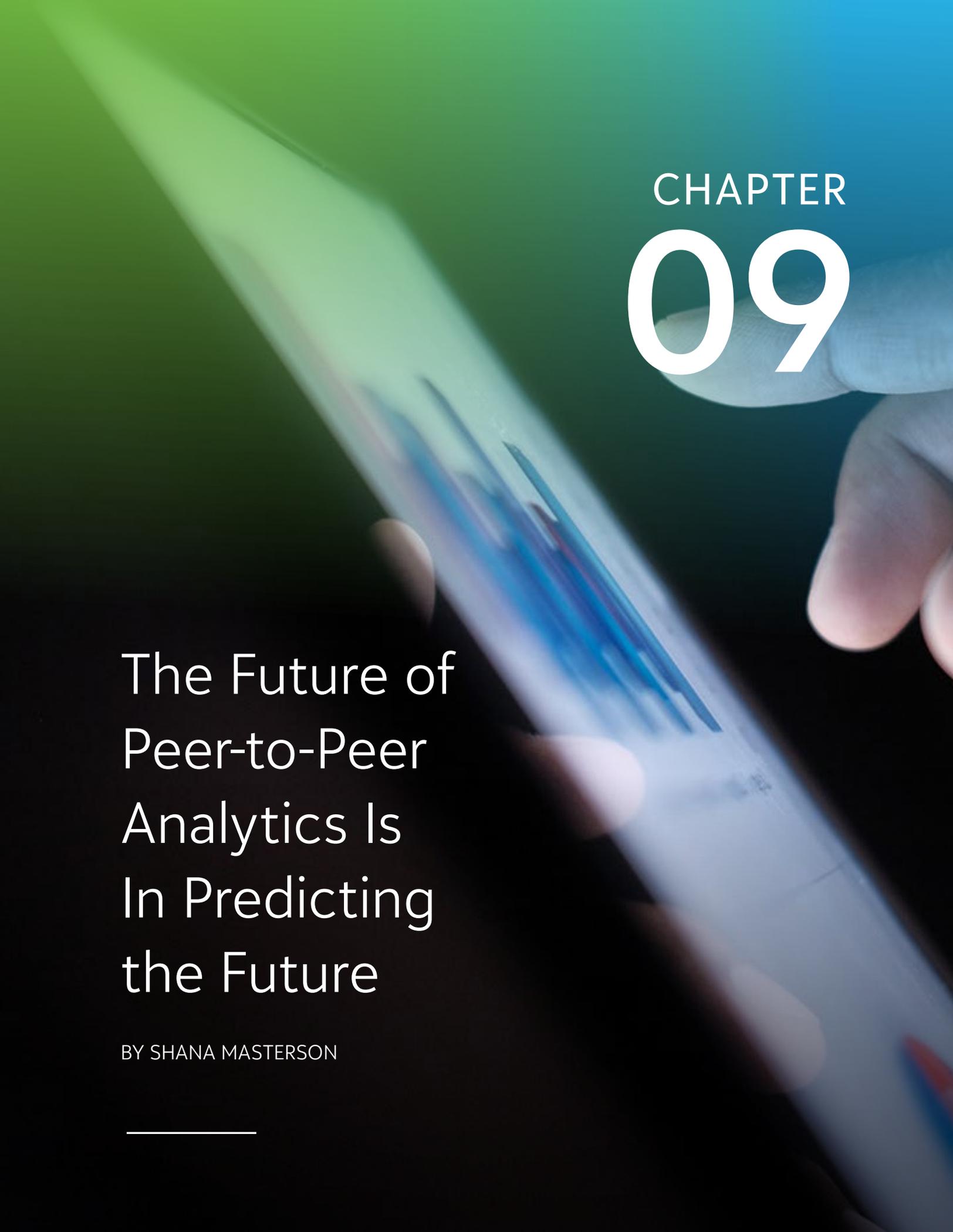
The Future of Peer-to-Peer Analytics Is In Predicting the Future

BY SHANA MASTERSON

When it comes to peer-to-peer data, we excel at hindsight. Our reports, dashboards, and even our benchmarks focus almost exclusively on what has already happened. We have been so focused on past data that we are risking our future! According to 2017 IBM® study, *Leap Before You Lag*, nonprofits using future-looking analytics see better performance against their mission, increased operating efficiencies, and improved staff productivity than organizations only using analytics rooted in the past.

We see forward-looking analytics in action when Amazon suggests items to purchase, Netflix recommends a new show, or Facebook determines which posts to show in your newsfeed.

