

2020 Blackbaud Peer-to-Peer Fundraising Study



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AUTHOR

Shana Masterson

CONTRIBUTORS

John Miller and Stephanie Thomas

SPECIAL THANKS TO

Will Andrews, Tanya Fitzgerald, Otis Fulton, Brooke Hansel, Hailey Hillenbrand, Krystn Kuckleman, Robyn Mendez, Mike Simmons, and Katrina VanHuss.

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WELCOME!

The Blackbaud Peer-to-Peer Fundraising Study is making its eleventh appearance on the desks of P2P fundraisers. 2020 was a year like none of us have experienced. With little warning and without any training in “pandemic-affected P2P fundraising,” you soldiered on and continued the necessary work needed to support your critical missions.

This study is typically released in the summer months after sifting through voluminous amounts of data from the previous three years. However, during the summer of 2020, the P2P experts at Blackbaud shifted the focus of the study to offer data-driven insights on the performance of Spring 2020 events. Rather than waiting, we felt it would be most advantageous to release 2020 data early to help guide your 2021 decision-making. The findings in this study are expanded from what was presented last summer. In order to bring you as much data, as fast as we could, it represents a scaled-back version of pre-pandemic iterations.

The fact that you’re reading this Study, means you are eager to learn more about the results of 2020 and how this data can help you plan for 2021 and beyond. You’re a dedicated professional eager to engage more people with your mission, ultimately raising more money for your organization. We applaud your dedication and thank you for all you do.

Using data to drive P2P strategy is easier when you have these numbers to benchmark your own organization against. ”

— Krystn Kuckleman, Firefly Partners

About the Study

The data highlighted in this Study represents a careful analysis of 687 organizations that produced 31,035 peer-to-peer (P2P) fundraisers from January 1, 2019 through December 31, 2020. More than 9.4 million people combined to raise over \$1.3 billion during that two-year period.

While the Spring 2020 Peer-to-Peer Fundraising Study focused on P2P campaigns as a whole, this full year Study breaks campaigns down by category. A representative sample of 2,500 events was used for this analysis.

It's important to note that the category assigned to campaigns throughout this report reflects the categories they fit into prior to the pandemic. For example, an event that was originally a two-day cycling event but became an at-home or virtual event in 2020 was categorized as a cycling event.



Event Category

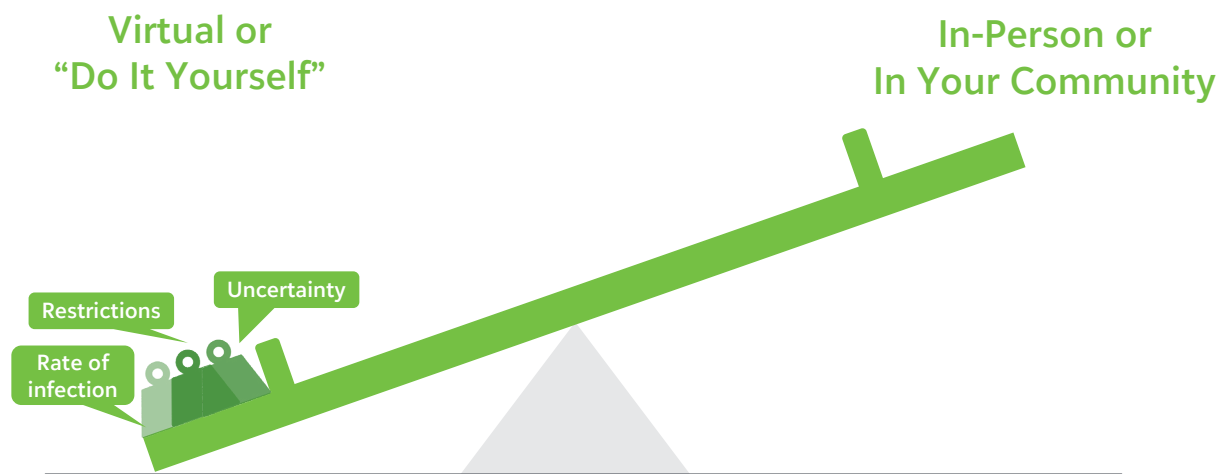
- ✓ **Cycle:** Multiple and single-day events that typically charge a registration fee and have a minimum fundraising requirement. This category contains mostly cycling and spin events.
.....
- ✓ **Challenge:** Campaigns that rely on some type of personal or athletic challenge. This category contains events that are similar in profile to long-distance walks, marathons, climbs, obstacle events, dance marathons, sleeping outside overnight, etc. Many, but not all, of these events have a registration fee and require a fundraising minimum.
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- ✓ **Walk/5K With a Registration Fee (Fee):** Short-distance walks and competitive and non-competitive 5ks that charge participants a registration fee. Some of these events include the fee in fundraising totals and others do not, which is discussed later in this study.
.....
- ✓ **Walk/5K Without a Registration Fee (No Fee):** Short-distance non-competitive events that do not charge participants a registration fee, but encourage participants to fundraise.
.....
- ✓ **Do-It-Yourself (DIY):** P2P campaigns that do not culminate with an organizationally driven in-person activity. Most of these programs offer supporters flexibility and ownership over their efforts, allowing them to sign up and fundraise where and when it makes the most sense for them. Though many traditional events became DIY in 2020, previous walks, runs, rides, and other traditional events were included in the category they previously fit into for the purpose of this study.
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The Pandemic Balancing Act

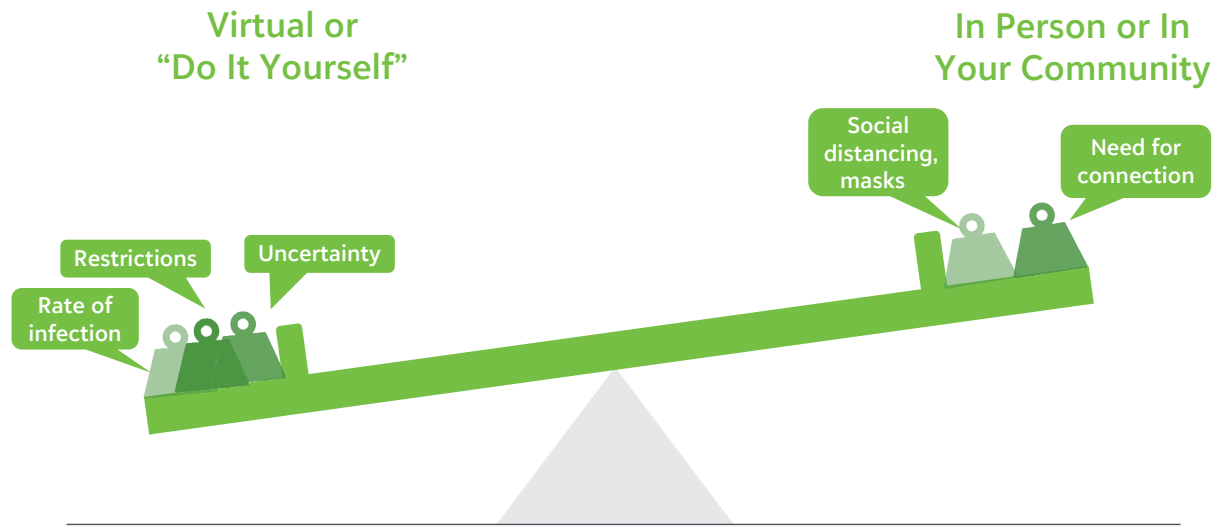
The first two months of 2020 started on a hopeful note. Registrations were up year-over-year, in a reversal of the trend we have been seeing over several years. Revenue and fundraising were relatedly up as well.

As we approached March, pandemic-related shutdowns swept the world and in-person events were forced to adapt. As we watched April and May pass, nonprofits came to accept (some slower than others) that large-scale public gatherings would not be permitted for the rest of the year. Due to a rapidly increasing rate of infection, local restrictions, and widespread uncertainty about the future, all in-person events were either cancelled, postponed, or “went virtual”.

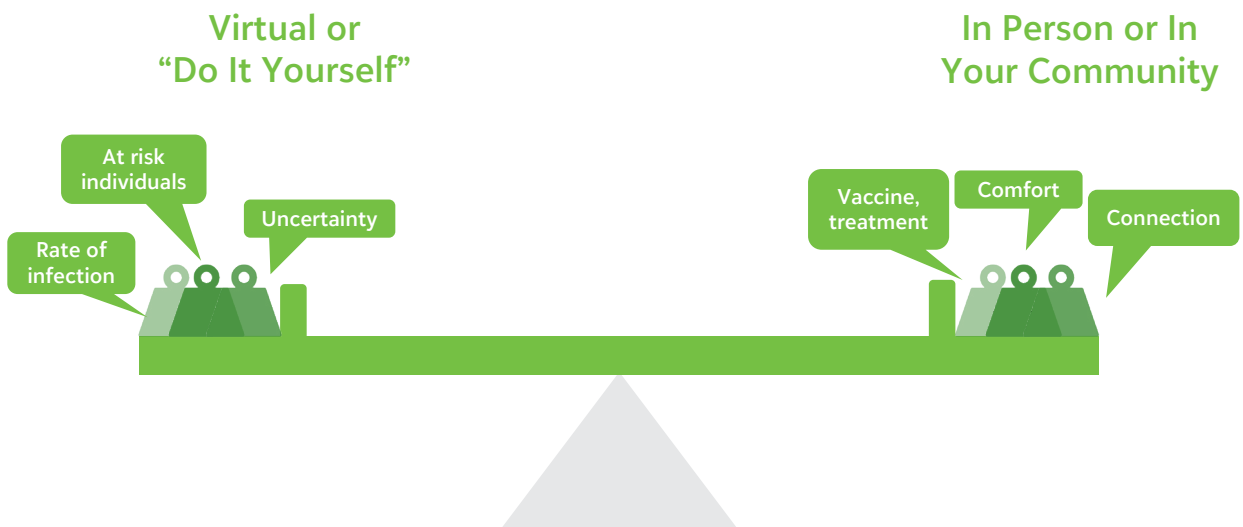
For a variety of reasons, including organizations pivoting too slowly, providing inadequate information to participants about what was happening, or personal lives simply taking precedence over fundraising, the virtual events of the Spring did not impress participants or donors.



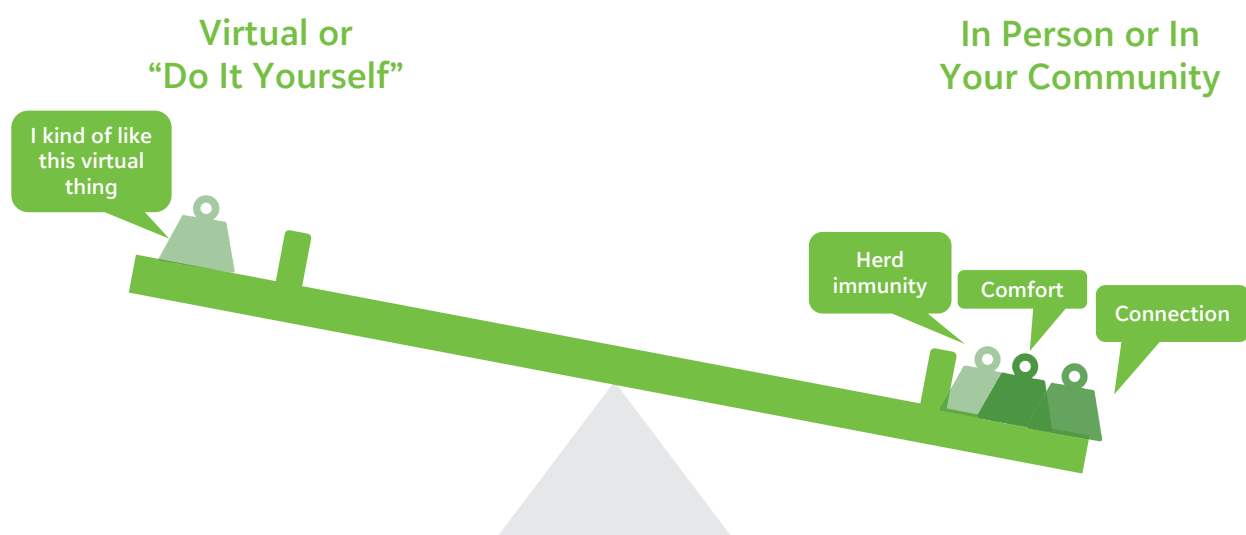
As Fall approached, nonprofits began contending with layoffs and continued uncertainty about what the future held. Despite morale being low, many organizations persevered, and took what they learned and began to improve upon it. Some nonprofits began offering hybrid-style events, which gave participants the option to participate virtually or to safely participate in a modified in-person activity. Other organizations created stand-alone DIY campaigns to supplement revenue and reinvigorate the participant base.



