



HOW TO RAISE MORE — MONEY — THROUGH THIRD PARTY EVENTS



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INTRODUCTION

GoFundraise is one of Australia's leading fundraising platforms, empowering over 1,000 non-profits and their causes by making online fundraising quick and easy. We help charities reach more people and raise more funds.

GoFundraise leverages the internet, social media and mobile to help charities fund their causes and we've had up to 60,000 fundraisers raising money with us at any one time. We're tapping into the expertise and examples of our community to provide you with expert insight into how Third Party Events can help raise money and grow your fundraiser and donor base.

THIRD PARTY

events



A successful **Third Party Event**, whether a fun-run, marathon or non-sporting event, can raise money for your charity and introduce hundreds of new supporters to your cause. There are significant advantages of participating in a Third Party event. They're incredibly easy: social media and peer to peer fundraising means just about anyone can help raise money for your cause. This white paper outlines not just how to participate in a Third Party Event, but outlines three steps you can leverage to turn your supporters into fundraisers.

Imagine hundreds - even thousands - of supporters invested in your cause and fundraising for you. This is what a Third Party Event offers charities - the chance for stakeholders and supporters to not just be donors, but to be fundraisers.

Third party events can raise significant funds and awareness when done right. However, it takes a deliberate strategy to engage supporters and empower them to raise funds on your behalf. This white paper outlines the ways in which you can participate in Third Party Events; empower your supporters to become fundraisers on your behalf; and use Third Party Events to raise significant funds and awareness.

WHAT IS PEER TO PEER FUNDRAISING?

Third Party Events rely on peer-to-peer fundraising, a type of fundraising that empowers your supporters to leverage their network of family, friends, co-workers, and even fellow volunteers or donors to fundraise on your behalf. An individual, team, or business can easily fundraise by participating in a Third Party Event, creating a customised fundraising page, and then personally soliciting donations to support your cause.

DIRECT DONATION



PEER TO PEER FUNDRAISING



WHAT IS A THIRD PARTY EVENT?

A **Third Party Event** is typically run by a professional events organisation. The event is usually 'open charity', meaning at the point of registration, participants have the option to select from a wide range of charities that they can fundraise for.

Third Party Events are mainly sporting events such as marathons, races and golf tournaments but they can take the form of any event, even a talent show for example. Fundraising may be a compulsory component of a Third Party Event or it may be an optional extra. Some examples include The Blackmores Sydney Running Festival, the Melbourne Marathon Festival, and City2Surf.

While DIY Events and Signature Events focus on one organisation raising money, Third Party Events are organised community events open to any charity who wants to participate.



WHERE DOES THIRD PARTY FIT IN THE FUNDRAISING LANDSCAPE?

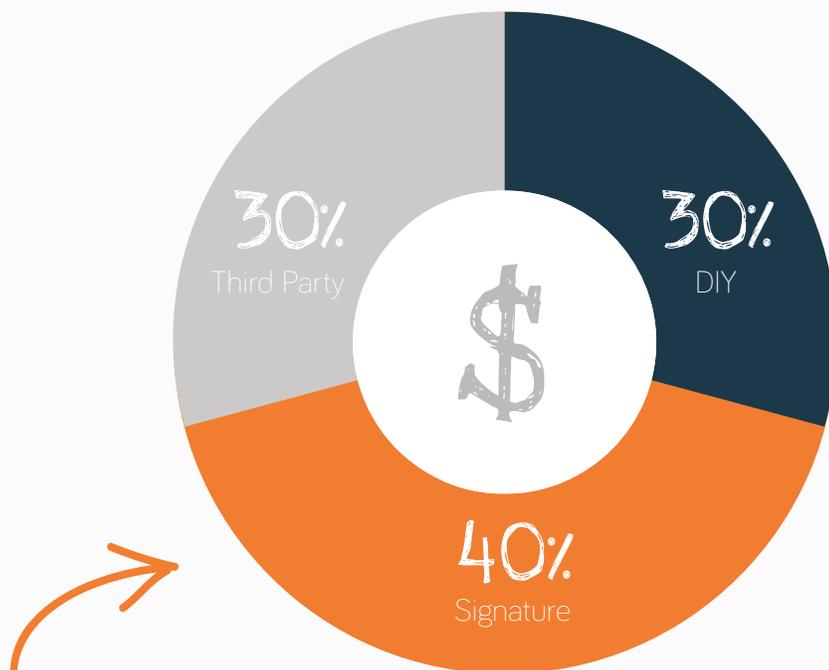
The Fundraising Landscape is made up of three pillars: Third Party Events, Signature and DIY. Third Party will be explained throughout this paper but Signature and DIY are briefly defined below.