Now you're probably thinking, "My nonprofit is certainly not Amazon, Netflix, or Facebook. We can't do what they do!" We tend to shy away from advanced data strategies because we think only big companies can use them. But that simply isn't true! In order to stay relevant and continue to increase revenue, it's time we stopped being so shy.

Did you know your peers in other types of fundraising have been using advanced analytics for years? Analytical models help identify, for example, those in your database who are best suited for specific types of giving, such as annual, planned, and major giving. So, what about peer-to-peer fundraising?

We all know that a good peer-to-peer fundraiser can generate as much revenue, if not more, than many donor prospects. Plus, peer-to-peer has the added benefit of raising awareness and bringing more people into the organizational fold. It's about time we joined our peers in predicting the future, so to speak, to increase peer-to-peer participation and revenue.

Blackbaud recently released Advanced Peer-to-Peer Insights, a solution built to help innovative organizations leverage foresight and predictions to fuel their peer-to-peer campaigns.

Likelihood to Participate

Leveraging known giving history, participation, and other information, data scientists built two models to predict likelihood to participate in an event-driven peer-to-peer campaign (such as a traditional run, walk, or cycling events) and likelihood to participate in a DIY peer-to-peer campaign.

Assigning event and DIY likelihood scores for constituents will fuel informed decisions on how much time, budget, and effort to commit to each group. Those likely to participate might receive a personal phone call to invite them to register, along with a glossy mailer, multiple emails, and exposure to Facebook ads. Those somewhat likely to participate might receive a simple flyer and a several emails. Those not likely to participate might only receive a few emails closer to the campaign date.

Excellent
901-1000

Very Good
801-900

Good
701-800

Average
501-700

Lower Scoring
0-500
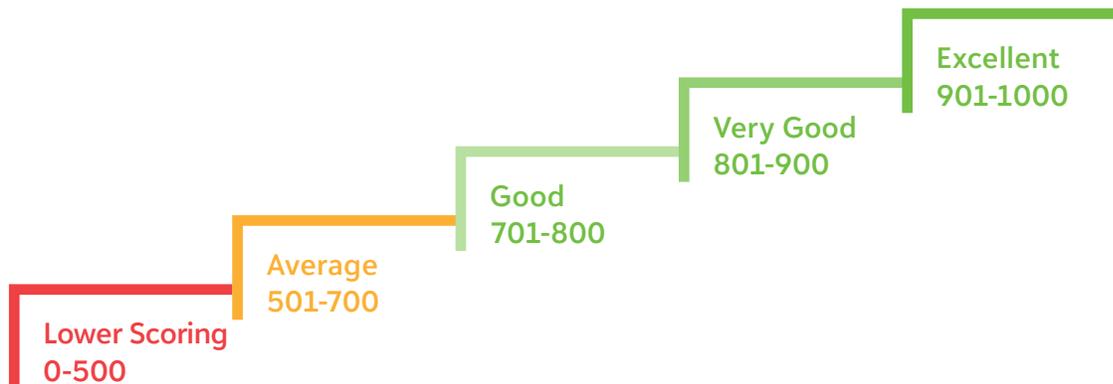
With these likelihood scores, you can:

✓ *Reallocate resources by spending more time and money on those who are most likely to participate*

✓ *Decrease or eliminate investment in those who are not likely to participate*

✓ *Drastically reduce the need for recruitment methods that cast too wide of a net*

✓ *Justify why certain constituents should be added to a peer-to-peer communications track when some people in the organization are wary of "over-messaging"*

✓ *Overlay data with geography to determine the best new area to launch a campaign based on concentration of high-scoring constituents*

✓ *Appropriately separate communications about various peer-to-peer opportunities*

Peer-to-Peer Personas

To further enhance peer-to-peer marketing efforts beyond likelihood scoring, Blackbaud's data scientists created data-driven personas. Using cluster analysis, they created a mathematical model to uncover groups of similar peer-to-peer participants based on variations between the groups. These are not your run-of-the-mill personas many of us have used in peer-to-peer marketing and communications efforts in the past. These personas are derived from complex statistical models and go well beyond the marketing personas we've created based on opinion and limited data.

The nine personas introduced below are based on 1.36 million revenue-generating peer-to-peer participants and 1.2 billion individual "transactions." In this case, a transaction is considered an activity such as donating, sending emails, setting up a personal page, or registering for an event. In addition to these types of transactions, tens of thousands of additional data points were also appended, such as information on demographics, consumer habits, communication preferences, and more.