Going into the Spring, we will see many more events offer creative solutions for socially distant in-person event options, along with expanded virtual opportunities. New innovative campaigns will also continue to be introduced.



It's clear that 2020 accelerated our learnings around virtual offerings and taught us so much that will be with us for years to come. Organizations will continue to innovate around hybrid and other campaigns. It is important to balance the virtual elements and always incorporate the necessary elements of empowerment and connection.



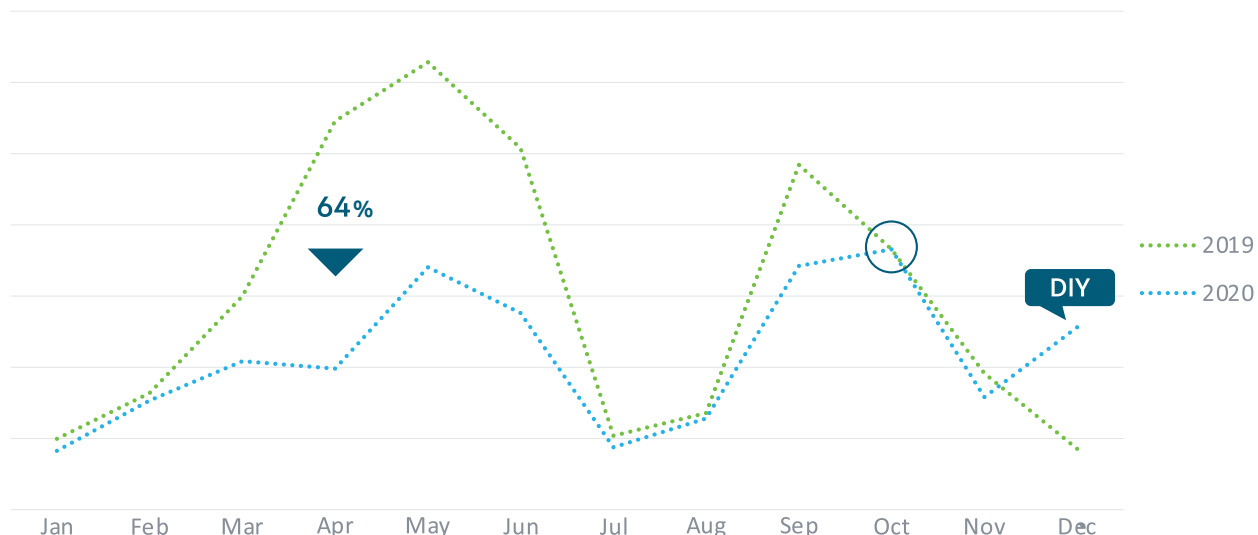
“COVID-19 made *everyone* feel disempowered. Suddenly, without warning, we had lost control of so many aspects of our lives. Successful nonprofit campaigns gave their supporters a way to feel empowered through supporting their missions. They provided supporters with a way to make a real difference in the world, which was powerfully rewarding.”

—Otis Fulton, Turnkey

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Overall Trends

Number of Events



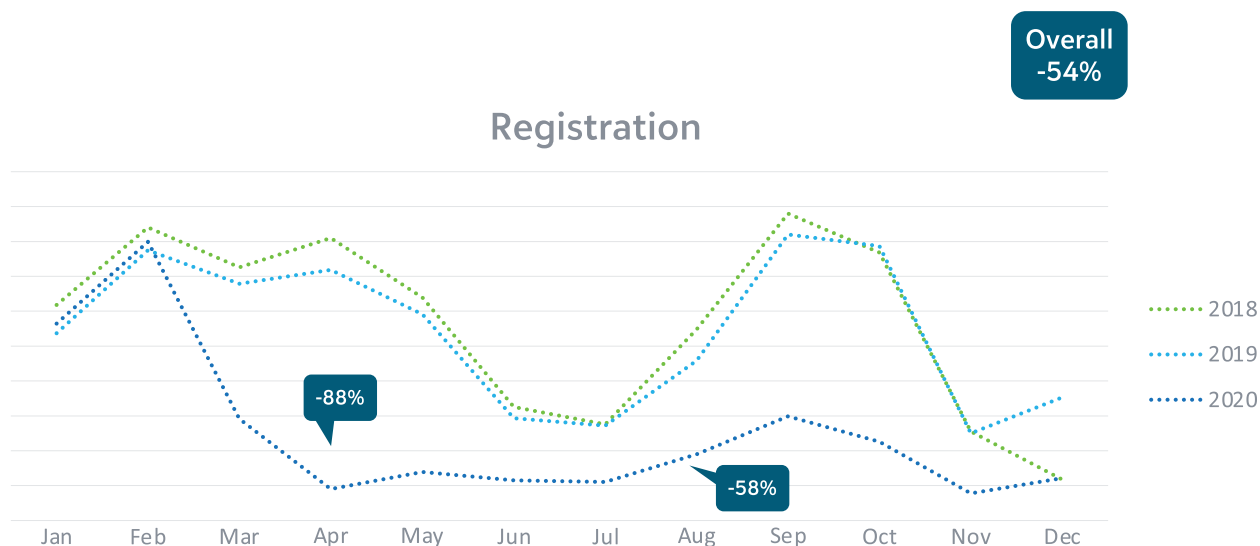
As lockdowns became commonplace in mid-March, you can see the corresponding decline in the number of events that month. Understandably, many nonprofits were caught off guard and were more reactionary than proactive during the first few months of the COVID-19 outbreak. The largest year-over-year decline was in April, when many events were either cancelled or postponed.

From that point on, the data line started to move in the same direction, albeit significantly lower than the previous year. The summer months tend to be a slower time for P2P events but you can see that the 2020 numbers catch up with 2019. September brought some additional declines, driven in part by some organizations combining many local events into one national event. As we closed out the year, we saw event levels on track with 2019. The increase shown in December reflects many existing DIY and newly virtual events with a date of December 31.

Online Registrations by Month

In the next two sections, 2018 data was included to give a better perspective on the fluctuations seen in 2020. Following the trend established in the number of events by month, April also saw the largest decline in number of participants registering for an event. Though the trend line started to move in the same trajectory as in years past, the rebound was not as significant as many had hoped with August seeing the “best” post-pandemic outcome.

For the year, registrations were down 54%, a figure that would have been much lower had it not been for the impressive registration results in the first few months of the year.



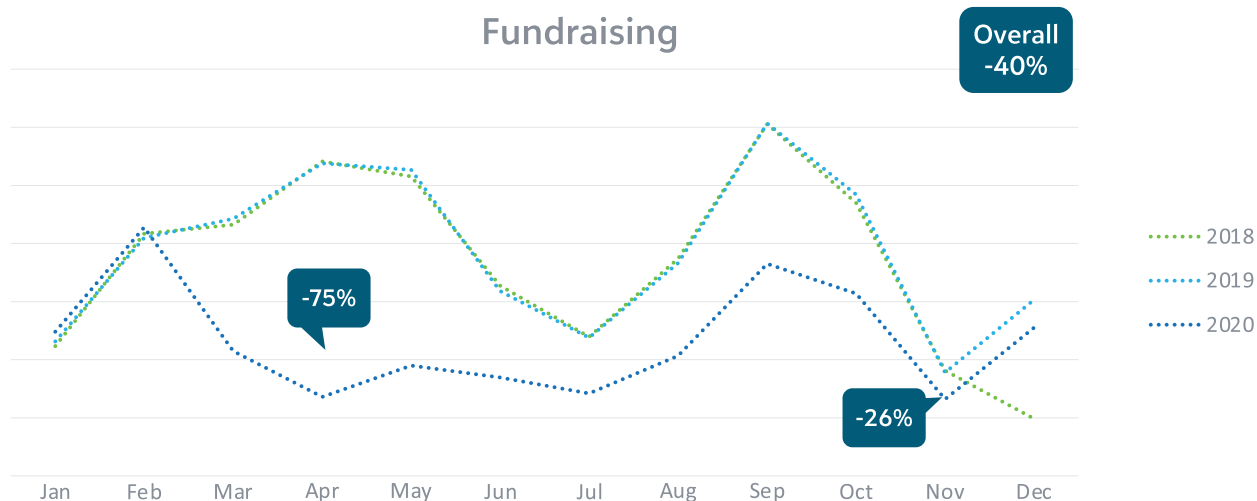
“The next five years may be the first time we truly understand the impact of community fundraising efforts on an entire organization. The front door was shut in 2020. Every revenue channel will suffer the loss of new blood, which is arguably peer-to-peer fundraising’s most important role.”

”

—Katrina VanHuss, Turnkey

Online Fundraising by Month

In probably some of the best news of the study, as the pandemic wore on, you start to see the 2020 trend line become closer and closer to previous years. Overall, online fundraising was down “only” 40%, which coupled with the above, indicates that although participants numbered less, they continued to fundraise and, in some cases, fundraise more on average than previous years. It also points to the accelerated shift in funds from offline to online.



2021 TAKEAWAYS:

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Previously in-person events that continue to be offered as virtual-only will likely continue to see decreases as participants may not be motivated to register for this type of event for two consecutive years.

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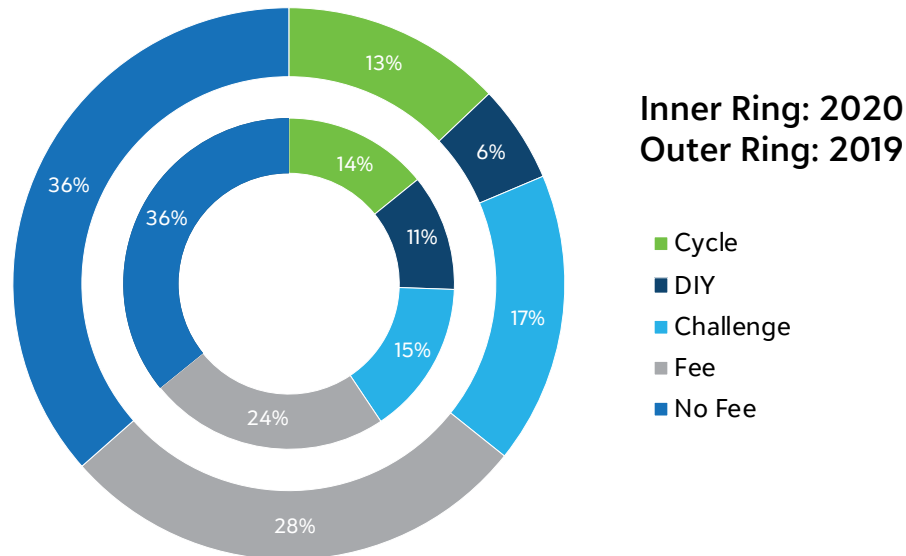
New and creative virtual-only campaigns will help to chip away at the loss of in-person events but will not replace all that was lost from in-person campaigns, especially as campaign competition increases.

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Event Breakdowns

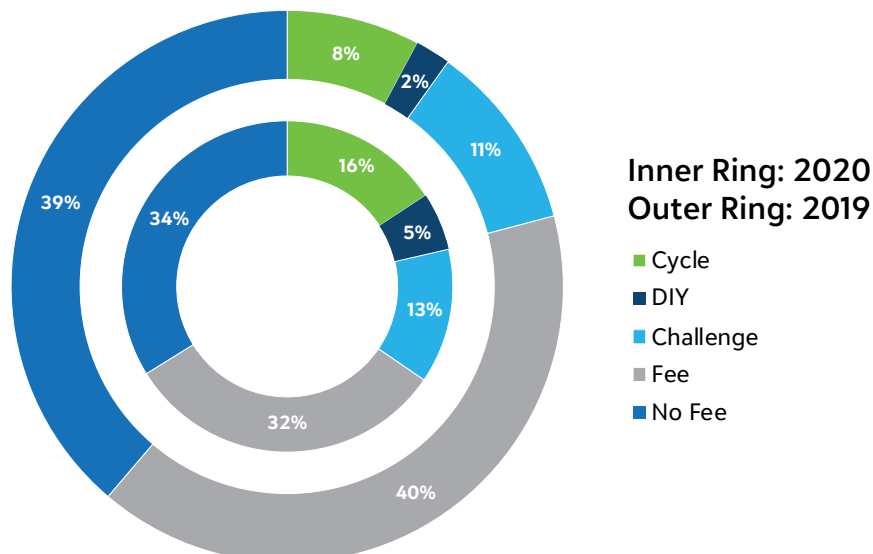
By Type

The largest increase in event type was unsurprisingly DIY. Again, these numbers only account for newly introduced DIY events, not events that became virtual or DIY because of the global pandemic. Decreases can be seen in the Fee and Challenge areas, as these types of events were the most likely to be cancelled or postponed.



