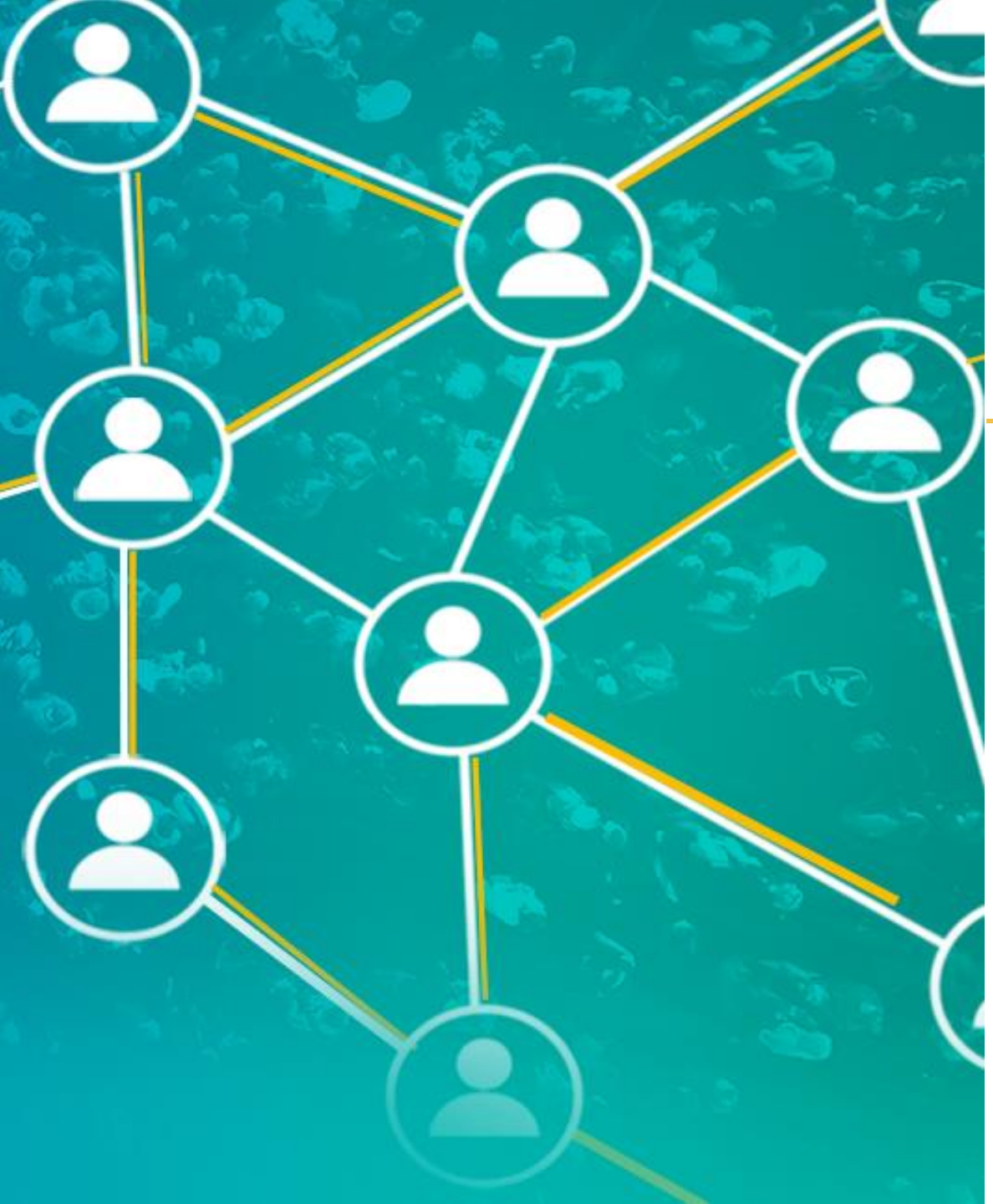
NEW RESEARCH

Insights *into the* Social Fundraiser Mindset



Agenda

- About the Study
- Today's Peer-to-Peer Participants
- Study Key Findings & Actionable Insights
- Q&A

SESSION HOSTS

Kelly Velasquez-Hague
VP of Content Marketing
OneCause

Jenna Jameson
Corporate Communications
& Research
OneCause

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FUNDRAISING IS A JOURNEY NOT A TRANSACTION

Let's take a Poll

How would you describe your P2P participant experience?

Choose one:

- ❑ **Cruise Control**: flying but want new ideas
- ❑ **Speed Limit**: moving but craving speed
- ❑ **Neutral**: at a stand still
- ❑ **Struggle Bus**: need help big time!
- ❑ **Not Sure**: no clue haven't tried it

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SURVEY METHODOLOGY

Sample Size

1,106 P2P Participants

Quotas set to ensure census representation

Survey Approach

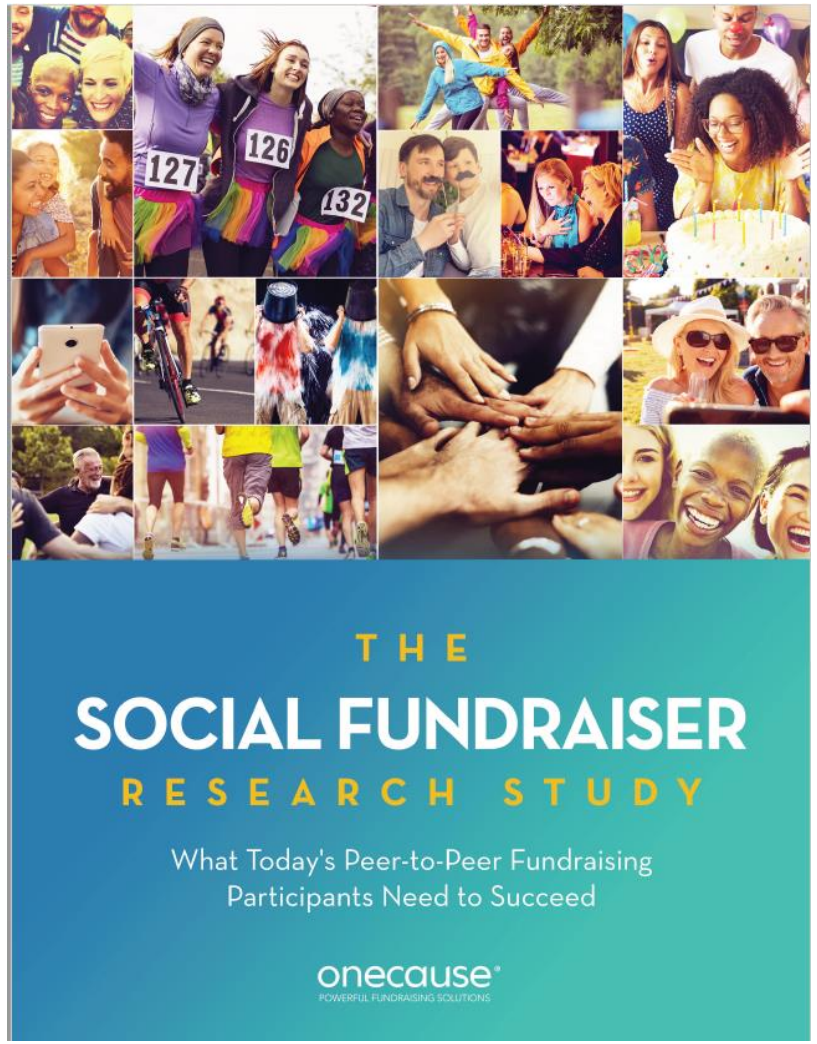
Online survey in July 2019

Self-reporting questionnaire

Conducted by Edge Research

Definition

Peer-to-peer participants are defined as anyone who has fundraised for at least one charitable org. within the last 12 months.



