

FIA Conference 2023

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Creating Portfolio Sustainability through structured New Product Development

**COMMUNITY &
EVENTS**

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Who We Are.

Cancer Council NSW is Australia's leading cancer charity, working to reduce the impact of cancer for all Australians

We work across the cancer continuum from research to prevention, to information, support and advocacy

We work across all cancers

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**HERE
FOR
LIFE**



**Protecting life's
moments, for life**

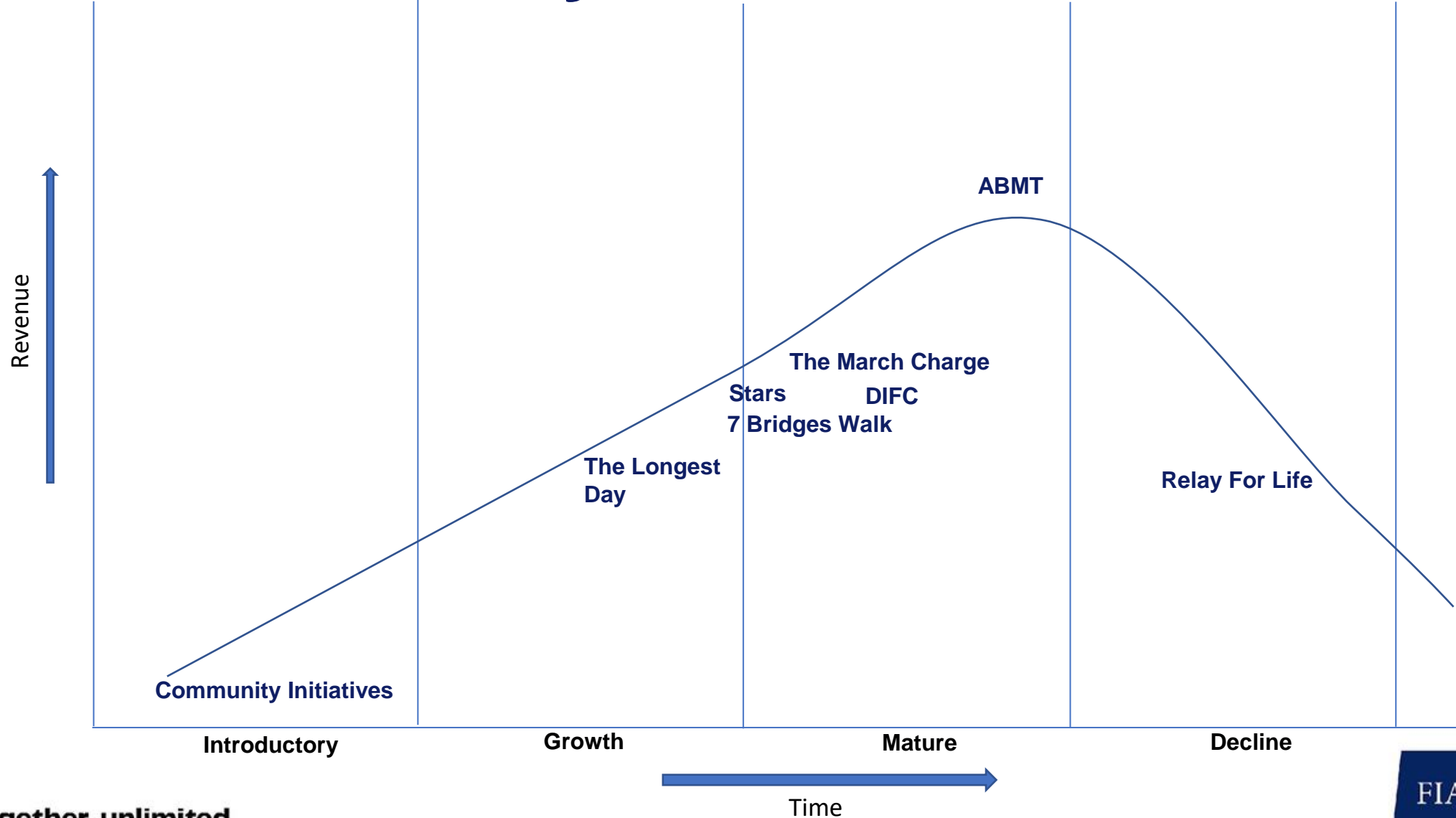
Context.