By Number of Participants

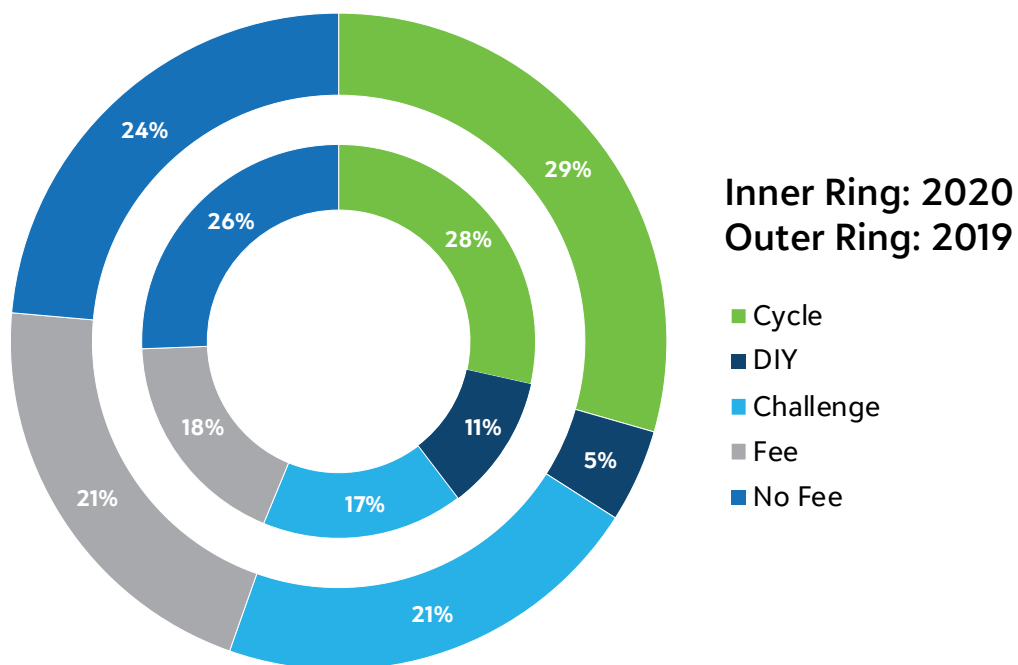
Fee and no fee events saw the biggest declines in participation, losing 73 and 70% of participants, respectively. As you will see later, teams were not as large, and participants simply did not return for the DIY live-stream style event. These declines allowed for other categories to have larger shares of the overall population, again with DIY increasing due to the heightened number of new campaigns available.





By Revenue

The largest increase in share of revenue was attributed to the DIY category. Challenge events saw the largest decline, which prepares us for what we will see later in the report. It shows that participants are not as motivated to fundraise when the event is no longer present.

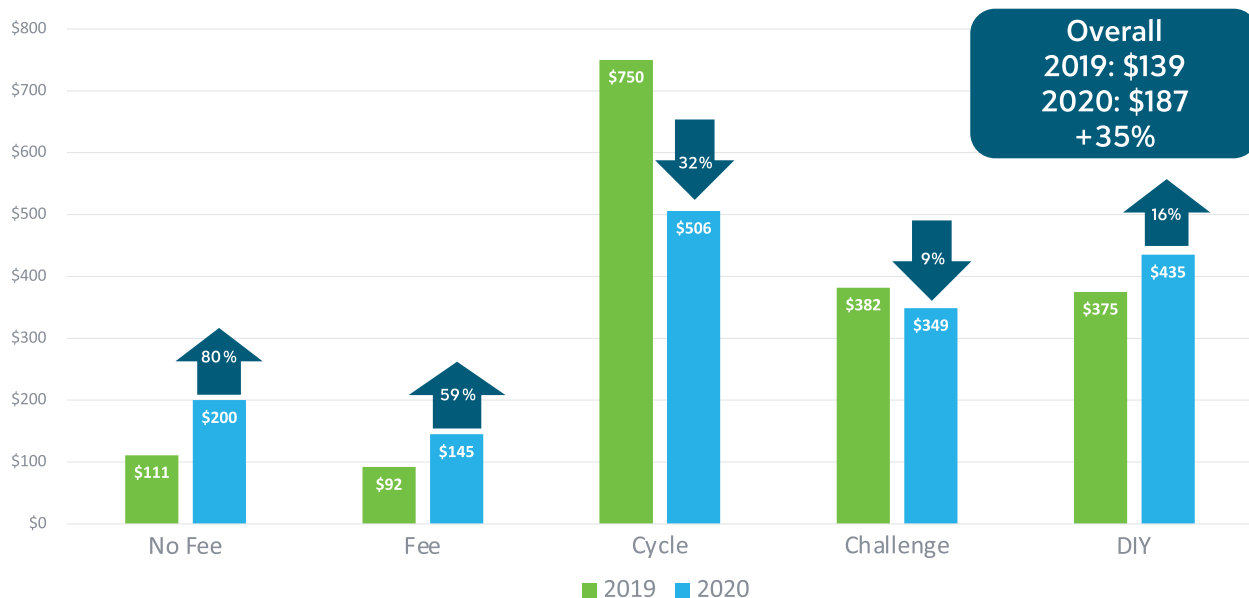


Top-Level Fundraising Metrics

Online Fundraising Averages

Overall, the online fundraising average was up 35% year-over-year. When looking at that number alone, one might assume that due to steep declines in participation the participants who remained were more dedicated to the mission. However, when digging deeper, fundraising averages were down in the Cycle and Challenge categories. The elimination of fundraising minimums for many of these types of events, as well as the actual removal of the culminating event, contributed to these declines.

When evaluating the averages of all participants (including \$0 fundraisers) and all fundraisers (only those who have raised money), you can see the biggest differential for No Fee and DIY events. For these categories, the organization's mission tends to outweigh the interest in the activity for the participant, which leads to additional motivation to fundraise more for the cause.



All Participants vs. All Fundraisers

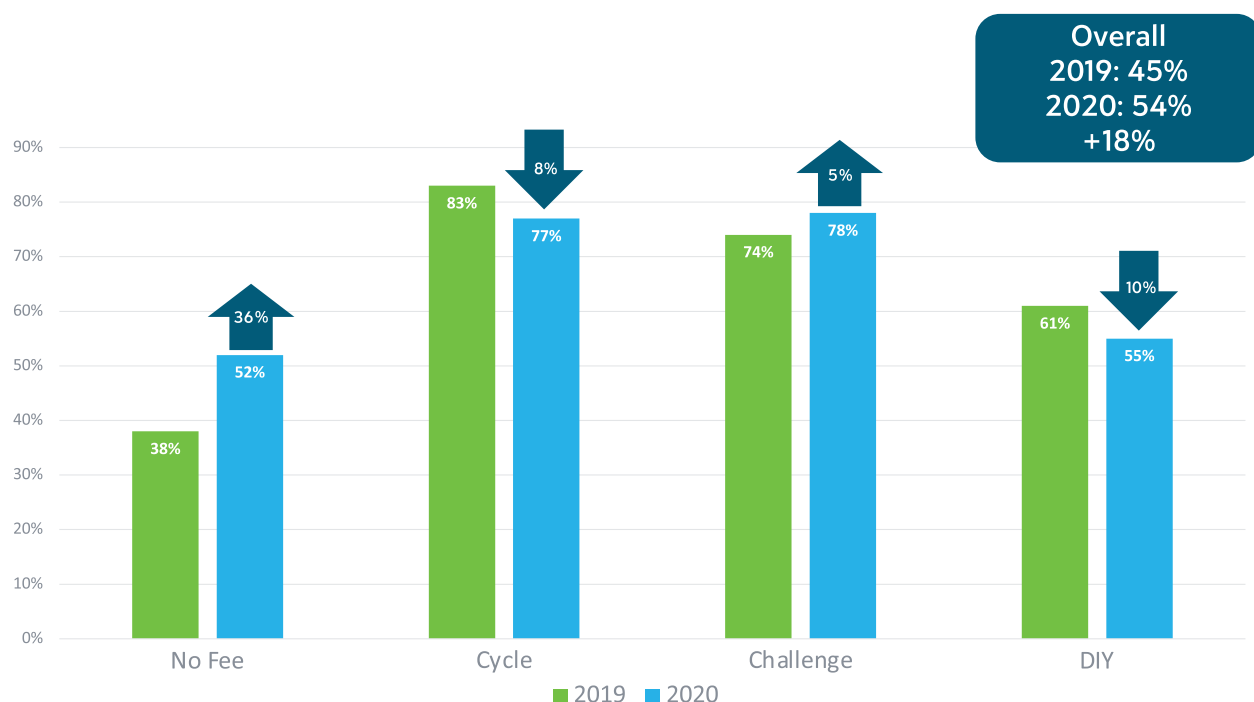
	2019	2020
Cycle		
Average Per Participant	\$750	\$506
Average Per Fundraiser	\$904	\$661
DIY		
Average Per Participant	\$375	\$435
Average Per Fundraiser	\$614	\$791
Challenge		
Average Per Participant	\$382	\$349
Average Per Fundraiser	\$516	\$449
Fee		
Average Per Participant	\$92	\$145
Average Per Fundraiser	\$174	\$235
No Fee		
Average Per Participant	\$111	\$200
Average Per Fundraiser	\$293	\$382

“Not being able to provide a “coming together” experience impacted fundraising. Psychologists have documented repeatedly that people behave more pro-socially in public than they do in private. When the public “coming together” was taken away, the results were predictable.”

—Otis Fulton, Turnkey

Percent Fundraising Online

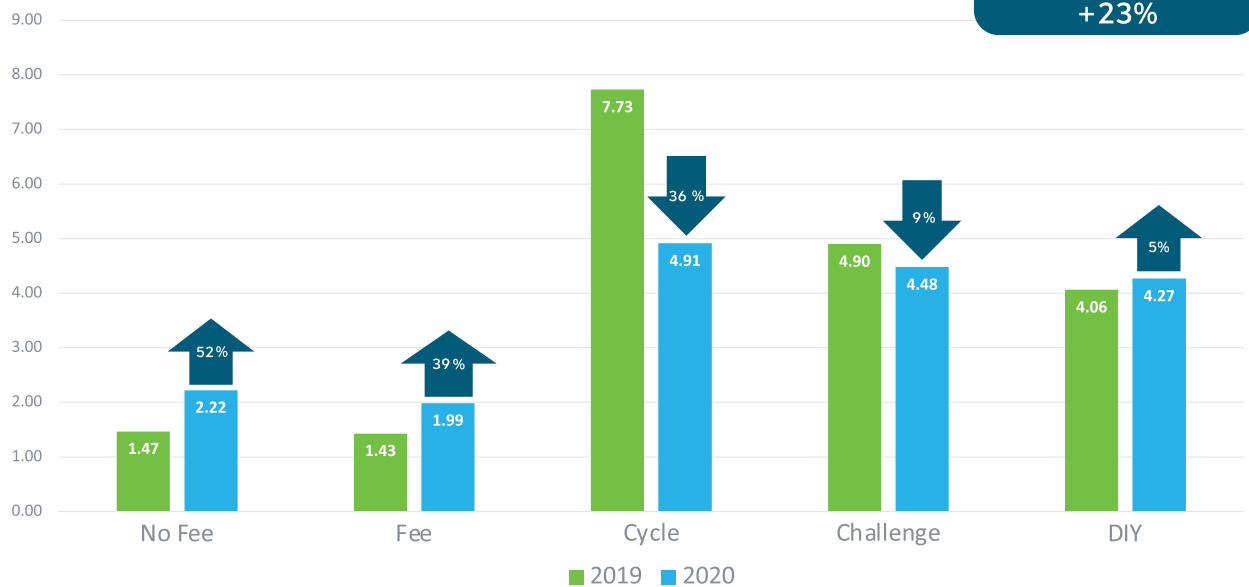
Looking at all events, we saw an 18% increase in the percentage of participants who fundraised. No Fee events experienced the largest increase, but given these events were operating at 30% of the previous year’s registrations, it stands to reason that the remaining devoted participants would fundraise at a higher rate. Fee-based events were excluded from this analysis due to the wide variation in whether the initial fee was counted as a tax-deductible donation or a fee.