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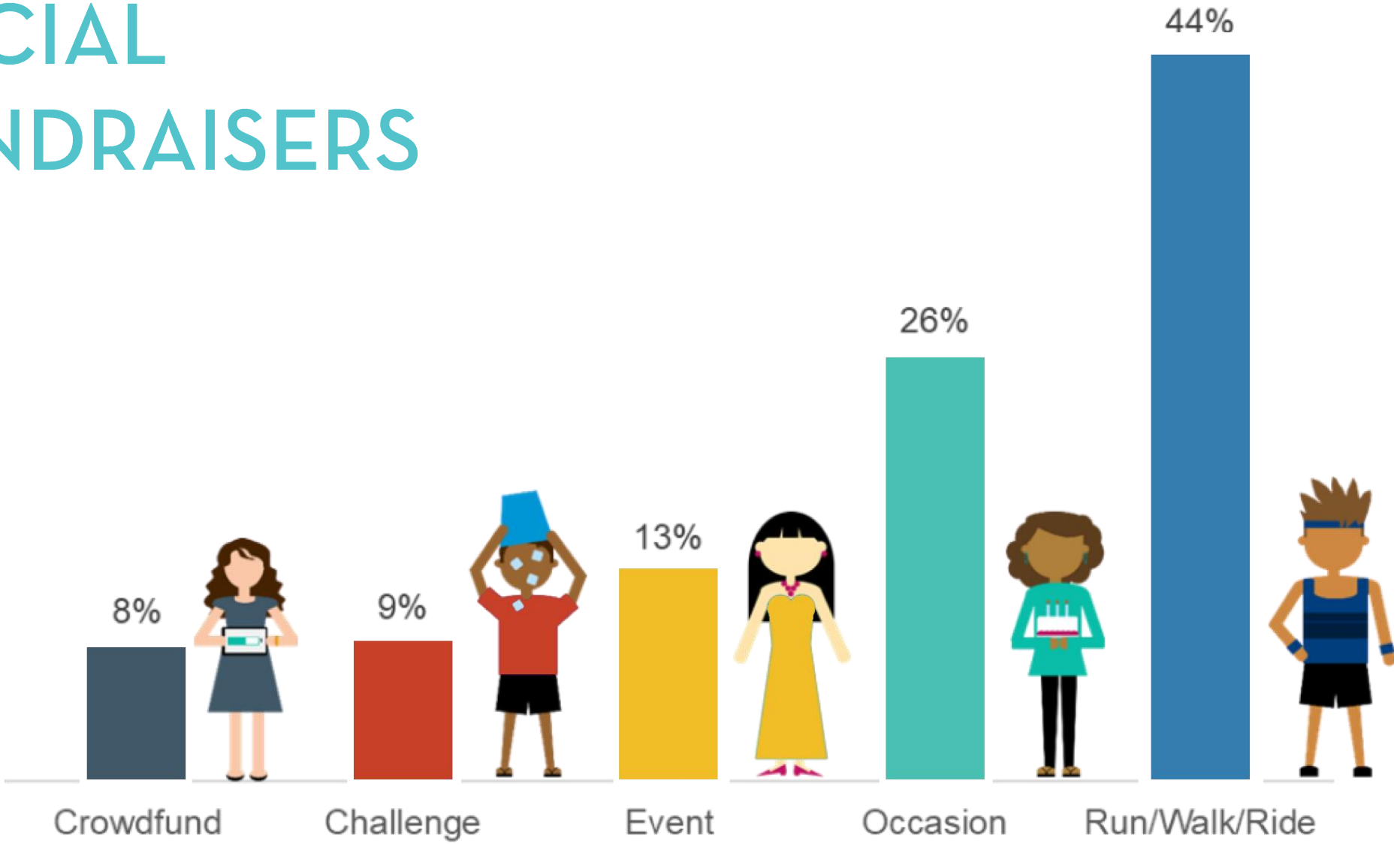
SOCIAL FUNDRAISERS



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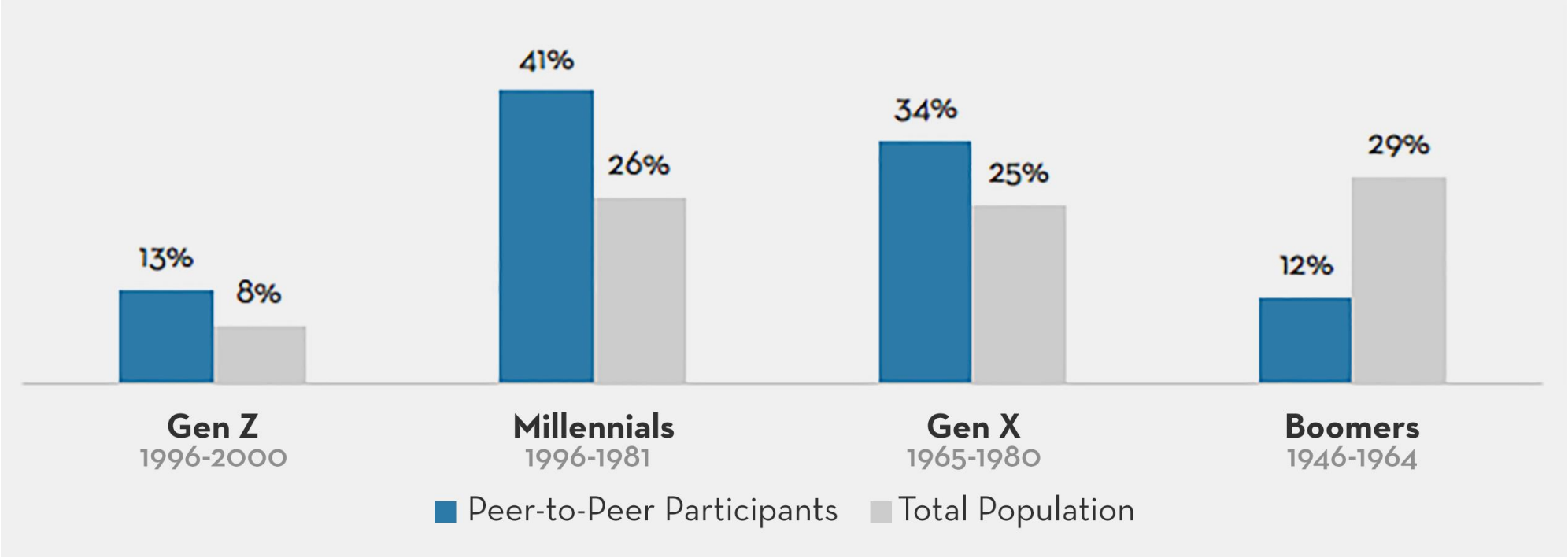

