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**Boundless Fundraising™ for Facebook  
Benchmarks**

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# Boundless Fundraising™ for Facebook Benchmarks

Organizations using Boundless Fundraising™ for Facebook have fundraised over \$50 million dollars in the past two years using Facebook. On average, seventy-five percent (75%) are new donors to the nonprofit.

How do you measure up against your peers using Boundless Fundraising™ for Facebook? There are a number of factors that lead to results and drive fundraising success. The primary factor driving results is the structure of your event. Is it a weekend event? A ride? A walk? Do you have a fundraising minimum? No fundraising minimum? Generally speaking, the impact of the application correlates with the participants' level of involvement and preparation for the event. Endurance events with fundraising minimums and teams yield the highest impact per participant while walks or 5K events with no registration fee and no fundraising minimums typically see less direct impact.

## 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.*

## 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"	✓

## Additional Impact

Multi-channel marketing works for your event fundraising just as it does for your organizations fundraising. Across all client segments, participants who use the application set higher goals for themselves are more likely to reach their goal, and fundraise more than those who don't use the Boundless Fundraising™ application.

## Client Experience

### Autism Speaks

3363 New Participants Joined through Boundless Fundraising™ for Facebook Application.

About 50% of Autism Speaks Walk Now, Team Up and Autism Speaks U event revenue comes in online. Field volunteers, walkers and staff were looking for new ways to raise money. Like many participant events, nearly 50% of walkers don't raise any funds. In response to field requests, Autism Speaks looked at multiple social media tools for a way to move non active participants up the engagement ladder and decided to try Boundless Fundraising™ for Facebook among other social media tools.



### Results

- ✓ Fundraising Lift: Repeat walk participants, from 2009 to 2010, who used Boundless Fundraising™ for Facebook, increased their fundraising by 22% versus repeat participants who didn't use the tool, who averaged an 11% drop in fundraising year-over-year.
- ✓ Adoption: About 37% of repeat participants used the application in 2010. About 60% of participants added the application through the Headquarters page. 40% added through an email prompt.
- ✓ Recruitment: 3363 New participants joined through the application
- ✓ Fundraising: Donations through the Facebook application represent 5.8% of online Walk revenue and 3.4% of the total Walk revenue.

### Hill Country Ride for AIDS

Raised a record amount for their 10th annual event and tapped into event participants' social networks via Facebook using Boundless Fundraising™.

The Hill Country Ride for AIDS also used Boundless Fundraising™ to help drive participation by ensuring riders had online tools to support and simplify their fundraising efforts. Event participants placed this customizable Facebook application on their Facebook pages to extend visibility of the Hill Country Ride for AIDS while driving broader interest and support.



### Results

- ✓ Exceeded its fundraising goal and raised a record amount of more than \$690,000, the most in the event's 10-year history despite the extremely difficult economic climate
- ✓ Increased number of riders by nearly 30 percent, with a record 615 cyclists participating in the event
- ✓ The 48 percent of riders who used the Boundless Fundraising application raised an average of 30 percent more than their peers, and garnered 57 percent more donors than individuals not using the application
- ✓ 69 percent of the Ride's team captains used Boundless Fundraising, setting an example for other participants and showing them one of the most effective ways to fundraise online
- ✓ Established strong momentum to build upon for future events, and extended the event's visibility significantly through social networking

For more client results visit: [www.charitydynamics.com/clients](http://www.charitydynamics.com/clients)