



# FIA Conference 2023

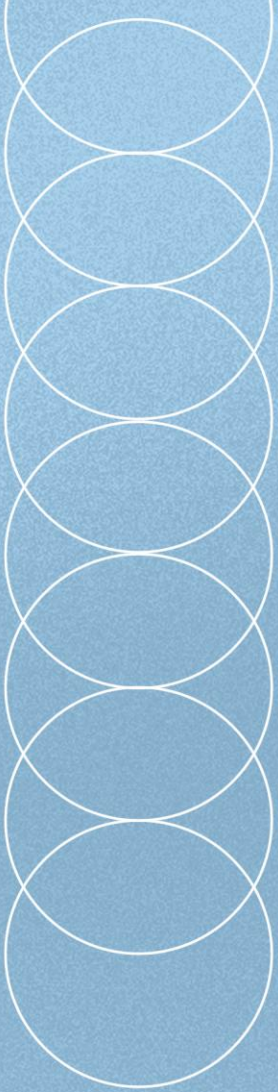
## **Together, unlimited.**



FIA

CONFERENCE





# Pulling Off A Federated P2P Campaign In 2 ½ Months

COMMUNITY & EVENTS

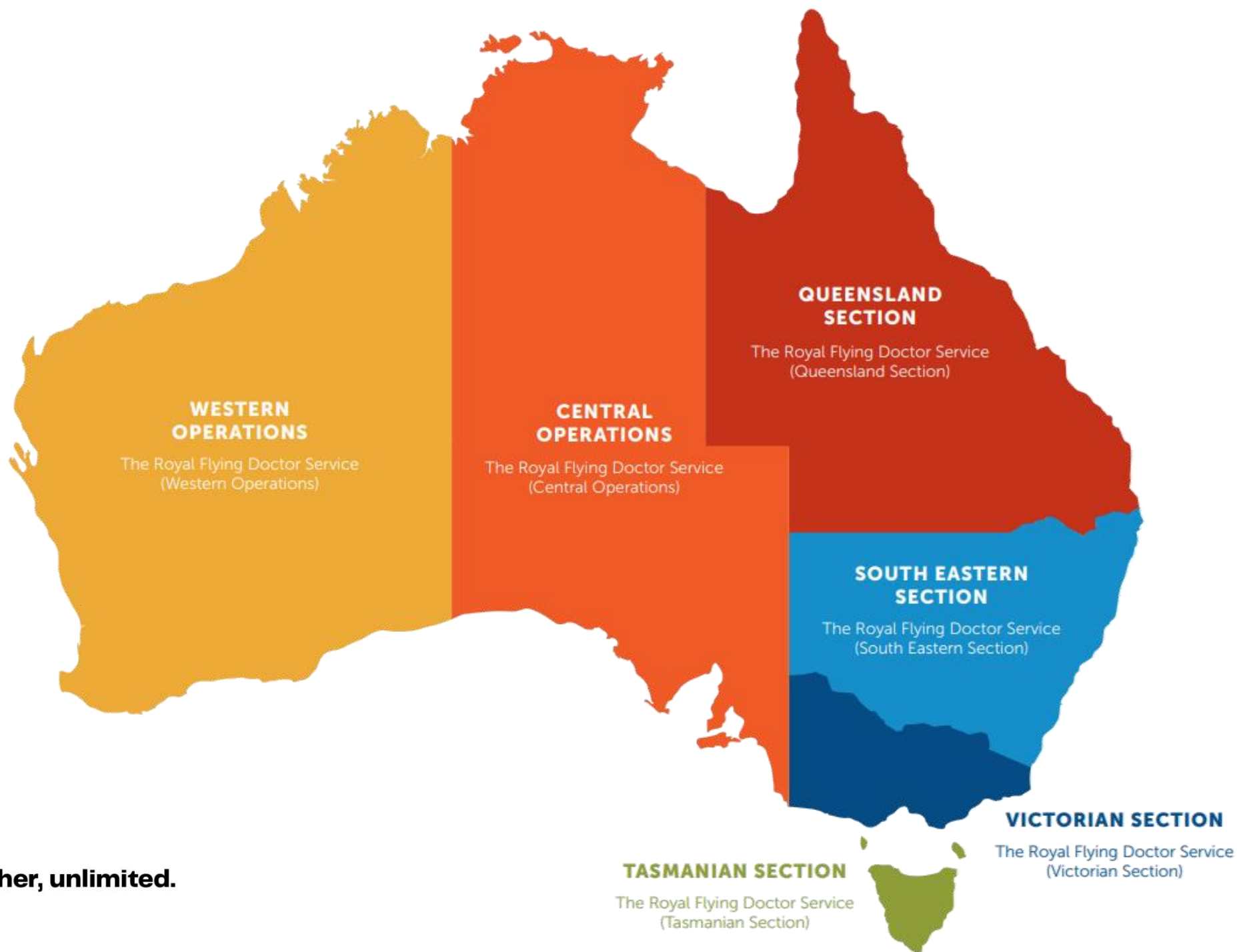
Katherine Ash & Sebastien Krantz

Royal Flying Doctor Service

**Together, unlimited.**



CONFERENCE



**Together, unlimited.**



**CONFERENCE**



**5,764**

**Total Participants**

**\$1,376,641**

**Total Raised**

**Together, unlimited.**



We are seeking interest from other sections to collaborate on a P2P fundraising event in 2022-2023.