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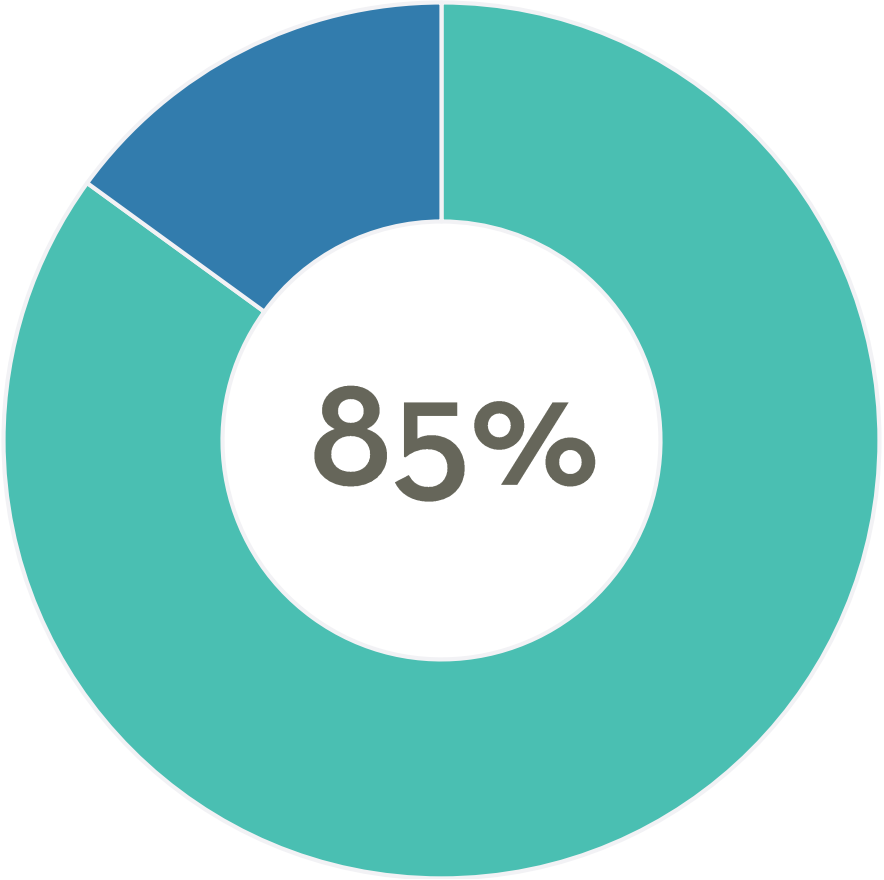
PARTICIPANTS ARE HABITUAL FUNDRAISERS



Fundraise At Least Once A Year

44% Fundraise More than Once A Year

51% Say They Fundraise Because "It's Something I do Every Year"

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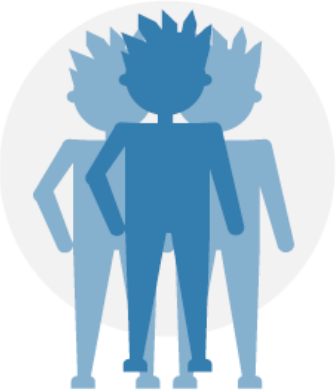
POWERFUL FUNDRAISING SOLUTIONS

Those Most Likely to Exceed Fundraising Goals



Fundraised on a **team**

Were a **team captain**

Fundraise **more than once a year** (for any cause)

Donate more than 10% of their income

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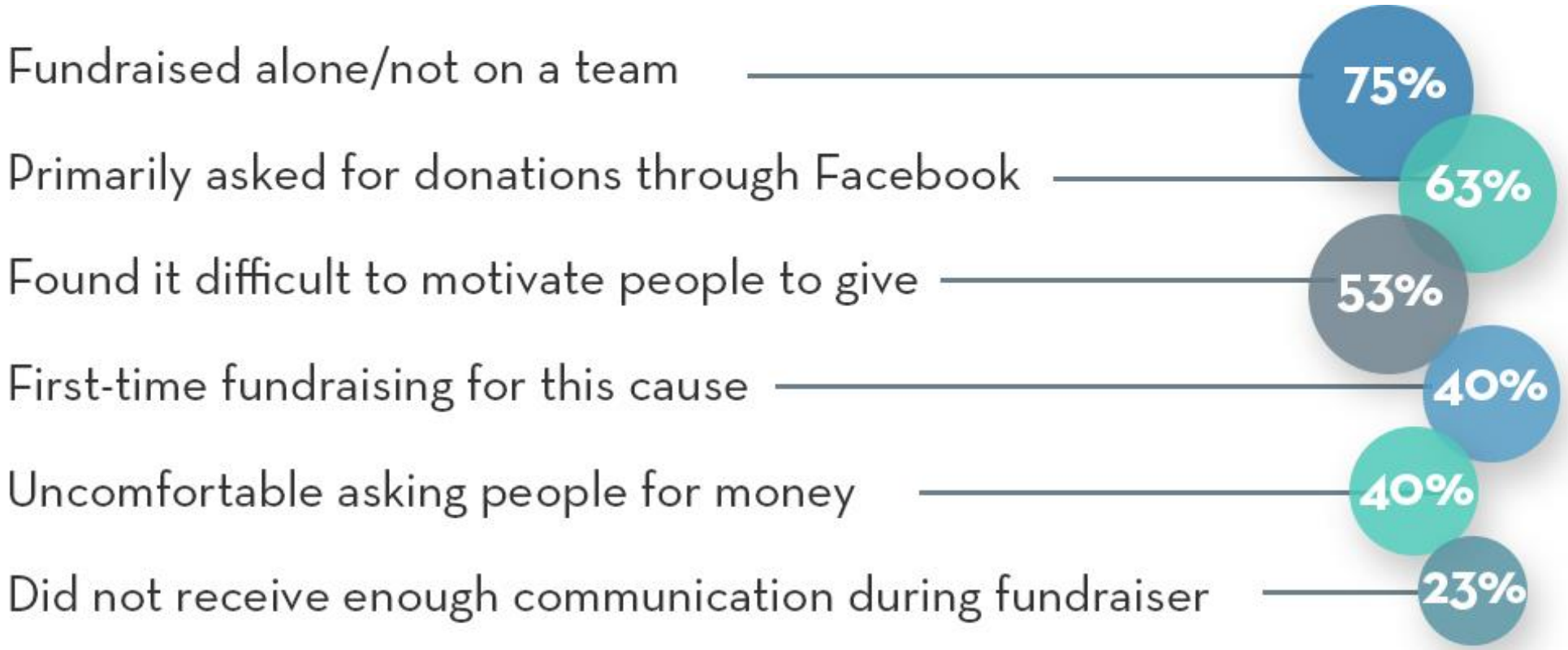
Those Most Likely to Fall Short of Fundraising Goals



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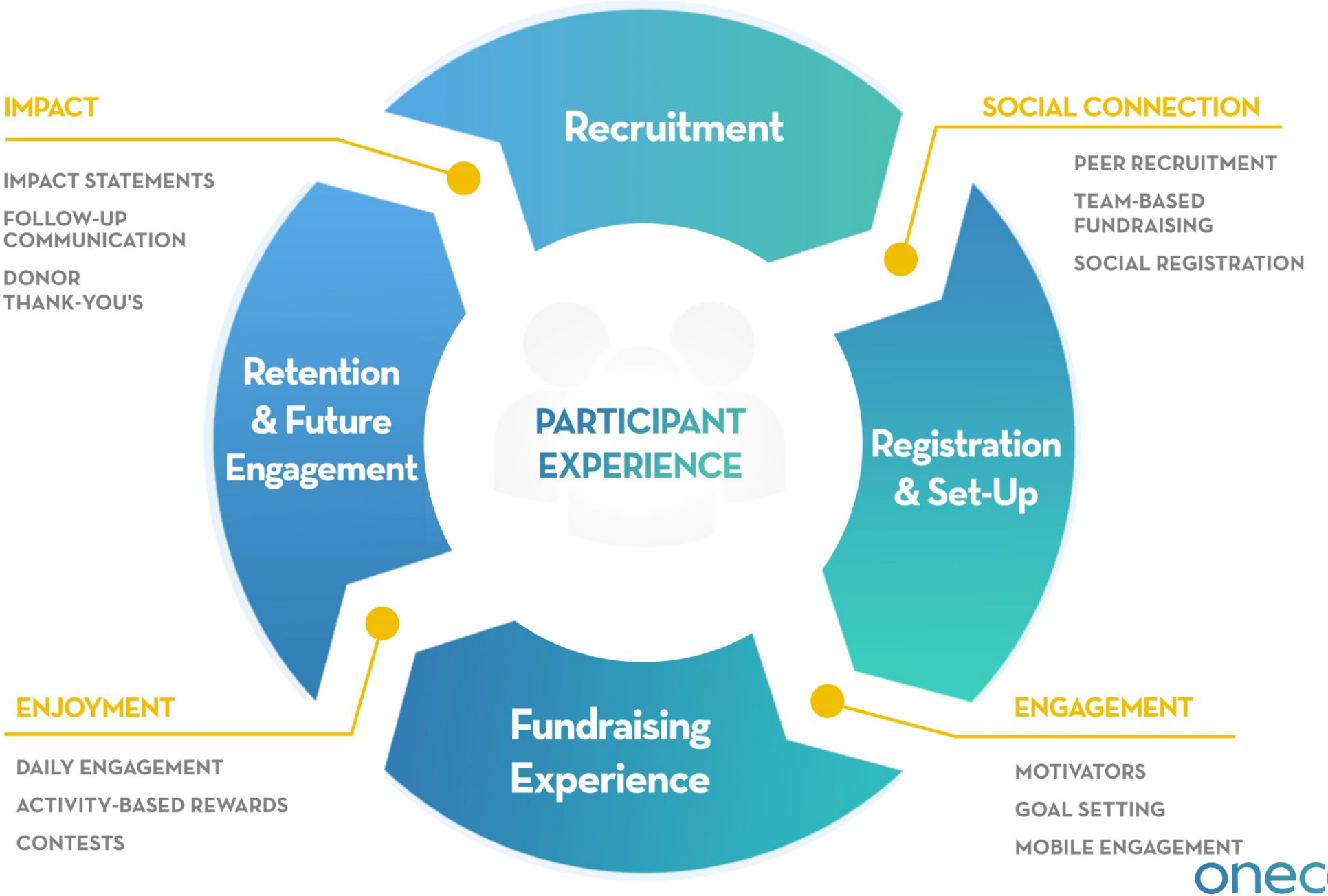
68% of fundraisers surveyed say they are very likely to fundraise for that organization again.


