

FIA

2022
SA FUNDRAISING
SHOWCASE



Walk a Mile in My Boots

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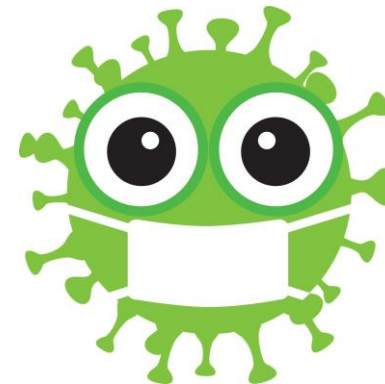
Walk a Mile in My Boots journey

- Started in 2009
- It was the first significant fundraising event for Hutt St Centre
- Previously had been doing fetes, car boot sales, Bunnings BBQs and supporting small 3rd party fundraisers
- Simple concept
- To get a 'sense' of what it might be like to have slept rough and then walk to Hutt St Centre for breakfast



Walk a Mile in My Boots journey

- 7am start in Victoria Park (where people have slept in grandstand), walk down Hutt Street, and then a 'bbq' breakfast in the South Park Lands
- One mile walk
- \$30 entry fee
- BUT, until approx. 2017 – no fundraising requirement or ask
- 2020 / COVID-19 expediated the transition to fully explore peer-to-peer model



2022 approach

- Refine the virtual offering used in 2020 & 2021, and strengthen it's delivery.
 - Plan for the possibility of a physical event.
 - **Short:** Walk side by side with South Australian's experiencing homelessness this August. Walk a mile or more during National Homelessness Week and help end homelessness.
 - **Long:** This August, walk side by side with South Australian's experiencing homelessness. By walking a mile or more during National Homelessness Week, you'll be showing solidarity for Australian's without a place to call home as well as funding meals, hot showers and loads of laundry for those in need.
- The best way to walk a mile is with your friends, family or colleagues. Create a team and share the challenge.



Campaign objectives

Primary:

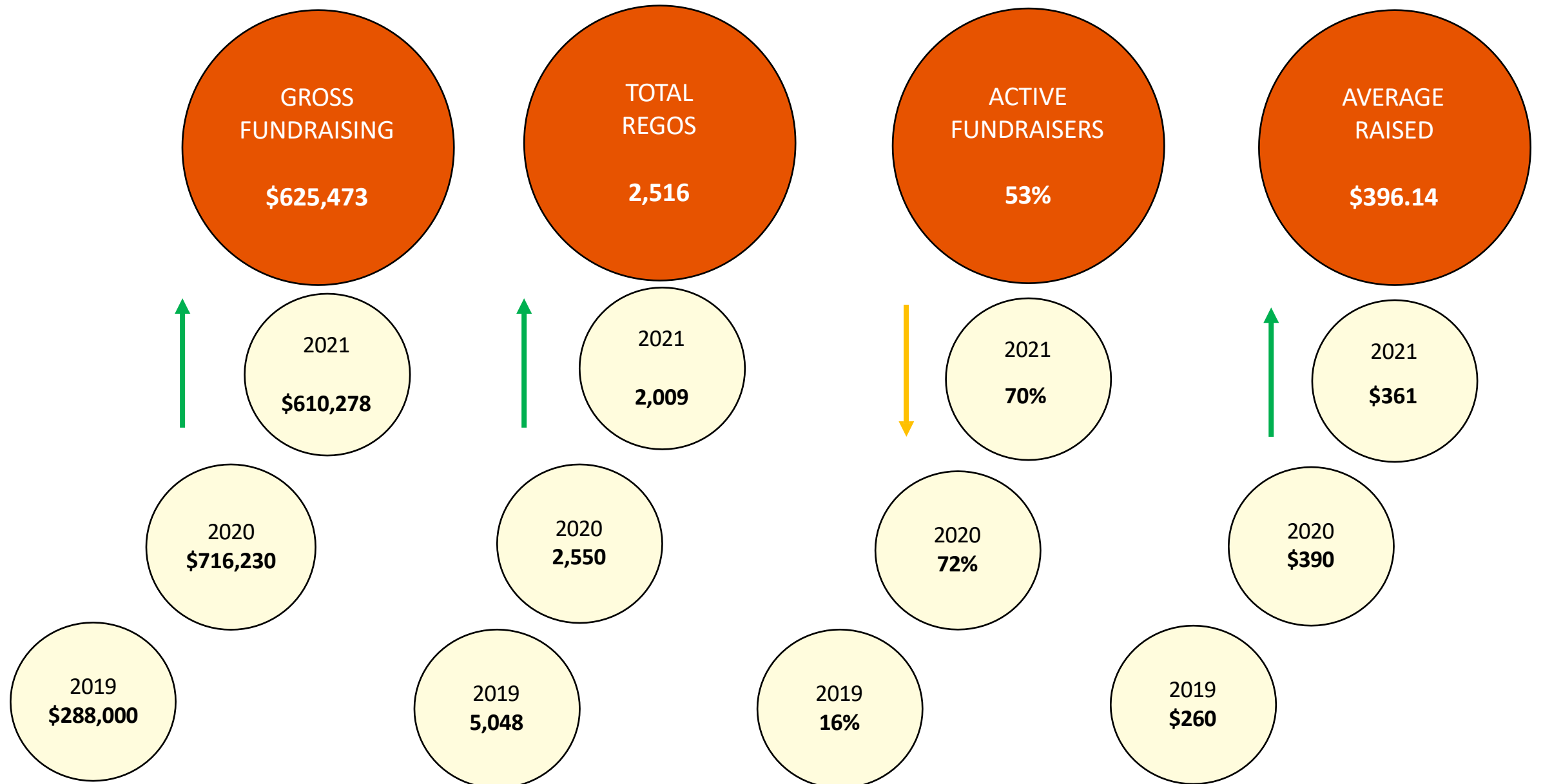
- Raise funds to deliver support & services for people experiencing homelessness in Adelaide
- Acquire new participants to engage in Hutt St Centre's work
- Reactivate past participants, continuing to engage them in Hutt St Centre's work
- Engage and activate participants the largest number of fundraisers possible
- Strengthen brand to better communicate tangible impact and ensure touchpoint consistency