DIY

A DIY Event is a fundraising event or activity that is planned to support a particular charity, but that is organised by someone outside of the charity, such as a Board Member, donor, volunteer, or supporter. A DIY Event could be a 5K run or swim, a morning tea or cocktail party, or a head shave or moustache growing challenge. DIY Events allow supporters of your organisation to plan and hold a fundraising event for your specific organisation with minimal to no staff support.

SIGNATURE

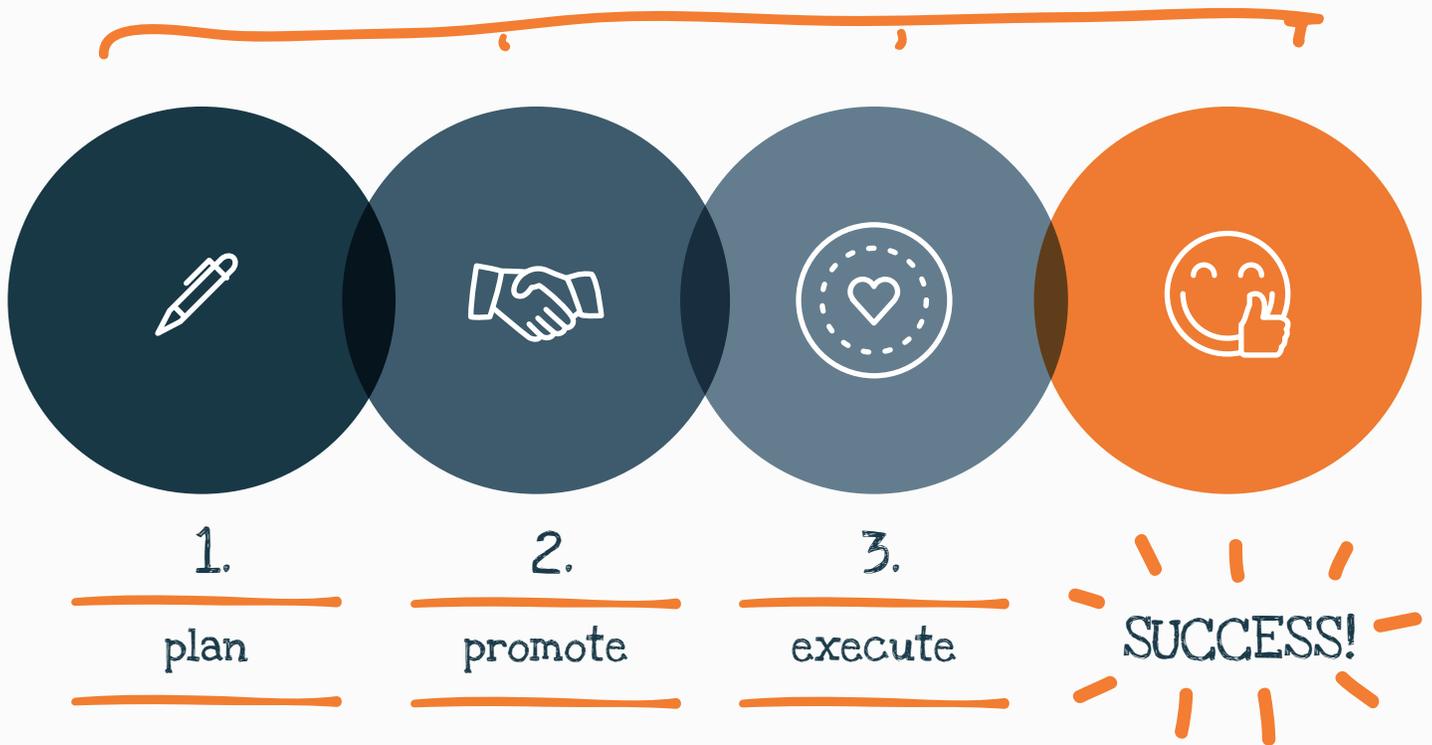
A Signature Event is a fundraising event created, managed, and owned by the organisation benefiting from the event. While these events may rely on volunteers to make the event a success, Signature Events are planned and executed by an organisation's staff, and can include galas, speaker panels, or endurance events (like runs or swims). A Signature Event allows organisations to plan and execute a specific fundraising event to help raise funds and awareness.



*Percentage of Funds Raised Through GoFundraise.