IMPACT
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FOLLOW-UP COMMUNICATION
DONOR THANK-YOU'S
Recruitment
SOCIAL CONNECTION
PEER RECRUITMENT
TEAM-BASED FUNDRAISING
SOCIAL REGISTRATION
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PARTICIPANT EXPERIENCE
Registration & Set-Up
ENJOYMENT
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ACTIVITY-BASED REWARDS
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ENGAGEMENT
MOTIVATORS
GOAL SETTING
MOBILE ENGAGEMENT

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QUESTIONS

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KEY FINDINGS

Recruitment
Registration & Set-Up
Fundraising Experience
Retention & Future Engagement
PARTICIPANT EXPERIENCE

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PEER RECRUITMENT IS CRITICAL.

2X as likely to be recruited by friend, family member, or colleague than directly by the nonprofit.

Top 5 Channels for Recruiting Participants

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WHY THEY FUNDRAISE

I care about *the mission*

The money raised would *make a difference*

I genuinely *enjoy* the activity

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WHY THEY FUNDRAISE

How well do each describe WHY you fundraised? (top 7 reasons, describes perfectly)	Total	Run/Walk/Ride	Event	Occasion	Crowdfund	Challenge
I care about the mission of the organization/cause.	72%	74%	71%	74%	63%	67%
The money raised would make a difference.	64%	66%	64%	63%	54%	63%
I genuinely enjoy the activity that's attached to this fundraiser.	54%	61%	68%	40%	52%	46%
I thought it would be fun.	51%	58%	58%	38%	43%	58%
It's something I do every year.	51%	56%	57%	42%	39%	46%
The organization made it clear exactly how the money raised would be used.	50%	52%	57%	43%	53%	52%
It was easy to do.	47%	47%	45%	51%	34%	47%

RECRUITEMENT RECOMMENDATIONS

FIND PARTICIPANTS

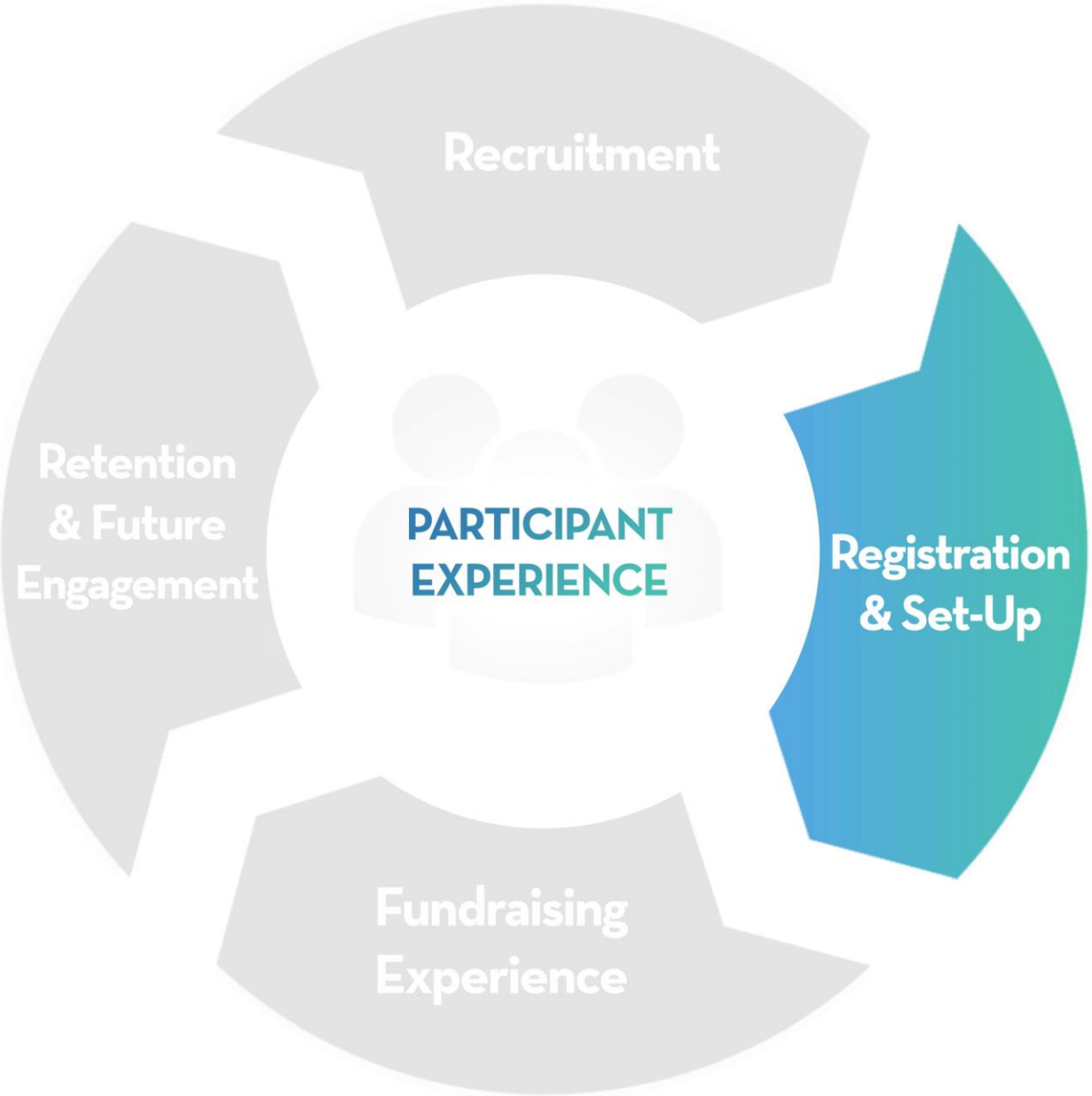
already connected to the cause.

ENCOURAGE & REWARD

peer recruitment.

CREATE CLEAR

impact statements in recruitment messaging.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Ease of Registration & Set-up

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Let's take a Poll

How would you describe your goal setting strategy?

