

A MEASURE OF SUCCESS

BOUNDLESS FUNDRAISING FOR FACEBOOK 2011 BENCHMARKS

*charity*DYNAMICS

Overview



- Why Benchmarks?
- How We Did It
- How You Can Use It
- AIDS/LifeCycle Results
- How You Can Impact Your Results
- Future Benchmarks

Why Benchmarks?

- Top Questions from Clients and Prospective Clients

How do my results compare?



What results should we expect?

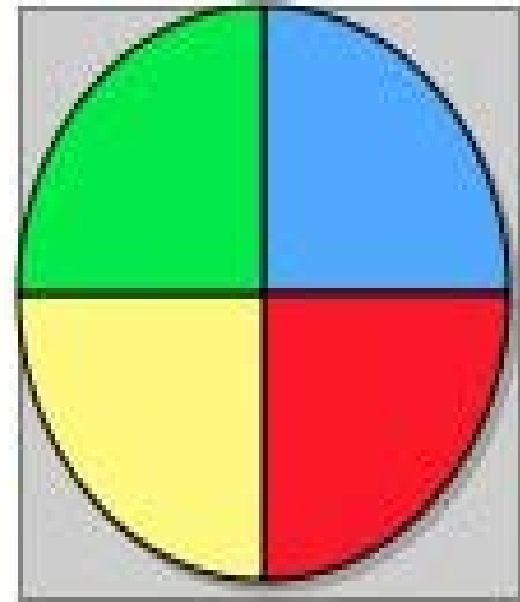
How We Did It

- Our unique position in the market
- Breadth of results to provide representative #'s
- Focus on key event characteristics