By matching constituents to the proper persona, we're now able to engage with each segment in a more personal way. We can identify who in our database would be capable of being a high-impact participant and give them the sort of high-touch personal attention they need. On the flip side, we can place much less emphasis on those who likely do not have a propensity to fundraise. We're able to target current and potential participants with communications targeted to their wants, needs, and preferences.

Are you ready to meet them? The table and charts below provide a brief introduction to the nine distinct peer-to-peer personas created through advanced statistical modeling. They are arranged based on potential revenue from highest to lowest. The three groupings highlighted below are similar in terms of possible revenue, but the first in each grouping tends to be more philanthropic and has fewer resources than the second.

	General Profile	Peer-to-Peer Profile
Over-Achievers	• Extremely educated, wealthy, and healthy • Average philanthropy	• Gravitate toward Cycle, DIY, Swim • Members of larger teams • Receive more and larger donations • Motivated by competition
Do-Gooders	• Very philanthropic • Conscientious	• Likely to be a team captain or team member • Members of smaller teams • Participate in multiple campaigns
Go-Getters	• Educated and wealthy • Tech savvy, but not overly engaged on social media	• Unlikely to be a team captain • When on a team, the team tends to be larger • Motivated by fundraising rewards
Cause Enthusiasts	• Extremely philanthropic • Very high social media IQ but not very tech savvy	• Gravitate toward walks and runs • Most likely to be a team captain • Most likely to participate in multiple campaigns
Generous Joes	• Somewhat philanthropic • High social media IQ, but not very tech savvy	• Likely to give a personal donation • Likely to be a team captain or team member
Average Joes	• Conscientious • Not impulsive	• An average peer-to-peer participant who doesn't stand apart from the crowd
Thrill-Seekers	• Low philanthropy • Tech savvy • Post more than they engage on social media	• Least likely to do a walk • Least likely to be on a team • Most likely to pay a fee only and not fundraise
Caring Contributors	• Least educated • Not particularly interested in wellness	• Least likely to do a cycling event • Respond positively to fee discounts • A tag-along participant who will sometimes make a personal gift
Casual Contributors	• Lowest philanthropy • Impulsive and materialistic	• Least likely to do a DIY campaign • Generate the least revenue

Persona Distribution
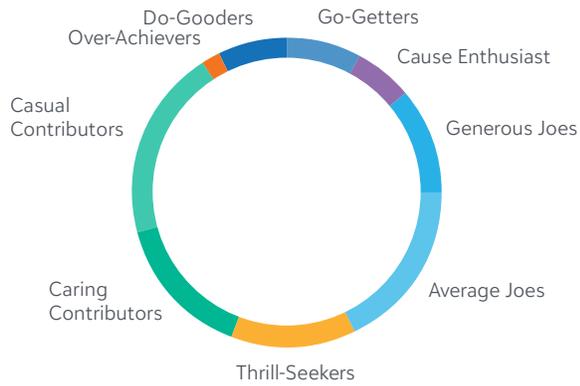
## Revenue Distribution
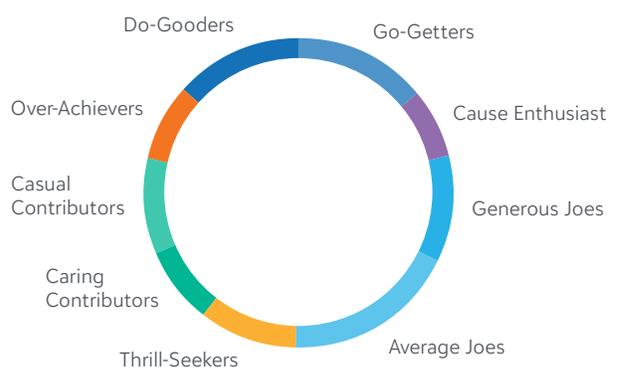
Revenue vs. Participant
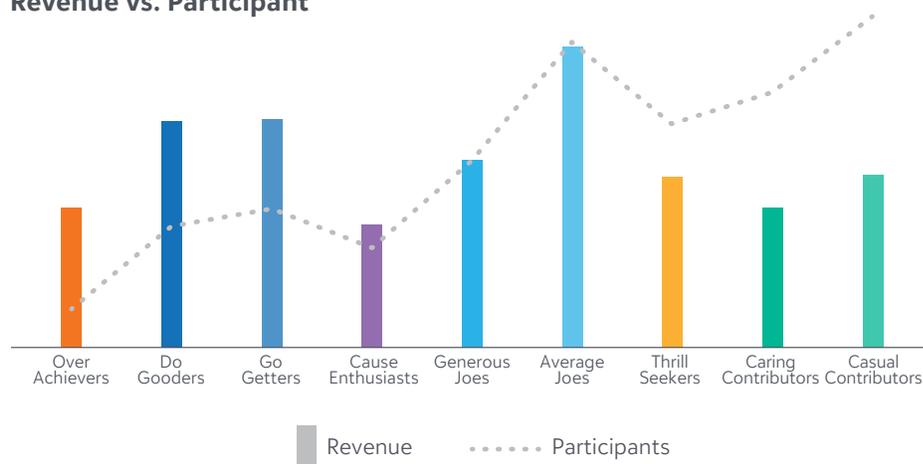
The top personas revenue achievement outperforms relative to their participation. The opposite is true for the bottom three personas—what they lack in revenue production, they make up for in volume.