**How did 20+ people agree to invest and go ahead with a brand-new campaign in a short period of time?**



## TO AGENCY, OR NOT TO AGENCY



**Together, unlimited.**

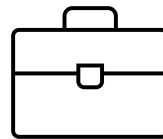
FIA

CONFERENCE

# Speed



# Expertise



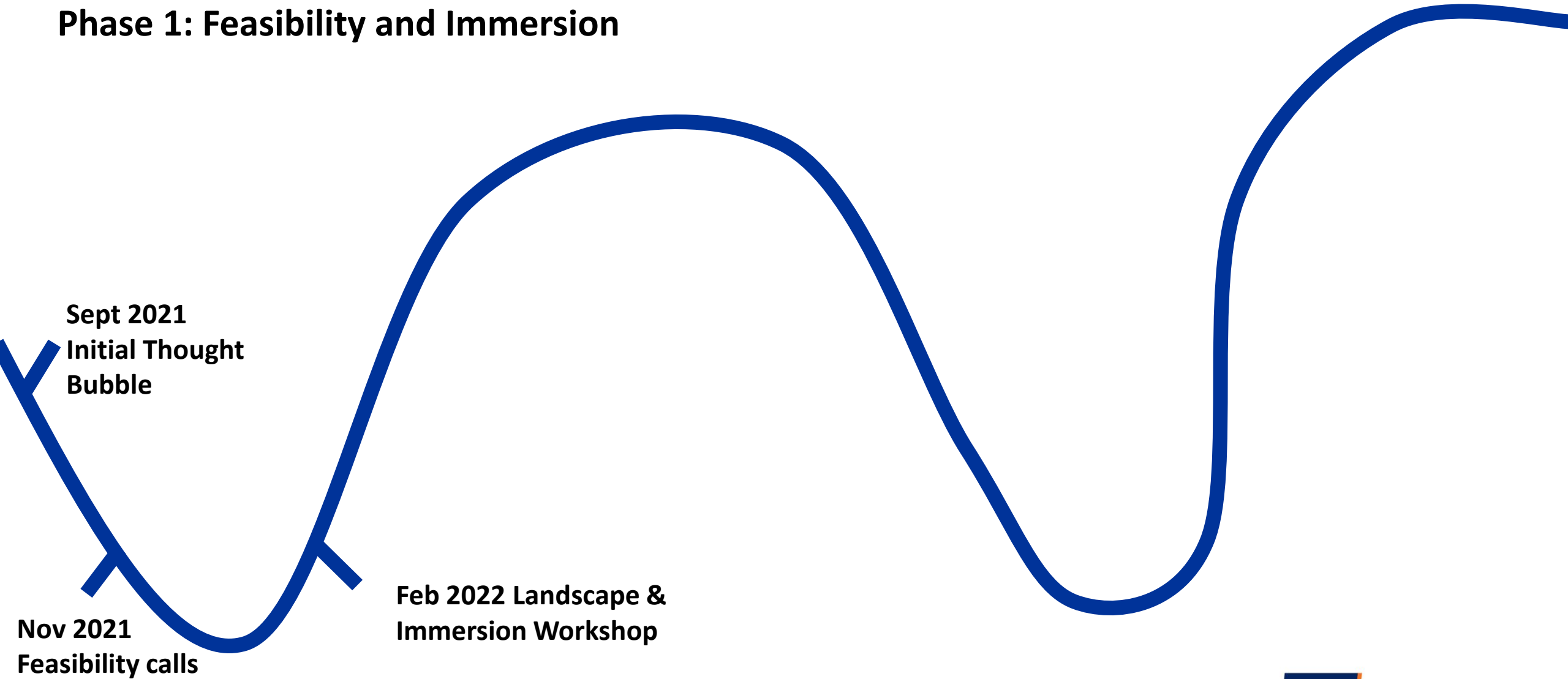
# Trust



**Together, unlimited.**



# Phase 1: Feasibility and Immersion



**Together, unlimited.**



CONFERENCE

## Immersion Workshop

What are the key ingredients to success, scalable P2P events?

