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2022
SA FUNDRAISING
SHOWCASE



Loud Shirt Day

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Can:Do 4Kids



What is Loud Shirt Day?



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Our supporters wearing it loud



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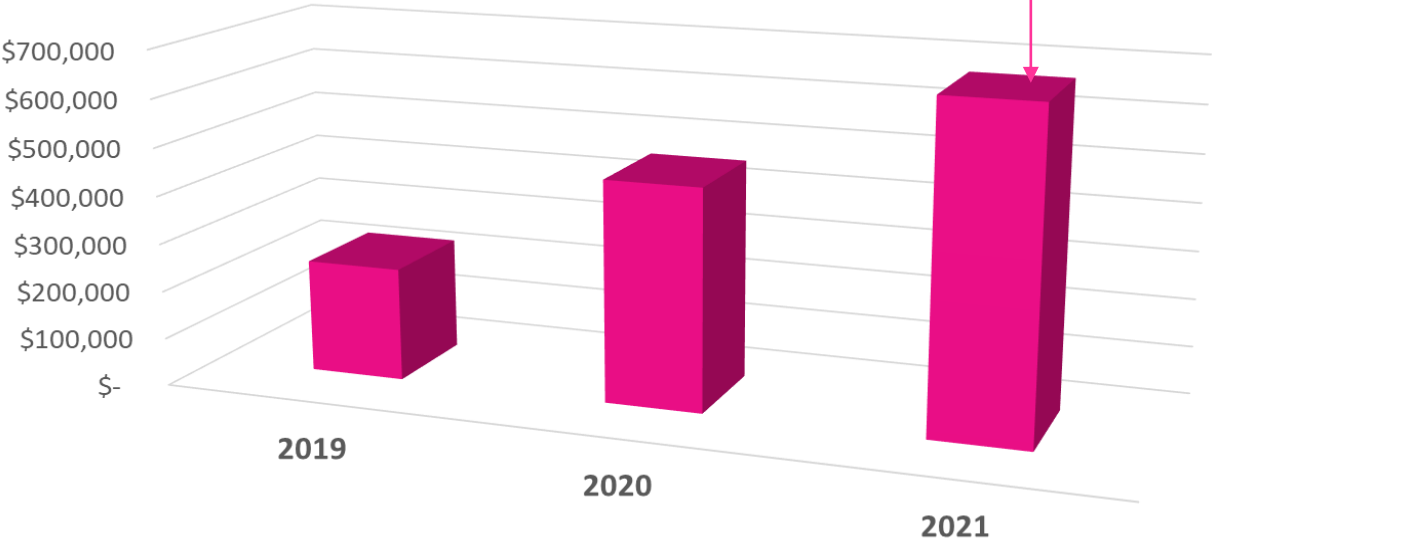
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Why do we wear it loud?



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2021 Results



How did we achieve these results?



Loud Shirt Day Key Formulas



Identification



Innovation



Personalisation



Incentivise



Recognition





Identification

Data Analysis – Who are our people?

1. Family relationships and connections made up of the majority of our top fundraisers
2. Our top fundraisers raised more than 70% of our overall income



Identification



Data Analysis – Who are our people?

1. Family relationships and connections made up of the majority of our top fundraisers.

Goal – *Find those connections and inspire more families to participate.*



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Identification

Data Analysis – Who are our people?

2. Our top fundraisers raised more than 50% of our overall income

Goal – *Provide additional support to mid-value fundraisers to help increase their participation and fundraising*