Cancer Council NSW embarked on a growth strategy to increase its impact for all Australians affected by cancer.

The Campaigns team play a key role in this strategy, currently generating one quarter of our revenue.

To ensure we can continue to support our mission in the future we needed to think differently about our portfolio

Product Life Cycle.

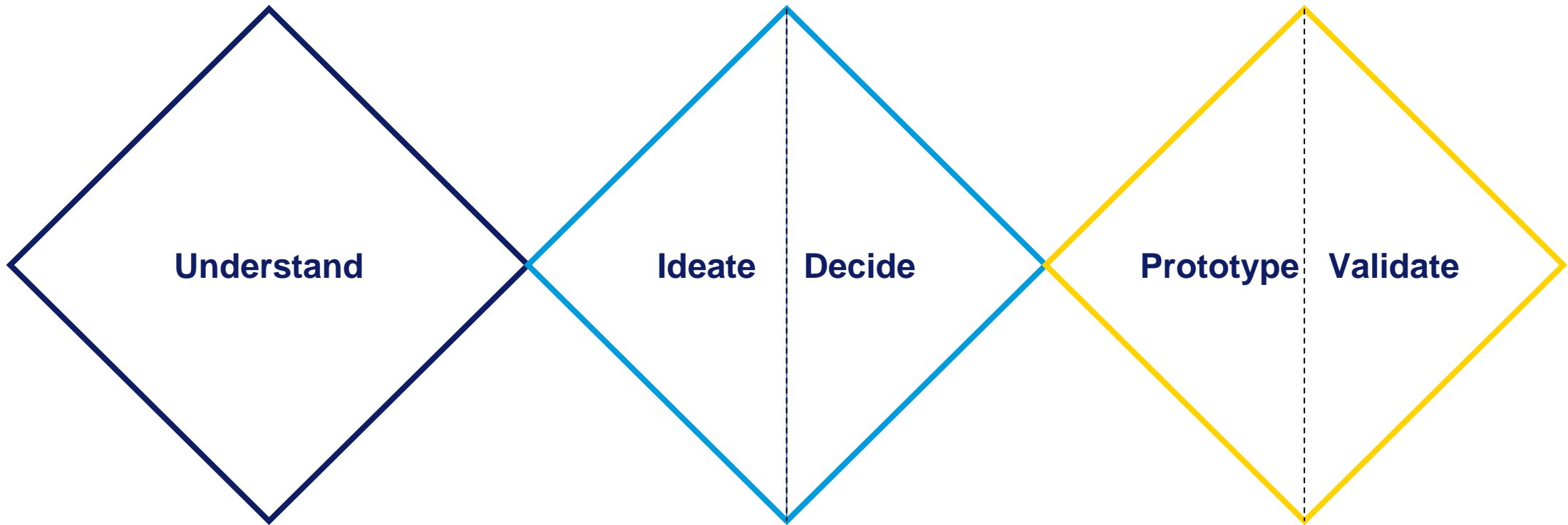


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The Methodology.



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Understand Phase – 3 Pronged Approach.