Average Number of Online Gifts

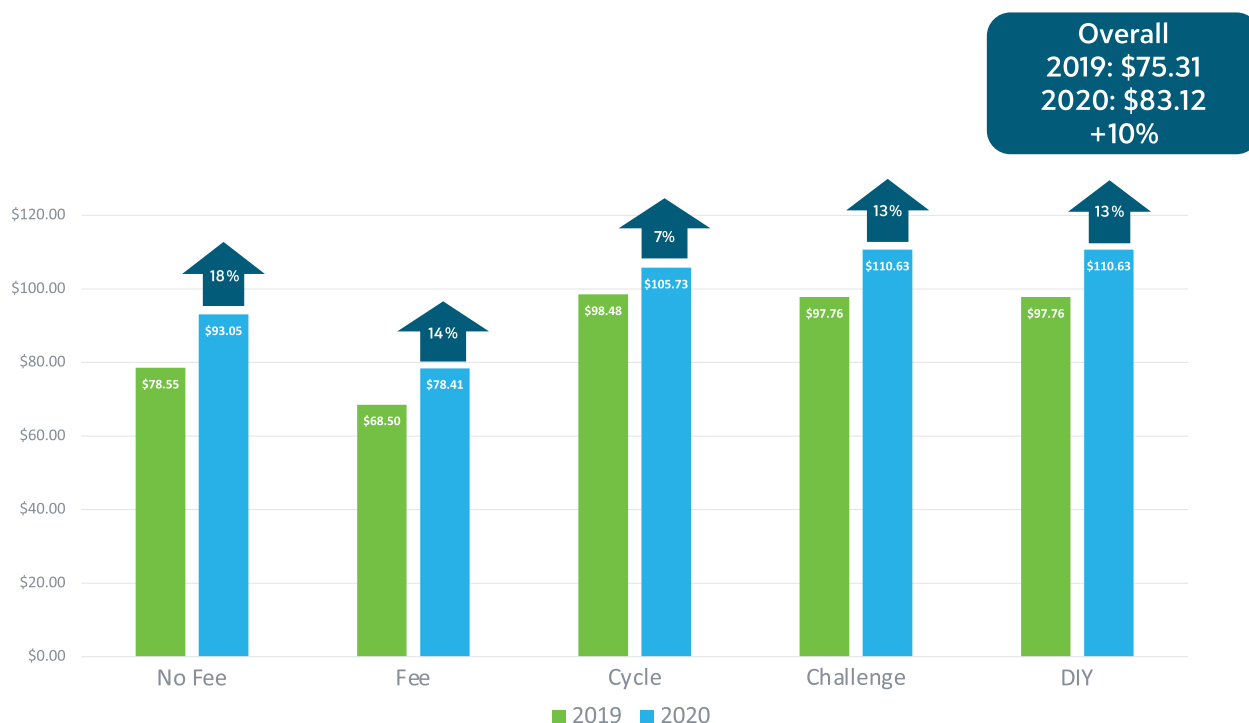
Again, the decline in Fee and No Fee events fueled an increase in fundraising metrics for those participants who still registered. In the case of Cycle, and to a lesser extent Challenge, we see the consequences of eliminating or reducing fundraising minimums, paired with in-person event cancellations, leading to decreased participant and donor motivation.

Average Number of Online Gifts



Online Donation Average

Overall, and in each event category, the amount given by donors has increased. Despite economic hardship and widespread job insecurity, donors tended to give more. The overall mood of humanity was decidedly glummer in 2020 and people were actively looking for opportunities to do good, and as a result feel better about themselves and our collective circumstances, thereby giving more generously.



2021 TAKEAWAYS

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In a normal year, increases such as those seen in these critical fundraising indicators would be fantastic news, but given the steep decline in participants these results were to be expected.

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As more hybrid-style events are offered, and participation increases, it is unlikely these fundraising indicator increases will remain without diligent work by fundraising staff and volunteers to sustain their missions.

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It is also unlikely another round of virtual-only events would be able to maintain this level of fundraising performance.

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Donation averages may be able to maintain their level of performance, depending on factors driven by the pandemic and the economy.

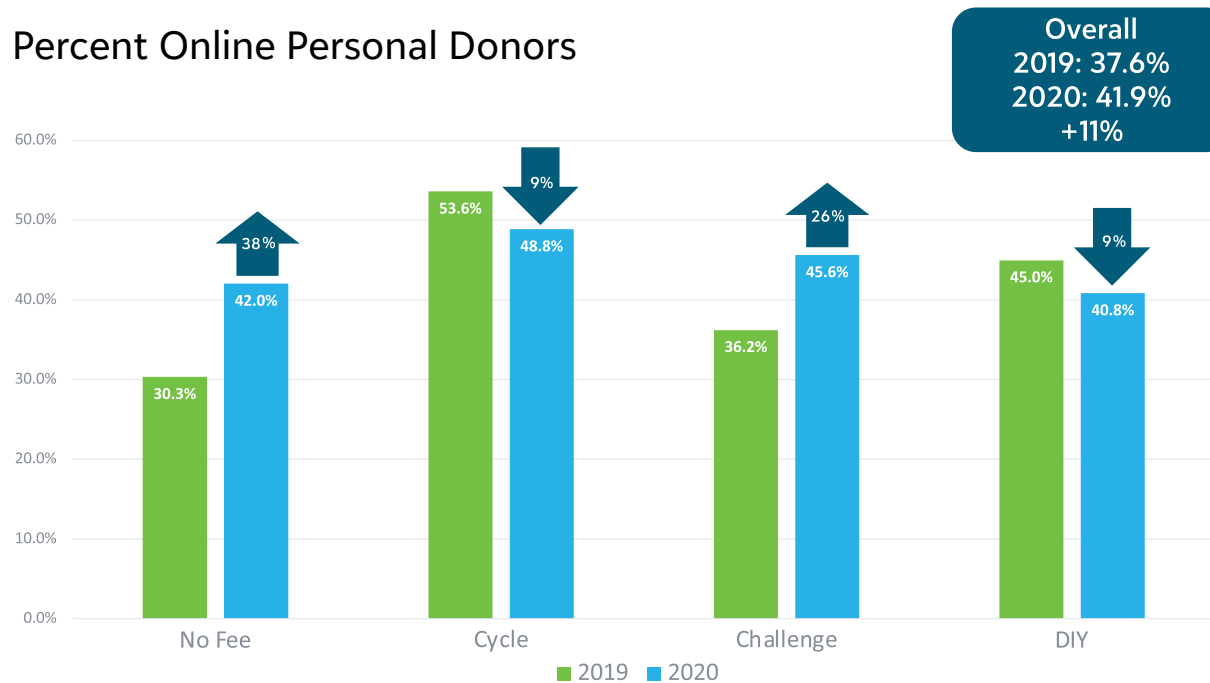
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Fundraising Metrics Continued

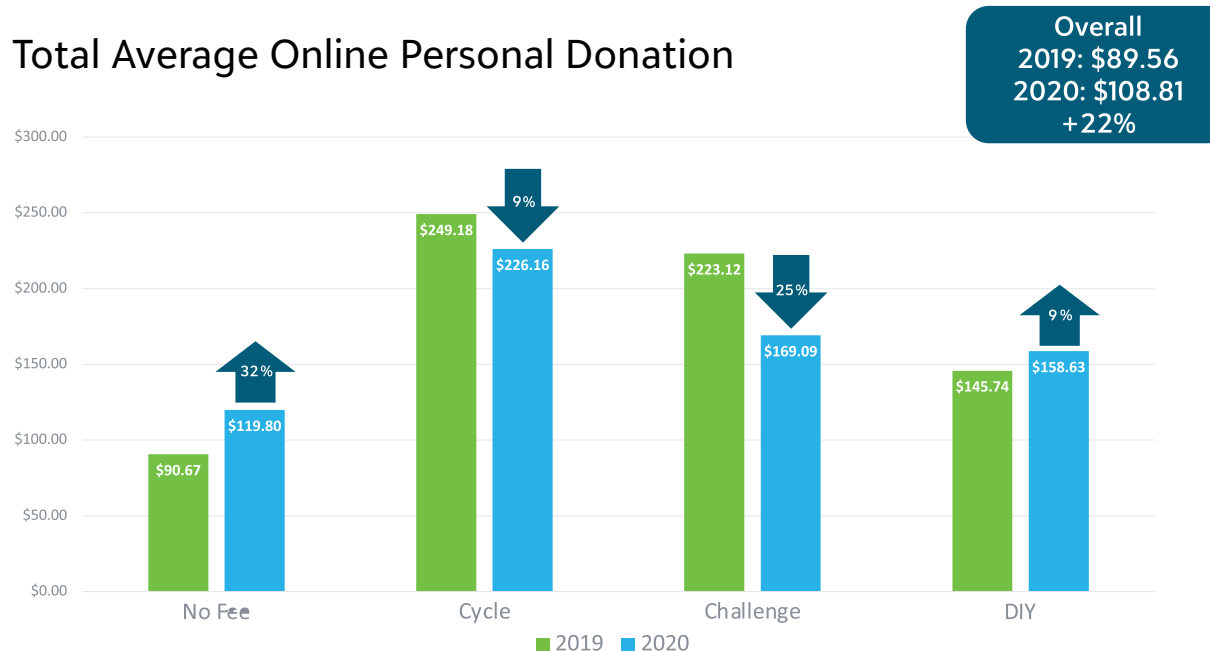
Percent Online Personal Donors and Total Average Online Personal Donation

Over the years, we've seen more effort made to encourage participants to support their own fundraising efforts by making their first gift to set an example for future supporters. In total, there was an 11% increase in the percentage of participants who made personal donations to their efforts, also known as "self-donors". Again, Fee-based events were excluded from this chart related to the inconsistent application of registration fees as donations.