Choose one:

- ❑ **Required**: we set team & individual goals
- ❑ **Minimum**: fundraising minimum
- ❑ **Neutral**: not sure
- ❑ **Free Range**: we don't have them

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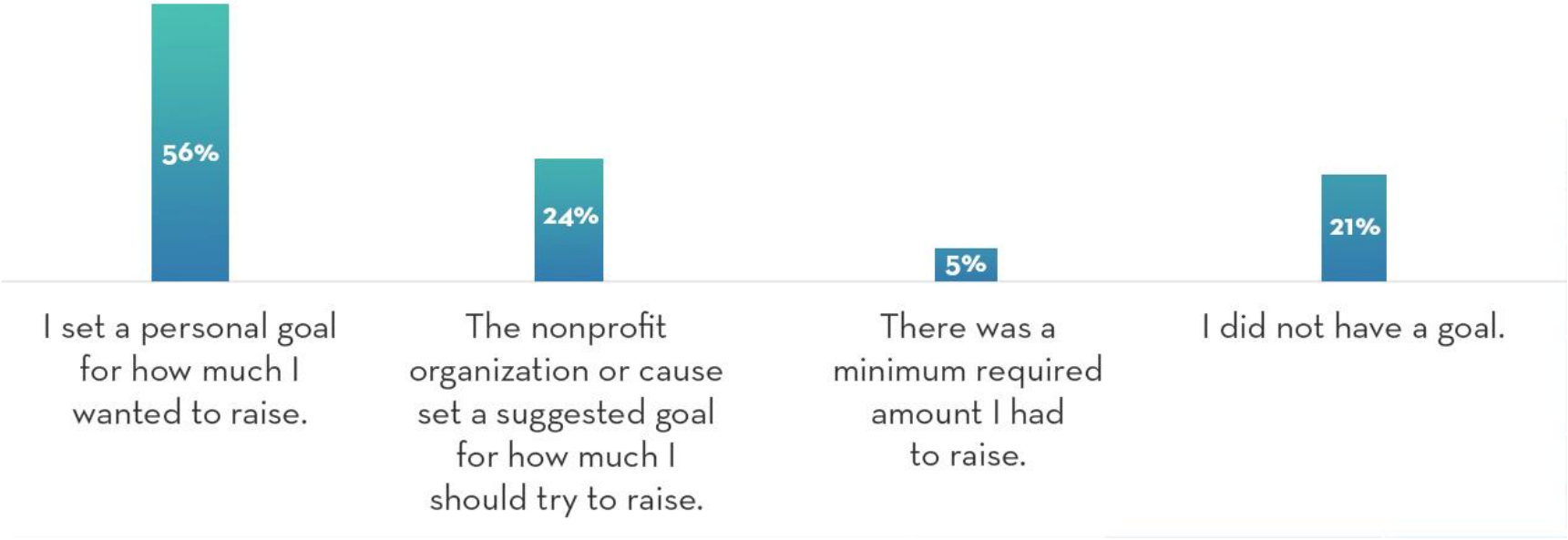
GOAL SETTING CRUCIAL FOR SUCCESS

Those with Fundraising Goals

exceeded goal

met goal

fell short



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GOAL SETTING CRUCIAL FOR SUCCESS

	Run/Walk/Ride	Event	Occasion	Crowdfund	Challenge
Had a Goal					
Yes	77%	80%	76%	92%	79%
No	23%	20%	24%	8%	21%
Whose Goal?					
Personal	55%	57%	57%	60%	49%
Organization's	22%	25%	22%	33%	32%
Results					
Exceeded	52%	60%	40%	64%	65%
Met	43%	39%	35%	27%	32%
Fell short	5%	2%	25%	9%	3%

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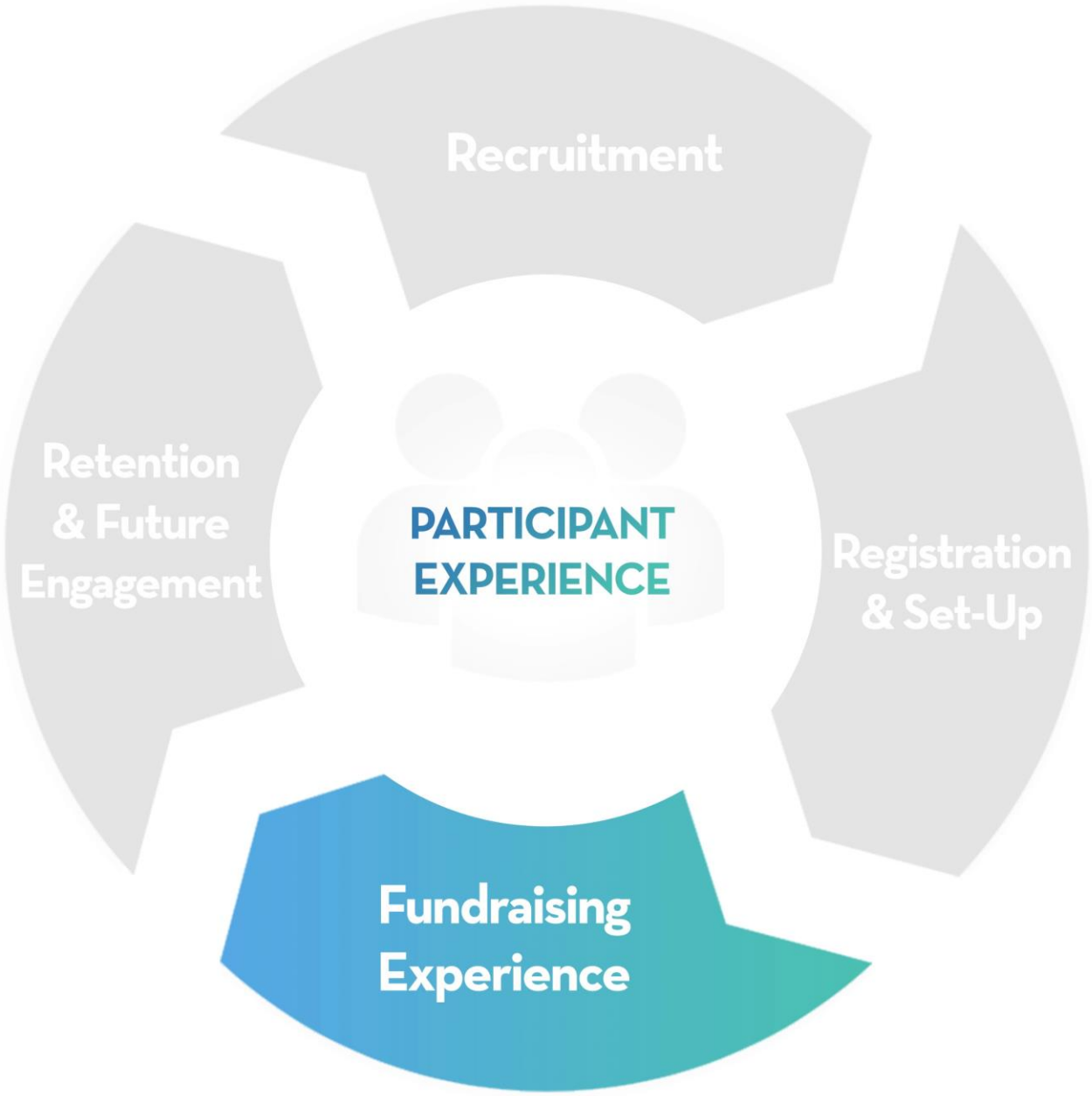
REGISTRATION & SET-UP RECOMMENDATIONS

EXAMINE
registration process.

EMPOWER PARTICIPANTS
to set their own goals.