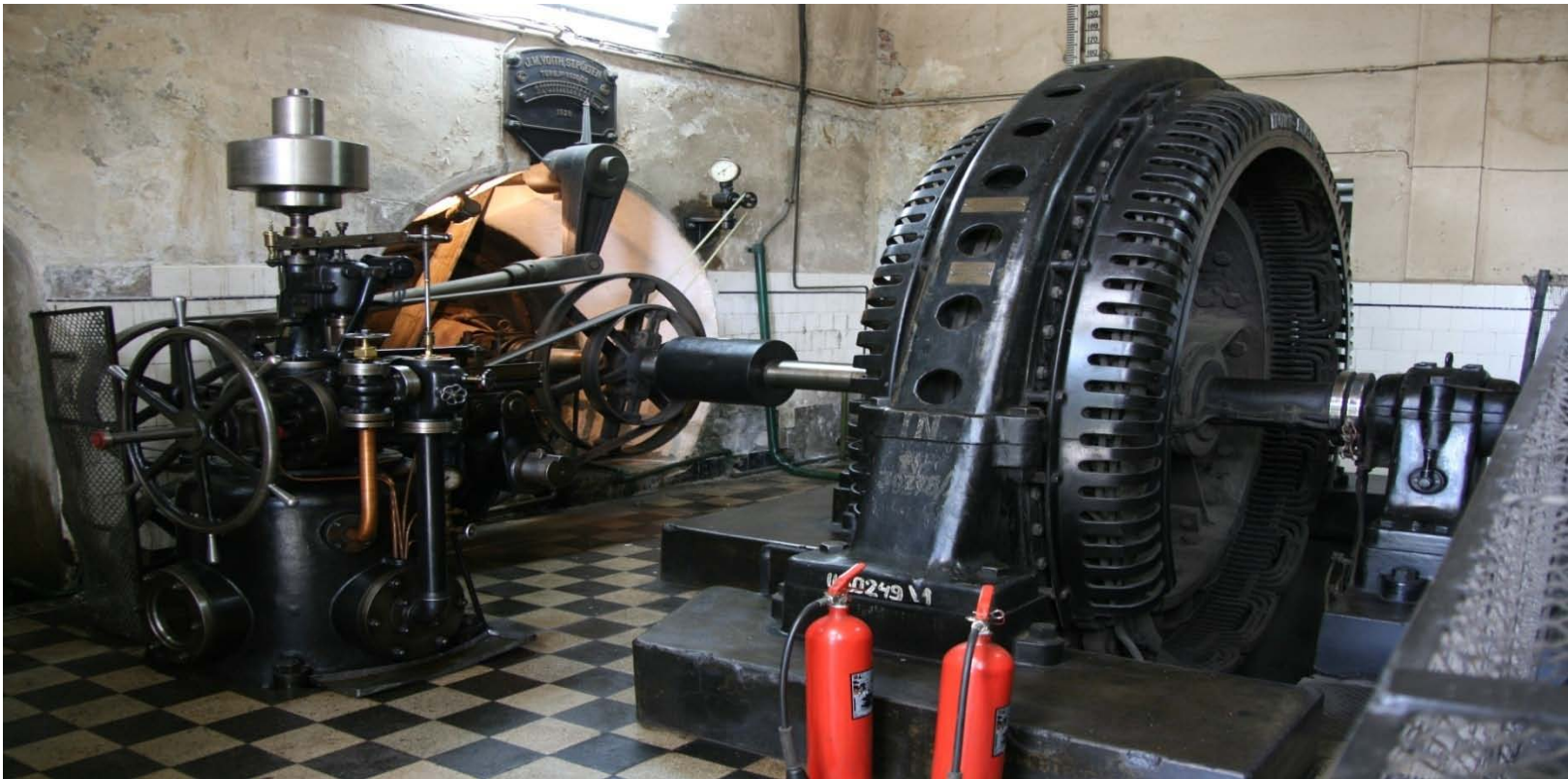
Segments & Measurements

- 4 Segments
 - Endurance with High Minimums
 - Endurance with Moderate Minimums
 - Run/Walk with Registration Fee no minimum
 - Run/Walk with no fees or minimums



What to Measure? What Generates \$

2 Major Levers: Adoption and \$'s per User



Results

Data Represented

The benchmarks below are from results of over 500,000 participants in over 10,000 events for national and regional organizations. Among events using the application national events do not perform more strongly than regional events when measured per participant. Fifteen (15) event programs are represented in the four (4) categories below.

Benchmarks

	Endurance Events with \$1000 or greater minimum fundraising w/o teams	Endurance Events With \$500-1000 minimum fundraising with teams	Run / Walk Events with Registration Fee, no fundraising minimum, and teams	Run / Walk Events with no Registration Fee, no fundraising minimum, and teams
Adoption rate among online participants	32%	31%	9%	8%
\$ raised per application user	\$70	\$56	\$17	\$31
New participant rate per application user	0.01	0.02	0.08	Limited data available

Dollars raised and registrations are directly sourced by the application. New participant rate is the number of new registrations per Boundless Fundraising™ for Facebook user.

AIDS/LifeCycle – The Event

- Multi-Day Bike Ride along coast of CA
- 10th Year of the Event
- ~3100 participants

Number of BF Users		2,179
Total Donations	\$	349,699
\$/BF User	\$	161

* as of April 15

June 5-11, 2011 545 Mi. SF-LA [Refresh]

AIDS LIFECYCLE
10TH ANNIVERSARY
Ride to end AIDS

Support Me

Join Me

99 DAYS to reach my goal

44%

RAISED **\$1540** MY GOAL **\$3500**

AIDS/LifeCycle & Benchmark



□ Endurance Event with High Minimum

	\$ Raised per Application User		
	2011 LA Ride	2011 SF Ride	Combined Rides
Team Captain	\$ 153	\$ 110	\$ 124
Team Member (Non Captain)	\$ 208	\$ 183	\$ 195
Individual	\$ 147	\$ 153	\$ 151
Combined All Participants	\$ 168	\$ 157	\$ 161
Benchmark			\$ 70

* as of April 15

AIDS/LifeCycle & Benchmark



□ Adoption Rate Exceeds Benchmark

Adoption Rate Among Online Participants by %			
	2011 LA Ride	2011 SF Ride	Combined Rides
Team Captains	64%	67%	66%
Team Members (Non Captain)	67%	55%	60%
Individuals	46%	47%	47%
Combined All Participants	52%	50%	51%
Benchmark			31%

* as of April 15

How Can You Get Similar Results?