Percent Online Personal Donors



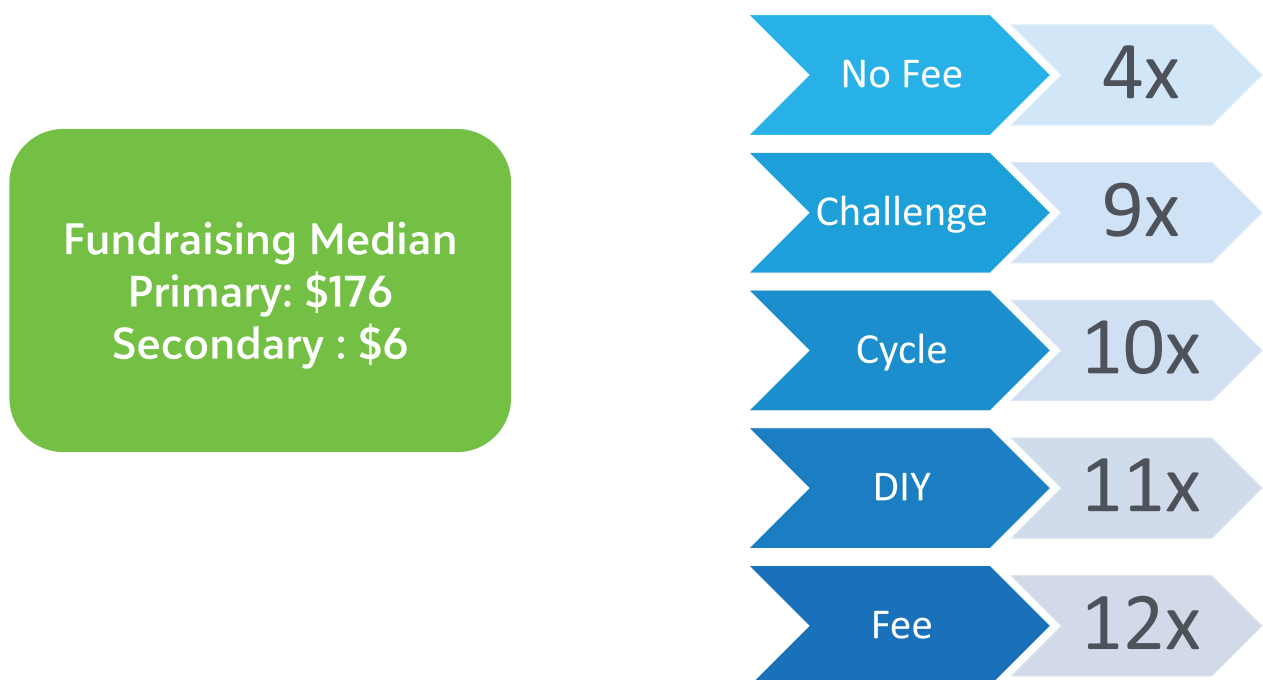
Total Average Online Personal Donation



Comparing Fundraising Averages of Primary and Secondary Participants

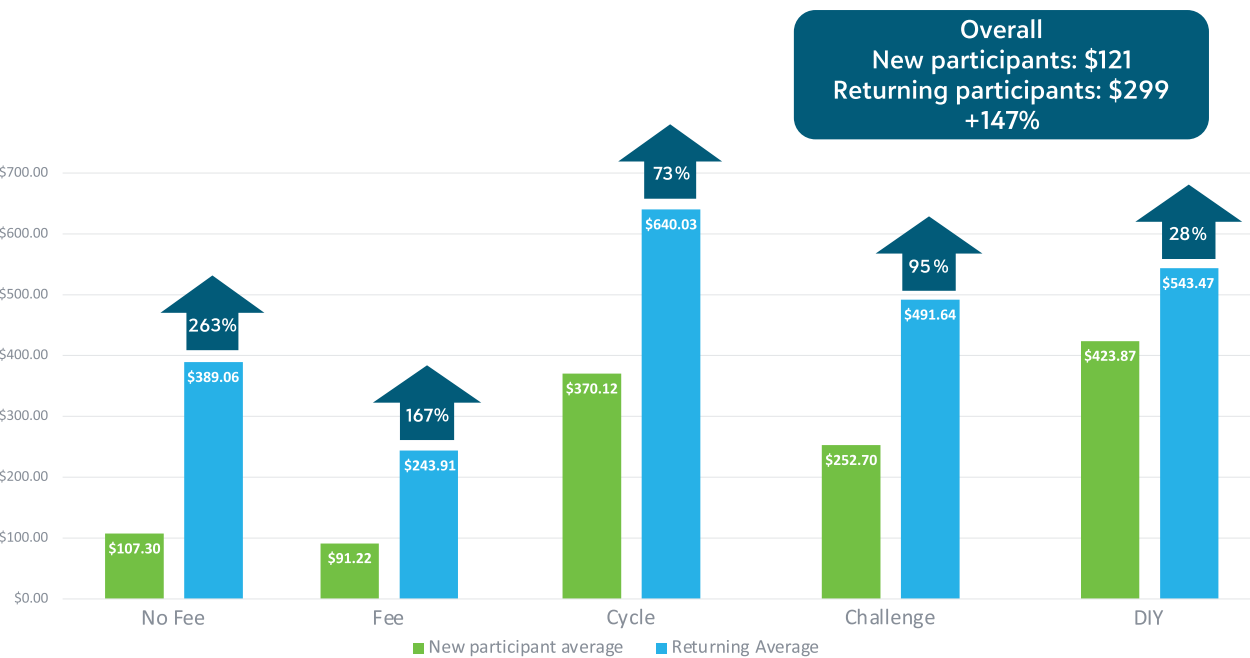
Many P2P campaigns allow participants to register multiple participants. After registering themselves, participants can then register other participants by entering a minimal amount of information. For events without fees, there is no limit on how many additional participants you can add to your registration. For events with fees, the only limit is the primary participant's willingness to pay the fee for every additional registrant.

Although this sounds convenient, the additional registrants are just that, they are registrants. They rarely become fundraisers. Many organizations will claim this is so parents can register children, but consultants typically find most registrants registered by someone else are actually adults. Secondary registrants are not given the opportunity to donate, often don't receive any emails, and rarely, if ever, log in to their fundraising centers. Primary registrants raise between 4 and 12 times as much as secondary registrants.



Comparing Fundraising Averages of New vs. Returning Participants

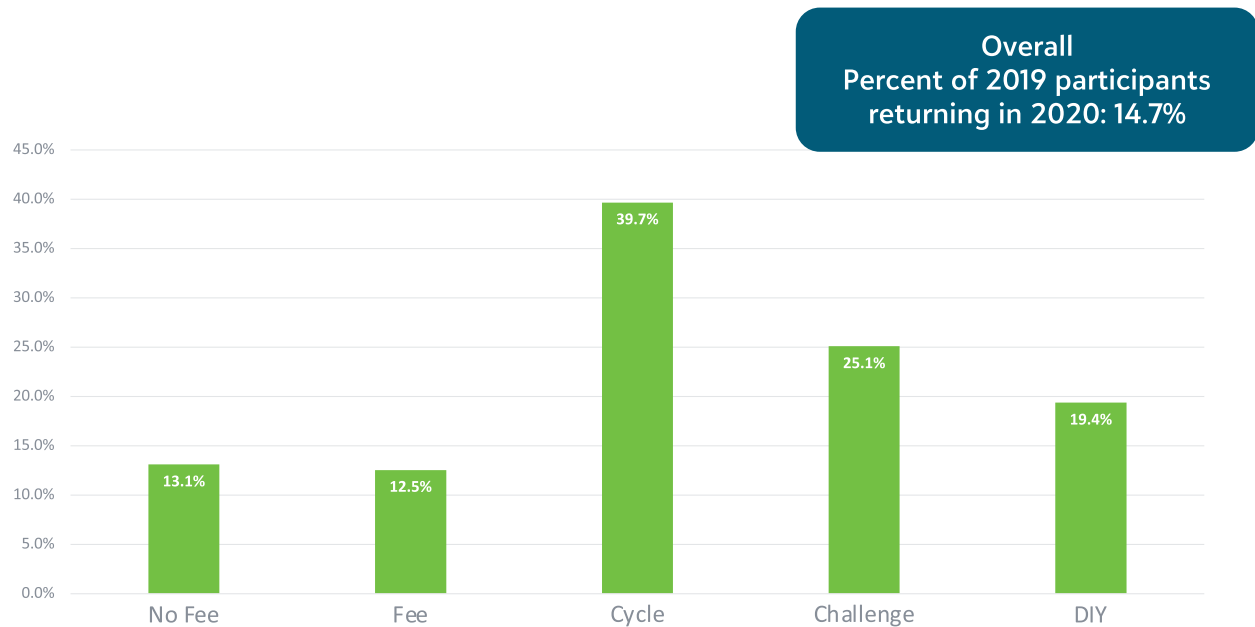
Just how valuable are returning participants to an event? Incredibly, and not the least of which is due to their increased fundraising. After putting their rookie participant year behind them, they return with a love for the organization and a better understanding of what is expected of them, which translates to higher fundraising averages. For example, in No Fee events it takes nearly four new participants to raise the same as a single returning participant.





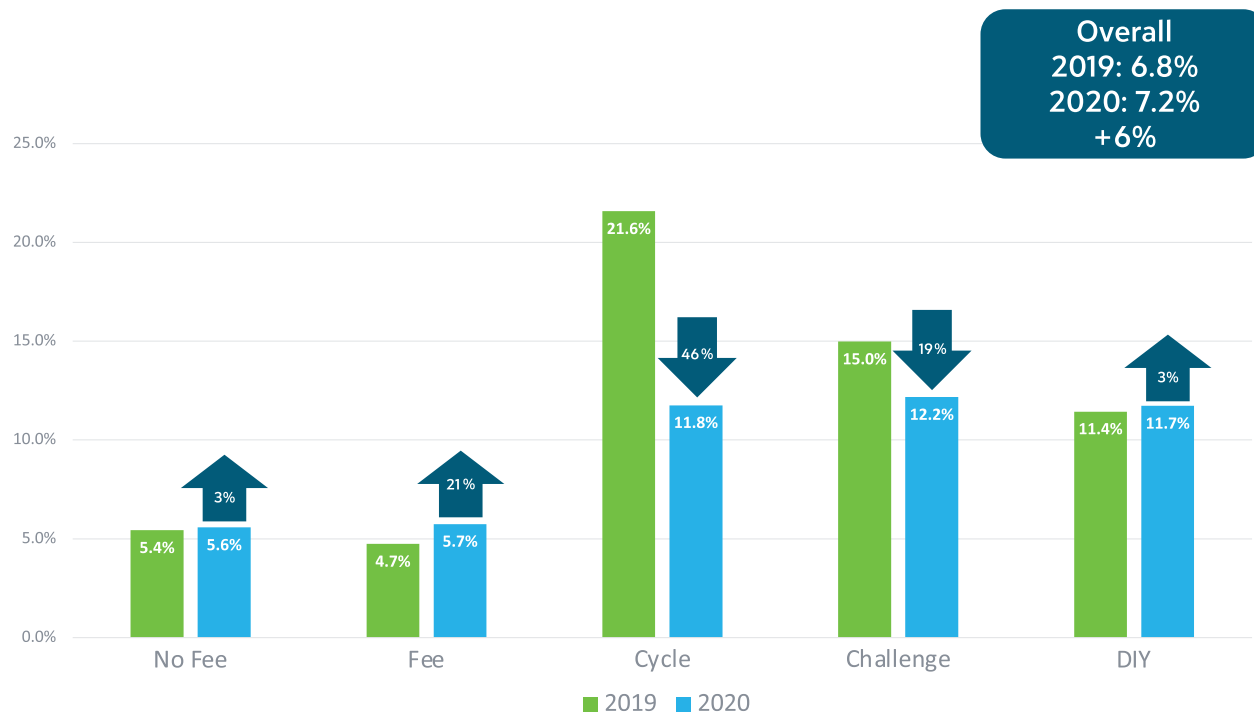
2020 Retention

For 2020 P2P campaigns that indicated a link to a 2019 campaign, the retention rate was calculated by dividing the number of returning 2020 participants by the total number of 2019 participants. Participants are considered returning if they use the same account to register in both years. These retention rates have declined from years prior and represents a significant opportunity to win prior participants back in 2021 with a more compelling event experience.



Percent Sending Email

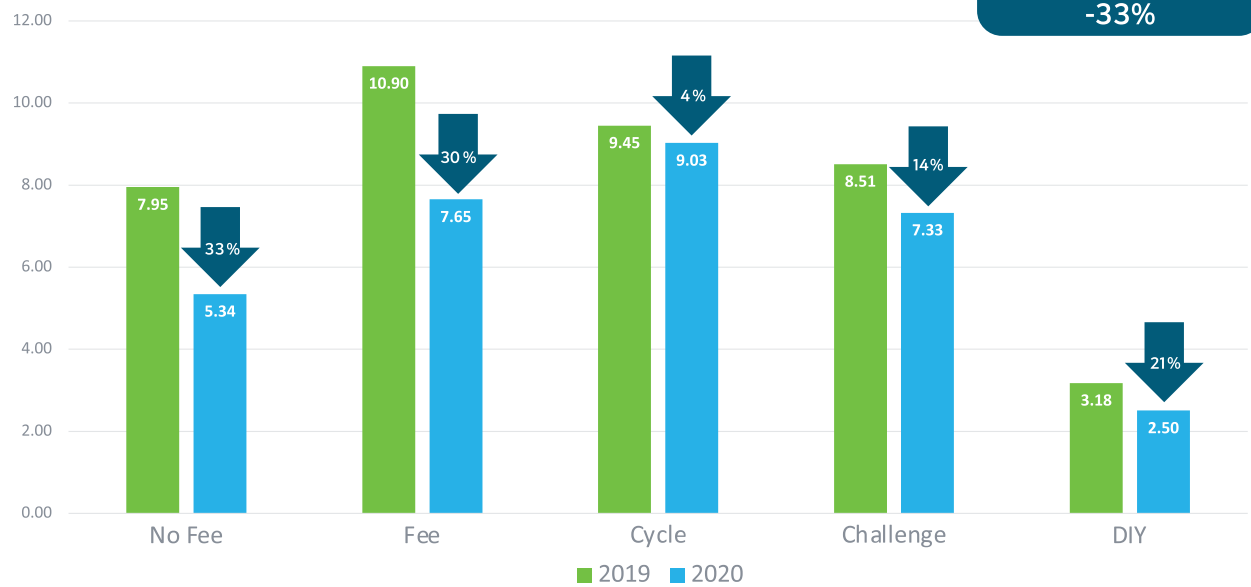
Though there has been a gradual shift away from email and towards modern communications channels, like Facebook and SMS, email is still an influential fundraising tool. The lack of a physical event dissuaded Cycle and Challenge participants from sending emails this year, but was found useful in other categories. We'll see how the email fundraising channel compares to Facebook Fundraisers in the Facebook chapter.