Secondary:

- Increase awareness of Hutt St Centre in Adelaide and South Australia
- Nurture relationships with HSC stakeholders and participants for ongoing engagement



Results breakdown



Summary breakdown

METRICS	2022 RESULT	2022 TARGET	DIFFERENCE TO TARGET	2021 RESULT	YOY DIFFERENCE
REGISTRATIONS	2,516	3,000	84%	2,009	+ 5%
FUNDRAISING	\$625,473	\$631,215	99%	\$607,423	+3%
AVERAGE RAISED	\$396	\$390	101%	\$361	+10%
ACTIVE FUNDRAISERS	1,338	1,900	70%	1,406	-5%
TOTAL # DONATIONS	10,140	--	--	9,910	2.23%
AVERAGE GIFT	\$61	--	--	\$61	0%
% SELF DONATE	44%	--	--	74.5%	-40%
AVERAGE SELF DONATION	\$98.90	--	--	\$94.50	5%

Fundraiser value breakdown

METRIC	2022 AVG	VOLUME	% OF PARTICIPANTS	YOY AVG	2021 AVG	VOLUME	% OF PARTICIPANTS
LV FUNDRAISER (\$1 - \$149)	\$15	1840*	72%	-77%	\$68	674	33%
MV FUNDRAISER (\$500 - \$999)	\$661	195	8%	+0.15%	\$660	206	20%
HV FUNDRAISER (\$1,000+)	\$1,695	143	6%	-4%	\$1,765	119	34%



RAISE \$77
and earn
a FREE
beanie!