Traditional Philanthropy

Philanthropic Score .... Average
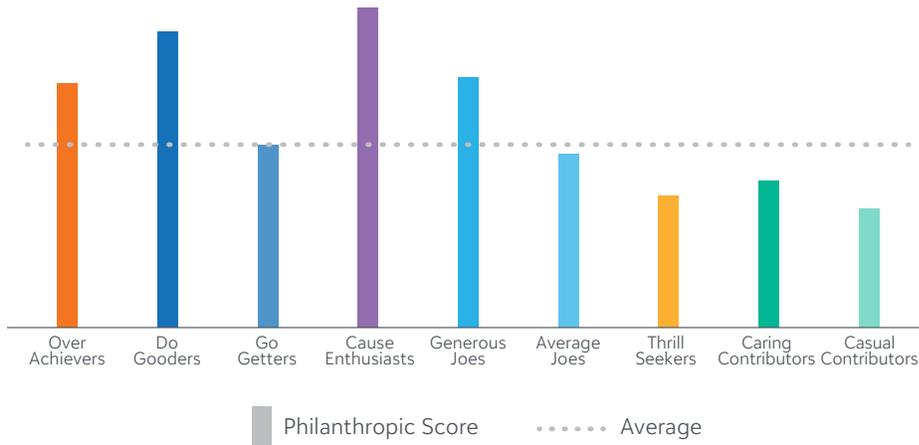
Revenue as a Percentage of Income

Revenue to Income .... Average
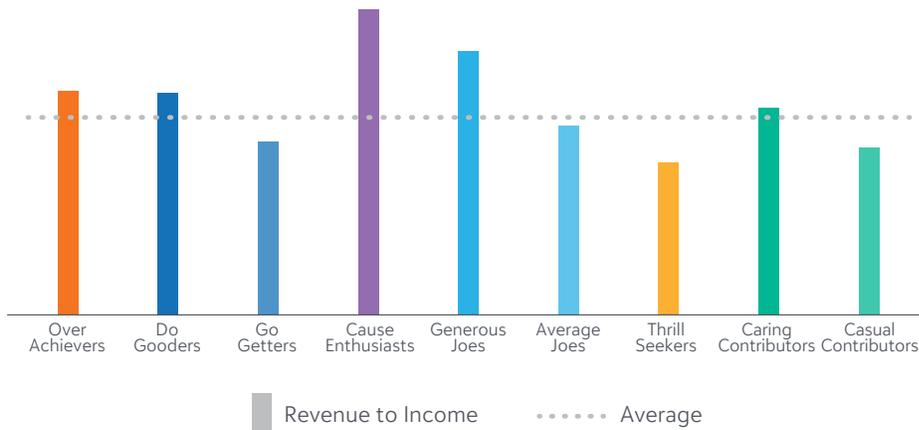
As we know, traditional giving and income do not necessarily correlate to peer-to-peer fundraising. As the personas are arranged from highest to lowest in terms of revenue-generating capability, we can see that the philanthropic score is not on a similar sliding scale.

Now that you've met the personas, you're probably wondering how your database stacks up!

Information about your constituents' likelihood to participate in peer-to-peer fundraising, paired with the peer-to-peer personas we shared, will be game-changing for innovative nonprofits with the foresight to turn these insights into action! Will you be at the forefront?

