



Hybrid is here to stay

Time to blueprint P2P events for a new world

Colleen Healy Fitzgerald
OP 3 Managing Partner

Jessica Dean
Team Sierra Associate Director

Welcome



Colleen Fitzgerald

Managing Partner and CFO at OP 3



Jessica Dean

Team Sierra Associate Director at Sierra Club

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Agenda

1. Intros
2. Hybrid is here to stay
3. Event Goals
4. Inspiration and the Secret Sauce
5. Q&A



Hybrid is here to stay

POWERFUL OPPORTUNITY.
UNDENIABLE BENIFTS.

- Wider pool of potential participants who live far from your physical events
- Year-round engagement that is not weather-dependent
- Greater inclusivity for all physical abilities
- Lower infrastructure costs = improved net return

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Participants still care

DECREASED PARTICIPATION. GREATER ENGAGEMENT.

- Participation in top P2P programs decreased by nearly two-thirds in 2020.
- The average raised per participant reached \$416 in 2020 – up 83% from \$227 per participant in 2019.*
- Tons of new ideas, pilots, and tests to engage participants in new ways.

*Peer to Peer Forum – 2020 Top Thirty Survey Results Overview



Most Common Peer-to-Peer Virtual Event Models seen in 2020

Run/ Walk/
Ride at home

Ceremony
Streaming

Diversify your event portfolio

Invest in developing and executing events that are *designed* for a virtual/hybrid format.

BELIEVE

**“Taking on a challenge is a lot like
riding a horse, isn’t it?
If you are comfortable while you’re doing it,
you’re probably doing it wrong.”**

TED LASSO



2019 Overview

- 7.7-mile route
- After Party at HQ
- Zero Waste Event, including meals served on corn husks, recycled t-shirts, and a solar-powered DJ

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City Hike: Key Focus

**Education and
Inspiration**

**On-Event
Mission
Engagement**

**Nationally
Powered, Locally
Experienced**

**Sense of
Adventure,
Wonder, Summit**

Event Goals

HIKE

**GET
INSPIRED**

SHARE

FUNDRAISE

We want each person who leaves City Hike to...

Feel like they learned something new.

Understand Sierra Club's impact on their area.

Feel inspired to help the environment.



Event Goals

HIKE

**GET
INSPIRED**

SHARE

FUNDRAISE

Once they are inspired...

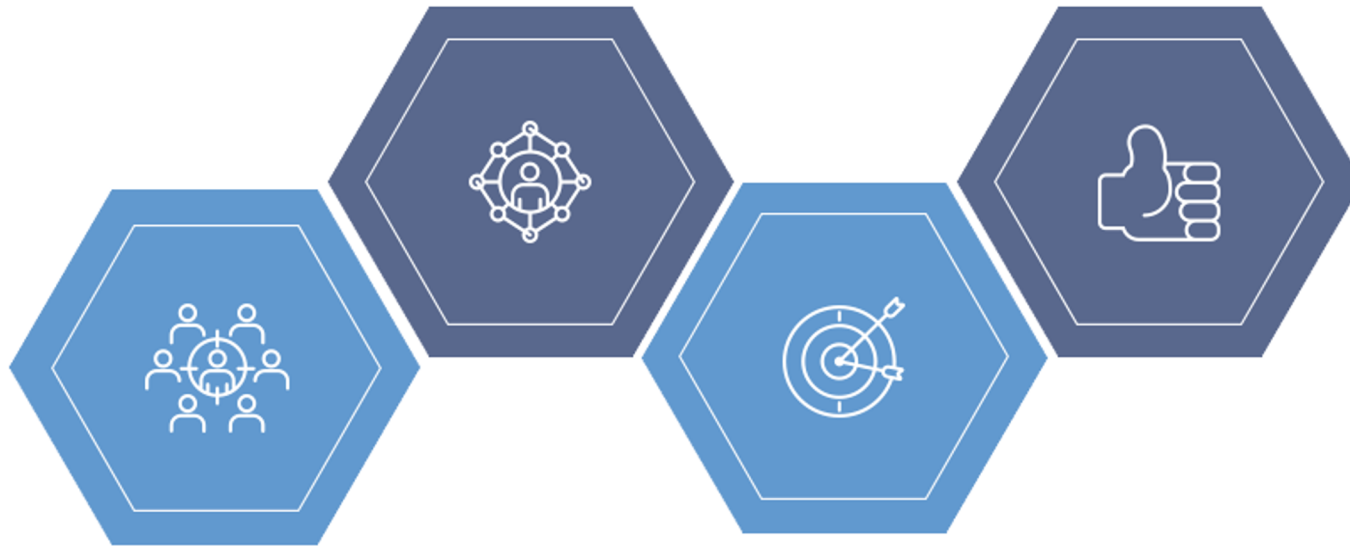
We want them to be able to easily share what they learn and direct their friends and family to that information.