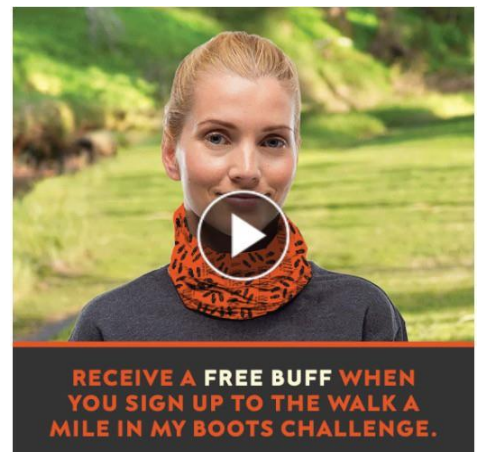
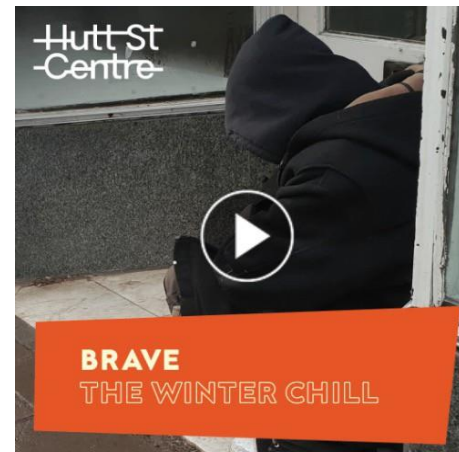
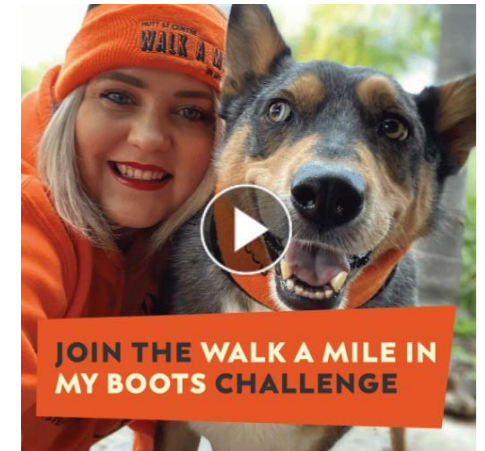
RAISE \$250
and earn a
FREE Calico
totebag



RAISE \$500
and unlock
your FREE
t-shirt!

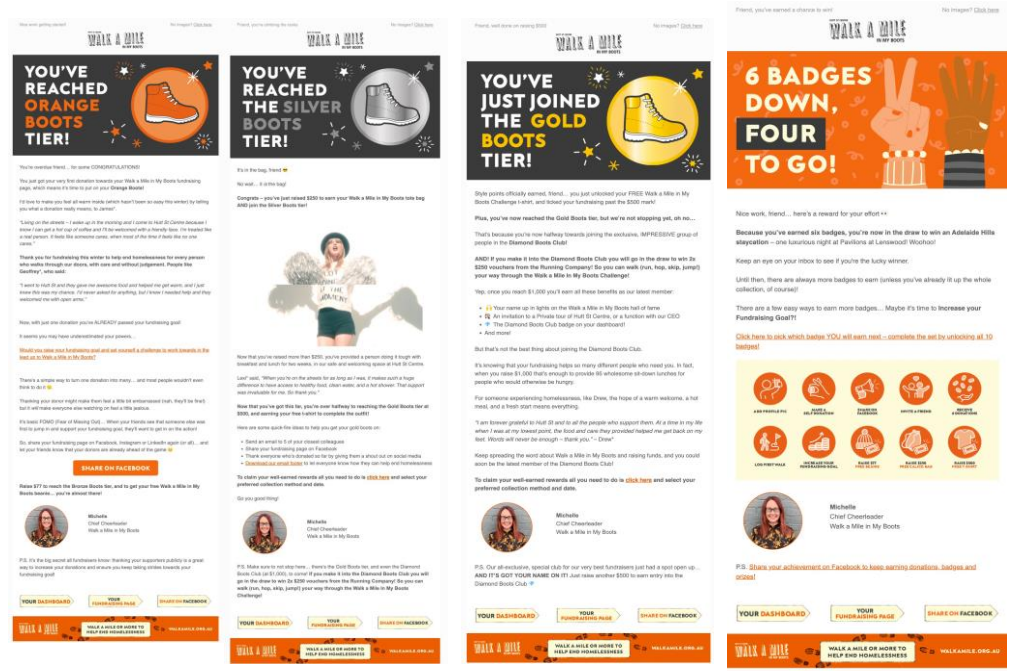
Key tactics

- Invest in digital acquisition and use an acquisition incentive to help reduce CPA and grow event participation
- Use a VIP incentive to help retain high-value fundraisers from 2021 and increase activation for 2022
 - ✓ We used an orange buff for the general public and a silver buff for Diamond Boots Club members and pledges.
- The focus of the website and comms journey was to help display impact by fundraising. This was outlined on the dashboards, in resources and also in website content.