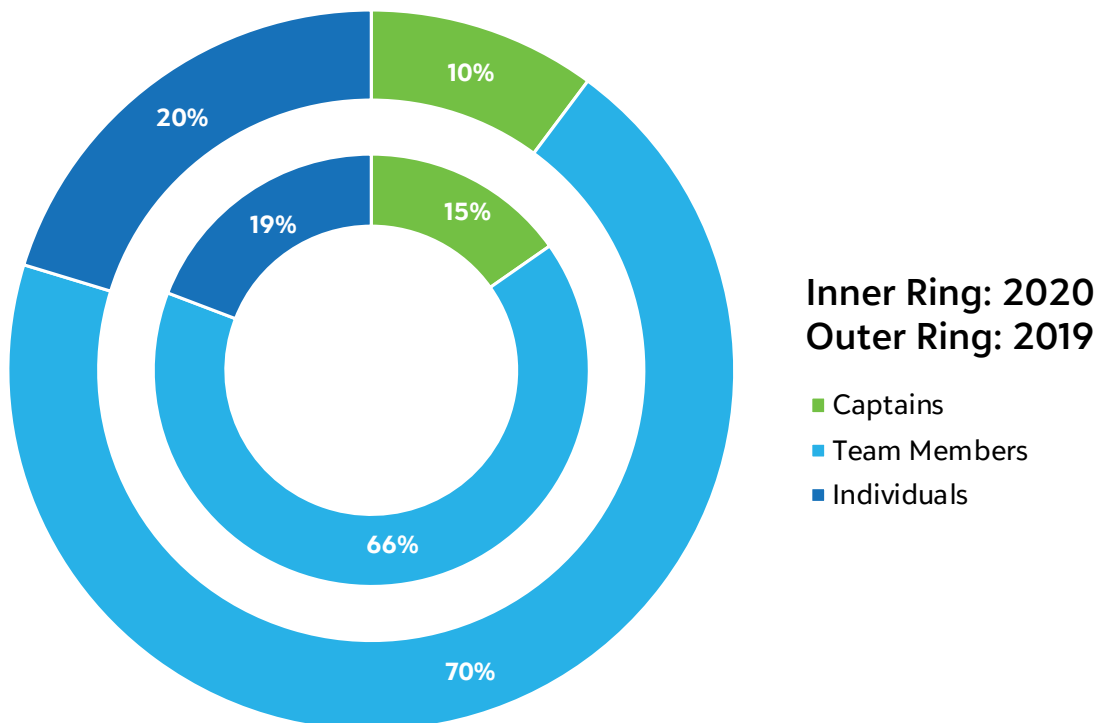
Team Impact

The size of the average team decreased across the board and in all categories in 2020. Team captains returned, but with smaller teams. Given the decrease in team size is smaller than the overall decrease in registrations, one can assume that individuals abandoned these campaigns at a higher rate than those who had a connection with a team.

Average Team Size



Team Affiliation Breakdown



2021 TAKEAWAYS

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Ensure there is adequate mission messaging surrounding personal donation asks to participants. This year, participants will be less compelled by setting an example for other donors and more compelled by the opportunity to make a personal difference in the cause they are supporting.

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For organizations allowing participants to register other participants, this “Special Edition” year provides an opportunity to eliminate this capability. Another option is to include language indicating the option is only for minors.

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Given the number of participants lost in 2020, a renewed focus, and additional time, effort, and budget, must be given to lapsed participants from 2019 and beyond. With that, organizations must give them a compelling reason to return. As we enter the second Spring of the pandemic, offering the same virtual options of 2020 will not be enough to encourage a widespread return to events.

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Global Crowdfunding

This section of data is based on international activities backed by Blackbaud's easy to use peer-to-peer fundraising solution, JustGiving.

In a year where we saw Covid-19 shut down most the world's participation-based fundraising events, we also witnessed an incredible amount of individual generosity, spurring record-breaking levels of online crowdfunding. Crowdfunding is the simple act of raising money from many people to fund a project, appeal, or cause. Crowdfunding has taken off in recent years thanks in part to the ease of online giving and accessibility of social networks.

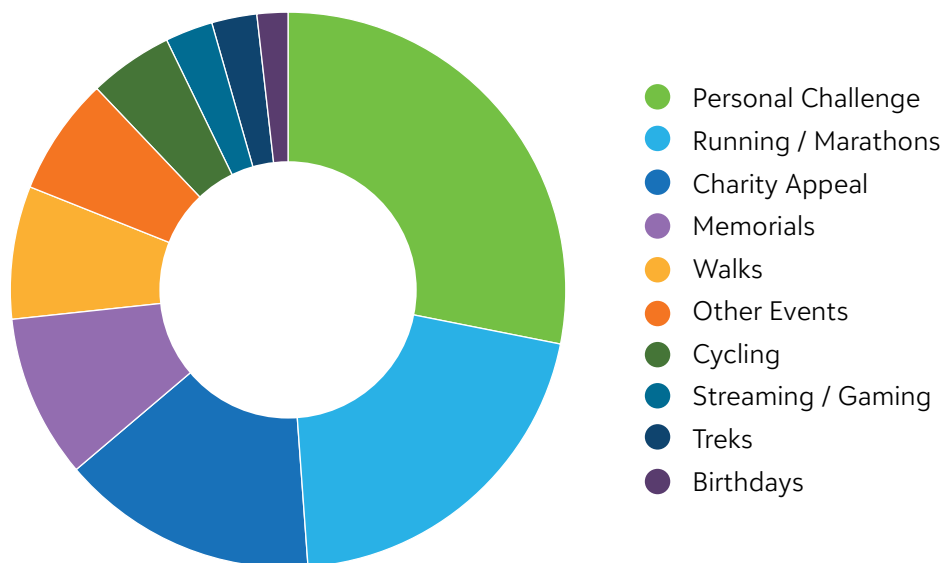
As the most recent Charitable Giving Report confirms, "2020 signified a tremendous amount of growth and maturity in online giving." With 12.9% of total fundraising from online sources, this was "the highest percentage ever for online giving and marks an important milestone."

13%	91%	60%	72%
Online Crowdfunding Growth Globally YoY	Increase In Fundraisers Who Self Donated	Share Of Traffic Referred From Facebook	Share Of Site Traffic On A Mobile Device

The increase in digital generosity was due in part to stay-at-home protocols that replaced in-person gatherings with virtual engagements. We saw an individual fundraise while broadcasting live video of himself running a marathon in his back garden. Hundreds of food banks shifted from physical volunteering to virtual food drives. And no one can forget the incredible impact of Captain Sir Tom Moore's 100th Birthday, raising over £32M for NHS Charities Together in the UK.

In the United States, we saw non-profits exhibit impressive maneuvering as they reconsidered events and appeals. The level of attention and flexibility paid off as collectively, charities raised 3x more in 2020 than 2019 using Blackbaud Peer-to-Peer Fundraising™, powered by JustGiving®.

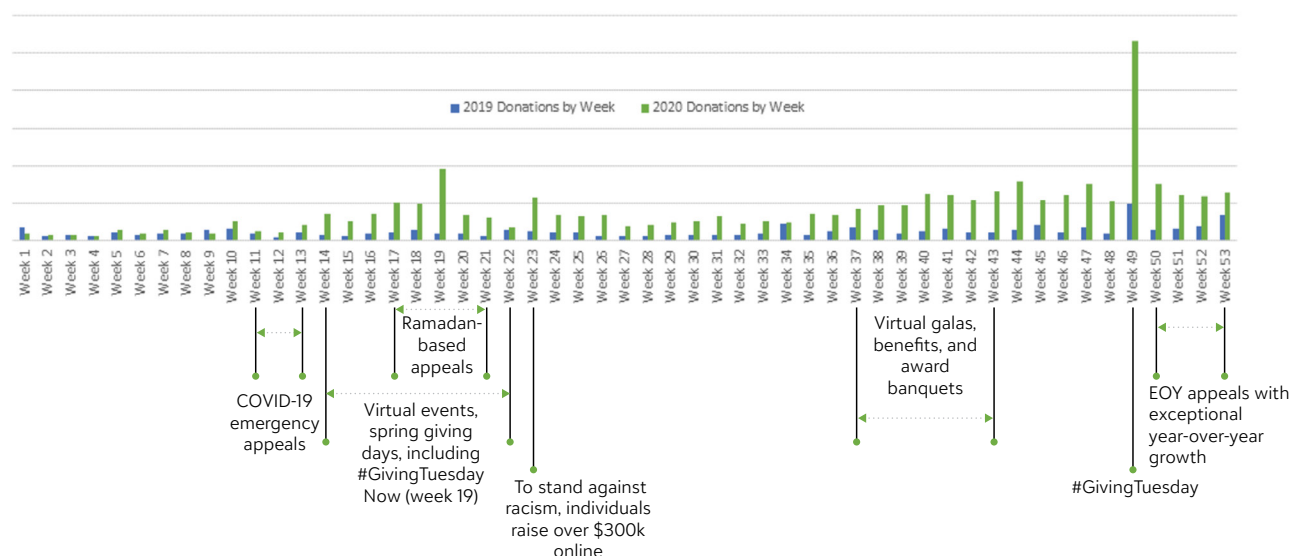
We quickly went from DIY to Do Anything Imaginable.



Organizations live-streamed their annual gala or awards show. Table captains for benefits became online team captains and proved to be influential peer-to-peer fundraisers. Universities and schools hosted virtual giving days. Nonprofits participated in the first-ever #GivingTuesdayNow. Emergency appeals in response to the wildfires, hurricanes, and COVID-19 fostered community while raising money for critical resources. Zoos and theaters swapped ticket sales in favor of live action video with real-time donations. Athletic events were elevated to the next level when coupled with sophisticated websites and fitness tracking capabilities.

Below, you can see a snapshot of the seasonality in US-based online giving as well as the evolution of campaign application and fundraising creativity demonstrated by both individuals and organizations.

Crowdfunding by Week 2020



As we move from reactive to proactive, organizations will take the lessons learned to coordinate meaningful connection points in the years to come. Social good organizations can spearhead collective efforts by hosting giving days, virtual or hybrid events, or challenges. The variety in event types and P2P applications has multiplied to extend beyond our imaginations!



Personal connection is critical

40% of donors cited a strong feeling about the charity, having an emotional or personal connection to the mission, or the cause as their main reason for making their donation.

23% of respondents donated because the fundraiser was a friend, family member or colleague.

In the Summer of 2020, JustGiving® surveyed participants around the world faced with cancelled or postponed races, do-it-yourself fundraisers, and generous donors. Almost half confirmed they chose to support the specific charity because of a personal connection, with about a fourth of respondents took swift action with a new-to-them organization because of its key importance at the time.

The data also suggests fundraisers are likely to participate again, beyond seasonal campaigns:

- While fundraisers report feeling “disappointed” (43%) and “frustrated” (19%) by the postponement/cancellation of an event, they did not appear to be put off long term, with 90% very likely or likely to register for a similar event within next 3 years.
- In Q2 2020, most DIY fundraisers (56%) and donors (53%) felt they had donated more than usual.
- Over half of respondents had not raised money online before, but of those people, 36% said they were likely or very likely to raise money online in the next 12 months.
- Almost 40% said this was the first time they had fundraised online and 87% were likely or very likely to fundraise online again.

2020 proved that little things add up big time

\$391 Average amount raised online per personal page

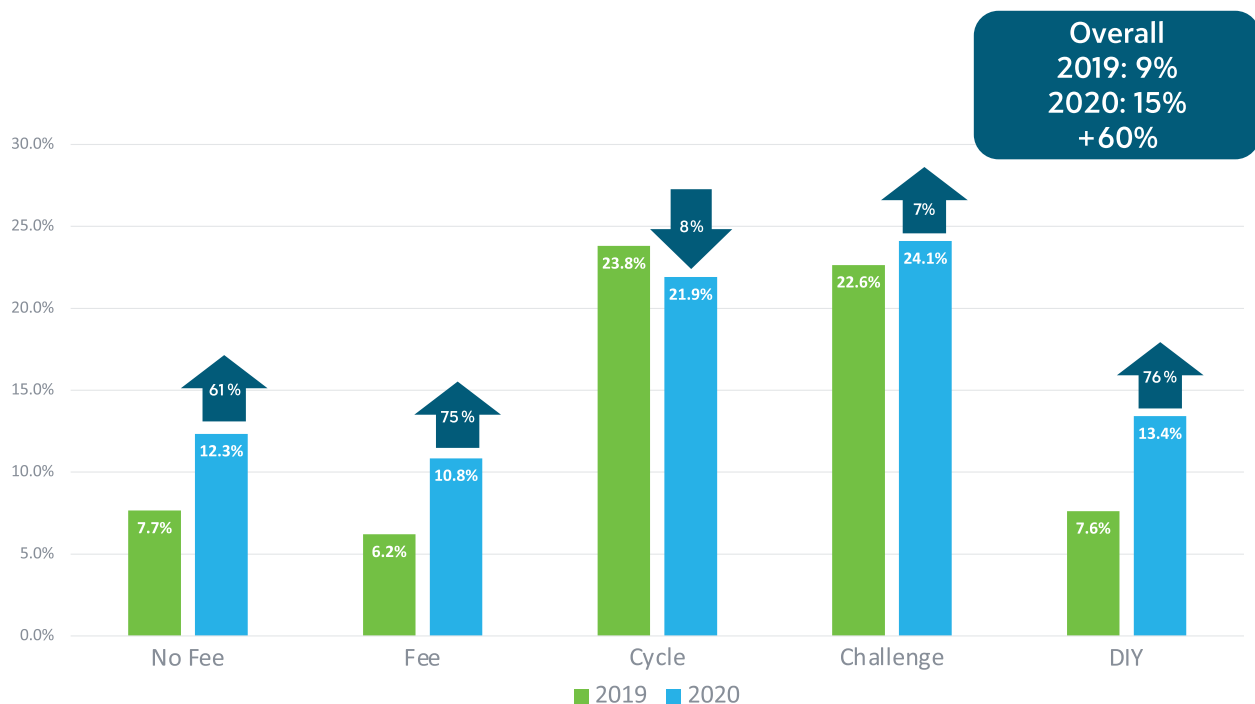
In 2020 individuals became more effective at raising money for the causes they care about. In fact, when we look at the last 3 years of personal fundraising, 2020 carried the most individual pages created with a 3% increase over 2019. Additionally, the average amount raised per page increased by almost 8% year-over-year. Taken with the fact that 90% of fundraisers also make a personal donation, we see that they are more motivated than ever to advocate and give on behalf of the causes they care about.