SIMPLIFY
participant page set-up.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DAILY ENGAGEMENT LEADS TO SUCCESSFUL FUNDRAISING

How They Accessed Their Participant Page

Via Mobile Device	59%
Via Desktop Computer	53%
Via Tablet	19%

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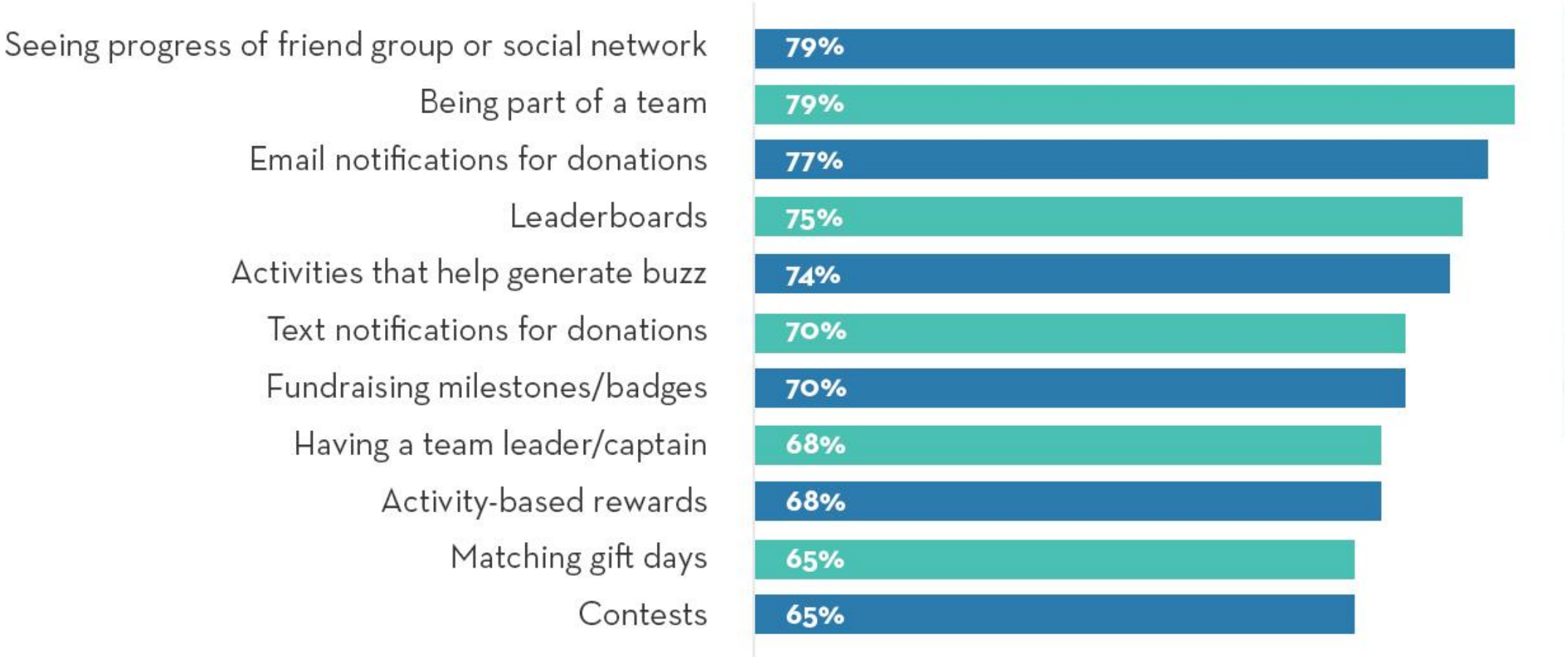
PARTICIPANT TOP MOTIVATORS



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PARTICIPANT TOP CHALLENGES

69%

FACED BARRIERS

1. ***UNCOMFORTABLE ASKING PEOPLE*** for money
2. ***DIFFICULT TO MOTIVATE PEOPLE*** to give
3. ***LACK OF RESOURCES*** and message templates
4. ***FUNDRAISING TOOLS/SOFTWARE WERE DIFFICULT***
5. ***DIDN'T RECEIVE ADEQUATE SUPPORT*** from the org.
6. ***NO ACCESS TO FUNDRAISING TOOLS*** or software
7. ***GOAL WAS TOO HIGH***

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HOW THEY THANK DONORS

54%
find it very easy to thank donors

Sent personalized thank you messages	47%
Sent information about the total amount of money raised	32%
Sent information on the impact of the money raised	31%
Sent additional information about the organization/cause	26%
Sent generic thank you messages	25%
Requested an additional donation	13%
Did not communicate with them	12%
Other communication	3%

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FUNDRAISING EXPERIENCE RECOMMENDATIONS

DESIGN MIX
of motivators & resources.

OPTIMIZE MOBILE
participant experience.

BUILD IN
participant & donor communication best practices.

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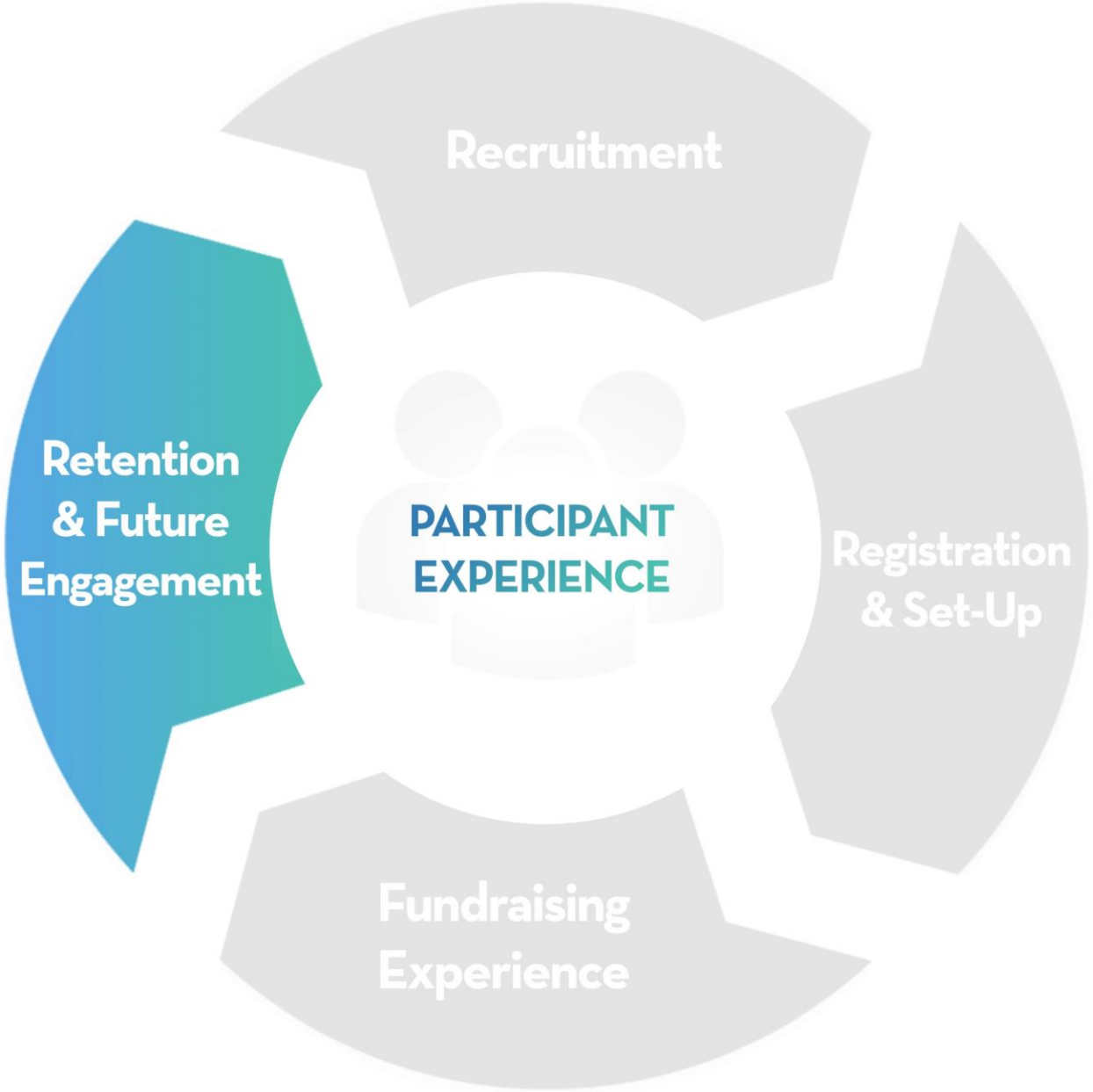
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Let's take a Poll

Do you have a post-campaign engagement strategy for participants?