We want to make it easy for their friends and family to donate and get involved.

We want them to know how they can continue to help and have impact through the Sierra Club.



Event Goals



ATTENTION

Education and
inspiration—
HIKE.

INTEREST

Nationally
powered, locally
experienced—
GET INSPIRED.

DESIRE

On-event
mission
engagement—
SHARE.

ACTION

Sense of
adventure,
wonder,
summit—RAISE
MONEY.

Your platform will dictate



**Fundraising
Push Capabilities**

**Experiential
Possibilities**

Route Options

**“All-Virtual”
Functionality**

Platform Choice: Stay Focused on Event Goals

Event App Decision: All Trails

PROS

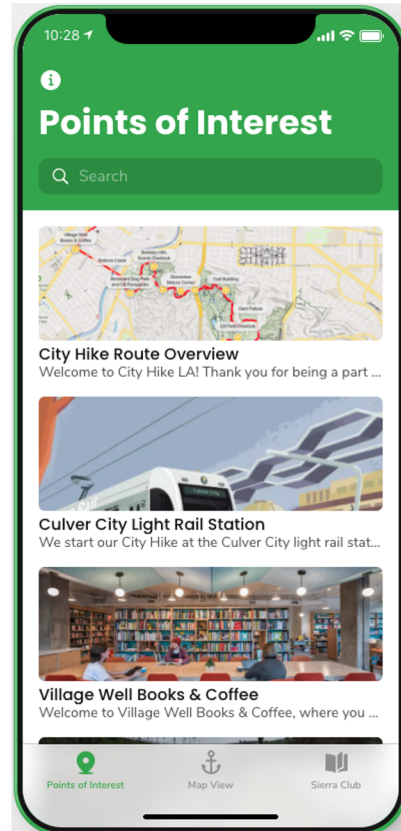
- Free
- Great Hiking App, sleek interface
- Feels like you are starting a hike, will inspire downloaders to find other similar and nearby hikes
- Easy to create easy-to-follow maps with GPS tracking
- Can add in POIs with pictures
- Users can upload cool pictures of what they see
- Easy to share the route on social

CONS

- Utilized on 2019 event, with some tech challenges
- Cannot link videos or a donation page to the POIs
- Can only read static text or see picture uploads
- Can't link to fundraising or even further engagement
- Won't know how many people are participating unless they self register at start (not required)