Key tactics

- EDM communications journey
 - Acquisition, renewal
 - Welcome series, behavioural
 - Engagement
- Fundraising tactics



FUNDRAISING & ENGAGEMENT TACTICS	
1	EOFY – RAISE \$30 TO WIN A RESTAURANT VOUCHER
2	RAISE \$48 IN 48 HOURS
3	DOLLAR MATCH DAY #1
4	DONATE A CARE PACKAGE (\$57) TO WIN A WELLNESS PACK
5	RAISE \$24 IN 24
6	DOLLAR MATCH DAY #2
7	COLLECT 6 BADGES TO WIN A STAYCATION
8	INVITE A FRIEND TO WIN A BURNSIDE VOUCHER
9	LOG YOUR FIRST WALK
10	FUNDRAISING TIERS WITH REWARDS
11	RAISE \$1000 TO GO IN THE DRAW TO WIN RUNNING SHOES VOUCHER

Key summary

- We acquired 84% of the forecasted participants but achieved 99% of forecasted income.
- The participants we did acquire activated at a rate of 53%, and raised an average of \$396.
 - This activation and average fundraising is sitting much higher than current industry benchmarks of around 30-40% activation.
 - We improved on the 2021 average fundraising by 10%, or \$35.
- **Facebook delivered 60% of participants, nearly double 2020 and 2021 digital acquisition results.**

Choose a donation amount



Can provide a couple sleeping on the street with a sit-down, nutritious lunch in a safe, welcoming place for 2 days.

\$43



Can provide a person sleeping rough with breakfast and support in a safe, welcoming place for a week.

\$77



Can provide essential health and wellbeing support for a person sleeping rough like a hot shower, laundry and locker facilities, and access to visiting medical and professional services

\$97



Can provide breakfast and lunch for a week, in a safe, welcoming place.

\$128

A big focus - engagement

Friend, welcome to day two! [No images? Click here](#)


It's challenge day two, Friend... we hope you're feeling fresh, fit, and ready for some awesome walking today!

Isn't it an amazing feeling knowing that every step you're walking alongside people in South Australia who are at risk of or experiencing homelessness.

Yep, every step of the way you're helping to end homelessness for every person who walks through our doors, with care and without judgement.


Friend, as you continue through the Walk a Mile in My Boots Challenge week, we've put together a [short video](#) to let you know how thankful we are for your contribution and outstanding efforts as well as about the lives you're changing for the better.

Take a look before you head out for today's walk!



Kara, Deputy Cheerleader
Walk a Mile in My Boots

Thanks so much,




Michelle
Chief Cheerleader
Walk a Mile in My Boots

[YOUR DASHBOARD](#) [YOUR FUNDRAISING PAGE](#) [SHARE ON FACEBOOK](#)

WALK A MILE OR MORE TO HELP END HOMELESSNESS WALKAMILE.ORG.AU

Thank you for your **INCREDIBLE** support! [No images? Click here](#)



WALK FOR MAX

Dear Friend,

On Tuesday, I wrote to share a little bit with you about a friend of ours at Hutt St Centre named Max*, and to tell you how you've helped him on his journey towards homelessness.

Trigger warning for mentions of abuse, mental health challenges and substance use disorder.

Max had a traumatic upbringing. He suffered violence, abuse, and was left scarred. He turned to drugs to escape his inner demons, and survived for many years battling addiction.

After moving to Adelaide to try and rebuild his life, things only became worse. Max was still searching for his place in the world and trusted people who cruelly turned him out of everything he had left. Max ended up homeless in the cold of the Adelaide winter.

Trigger warning for mentions of abuse, mental health challenges and substance use disorder.

Max was a traumatic upbringing. He suffered violence, abuse, and was left scarred. He turned to drugs to escape his inner demons, and survived for many years battling addiction.

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Trigger warning for mentions of abuse, mental health challenges and substance use disorder.

"I stayed all over the place - sleeping under stairs, in the park, whenever I could find."

But as I mentioned on Tuesday Friend, your support through Walk a Mile in My Boots can brighten people's lives even in the depths of despair.

After months spent sleeping rough and long days out in the cold, Max began coming to Hutt St Centre. For a time, he would come in each morning to get warm;

"When I was on the streets, I started going to Hutt St for meals and showers... Sometimes I slept in the Park Lands nearby so I'd be close by for breakfast and a hot shower in the morning."