Choose one:

- ❑ YES
- ❑ NO
- ❑ SAY WHAT?! (Not Sure)

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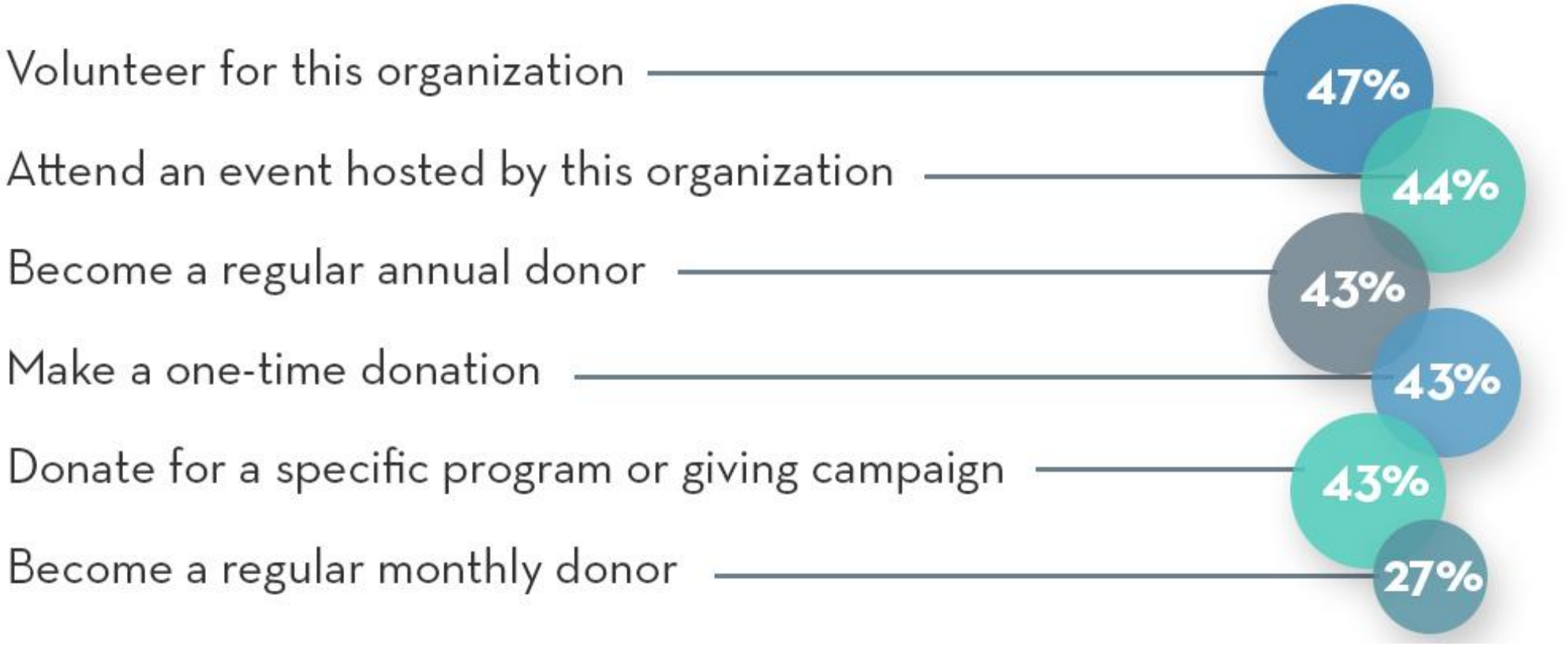
HOW THEY ENGAGE POST CAMPAIGN



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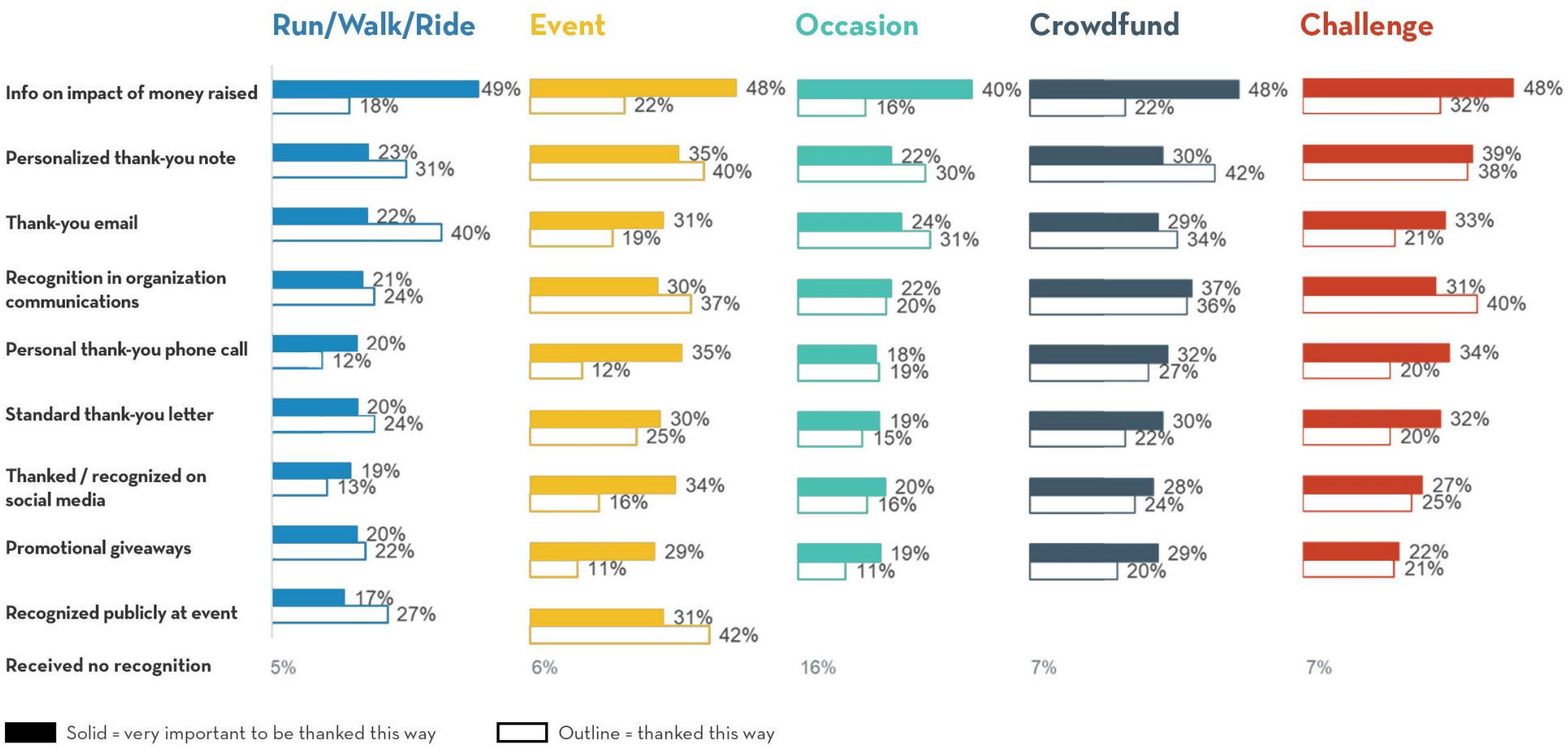
NONPROFITS NEED TO SHARE IMPACT