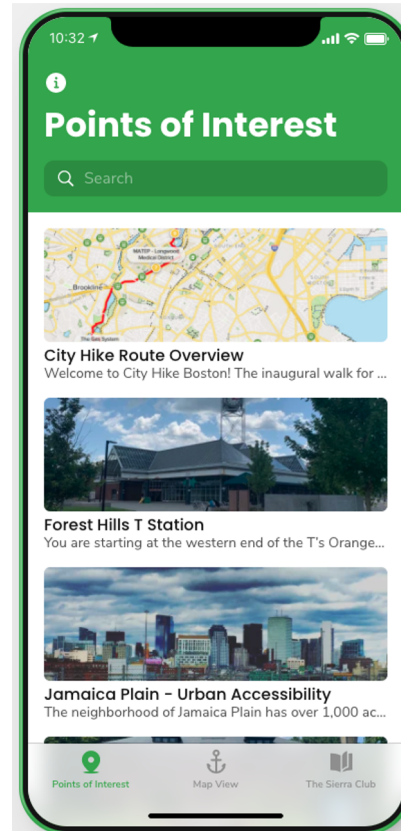


The Result: 1 format, 3 unique experiences

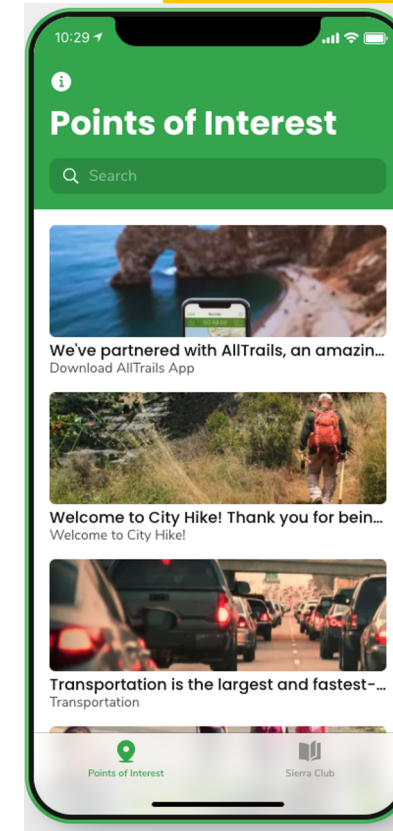


Los Angeles

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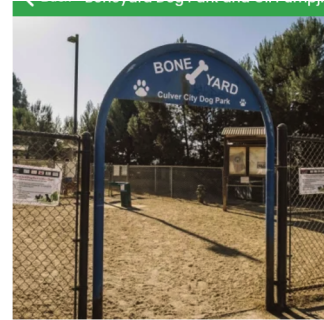
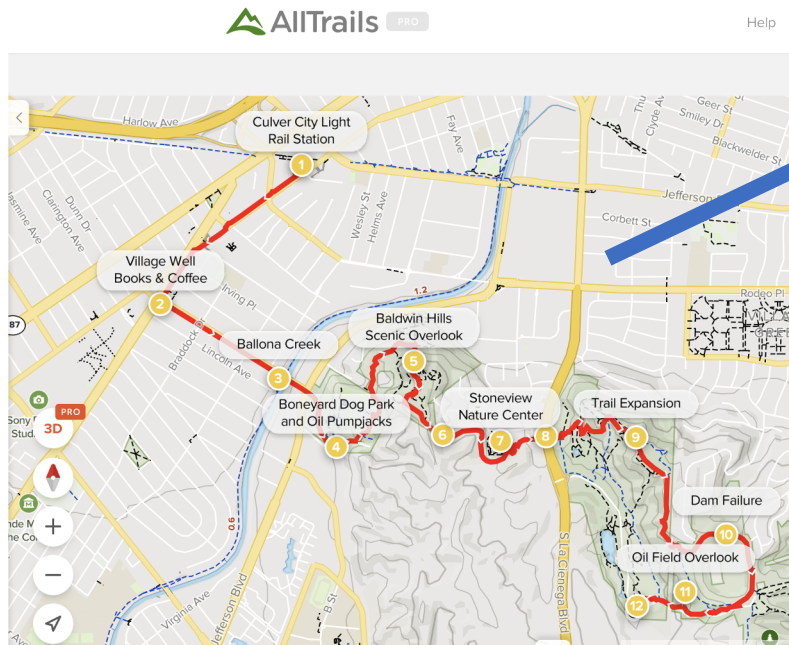


Boston



National
(virtual)

City Hike: Immersive and Multi-faceted



Boneyard Dog Park and Oil Pumpjacks

This dog park is built on land which used to be oil infrastructure. Like a lot of Los Angeles County, oil wells are everywhere. You can see active oil drilling up the hill -- those black machines are called pumpjacks, and they are pumping oil up out of the ground. It doesn't always go well! It's not on the route, but if you walk up the hill here you'll walk by the site of a 2019 oil spill, where a hole in a pipe caused black oil to run down the street into the storm drain. While this one was



Share this image on social media and use the hashtag #CityHikeLA

Android: Hold the image to copy and share.
Apple: Screenshot the image & crop to share.