Internal

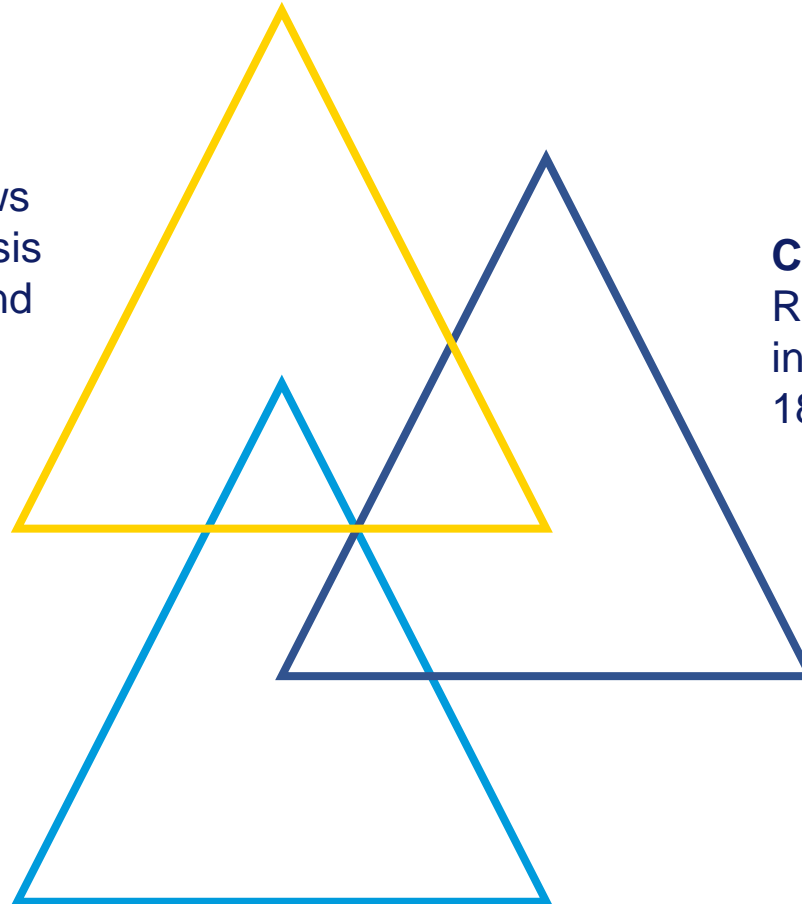
Stakeholder interviews
Deep dive and analysis
of existing insights and
research

Consumer

Review of existing
insights
18 in depth interviews

External

Review of our existing
knowledge and insight
reports
Desk research



Segmentation.

From a Cancer Council event, I need a way to express my feelings about a recent and very impactful experience

I am driven by
My Experience

Recent Experience Responders
Cause led, meaningful, easy to explain

From a CCNSW
event I need..

People to say 'Thank
You'

People to say 'Well
Done'

To know myself that I
am a 'good person'

My excuse to get
that is **My
Experience**

Personal Organisers
*Failproof
Can be personalised
Not frivolous*

Personal Goal Seekers
*Challenge for me
Fit with an activity I do or would
like to*

Direct Doers
*Something that appeals to my
interests or values.
Something is unusual or different
to normal charity fare*

My excuse to get
that is **Cancer as
a cause**

Community Organisers
*Failproof
Relevant/unarguable cause
Not frivolous*

Good Cause Eventers
*Challenge for me
Something I want to do anyway
Relevant/well known cause or activity
or something novel, desirable*

Passive Attenders
Something that is easy!

Our Sprint Brief.

Develop a range of new products for a cause connected audience that offer both increased connection to the cancer experience (meaning) and a choice of activities to appeal to a range of interests.

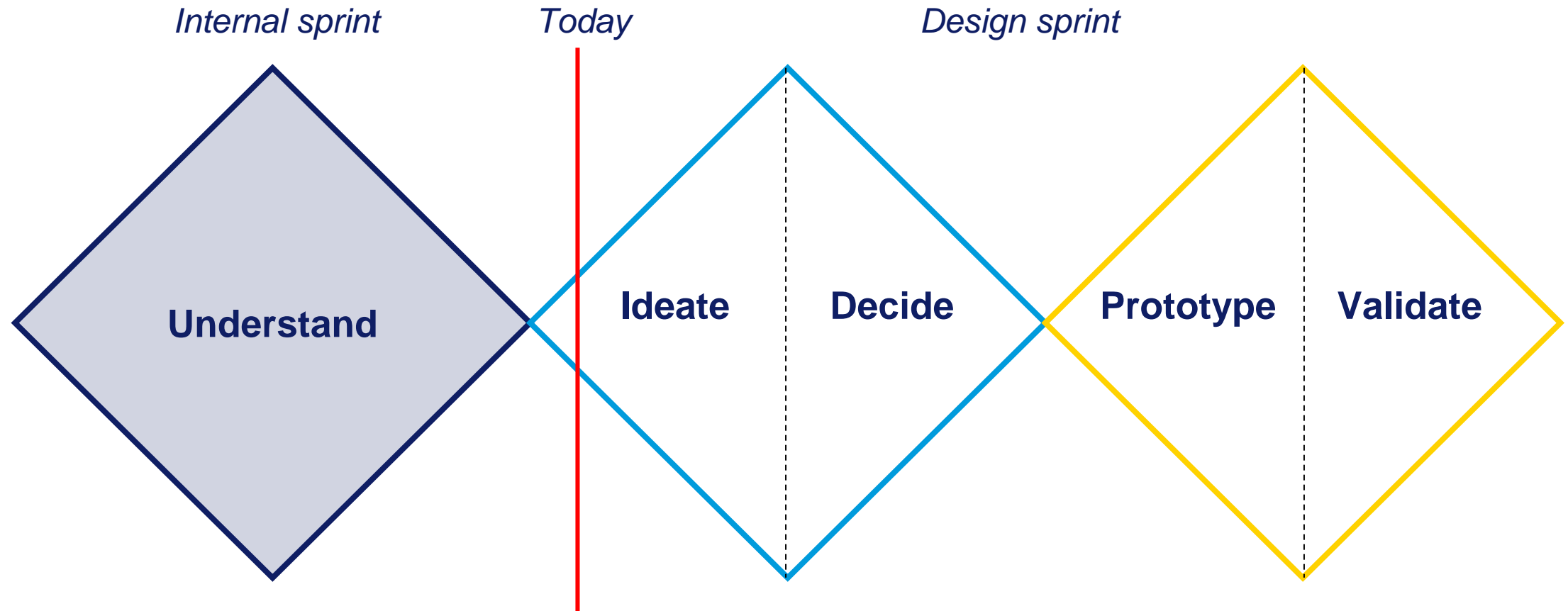
Products must:

- ✓ Have the potential to raise \$1m in Year 4
- ✓ Be deliverable at an ROI of 2:1
- ✓ Fit within CCNSW's overarching brand direction
- ✓ Appeal to a cause connected audience

Portfolio must:

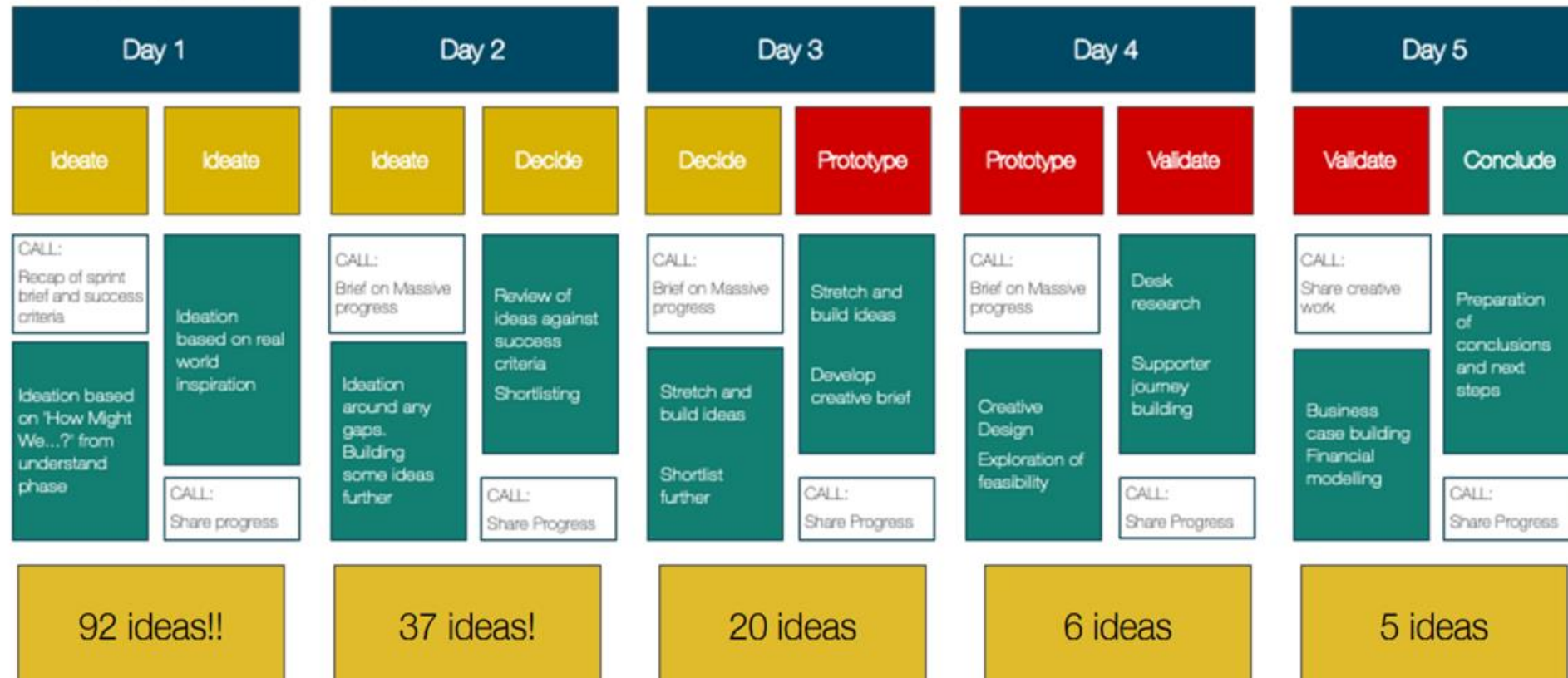
- ✓ Have flexibility to be delivered in both a COVID and non-COVID world
- ✓ Have breadth of activities for broad audience reach
- ✓ Both challenge competitor products and find new spaces in the sector