- Clarity of proposition – easy to understand
- Clarity of the target audience and focus on it
- Look and feel - Energetic and fun, stepping away from a corporate tone
- Importance of the cause in the messaging
- Easy rego process, dashboard
- Fundraising tactics
- Gamification
- Intensive, multi-channel communications journey to inspire and engage during the campaign period
- Generally, activity focussed during the acquisition phase, cause secondary
- Creates a sense of a movement and energy
- Organisations without large cause motivator prospects need to offer an event that appeals to a different motivator
- Assists people with their fundraising by giving easy ongoing tips and challenges to assist to raise funds
- Thank and reward during the year.



**Black Dog  
Institute**

One Foot  
Forward

23,759 participants  
\$5.6m raised



8,176 participants  
\$4.4m raised

**MAKE  
A—MOVE**



3,700 participants  
\$202k raised



6,738 participants  
\$1.3m raised



1,500 participants  
\$8.0m raised

**Together, unlimited.**

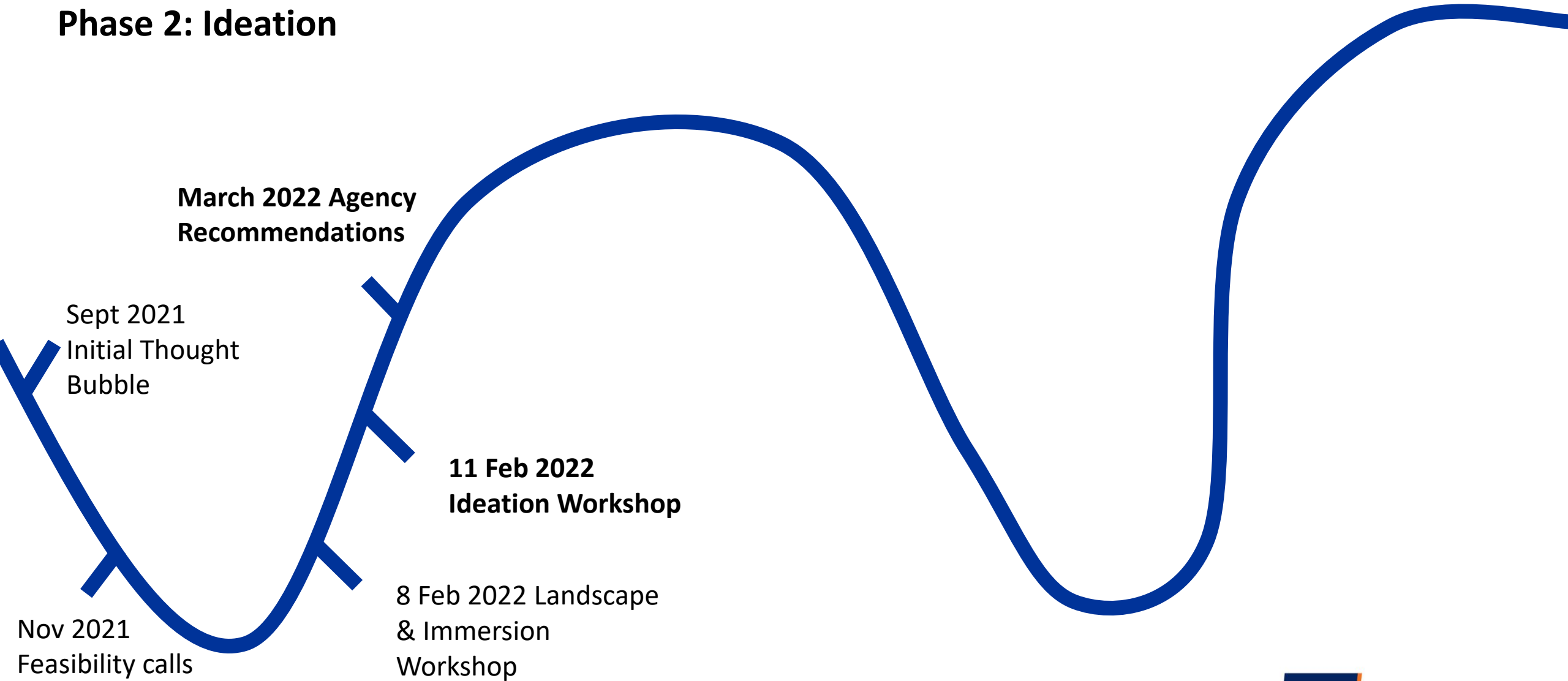




## The P2P landscape in 2022

- 2022 saw a huge decline in virtual P2P revenue
- Market disruption
- Rising cost-of-living pressures
- 117% increase in number of P2P events in October 2022 compared to 2021
- October overall revenue declined from \$43mil in 2021 to \$40m in 2022