Facebook Fundraising

The secret sauce of peer-to-peer fundraising is 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. Now more than ever, it's easier for participants to put a persuasive fundraising ask in front of friends and family members they either wouldn't have asked directly, or they haven't seen recently. In 2017, Blackbaud became the first software company to leverage the Facebook Fundraiser API, making it possible for Blackbaud TeamRaiser participants to seamlessly create Facebook Fundraisers.

Percent of Participants Creating Connected Facebook Fundraisers

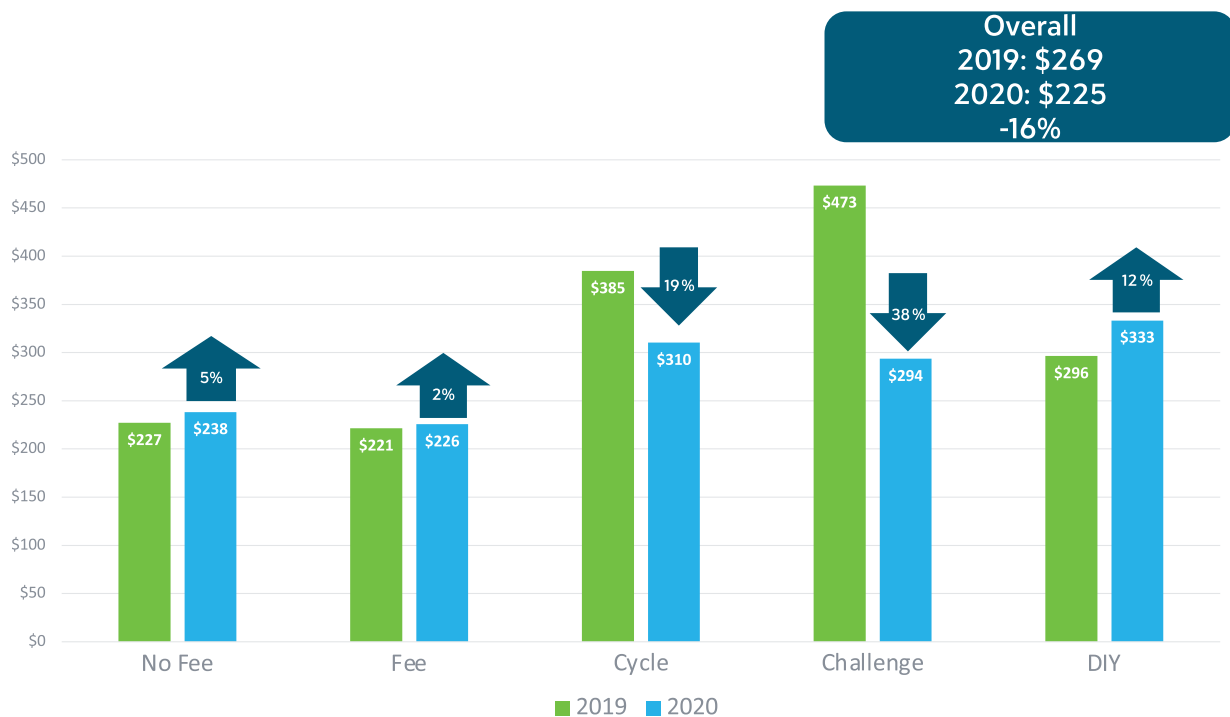
In all cases, other than Cycle, a larger percentage of participants created Facebook Fundraisers. Part of that is due to increased adoption by organizations. Others may have become more willing to publicize their participation on Facebook as a result of the increased reliance on social media to communicate with friends, family, and other acquaintances.





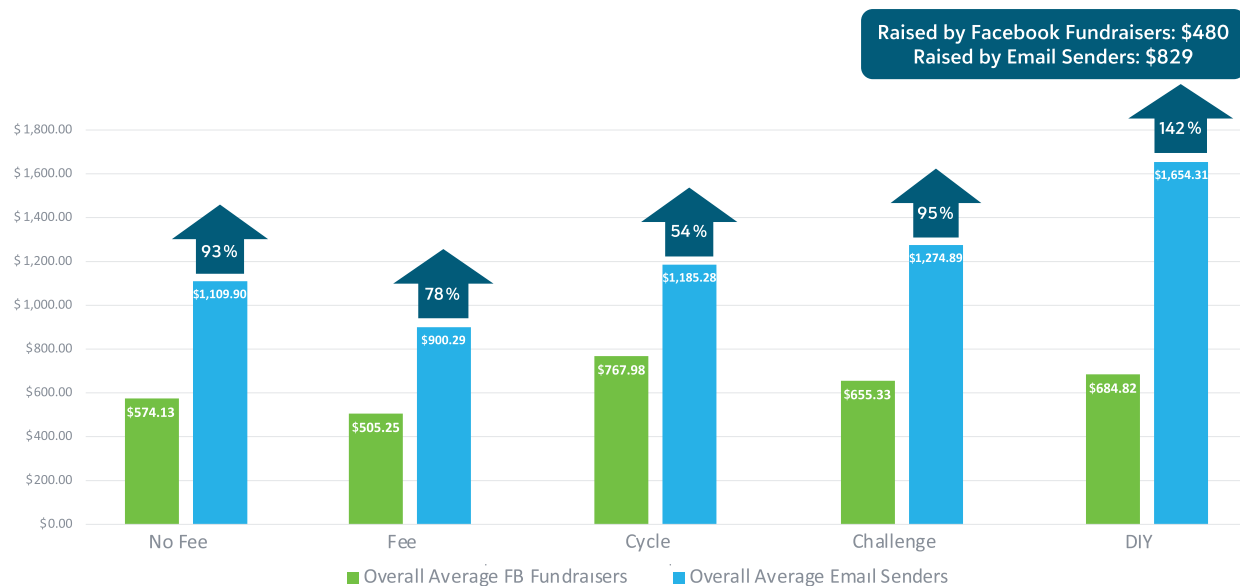
Average Raised on Facebook Per Facebook Fundraiser

Interestingly, we did not see increases in this metric as we did with other average metrics. Were potential donors more overwhelmed by Facebook and the volume of other fundraisers? Were they turning away from Facebook or taking it less seriously? Is Facebook deprioritizing these asks in their algorithm? We recommend keeping a watchful eye on this metric in 2021.



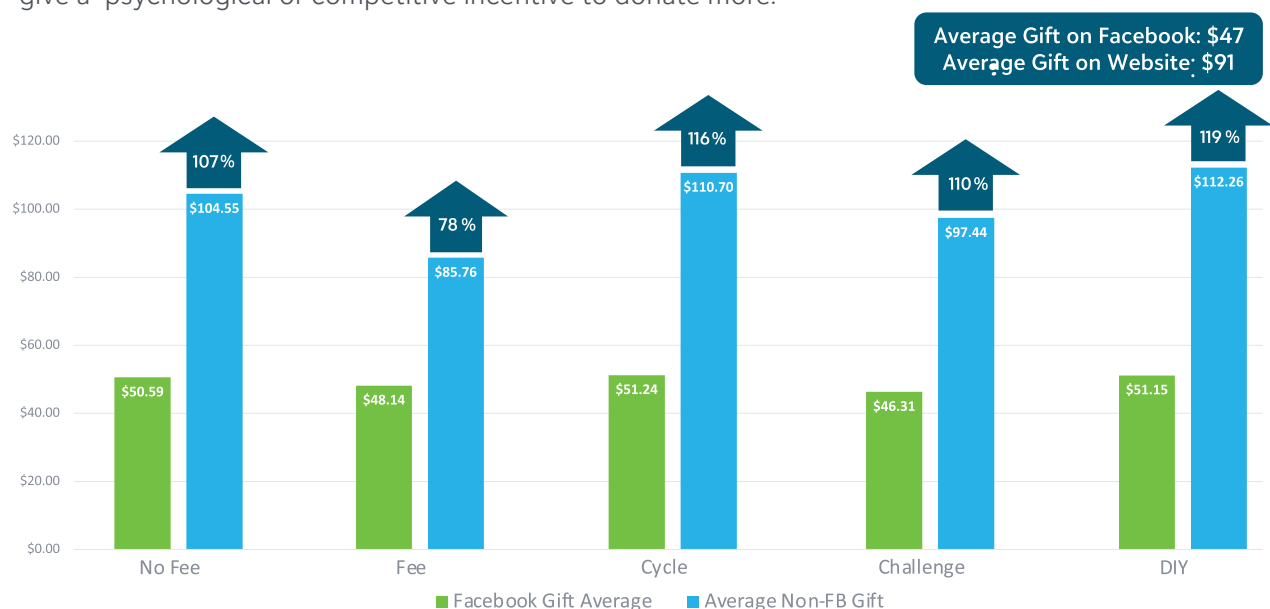
Facebook Fundraisers vs. Email Senders Average Raised Online

Though more participants are turning to Facebook to fundraise, those who send email as a part of their fundraising strategy raise significantly more than those who are using Facebook. Though there is overlap between the two groups, it is clear that email continues to fuel our most enthusiastic fundraisers.



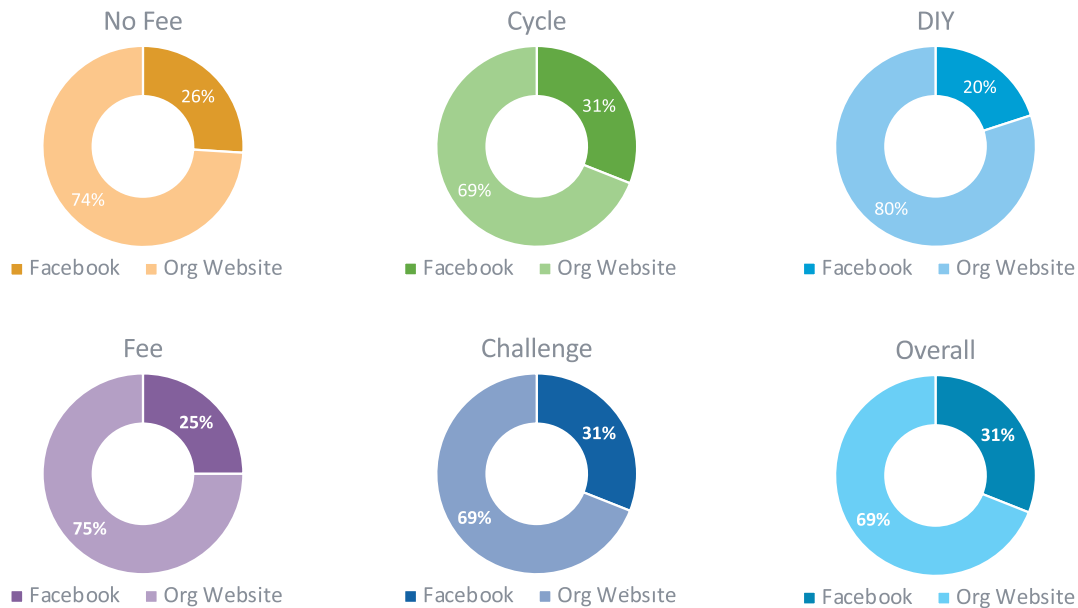
Average Gift Comparison

This chart compares the average gift given to a connected Facebook Fundraiser vs. the average gift given through the participant's fundraising page on the organization's website. Gift averages are between 78-199% higher when the gift is given through the organization's website. This could be for a variety of reasons. Facebook widens the donor pool, and those donors may not be as close to the fundraiser. Facebook also does not show donation amounts like the personal page, which does not give a psychological or competitive incentive to donate more.



Facebook Gifts as a Percentage of Overall Gifts

For events that have adopted Facebook Fundraising, about 30% of online gifts are coming through connected Facebook Fundraisers. The lowest percentage of overall gifts originating through Facebook Fundraisers is with DIY campaigns at 20%.