Facebook
Fundraising

BY SHANA MASTERSON

The secret sauce of peer-to-peer fundraising is and has always been networks. Over the past decade or so, Facebook and other social tools have made it possible to significantly widen the network for organizations that engage in peer-to-peer fundraising. It's easy for participants to put a persuasive fundraising ask in front of those they likely never would have reached out to in real life or through email in the past. The dawn of Facebook gave rise to pleasantly surprised participants who received donations from an old college buddy they lost touch with, someone they just met last week, or a friend of a friend they barely knew.

As we've seen in this Study, the communication channels for the fundraising ask have been gradually pivoting away from email and toward other social outlets. Facebook took notice of this trend, and in 2012 introduced the ability to make donations to charitable causes in honor of a special occasion through the Facebook Gifts functionality. A year later came the Facebook "donate now" button, which has seen a variety of iterations over the years. In 2015, Facebook fundraisers were first offered directly to nonprofits, then became available for supporters to raise funds for organizations, and now people can even raise funds for personal campaigns.

There has been some confusion over the years related to distribution of funds when it came to existing peer-to-peer campaigns and Facebook. In 2017, Facebook began adding a donate button to certain posts containing a link to the website of a nonprofit also raising funds on Facebook. This created a situation where peer-to-peer participants would post their personal fundraising page link to Facebook and a seemingly helpful donation button could be added to the post. However, donations made on Facebook were not properly credited to the peer-to-peer participant, and this was causing a bit of a headache for fundraisers and organizations alike. Facebook quickly remedied the situation and took that a step further.

The Integration

During the Social Good Summit in November of 2017, Facebook released an API that would allow peer-to-peer fundraisers to link their external fundraising pages directly to Facebook. Blackbaud was the first software company to leverage this API, making it possible for Blackbaud TeamRaiser participants to seamlessly create Facebook fundraisers. Here are a few benefits of the integration:

✓ **Donors give without leaving Facebook!** *Donors give in just a few taps on Facebook, and organizations do not have to wait to receive a check with limited information about who should get credit for the gift(s).*

✓ **Thermometers sync!** *The amount shown on the thermometer of a fundraiser's personal page in Blackbaud TeamRaiser is the same amount shown on the thermometer on Facebook.*

✓ **Rich, dynamic Facebook posts get newsfeed priority!** *Because Facebook fundraisers are native to Facebook, posts receive higher priority than an external link. They also enjoy a prominent display with dynamic elements, such as a fundraising thermometer, information on other friends who have donated, and an embedded donate button.*

✓ **Easily access fundraising in the Participant Center and on Facebook!** *Once a participant has linked to Facebook, they can easily access their Facebook Fundraiser from their Participant Center. Facebook Fundraisers are shown in the newsfeed, on profiles, and reminders often appear in notifications.*

✓ **Donors can share, too!** *Facebook donors are given the opportunity to invite their friends to make a gift as well. Facebook has effectively widened the pool of potential donors for organizations yet again!*

Facebook Fundraiser Benchmarks: Year One

The integration between Blackbaud TeamRaiser and Facebook fundraisers became widely available to Blackbaud customers in mid-2018. Customers in the *Blackbaud Peer-to-Peer Fundraising Study* population adopted the integration at different rates, and in many cases, launched the integration in the middle or toward the end of their peer-to-peer campaigns.

To provide some early data and benchmarks, we used a sample set of organizations that were integrated with Facebook fundraisers for all or the majority of their campaign seasons. The benchmarks offered below reflect an analysis of 12 organizations producing nearly 900 events and more than 74,000 Facebook fundraisers.

% of Participants Creating Connected Facebook Fundraisers

CYCLE	ENDURANCE	REG FEE	NO REG FEE
29%	25%	6%	8%

The percentage of participants who connect their personal page to a Facebook fundraiser is somewhat comparable to the percentage of participants who send email, though more people are connecting to Facebook. One might think the same people are performing both actions, but that is not the case.

Of the participants who connect to Facebook, 75% of them do not send email through the Participant Center. The availability of connected Facebook fundraisers should be seen as a new tool to help decrease the amount of $0 participants.

For No Reg Fee participants in this sample segment, Facebook fundraisers raised $211 online—compare this to No Reg Fee email senders who raise $638 online. **Email continues to fuel our most enthusiastic fundraisers, but only 32% of them are connecting to Facebook,** signaling an additional coaching opportunity for those participants who do or have historically sent email.