And though the meals, showers, locker facilities, and warmth meant a lot, it was the warm welcome - the care and lack of judgement - that Max credits as the key reason he was able to find himself a new life.

"I always knew I was welcome at Hutt St. They never made me feel judged. They'd ask me how I was doing and if I was alright. That meant a lot."

With the support of his case manager, Grace*, Max found more than food and showers - he found a home.

Grace said, "Given Max's age and his commitment to recovery, I really advocated strongly for him to get permanent independent housing which is what he's got now. He didn't want to be around people with substance use disorder and now he has that freedom. I know that he would flourish and do well with that influence out of his life - and he really is."


Friend, I want to thank you for helping Max towards homelessness out of the most dire situation. It's thanks to the support of generous, committed friends like you that he was able to turn his life around.

Max is so grateful for the belief that you and others invested in him:

"Thank you for everything you and Hutt St have done for me."

"I came to Adelaide because I like the area and I wanted to get away from all the drugs and that where I was living... I wanted a fresh start and I've found that here."

Thank you so much,



Michelle
Chief Cheerleader
Walk a Mile in My Boots


P.S. Keep fundraising and help even more people in South Australia experiencing homelessness.

"While names and images have been changed for privacy, these stories are very real and reflect how important your generosity is for helping people make their steps out of homelessness."

[YOUR DASHBOARD](#) [YOUR FUNDRAISING PAGE](#) [SHARE ON FACEBOOK](#)

WALK A MILE OR MORE TO HELP END HOMELESSNESS WALKAMILE.ORG.AU

They're our way of saying THANK YOU! [No images? Click here](#)



EARN DONATIONS AND COLLECT BADGES TO WIN!

Step by step, the more fundraising you do Friend, the more prizes you'll unlock!

I'm excited to tell you what we've got waiting in store for you as you continue your fundraising journey all the way to your \$0 goal.

Truth be told, there's one BIG prize for every donation, no matter how small or big:

That's knowing your fundraising dollars are helping put an end of homelessness.

You're helping to fund vital support for people experiencing homelessness such as meals, hot showers, medical care and more.

And to say thank you, we've prepared a fundraising journey full of prizes and rewards:

When you raise...


- \$77 you'll get a snugly warm beanie for those frosty mornings
- \$250 you'll score a handy Calico tote bag
- \$500 you'll earn an exclusive Walk a Mile in My Boots t-shirt!
- If \$1000 you'll become part of the VIP Diamond Stars Club and unlock even more benefits!

Plus, when you unlock 6 of the 11 badges available on your dashboard, you'll go in the draw for the grand prize: A luxurious Adelaide Hills staycation - one night at Pavilions at Lenswood!

To kick-start your fundraising and earn your beanie, share this post on Facebook with a link to your fundraising page!

To power-up your fundraising and unlock your next prize, share a social tile on Facebook with a link to your fundraising page!

[Click here to download social media resources.](#)




Michelle
Chief Cheerleader
Walk a Mile in My Boots

P.S. Make sure to share your fundraising link <https://www.walkamile.org.au/> far and wide to get as many donations as possible, remembering that every single donation helps people doing it tough right here in South Australia.

[YOUR DASHBOARD](#) [YOUR FUNDRAISING PAGE](#) [SHARE ON FACEBOOK](#)

WALK A MILE OR MORE TO HELP END HOMELESSNESS WALKAMILE.ORG.AU

This one's a game changer. [No images? Click here](#)



SHARE ON SOCIAL MEDIA

Friend, it's Michelle from Hutt St Centre here checking in 🍷

I really hope you're having a wonderful Challenge week so far - are you getting out and about, and enjoy the best your local area has to offer?

As always, I'm keen to help you make the best of the Walk a Mile in My Boots Challenge week, especially when it comes to raising funds and helping people on their journey towards homelessness.

Your hard work this week (and all you've done in the lead up) means the world to someone who is at risk of or experiencing homelessness.

That's why I've got another super quick tip to help you make the most of this week.

And remember, if you're looking for the whole shebang when it comes to fundraising resources and advice, we have a section on our website for you to take advantage of!


Asking for donations via social media is proven to be very effective.

We've got resources available for you to use! All you need to do is head to the resources section, choose your favourite social media tile, and share on your Facebook, Instagram and LinkedIn.

Add a link to your fundraising page and people can donate to you!