Design Phase.



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Sprint Week Inputs and Outputs.



Ideate.

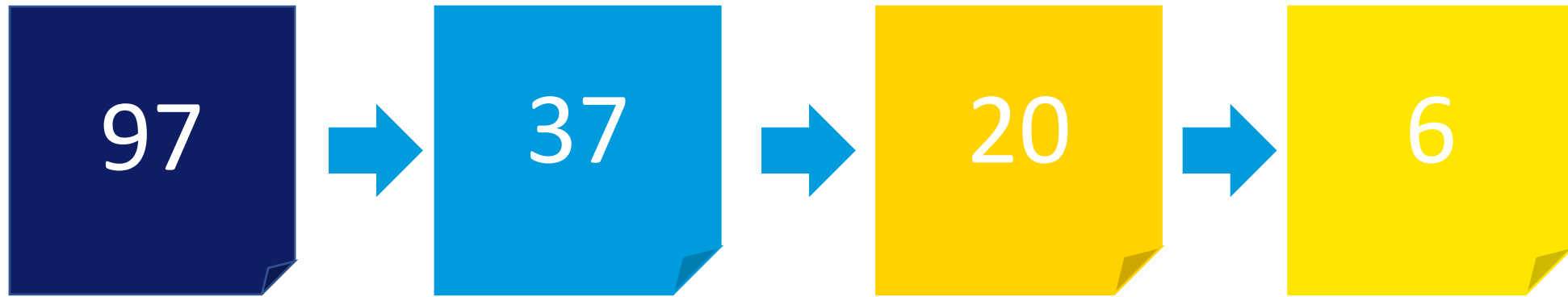
How might
we...?

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Decide.



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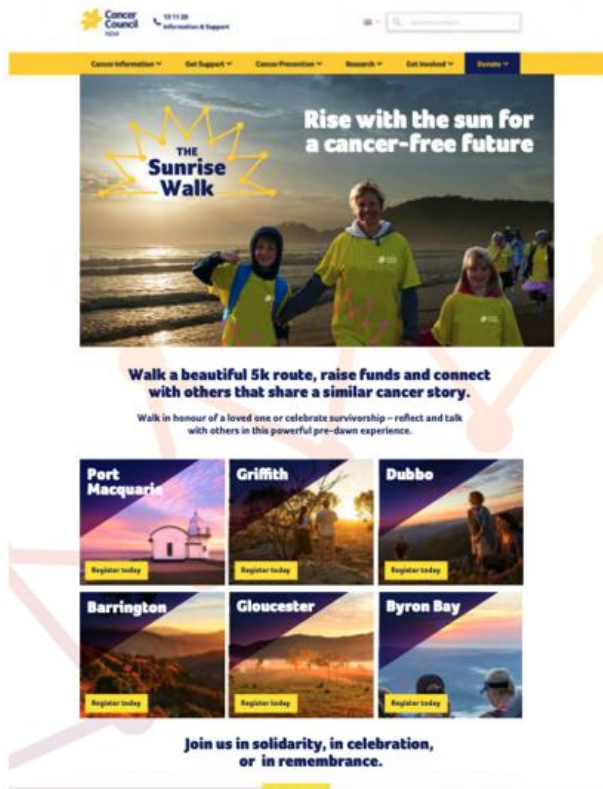
Prototype.

