Not All Fundraisers Are Created Equal

James Appleyard
CEO + Chairman, Artez Interactive

We hold these truths to be self-evident, that all men are created equal,

(But not all fundraisers)
2 Flavours of Fundraiser…

Volunteer Fundraisers “Supporters”

Professional Fundraisers “Pros”

Thought:

The MORE professional fundraisers can do to support volunteer fundraisers and donors, the more successful they will be...
Give supporters the tools to help them raise more money, online

“Every donation made online saves The Terry Fox Foundation 80 cents in administrative costs – helping to keep 87 cents of every dollar raised going to cancer research.”

“Please use this pledge sheet to complement your online efforts.”

Online Donations Climbed 75%+ y-o-y in a ‘Mature’ Event
Thought:
Segmentation Drives Strategy...
Not all digital fundraisers are created equal...

David Walliams
- 35km -
- 10h 34m -

£1 million
“Contagion” Metrics

<table>
<thead>
<tr>
<th>Artez Client Event</th>
<th>2010</th>
<th>2011</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td># Fundraisers Registered</td>
<td>381</td>
<td>606</td>
<td>+50%</td>
</tr>
<tr>
<td># Teams</td>
<td>28</td>
<td>42</td>
<td>+50%</td>
</tr>
<tr>
<td>$ e-Gifts (Average)</td>
<td>$507,365 ($152)</td>
<td>$1,221,750 ($152)</td>
<td>+63%</td>
</tr>
<tr>
<td># e-Gifts</td>
<td>3,961</td>
<td>9,676</td>
<td>+64%</td>
</tr>
<tr>
<td># Participants with 1+ online sponsors</td>
<td>263</td>
<td>457</td>
<td>+74%</td>
</tr>
<tr>
<td>Average # of e-Gifts / Fundraiser</td>
<td>14.8</td>
<td>20.9</td>
<td>+41%</td>
</tr>
<tr>
<td>Ave $ e-Gifts / Fundraiser</td>
<td>$1,942</td>
<td>$3,668</td>
<td>+89%</td>
</tr>
<tr>
<td>Top 10 Fundraisers</td>
<td>$278,082</td>
<td>$452,112</td>
<td>+63%</td>
</tr>
</tbody>
</table>

Where are the Fundraiser “Walls”?

![Image of donor wall]
Thought:

A-Thons, Community Fundraising & Virtual Events... Parallel Roads to Digital Fundraising Success

Please sponsor Amelia Yarwood
Your support will make a real difference

Amelia Yarwood
Amount Raised: $160.00 (53% of goal)
Fundraising Goal: $300.00
My Message
I’m taking part in the Leukaemia Foundation’s World’s Greatest Shave 2010. I am doing this in memory of...
Do YOUR Thing…
with Community Events

Special till Christmas!
Send unlimited ecards for a single gift.
The North Pole is no longer safe for Santa’s Workshop
Click on items below to:
- Send ecards to your loved ones

The Sky Atlas Map of Canada $15.95
Send this email and your purchase will benefit the David Suzuki Foundation
The Sky Atlas Map of Canada is a must have for any stargazing enthusiast. It’s a map, night planner and driving aid all rolled into one. Sky Atlas contains precise topographical and charting data for every building, clearly labeled jet ways, avoid commercial air traffic, and historical weather data to help plan a blizzard free route.

Add to Cart
Checkout
Thought:

Welcome to the Multi-Channel, Multi-Payment Method, Always-On World...
There are 5.8 BILLION active MOBILE PHONE accounts...

...AND 85 PERCENT of new handsets that are sold can access the MOBILE WEB.

Artez Apps for iPhone/ Android Smartphones
Artez Mobile Optimized Donation & Fundraising Pages (for all device types)
(Don’t) Place Your Bets

Friendship Powered Fundraising™
Thought:
The “Gamification” of Fundraising?
thanks for your time today!

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