It's a quick, super easy and effective way to get some more donations to help people doing it tough in South Australia.

[DOWNLOAD A SOCIAL TILE](#)




Michelle
Chief Cheerleader
Walk a Mile in My Boots

P.S. Remember there are lots of resources available to help you make the most of this incredible week! Every donation really helps when it comes to changing lives and helping people find their steps towards homelessness.

[YOUR DASHBOARD](#) [YOUR FUNDRAISING PAGE](#) [SHARE ON FACEBOOK](#)

WALK A MILE OR MORE TO HELP END HOMELESSNESS WALKAMILE.ORG.AU

Friend, today's a special day... It's your very first 2022 Walk a Mile in My Boots Challenge! [No images? Click here](#)



WALK A MILE IN MY BOOTS DASHBOARD

Friend, today's a special day... It's your very first 2022 Walk a Mile in My Boots Challenge! [No images? Click here](#)

These weekly dashboard updates help you stay right up to date with your fundraising goals.

This'll keep you excited about another week of fundraising to help people in South Australia towards homelessness.

Having a quick snapshot of where you're up to helps to give competitive fundraisers like you that extra motivation to keep climbing those bars and earning prizes!

Make your first donation and join the Change Boots bar, and start reaping your wins by earning some epic rewards and prizes!

Right now, you're in the Change Boots bar, but you're only a few donations away from reaching the Bronze Boots bar!

Right now, you're in the Bronze Boots bar, but you're only a few donations away from reaching the Silver Boots bar!

Right now, you're in the Silver Boots bar, but you're only a few donations away from reaching the Diamond Boots bar!

Right now, you're in the Gold Boots bar, but you're only a few donations away from reaching the Diamond Boots bar!

You're in the Diamond Boots Club! You're amazing! [Take an peek on the Walk a Mile in My Boots website.](#)

And for someone of your fundraising prowess - you're in our TOP 10 FUNDRAISERS! - there's an extra motivation to stay right near the top... here you can put your name on the board!

And to someone of your fundraising prowess - you're in our TOP 20 FUNDRAISERS! - there's an extra motivation to stay right near the top... here you can put your name on a spot in the top 20!

Take a look to see your progress so far...

Amount raised \$0	Average raised \$0
Miles walked 0	Average miles walked 0
# of Team members 0	Average # of Team members 0
Team raised \$0	Average team raised \$0
Average raised in your team \$0	Average miles per team member 0

Invite a Friend and WIN!

Remember for every friend you invite who joins the Walk a Mile in My Boots Challenge, you'll get the chance to win 1 of 10000 amazing prizes worth \$500 each!

To get the most, just pass on your unique invite link to a friend, colleague, or family member who's keen to take on the Challenge with you. Here's your link:

<https://www.walkamile.org.au/>

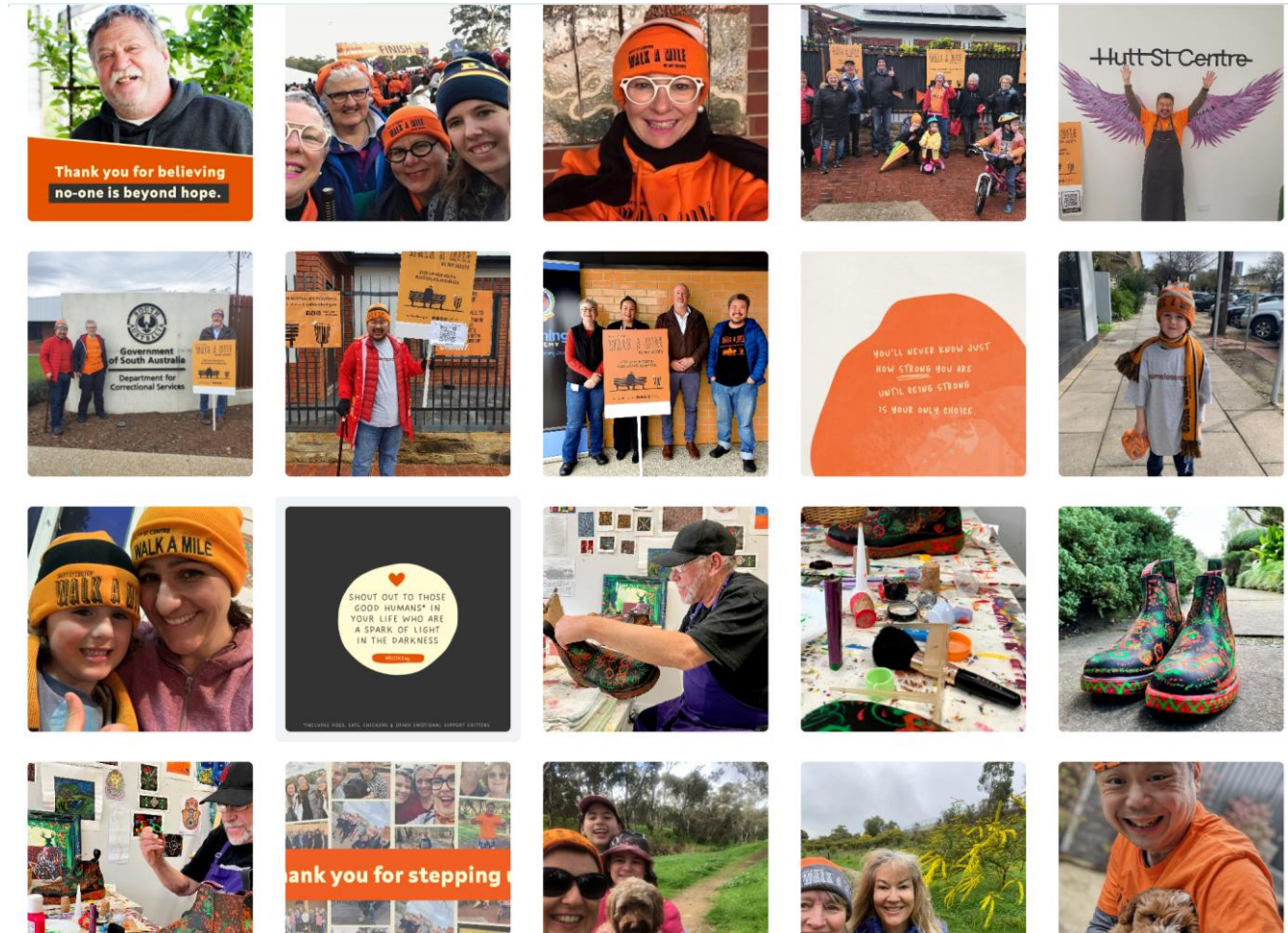


Michelle
Chief Cheerleader
Walk a Mile in My Boots

[YOUR DASHBOARD](#) [YOUR FUNDRAISING PAGE](#) [SHARE ON FACEBOOK](#)

WALK A MILE OR MORE TO HELP END HOMELESSNESS WALKAMILE.ORG.AU

A big focus - engagement



2nd Year of dedicated Walk a Mile in My Boots facebook page

Top-performing organic posts
Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post	Highest reactions on a post	Highest comments on a post
<p>Facebook post</p> <p>👍👍 DOLLAR MATCH DAY: DOUBLE YOUR IMPACT TODAY...</p> <p>31 Jul 2022, 15:58</p> <p>This post reached 246% more people (2,172 people) than your median post (627 people) on Facebook.</p>	<p>Facebook post</p> <p>With the Walk a Mile in My Boots Challenge officially done and...</p> <p>14 Aug 2022, 23:52</p> <p>This post received 279% more reactions (125 reactions) than your median post (33 reactions) on Facebook.</p>	<p>Facebook post</p> <p>With the Walk a Mile in My Boots Challenge officially done and...</p> <p>14 Aug 2022, 23:52</p> <p>This post received 850% more comments (19 comments) than your median post (2 comments) on Facebook.</p>

Little Miss Replies to Every Email from Chief Cheerleader Michelle



Challenges / looking ahead

- The Peer to Peer event market is more crowded than ever.
- Overall events revenue increased during the month of August 2022 (up 50%) which was good to see, this was driven by the resumption of physical events that didn't occur in 2021 due to covid.
- The volume of events is significantly up again (60%). If we remove physical events and include all virtual P2P events, including new FB challenges revenue was down \$505K overall year on year (6%).
- Developing hybrid model for 2023.
- Managing expectations (internal and past participants who haven't engaged in peer-to-peer fundraising).

*Information supplied by partner Donor Republic





Thank You

Hutt St Centre

end homelessness