Donation Average of Gifts Made on Facebook

Cycle 🚴	$48.15
Endurance 🏅	$45.00
Reg Fee	$41.47
No Reg Fee	$43.77

Donations made through Facebook are significantly lower than the average gift made through personal pages. **In the case of Cycle, the donations received on Facebook are half that of the donations received through the personal page.** This could be for a variety of reasons. As noted above, Facebook widens the donor pool, and those making donations may not be as close of a connection to the fundraiser. Facebook also does not show donation amounts as the personal page does, which always gives an extra psychological incentive to donate more. Volume seems to be making up for the decreased donation amount, and Facebook is continually refining its donation form, but we will have to keep a close eye on this.

% of Participants Raising Funds Through Facebook

87%	**85%**	**69%**	**73%**
CYCLE	ENDURANCE	REG FEE	NO REG FEE

Connecting to Facebook doesn't create a guaranteed fundraiser, but it comes pretty close! Facebook does a lot of the leg work for the participant, even if the participant is less invested in taking action and fundraising. Facebook posts to the newsfeed, sends notifications to fundraisers and their friends, and keeps fundraiser stats front and center. People log on to Facebook a whole lot more than they log into their Participant Centers (unfortunately!), and that is leading to more successful fundraising outcomes.

Average Funds Raised on Facebook

|		
Cycle	🚴	$302
Endurance	🏅	$304
Reg Fee	💲✓	$145
No Reg Fee	💲✗	$196

Takeaways: Facebook fundraising makes up the largest percentage of online fundraising for No Reg Fee participants (69%) and the lowest percentage for Cyclists (31%). Connecting to Facebook is one of the simplest actions someone can take from the Participant Center, and therefore has a very high overall ROI and contributes to the multichannel fundraising approach of our participants.

What's Next?

It will be interesting to see how these numbers shift in 2019. As more organizations adopt the Facebook Fundraiser integration and as more participants become aware of it:

✓ *Will the percentage of participants who connect increase?*

✓ *Will we see a decrease in average fundraising but an increase in the percentage of participants fundraising?*

✓ *Will the average donation received on Facebook increase due to optimizations made by Facebook?*

✓ *Will there be a change in the percentage of participants who make a personal donation, as it is difficult to track those who make donations to their own Facebook fundraisers if they do not opt in to receive email on the Facebook donation form?*

For organizations that have been using Facebook fundraisers, 2019 will be a year to make sure more participants know about this game-changing tool and to encourage those who use it to take more action on Facebook. For organizations that haven't integrated yet, now is the time!

Turning Insights into Action

BY KATIE WALTERS

You've reached the end of this year's *Blackbaud Peer-to-Peer Fundraising Study*! We hope you gained useful insights to help you craft new strategies from what you learned. We love crunching the numbers, reflecting on industry trends, and providing you with another year's worth of actionable data. What you do with it is up to you!

Whether you're crushing all benchmarks or have identified some growth opportunities, we know that we'll be seeing great things from your organization in next year's report. Never stop challenging best practices. Dare to be bold. Expand your fundraising portfolio with DIY fundraising and crowdfunding. Engage participants in ways that are meaningful to them. Spend time on your team captains. Give us new benchmarks to strive for. Cultivate stellar fundraisers and you'll keep them coming back.

We hope you'll be back next year for the latest and greatest in peer-to-peer fundraising analysis!

Next Steps

✓ **Benchmark yourself!** *If the notes you've scribbled in the margins of this report are hard to read, we've got you! Head on over to hi.blackbaud.com/p2p for a visual representation of where your event stands compared to our benchmark metrics.*

✓ **Get personal!** *Interested in learning more about who's in your housefile? Visit hello. blackbaud.com/P2P-Insights.html to let our team of data nerds sort your participants into the personas we mentioned in the report.*

✓ **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 solutions@blackbaud.com.*

✓ **New to peer-to-peer fundraising?** *To learn how you can tap into your supporters' personal networks to increase revenue and awareness for your cause with our peer-to-peer fundraising solutions, email us at solutions@blackbaud.com.*

✓ *And as always, get updates on the latest peer-to-peer trends, best practices, and fundraising news with Straight Up Peer-to-Peer.*

About Blackbaud

Blackbaud (NASDAQ: BLKB) 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 fundraising and CRM, marketing, advocacy, peer-to-peer fundraising, corporate social responsibility, school management, ticketing, grantmaking, financial management, payment processing, and analytics. Serving the industry for more than three decades, Blackbaud is headquartered in Charleston, South Carolina, and has operations in the United States, Australia, Canada, and the United Kingdom. For more information, visit www.blackbaud.com, or follow us on Twitter, LinkedIn, and Facebook.