Oil wells are all throughout LA County. With compounding health and climate crises, we must move LA to 100% clean energy, which means a full phaseout of oil drilling.

CITY HIKE:
LA

SIERRA CLUB
ANGELES CHAPTER
TEAMSIIERRA.ORG/CITY-HIKE-LA

On Site Challenge
How many oil pumpjacks can you see?
How many are 'in operation' i.e. moving?

Want to learn more about this issue?
Read about how Culver City Council passed a Historic Ordinance to Phase Out Oil Drilling

Take Action Today!
Find out how you can support the transformation of Inglewood Oil Field.
#NoDrillingWhereWereLiving

Share your pictures with the Sierra Club

1 comment

C Colleen Just now
I can't believe I never knew this history about this park! Great work Culver City & the Sierra Club!

Add comment...

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POI Details: Inspiring Content

Create content for different learning styles



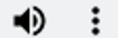
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[< Back](#) Baldwin Hills Overlook



Baldwin Hills Overlook
From here on a clear day you can see where Ballona Creek enters the ocean. The area to the left is Ballona Wetlands, and underneath that is the Playa del Rey gas storage facility. This facility contains fracked gas from Oklahoma and Texas, and we frequently observe gas seeping up to the surface, creating a sulphuric smell and releasing volatile compounds into the air. As we transition to a 100% clean electric grid, we will phase out gas and replace gas appliances with reliable, renewable energy. We are working to shut down the gas storage facility under Playa del Rey because it's unnecessary and dangerous. If a major leak happened, many hundreds of thousands of people would have to be evacuated and we believe this risk is unnecessary.

▶ 0:00 / 1:21



POI Details: Access More Information and Take Further Action

Take Action

Learn more about our partners at the Alternatives for Community and Environment (ACE) who have been working on economic and environmental justice issues and improving public transit in Roxbury for the last 25 years.



Take Action

Learn More about the Emerald Necklace



Take Action

Read here to learn about the Climate Bill that passed in March this year.



Take Action

Visit <https://native-land.ca/> and look at whose land you've been living on.



Younger donors
are tech savvy.
They expect
more from
organizations.

Take Action

Join the Boston Team of the Sierra Club to learn how you can help get involved in this work.



Take Action

Join Team Boston, a volunteer team that focuses on our clean energy and climate justice advocacy in the city.



I want to help!

michele.brooks@sierraclub.org



Take Action

Learn more about clean transportation campaign at Sierra Club.



I want to help!