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Innovation

New ideas to inspire



Dollar Match Days



Stitch Up the Boss



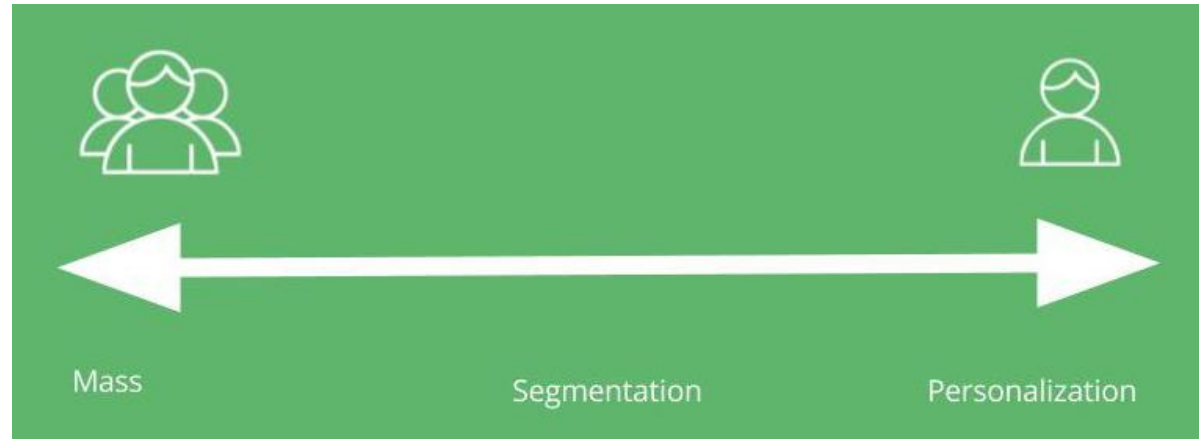
Ambassadors





Personalisation

Change the way we spoke to our supporters



Incentivise



Acquisition to extension

- Providing limited edition shirts to all fundraisers who raised over \$1,000
- Generating competition:
 - Office v office
 - Live online leaderboards
 - Gamification and Reward Badges



Recognition

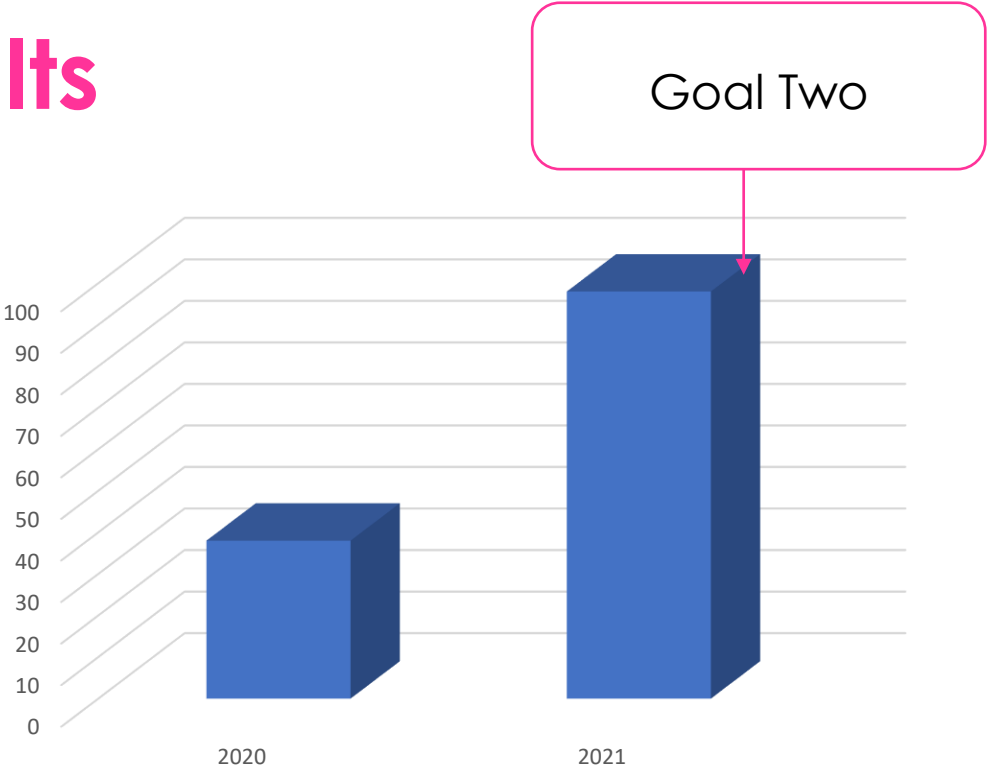


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2021 Results



2021 Results



Where to next?

1. Improve customer experience and journey by all centres moving to one platform
2. Develop upon innovative ideas and implement across the country



Thank you!

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