3 STEPS TO SUCCESSFUL FUNDRAISING IN THIRD-PARTY EVENTS

Third Party Events are easy to participate in. We've identified three key steps to achieving great fundraising results through these events.



STEP 1 : PLAN

One of the most important factors in planning for Third Party Events is to understand the participant's process. You need to know what it means for your supporters to participate in a Third Party Event.

Here are the three key areas that you need to be aware of and have a plan for.



1.

choosing your
charity

Why would a peer-to-peer fundraiser choose your charity? Most Third Party Event participants will be current supporters, but these events are a great way to introduce new supporters to your cause as well.

a. Who are these supporters?

- i. A current supporter who receives your email or phone call to let them know about an upcoming Third Party Event?
- ii. Or...a new supporter who found your charity on an upcoming Third Party Event website and reaches out to you to get involved.

Key step: Make sure that both current and new supporters know about your participation in a Third Party Event. It's important that your charity is top-of-mind to maximise being chosen by new supporters, and equally as important to communicate with existing supporters to let them know of this opportunity to fundraise for you.



2.

fundraise for
your charity

This can be the most difficult part, and this is where you will want to support your peer-to-peer fundraisers to keep them motivated and give them tips for success. Often people express interest in fundraising for their chosen charity but then don't ever ask their network for a donation. To help ensure that they start fundraising, make sure all peer-to-peer fundraisers have your support and involvement. Engage them through a targeted communications strategy to keep them inspired and supported. That can include email, social media updates and tools and tips to help them fundraise successfully.



3.

becoming a
supporter

Now that they're registered and fundraising, how will you keep them involved with your charity? Plan how you will say thank you to your peer-to-peer fundraisers before they've even registered for the event.

STEP 1 : PLAN

A Participant's Third Party Event Timeline :

It is important for you to understand each of these steps to plan ways to avoid fundraiser drop-off at any of these stages and to keep them engaged throughout the event (and hopefully beyond the event).



STEP 1 : PLAN

Planning Checklist :

Even though your charity isn't responsible for planning and hosting a Third Party Event, you need to make sure you have a solid strategy of how to identify potential participants, how to communicate with them, and how to make them feel engaged, valued, and excited about the opportunity to fundraise for your cause.

Your Third Party Event Plan :



Create a Third Party Events Calendar & identify which events you might want to participate in and actively promote. Research the registration and fundraising process and whether any incentives are offered for fundraisers. Promote this calendar on your website and in your marketing communications with your supporters.



Ensure that you have **compelling, donor-centric content** and photos that can be used in all your communication with donors, on your website, and on the team page of your Third Party Event.



Come up with a plan for **engaging and supporting** fundraisers from the time they register as a fundraiser to after the event is complete.



Create a team page for your charity with whatever Third Party Events you choose to participate in. Registering for these events ahead of time is important so that you're familiar with the platform & that supporters have plenty of time to find and join your team page. Don't forget to explain the process to supporters when you invite them to participate in the Third Party Event. Fundraisers may need to register for the event, create a personalised fundraising page, or join the team page for your charity separately from the registration. The more information you give them the less confused they will be.

Team Page :

The screenshot shows a fundraising team page for the Blackmores Sydney Running Festival. The page is titled "20 SEPTEMBER 2015" and has the tagline "The run that's fun for everyone!". It features a navigation bar with links: Home, Start Fundraising, Create a Team, Support a Friend, Leaderboard, Event Information, Tips & Help, and Claim Rebate. The main content area includes a "DONATE" button, a "JOIN THE TEAM" button, and a "FUNDOMETER" showing a target of \$20,000. There is also a photo of runners and a list of benefits for participating in the event.

STEP 2 : PROMOTE

To communicate successfully with your database it is important to understand the type of participants in Third Party Events.



STEP 2 : PROMOTE

Step Two: Promote Your Charity

1.

identify your
fundraisers

Consider who can help raise funds for your charity: individuals; corporations; cause-affected individuals; schools; families, community groups.

2.

Communicate
with supporters

Make sure you have a plan for communicating with your current fundraisers every step of the process. This might be through your newsletter, email updates, social media, and even via phone!

a. Who will you ask to participate in your Third Party Event? Consider past participants; current volunteers; volunteer and donor prospects who might be interested in this event; and even corporations looking for volunteer opportunities.

b. Make sure that you're clear about what steps your fundraisers need to take to support your organisation! When you start promoting the Third Party Event, have a clear Call To Action, whether that's "Register Here" to get them signed up or "Start Fundraising". These could be two different steps.