veena.dharmaraj@sierraclub.org



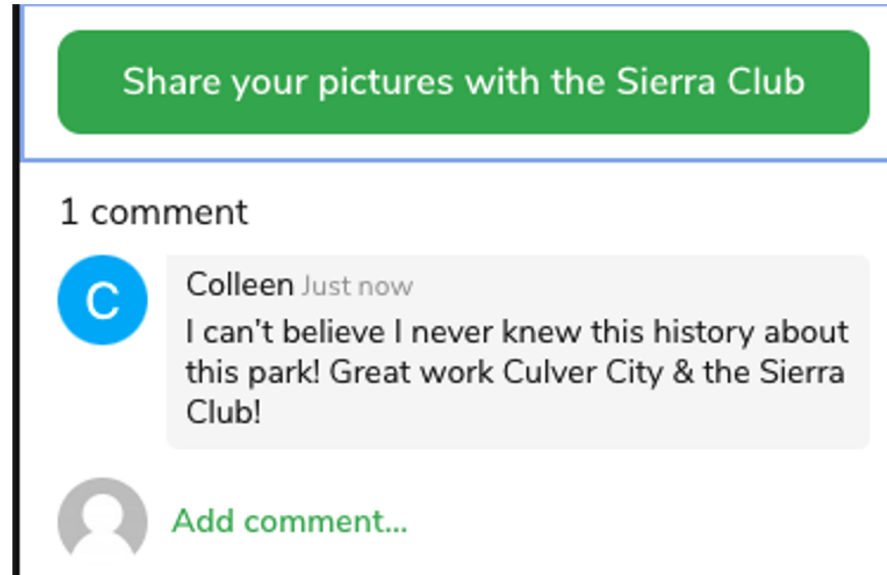
Take Action

Find out who your state representatives are by going to this website: and put your State Representative, State Senator and the Governor's phone numbers into your phone, so you can contact them on important issues.



POI Details: Opportunity to Share Their Experience

Create ways for participants to engage with each other... and with your organization.



POI Details: Social Outreach



Make it easy for your participants to share and inspire others. Give explicit instructions of what you want them to do.

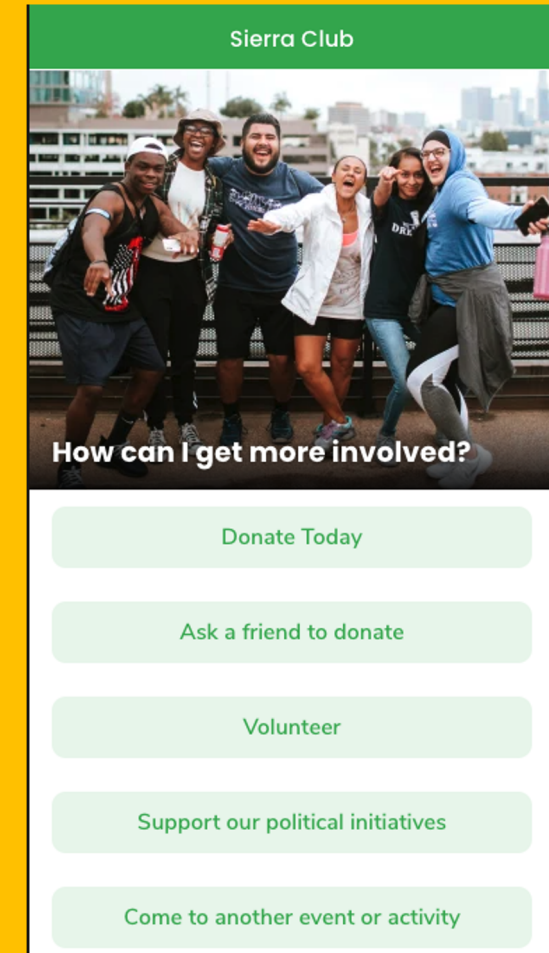
Share this image on social media and use the hashtag #CityHikeLA

Android: Hold the image to copy and share.
Apple: Screenshot the image & crop to share.

Leverage the inspiration!

Use their attention and interest on event.

Finish the event with a summary and easy-to-access next steps to engage further!



Event Goals Realized

HIKE

**GET
INSPIRED**

SHARE

FUNDRAISE

GPS map on
All Trails

image of site
and written
description

video or
audio
recording

easy to share
social
graphic and
video

access to
additional
information

a way to take
immediate
action

on-site
challenge

ability to
interact with
community

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BELIEVE

“For me, success is not about the wins and losses. It’s about helping these young fellas be the best versions of themselves on and off the field.”

TED LASSO



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Want to experience the app for yourself?

REGISTER FOR CITY HIKE BOSTON, LOS ANGELES, OR THE NATIONAL (VIRTUAL) OPTION!

September 19 – October 9, 2021

sierraclub.org/cityhike-register



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QUESTIONS?

Now's the time to
hear from you!



Want to talk more
about hybrid events
(or Ted Lasso)?

BELIEVE

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