Our	Sunrise Walk
helps	People close to the cause
who wants to	Process and talk about an experience
by	Making sponsored events accessible
and	Giving them a vehicle to express their experience
(unlike	Cause distant products or large challenges)

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Draft creative mocked up



Succinct explanation of the event

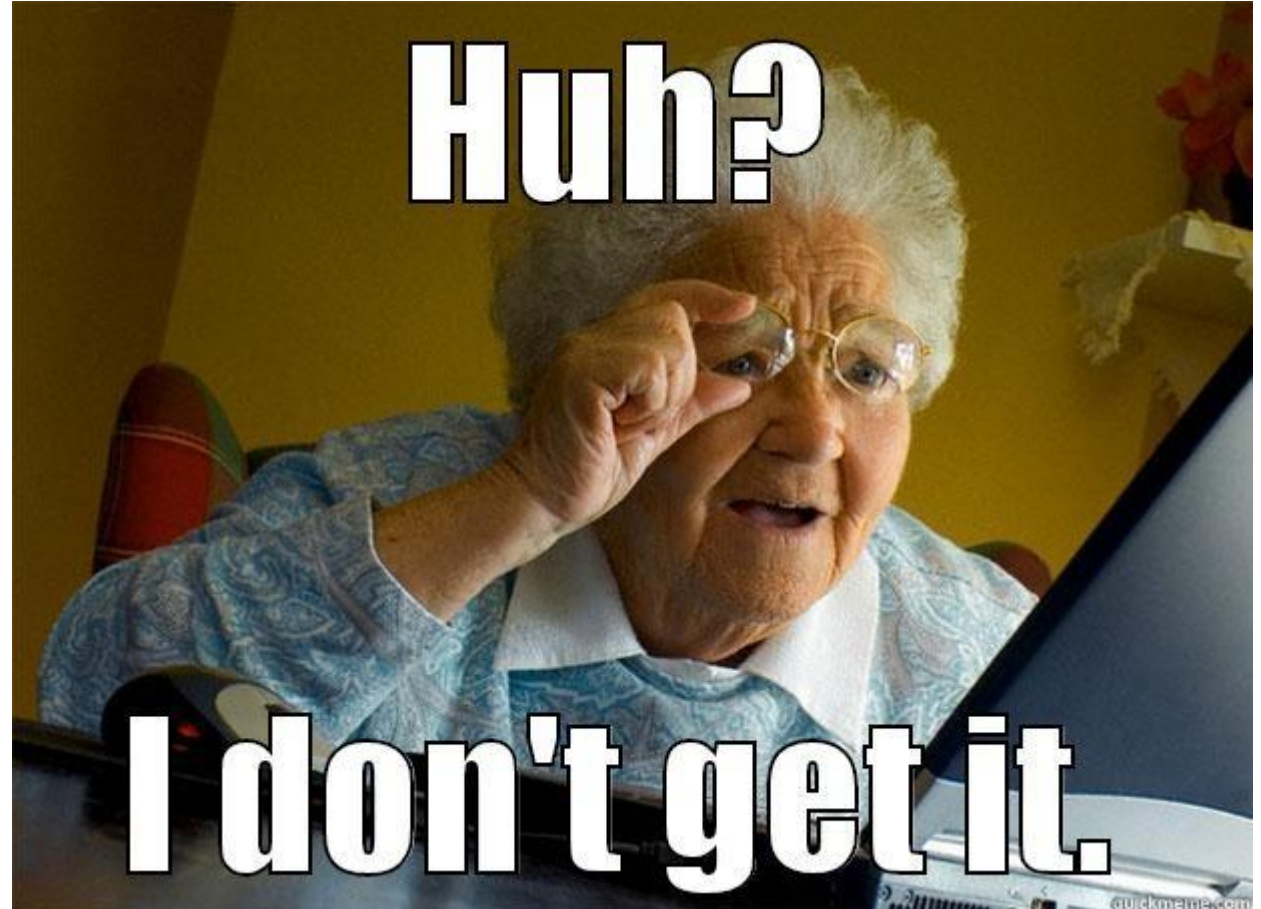
- Find your local event, sign-up and setup your fundraising page, inc. a fundraising total
- Refer your friends or invite them to join your group
- Share your motivation for taking part with friends and family, and ask for donations and get your event t-shirt when you've fundraised your first \$40
- Arrive before dawn to an informal and friendly event day, collect your back sign and write in who you are walking for - set off by moonlight, walk, watch the sunrise and finish in daylight.