MANY OF
THESE EVENTS ARE
FAMILY EVENTS
&
ARE A GREAT WAY TO
INTRODUCE A YOUNGER
DEMOGRAPHIC
TO YOUR CHARITY.

Blackmores Sydney Running Festival - 20 September

Join in the fun of the Blackmores Sydney Running Festival on Sunday 20 September and enjoy Australia's most scenic course.

All four events start in Bradfield Park, Milson's Point travel over the main deck of the Sydney Harbour Bridge and finish at the Sydney Opera House (Marathon, Half Marathon) whilst the Bridge Run and Family Fun Run finish at the Conservatorium of Music, the entrance of the Royal Botanic Gardens.

[REGISTER HERE](#)



Start Fundraising!

STEP 3 : EXECUTE

Launch your charity's involvement in a Third Party Event and roll-out your communications plan

1.

take care
of all the
nuts and bolts

Incentives like free branded t-shirts, hats, and tote bags are a great way to get your supporters to start fundraising and spread awareness for your charity. Make sure you have goodie bags and giveaways designed, printed, and ready to go.

2.

keep your fundraisers
informed during the
event preparation.

a. Contact them when they first register to fundraise to communicate any incentives you have in place to encourage their fundraising. This is a great time to share any motivation, tips or toolkits that you might have for them.

b. Continue communicating through strategic outreach. Use email and social media to stay in touch without overwhelming participants. Research shows that emails that communicate one message (eg: one fundraising tip) perform better than emails with multiple messages or tips. Consider marketing messages like: "Share your page on Facebook now" instead of an email containing all your fundraising tips at once.

IF YOU
COMMUNICATE
WELL WITH YOUR
FUNDRAISERS,
THEY MIGHT START
HELPING YOUR
CHARITY
IN OTHER WAYS.

HAVE A DIGITAL TOOL KIT
FOR YOUR FUNDRAISERS!
IT CAN INCLUDE :

- > Statistics about your charity's work and impact that fundraisers can copy into their emails and social media outreach.
- > The "social math" of donations. What does a \$50 donation help your charity achieve? What about a \$100 donation? Spell this out with engaging, donor-centric language.
- > Sample introduction emails and social media postings that each fundraiser can customize to send out to their peers.
- > Funny ways they can challenge their peers to support them and get involved. For instance, "If I raise \$10,000, I'll shave my head!"



CHECKLIST

FOR PARTICIPATING IN A THIRD PARTY EVENT

Use this checklist to make sure you have covered everything for your Third Party Events.

Step One : Planning Your Third Party Event

- ✓ Plan ahead. Create a Third Party Events calendar and identify which events you want your organisation to participate in. Then, make sure you have content, photos and a communications plan to make sure your event is a success!
- ✓ Muster support. Think about who will participate! Make sure you have an up-to-date email list of current supporters, volunteers, and anyone who has expressed interest in your organisation.
- ✓ Know what it takes. Take the time to familiarise yourself with the process of participating in your event. Register yourself so that you understand the process from start to finish.

Step Two : Promoting the Event!

- ✓ Identify your fundraisers. Consider who might be interested in helping you. Third Party Events are great ways for corporations, families, schools and community groups to get involved.
- ✓ Communicate with your supporters! Use email, social media, and even phone calls to let supporters know about your event and encourage them to sign up. Use our email templates to send customised emails to your peer-to-peer fundraisers once they've signed up.
- ✓ Make sure you have a tips sheet. Data has shown that providing peer-to-peer fundraisers a fact/tips sheet of information about your organisation & how to fundraise can triple the impact of their peer-to-peer fundraising. Consider highlighting the number of people you reach through your programs each year, the impact you are

having on communities, and the good that happens as a result of your work. Also consider illustrating the impact of a donation: how much does \$1 help you accomplish? What about \$100, or \$1,000?

Step Three : Executing Your Event

- ✓ Plan ahead. Make sure you have all the nuts and bolts - like t-shirts and giveaways - planned and ordered ahead of time.
- ✓ Keep fundraisers up-to-date. In the days and weeks leading up to the event, make sure to communicate any important details to your fundraisers.
- ✓ Support fundraisers. Don't inundate them with multiple emails all at once, but do provide a steady stream of information to support fundraising efforts. Create a digital fundraising tool kit of statistics, the "social math" of donations, sample email letters, and even social media posts, and share them with fundraisers on an ongoing basis.

Don't forget to say thank you!