ONLY

19%

Receive Impact Info



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COMMUNICATION PREFERENCES

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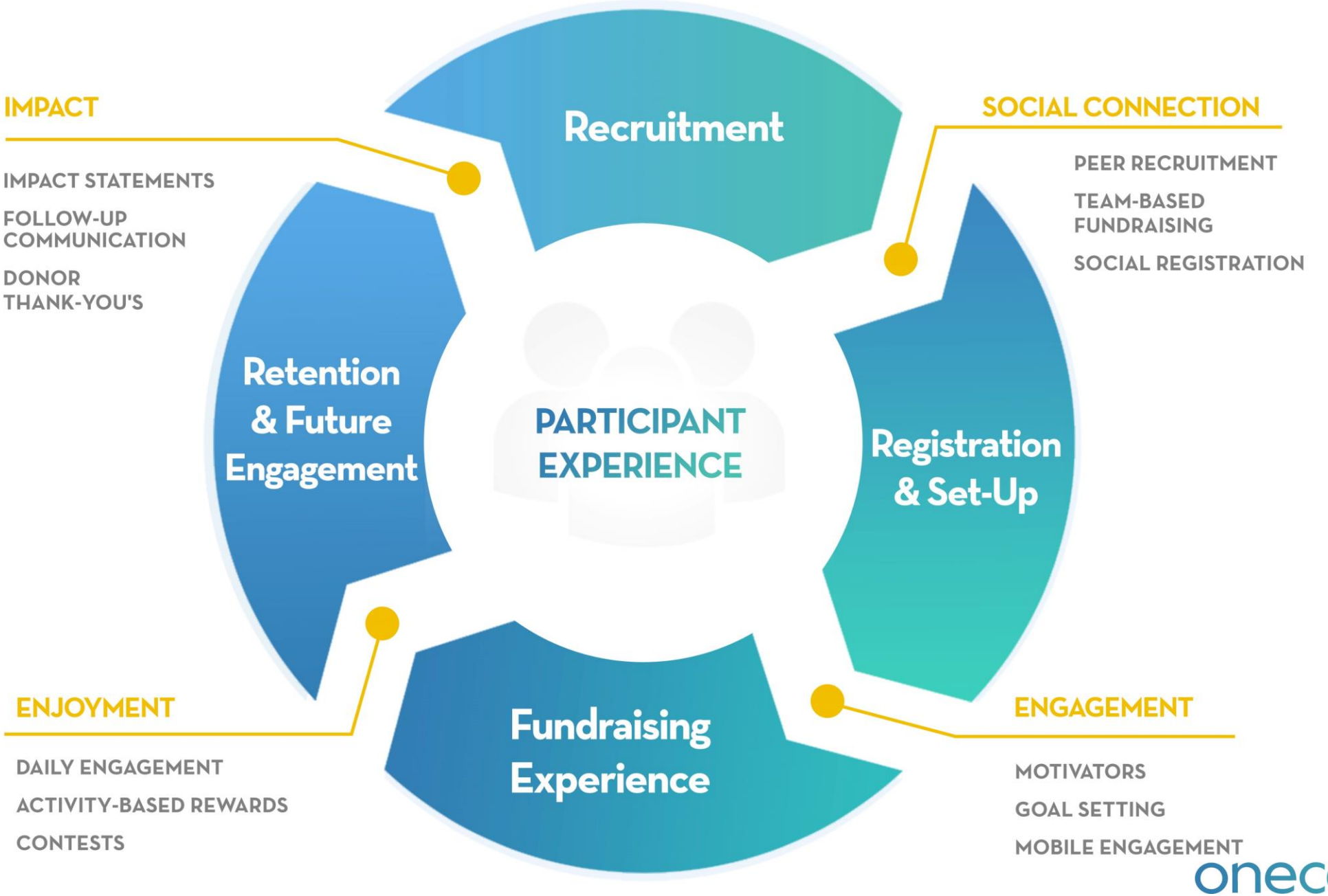
RETENTION RECOMMENDATIONS

SHOW IMPACT
in thank-you and follow-up communication.

DEVELOP MULTI-TOUCH
engagement strategy.

CREATE DEEPER CONNECTION
through cultivation.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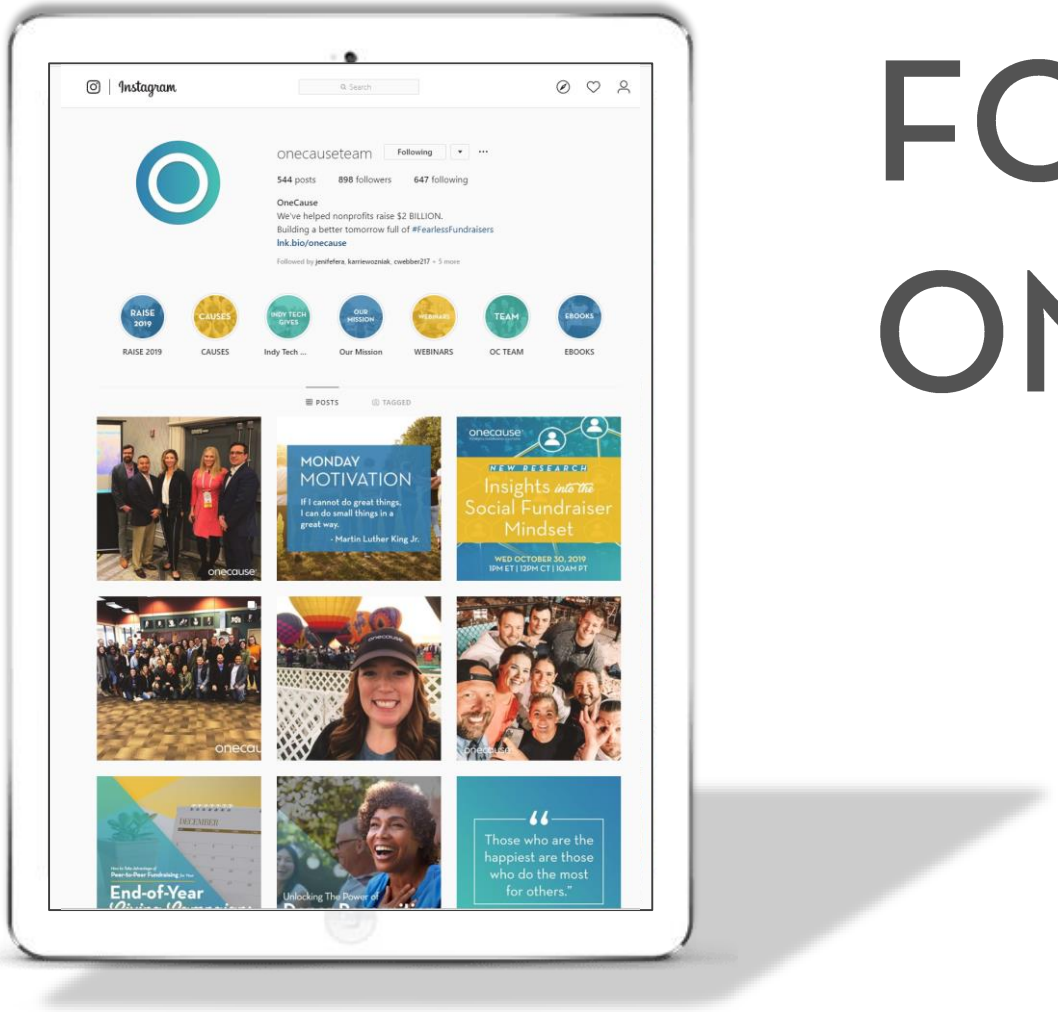
Q&A



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