Secrets of the Most Successful Organizations

Total return on investment is directly related to adoption of the application by participants. Organizations that get the most success promote adoption of the Facebook application by their participants, and promote the application as a fundraising tool to event managers and team captains. You can easily increase your return on investment, if you:

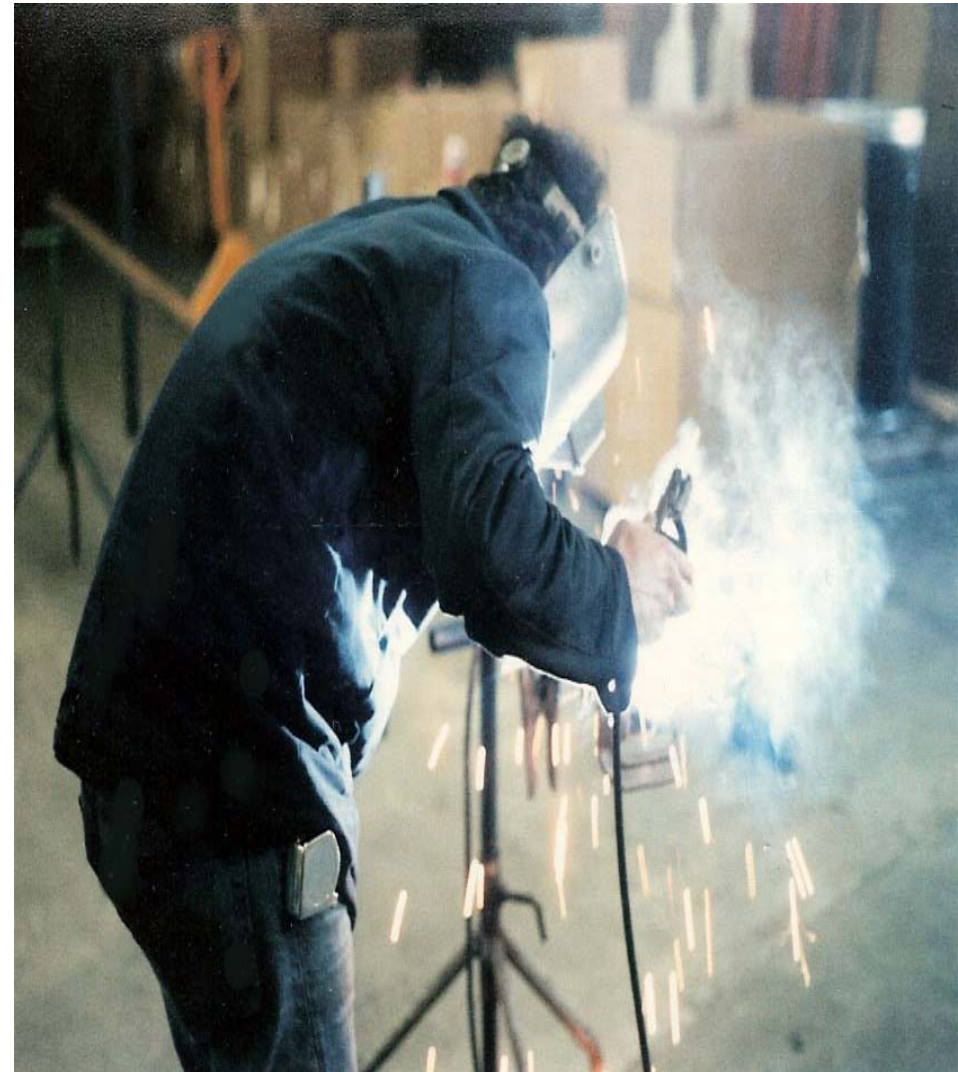
Promote "Fundraise with Facebook" on your Participant Center or Headquarters Page	✓
Promote "Fundraise with Facebook" on the Registration Confirmation Page	✓
Promote "Fundraise with Facebook" in your registration confirmation email	✓
Insert a link and small promo for the application in every recruitment or coaching email	✓
Send at least one targeted email to participants to promote adding the Facebook application	✓
Send at least two targeted emails to team captains promoting the "Fundraise with Facebook"	✓

AIDS/Lifecycle – Reasons for Success

- 2010 Initiative to increase Facebook Fans
- Vibrant Facebook Presence
 - Self Selection for Facebook Savvy Participants
 - Online Incentives
- Veterans
 - Experience within the organization
 - High level of repeat participants

How Can You Get Similar Results?

- Consulting Package
- Marketing Plan
- Monitor and Adjust
 - Reports
 - Analytics Portal



We Continue to Study the Data

- Mobile Application Benchmark
- Email Badge Benchmark
- Updated Facebook Benchmarks
- Analytics Portal Enhancements
 - Mobile Application Statistics
 - Additional Facebook Statistics



Your Next Steps

- Compare your results to the benchmark
- Make sure you are already taking the recommended steps
- Consider the Marketing Plan or Consulting Pkg
 - Contact Christine Anderson at 512-279-1180 or canderson@charitydynamics.com.



DISCUSSION & QUESTIONS