

FIA

2022
SA FUNDRAISING
SHOWCASE



Events Speed Session: RSPCA Million Paws Walk

Gemma Weedall

Direct Fundraising Manager
RSPCA South Australia





MPW 2021 SA promo video



MPW -Recent Years

- 2020 – ‘Walk this May’ virtual model
- 2021 – only SA & NT held physical events, virtual in other states
- 2022 - NSW, VIC, ACT, NT & TAS both physical and virtual, QLD & WA virtual only
SA – virtual focus, plus last minute collab event with Botanic Gardens



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Key Lessons

1. Events are back (*BUT ...back to basics?*)
2. Collaboration is key
3. Create a community



Lesson #1: Events are back (BUT ... Back to basics?)

- Crowded virtual P2P market
- Appetite from public for physical events
- Be clear on purpose, know true ROI
- Provide an experience & demonstrate impact
- Take it back to grassroots – ditch bells and whistles



Lesson #2: Collaboration is key

- Co-hosting with external partner = share workload & resources, maximise reach, build partnerships
- Adds unique incentive to attend
- Possibility of 'satellite' events – partner with local councils / AEDA



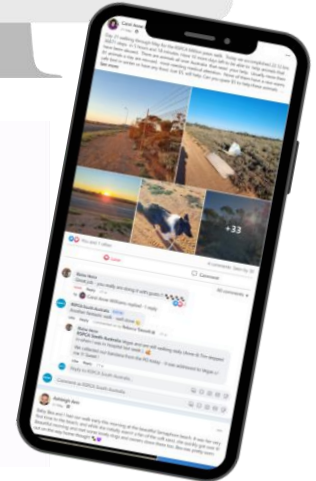
Lesson #3: Create a community

- Crucial for virtual, carry over into physical
- Facebook groups as a useful tool - can be largely self-servicing
- Your supporters become your brand champions



Thursday, 7 Apr • 9:41 am

Welcome to the Million Paws Walk SA "pack", Gemma! We are so grateful you are walking to fight animal cruelty this May. Join our exclusive SA Facebook group for local challenges, giveaways and of course, cute dog pics: bit.ly/FB-MPW
Gemma & Harry at RSPCA
(Rather not get texts? Send STOP to 0488826729)



RSPCA South Australia
Admin · 7 April · 11

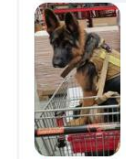
Welcome to our newest members! We'd love for you to introduce yourself, share a pic of you (and your animals) walking and why you're taking part in Million Paws Walk ❤️

11 17 comments Seen by 69

Like Comment

View 6 previous comments All comments ▾

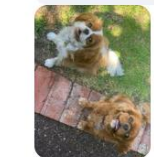
I'm Rex, I'm almost 5 months old, my mummy loves to support the rspca, and my bunny-brother is an adoptee from the rspca



Love Reply 27 w

RSPCA South Australia replied · 1 reply

Meet Bella 1 year old Blenheim and Rose 3 year old Ruby - my beaut. They are very loved and thoroughly spoilt 🥰 Looking forward to help fortunate ones.



Love Reply 27 w Edited

RSPCA South Australia
Admin · 19 May · 11

🎉 **GIVEAWAY - \$24 IN 24 HOURS** 🎉

Raise \$24 in the next 24 hours on your Million Paws Walk fundraising page and receive a KONG toy for your favourite fur friend 🐾

Don't miss out! Thank you for supporting animals in need 💙



Baby Bee and I had our walk early this morning at the beautiful Semaphore beach. It was her very first time to the beach, and while she initially wasn't a fan of the soft sand, she quickly got over it! Beautiful morning and met some lovely dogs and owners down there too. Bee was pretty worn out on the way home though! 🐾💙



Willow was very excited to receive her new toy today 💙💜

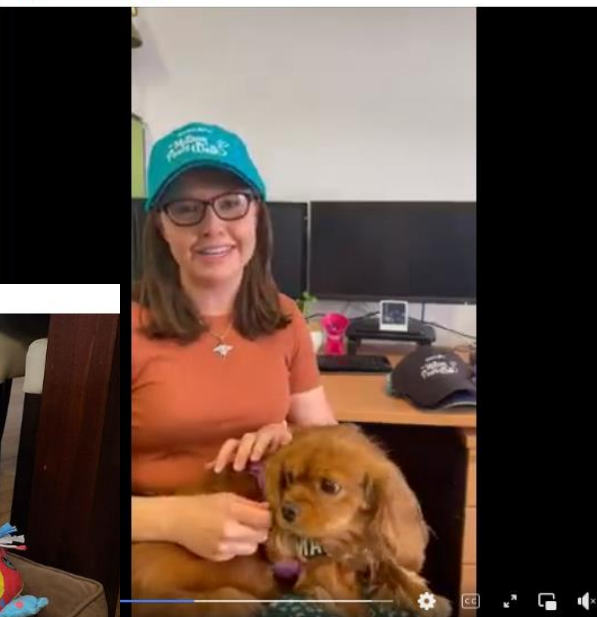


RSPCA South Australia
Admin · 7 April · 11

Did someone say giveaway?! 🎉

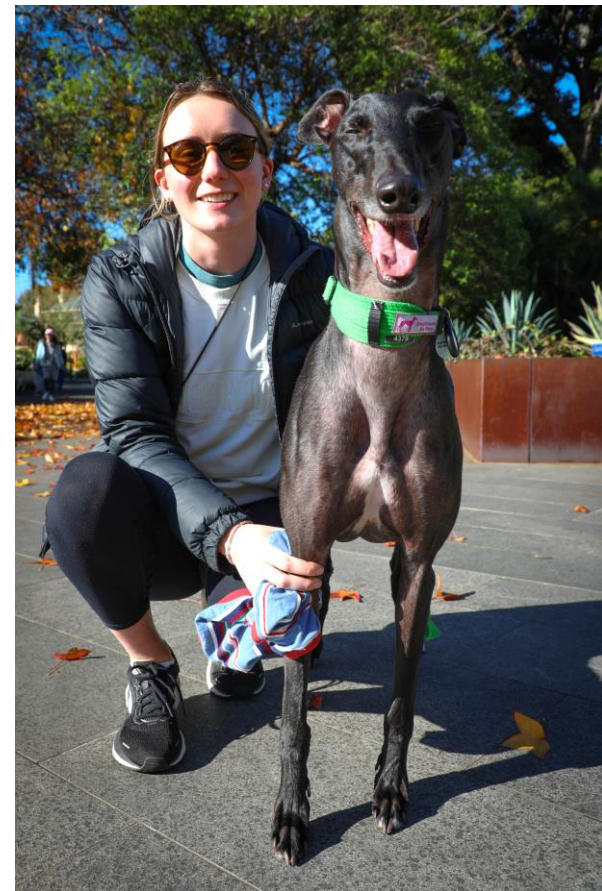
To say thank you to everyone who's signed up so far we're offering a small giveaway for you and your pupper. Simply share an update on how your walkies are going (or anything really!) for your chance to win. We'll pick 5 people (at random) tomorrow at 11am (08/04/22).

Prize must be collected from our Head Office (16 Nelson St Stepney) or our Lonsdale shelter (25 Meyer Rd Lonsdale) 🐾



Looking forward

- 2023 – all states re-focusing on physical events (same date nationally)
- SA – more modest and unique offering, partnering with Botanic Gardens
- Clear, concise proposition with strong cause link
- Build community locally around event



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Get in touch:

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Harry Weedall
Ambassador / good boi 

RSPCA 
South Australia