Reasons to believe

- Currently no strong cause led event in portfolio
- Success of similar events with other charities across Australia
- Sunrise - unique concept that has seen some success in the US and UK
- Local feel creates community connection to drive further engagement and future fundraising

Validate.

1. What insights do we have that validate this idea?
2. Comprehension testing
3. Identifying risks
4. Business Case & financial modelling



Validate more.

Create a plan of what we want to learn from Y1 of event

Test recommendations:

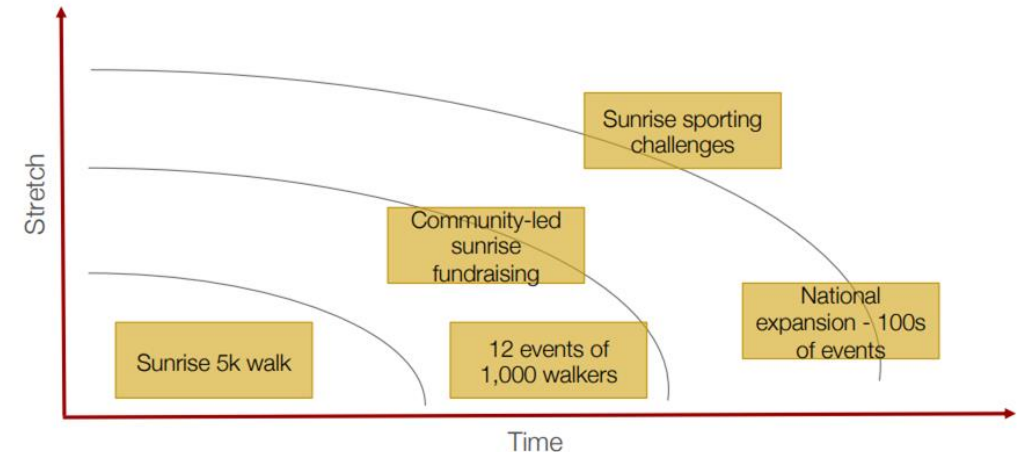
1. Determine fundraising value
2. Build on event experience
3. Recruit local

Anticipate possible questions and have the answers

- Why Sunrise?
- Why 5km?
- Why small events, not one large one?

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Map out future growth potential



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Sense check against Sprint Brief.

Products must:

- Have the potential to raise \$1m in Year 4
- Be deliverable at an ROI of 2:1
- Fit within CCNSW's overarching brand direction
- Appeal to a cause connected audience



Piloting our final ideas.

Sunrise Walk

Join your local Sunrise Walk, unite with your community and raise funds together for a cancer free future.

Expectations:

Target audience

- Female 30-55
- Close connection to cause

Lower fundraising as ticketed and low challenge

Events to be held on same day to create feeling of a movement



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Learnings.

- Female, cause driven
- Difficulty in finding a day that works for multiple communities
- Location is key
- Low fundraising but high active fundraiser rate

	Actual	Target
Tickets	501	610
Ticket income	\$5,810	\$10,700
Fundraising pages	279	600*
Active fundraisers	61%	50%
Average banked	\$234	\$300
Fundraising	\$39,540	\$105,000
Total revenue	\$45,350	\$115,700



Piloting our final ideas.

Ride500

Ride 500KM this September and raise funds for people affected by cancer.

Expectations:

- Target audience:
 - Male, 35-55
 - Challenge motivated
- Good average fundraising



Learnings.