- ✓ Send a thank you email. The day after the event, send a thank you email to everyone who participated or donated.
- ✓ Get personal. Consider taking your thank you a step further, and writing hand-written thank you notes to your fundraisers and major donors.
- ✓ Pick up the phone. Host a thank-you phone-a-thon where Board Directors or volunteers call fundraisers and donors just to say "thank you." You'll be amazed by how powerful that phone call can be!

CASE STUDY : FUNDRAISER



Stacey
Meldrum



Name: Stacey Meldrum

Fundraising Page: <https://melbournemarathon2015.gofundraise.com.au/page/TEAMKAREN>

Event: Melbourne Marathon Festival

Raised: \$12, 631

Charity: The Leukaemia Foundation of Australia Limited (VIC/TAS)

Summary:

Stacey raised over \$12,000 during Melbourne Marathon by sharing her fundraising page in the usual ways as well as holding her own mini fundraising events as part of her campaign: she held a morning tea, a Zumba party and committed to shaving her hair off once she raised \$10,000.

In her words: "Leading up to this year's Melbourne Marathon Festival, I set a goal to raise \$10,000 for the Leukaemia Foundation in support of my Mum and the journey she has been through since being diagnosed with Multiple Myeloma earlier this year.

I pledged that if I could achieve this, in addition to running 21km, I'd shave my head and donate my hair to be made into a wig for patients undergoing chemotherapy. Through the support and generosity of family, friends and from those who attended the many fundraising events I held throughout the year (Zumba party, morning tea, raffles with prizes generously donated by local businesses), I have

now raised over \$12,000 for this great cause and completed my 1st ever half marathon. I was even fortunate enough to have Jules Lund take time out of his busy schedule and support my efforts by doing the honours and shaving my head! Definitely the highlight of my fundraising campaign!

My hair is now with Louis Barnett & Son & Son Pty Ltd and will be used to make a wig for cancer patients. If cutting my hair off will provide someone undergoing treatment the opportunity to feel good again, then I believe it's all been worthwhile. I had the choice to cut off my locks – for people undergoing chemotherapy, hair loss is inevitable."

CASE STUDY : CORPORATE



Business Name: The Recruitment Company
Name: Simon Moss, Managing Director
Fundraising Page: <http://bsrf2015.gofundraise.com.au/page/therecruitmentcompany>
Event: Blackmores Sydney Running Festival
Raised: \$11,208
Charity: Cystic Fibrosis New South Wales.

Summary:

Participating and fundraising in Blackmores Sydney Running Festival allowed The Recruitment Company to connect with their wider community while raising over \$11,000 for a cause that they're passionate about. They promoted their fundraising efforts for Cystic Fibrosis New South Wales on social media which helped them build trust amongst their customers and potential customers.

In his words: "It was Geoff, our Sales Director's, idea for us to participate in Blackmores Sydney Running Festival. He is a fanatical runner and was keen to get the whole company involved. We chose to fundraise for Cystic Fibrosis NSW because Cystic Fibrosis is in my family. My cousin Samantha died of CF when we were kids and my other cousin Jamie has CF also. It's been a part of my family for many years and I always wanted to do something to support the charity. I was keen to support research because treatments are so near to being almost as good as a cure. It's an exciting time for sufferers of CF with treatments near to release.

We used social media to promote our page. We got our wider community involved in the running and invited customers to join us. We had a lot of people running. Personally I really stretched myself. Until Blackmores 2014 I had never run anywhere. I couldn't run more

than 200m and I got talked into running the 9km run. This year I stretched myself and ran the full marathon. I think everyone who knew me was so surprised that I was actually running that we got quite a few sponsors.

Running and fundraising together built a real sense of comradery amongst the runners and the rest of the company who were really supportive. It also brought us closer to our wider community who were able to see us really putting ourselves out there for a good cause.

Working in an industry that is generally mistrusted we found that entering an event such as this and talking about it a lot via social media channels really helped to build trust and to allow customers and potential customers to see us in a more 3 dimensional light. It was a great experience both personally and as a company. We'll definitely do it again next year. "

CONCLUSION

Without a doubt, participating in a Third Party Event can help raise significant revenue and introduce new supporters to your charity. Third Party Events are a great way to build cause awareness, engage volunteers and they tend to be fun for participants!



Find Third Party Events that will appeal to your current supporters and that fit with the work that your charity does!

Have a clear plan for communicating with your Third Party Event fundraisers and make sure to give them tools and tips to help them be successful.

Publicise and share your charity's involvement with the Third Party Event on your website, team page, and social media accounts.

Don't forget to say thank you to all your fundraisers after the Third Party Event is completed!