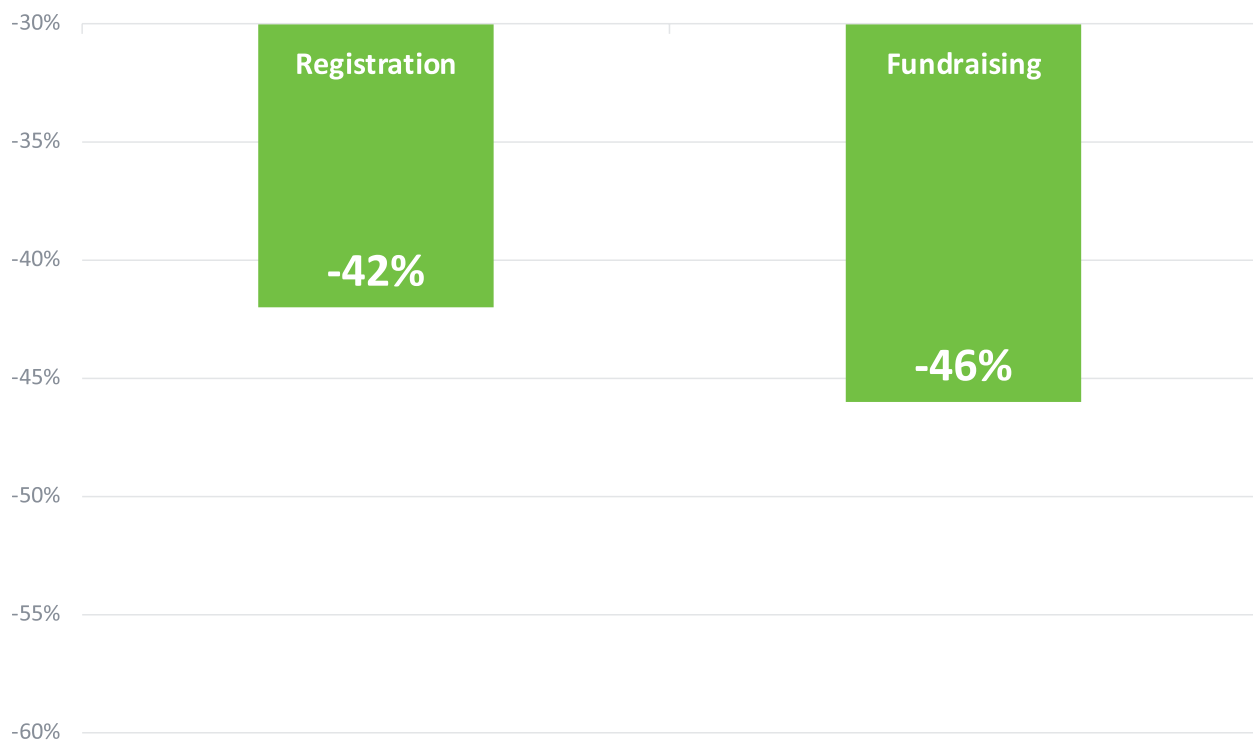


2021 TAKEAWAY

Though Facebook Fundraising should not be on the top of your list of “things to fix in 2021”, we recommend continued analysis of this fundraising channel given what the data is showing. With Facebook Fundraiser fundraising averages decreasing and the low average donation amounts, there could be an opportunity to position this channel differently in the future.

A Look Forward

As of the end of January, there were 2,308 events created with a date from January 1 through July 31, 2021 that were also connected to a previous event in 2020. Though early, as of the end of January 2020, we are continuing to see year-over-year decreases in both fundraising and participation. Of course, at this point, we are comparing pandemic-affected fundraising to non-pandemic fundraising, so these decreases were expected. Participation is rebounding from the massive declines we saw in 2020. However, event fundraising is taking a step backwards as fundraising decreases outpace registration decreases.



2021 TAKEAWAY

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Participants may be responding more to messages indicating there will be events this year but may be less likely to connect with their networks to fundraise until plans are solidified.

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2021 Data-Driven Recommendations

Based on the data within this report and extensive industry expertise, we recommend the following four focus areas for the upcoming year.

- 1 Plan hybrid campaigns, including *SAFE* reimagined in-person options and *EXPANDED* virtual options. As discussed in this report, this focus area is even more critical for Cycle and Challenge events.

Use the outdoors to your advantage for your hybrid event! Most P2P events already took place outside. This year organizations will use open outdoor spaces to further socially distance participants by controlling the number of people at the venue at one time. By increasing the space available, adding venues, adding time slots, allowing participants in “waves”, and more, organizations will create events people are more comfortable attending. For events that were traditionally inside, move them outdoors and follow the same guidance!

For your DIY or virtual option, remember that fundraisers appreciate much more direction and instruction than simply recommending they fundraise or participate in their own way in lieu of the event. The virtual option for those who do not feel comfortable at an in-person event should come with very specific guidelines, recommendations, and materials. Though flexibility is encouraged, many will appreciate the figurative box being drawn around their efforts.



American Lung Association – Fight for Air Climb



Traditionally an indoor stair climbing event held in skyscrapers across the country, this year the climb is moving outside. Many events are now planned to take place at outdoor stadiums. There is also an option to participate in the virtual “Climb 21” in the three weeks leading up to the event.

The organization is focusing on safety and has amazing attention to detail in planning for the event. Not only will masking and social distancing be required, but the organization will control the flow of participants by assigning time slots and waves to climbers.

The fantastic thing about how they’ve structured their in-person and virtual portions of the campaign is that participants can choose one or the other. Or they can participate in both by doing Climb 21 leading up to the in-person event, and then climbing in-person on the day of the event.

2

Widely publicize specific plans for the hybrid event. If you take a “wait-and-see” approach, participants will as well.

One of the most critical acts of kindness for participants is to leave no stone unturned as you plan your safe 2021 experience. But the real key is sharing that plan with them early and often.

Content related to the event should not shy away from the pandemic. Clearly acknowledge it and transparently present the plan to protect against it. Many potential participants will feel empowered with this knowledge and excitedly commit to taking part. A lack of safety-related information will be interpreted as instability or uncertainty and will not inspire action by participants.

You can also capitalize on the uniqueness of this year’s event by embracing the changes rather than being negative. Events could be called, “Special Edition”, “Limited Edition”, “One Time Only”, etc.



Swim Across America is dedicated to providing a safe return to events in 2021. You also have the opportunity to create your own challenge with [SAA My Way](#) or by starting or joining a [pool swim](#). Thanks for 'Making Waves to Fight Cancer' with Swim Across America!

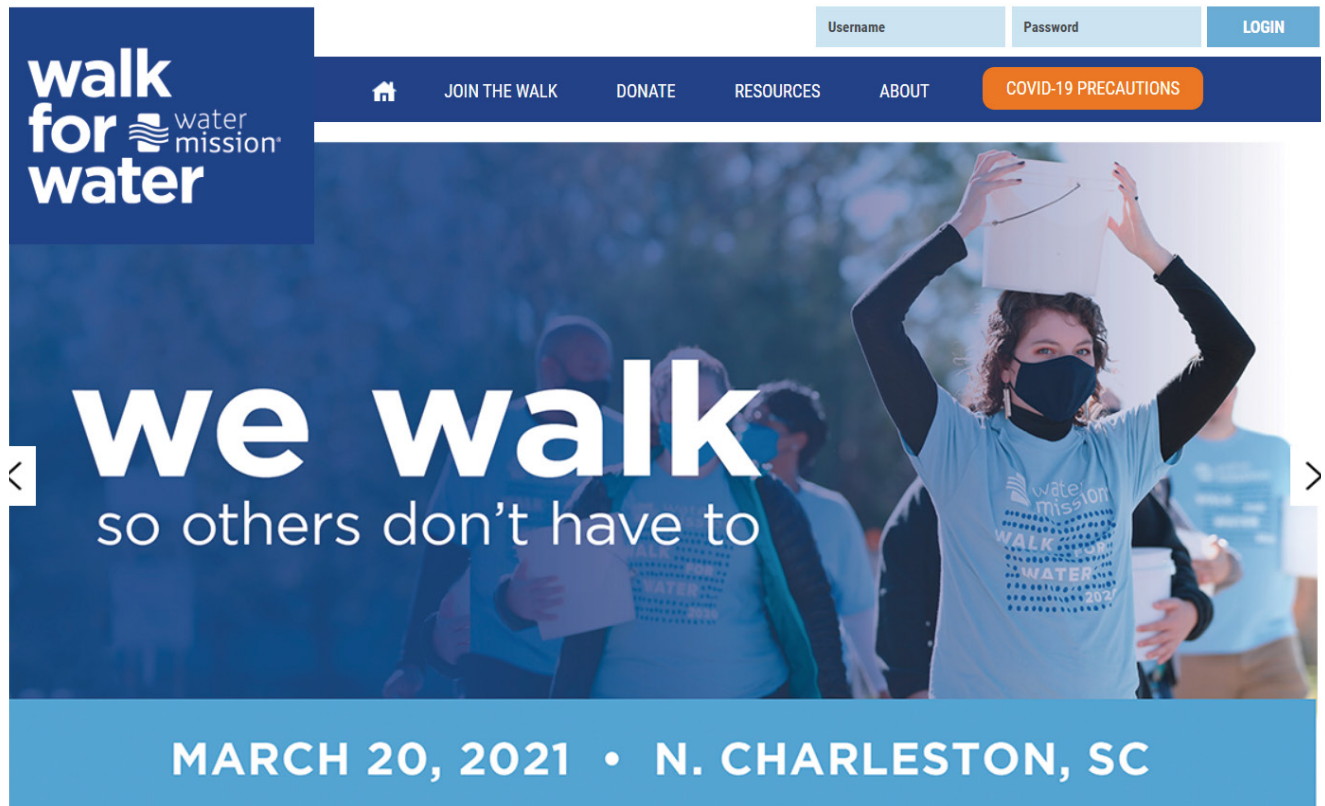


Our Climb Safe Commitment

Our Climb Safe Commitment includes spatial distancing, health screenings, sanitation protocols, and face masks.

The American Lung Association is committed to the health and safety of our participants and volunteers. We will continue to closely monitor public health conditions and CDC guidelines as we plan for the 2021 event.

Water Mission – Walk for Water



This organization made a bold change to their website navigation, adding “COVID-19 Precautions” and highlighting it. Before deciding to register, this is the information people want to see up front. Transparent event logistics are going to matter more this year than ever before. Adding a noticeable section for “Safety Information” is critical.

3 Put special emphasis on 2019 participants by painting a clear picture of why they should be excited to return.



Especially for past participants, specific information about how the modified event season looks will get them back into their comfortable routine of registering and fundraising, with the confidence set forth in the organization's plan.

- Prepare emails, mailers, social posts, and even social ad campaigns for previous participants with clear “we’re back and we’re safe” messaging.
- Invest in a thank you gift sent to participants after registration and encourage them to share on social. For example, cycling events could introduce a “Back on the bike in 2021” sticker.

“Much of the joy from in-person fundraising events came from participating with the people you love. Losing that moment of community in 2020 was the emotional equivalent of the world forgetting your birthday. Ultimately, that sense of lost community will be the salvation of in-person events as they begin to return safely.”

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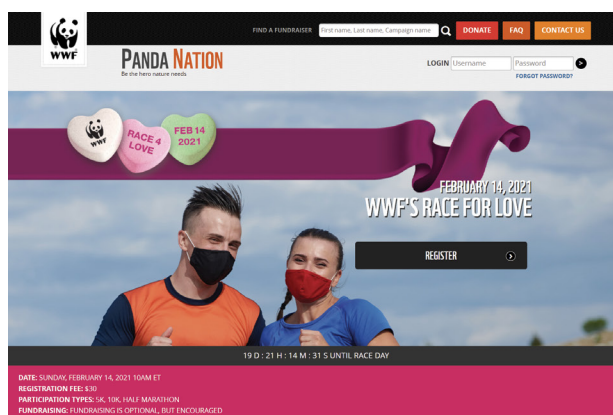
—Robyn Mendez, Tiltify

4 Create a new virtual-only P2P campaign.

Take this time to get your creative juices flowing and step out of your organization's comfort zone. Or try something you've been wanting to do but haven't. Whether it's a fun new virtual athletic event, a Giving Day, livestream fundraising, or another brilliant idea, get to work on creating a new campaign. Of course, only do this if your organization can lean into the new campaign with appropriate energy and investment.

WWF's Race For Love

WWF created a new stand-alone P2P running event for Valentine's Day, 2021. Runners registered and fundraised, and then all participated together through a live-coached race experience. Participants ran together using the Charge Running app. WWF leaned into the love theme throughout their messaging, even awarding participants candy heart badges for their fundraising.



The Future

“The way nonprofits deliver a sense of “community” to their supporters will be different going forward. There will certainly be a return to local, in-person events, potentially as an element of an over-arching experience. But the ability to deliver a sense of community virtually will change the way nonprofits conceptualize “events” going forward. We may see “communities” instead of “events” being the construct that fundraising is built around.”

”

—Katrina VanHuss, Turnkey

Appendix

1. **Crowdfunding Solutions:** Blackbaud Peer-to-Peer Fundraising™, powered by JustGiving™
2. **Blackbaud TeamRaiser®:** Turning Your Passionate Supporters into Fundraising Rockstars

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