- Male and female
- Cause motivated
- Strong fundraising
- More inclusive CTA worked best (less challenge focused)

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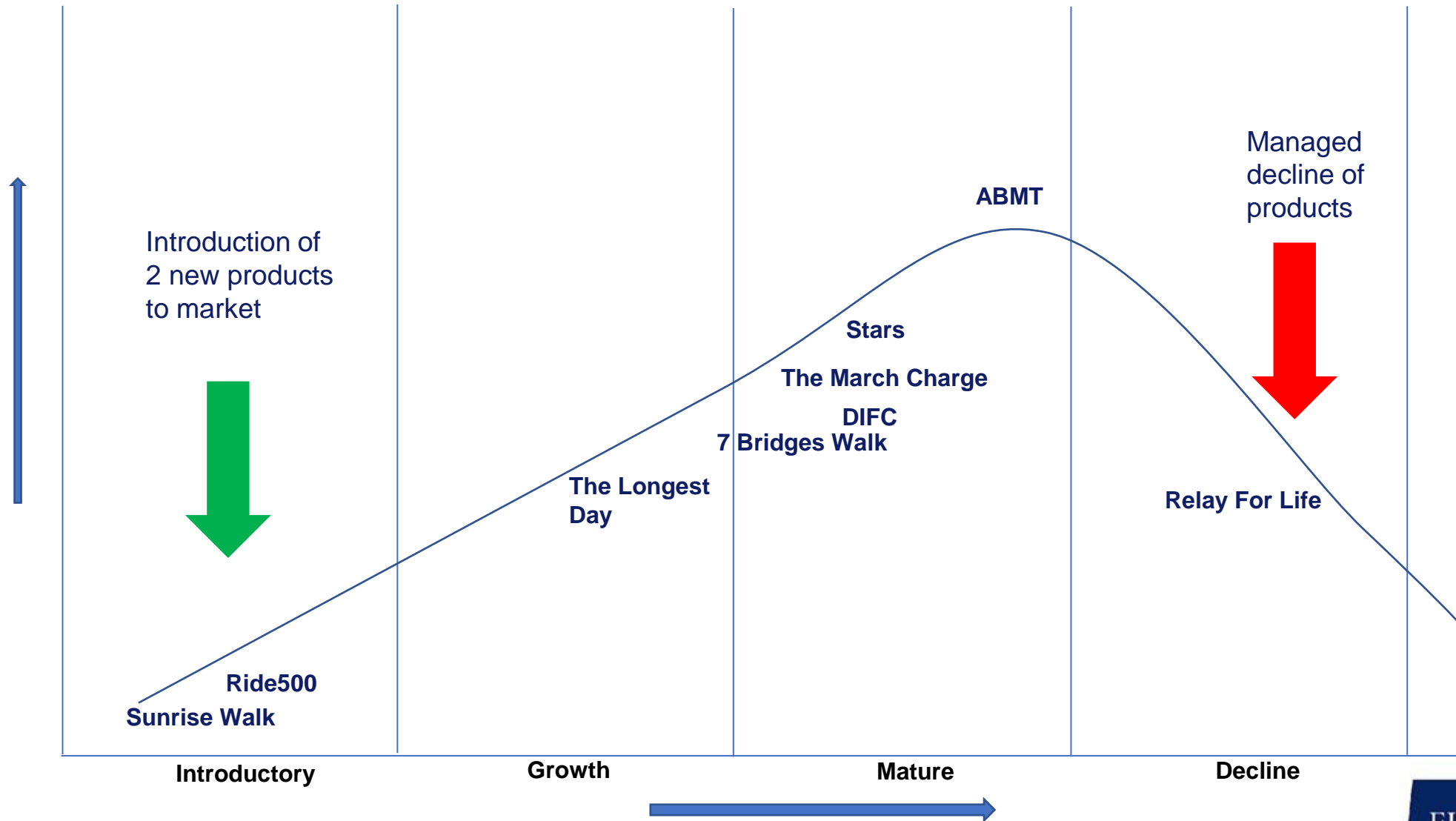
Results.

	Year 1		Year 2	
	Target	Actual	Target	Actual
Registrations	750	449	785	648
Fundraisers	413	289	432	191
Active fundraisers	55%	64%	55%	29%
Average banked	\$400	\$919	\$810	\$816
Income	\$165,000	\$265,683	\$349,718	\$155,877



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The Portfolio Now.



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Key learnings.

- ✓ Portfolio approach can help you manage where you need to invest as well as bringing stakeholders on this journey
- ✓ Having a New Product Development Framework with clear outputs at each stage and engaging key stakeholders has meant everyone has seen the value and resulted in a similar process happening for our Regular Giving Portfolio
- ✓ Invest in the understand phase to get the right ideation brief for your specific needs
- ✓ Prioritise the time to get the outputs
- ✓ Be patient, it takes time to see \$





Thank you

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RIDE50