## Phase 2: Ideation



**Together, unlimited.**



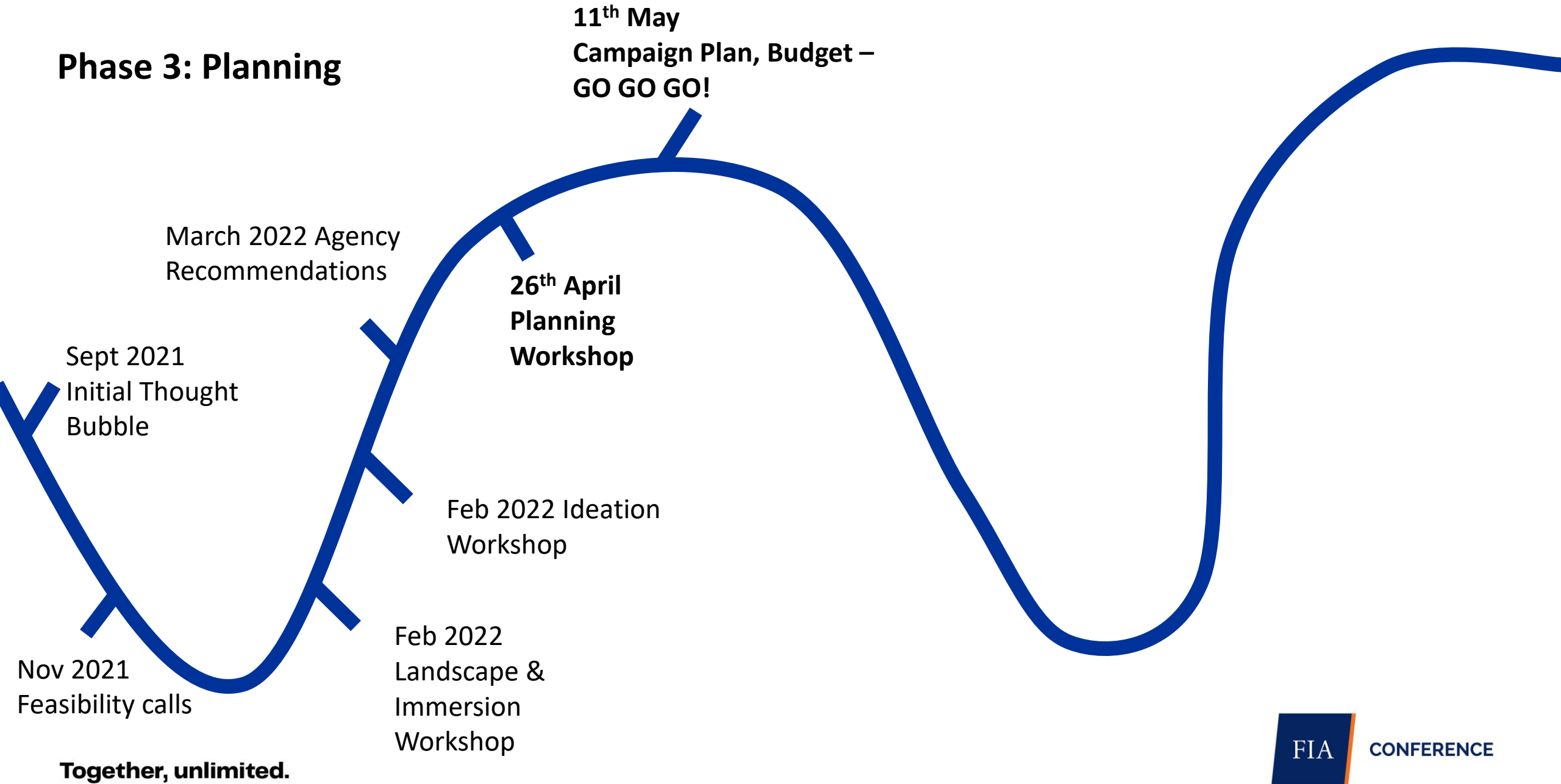
CONFERENCE

## Campaign Objectives

1. Generate revenue of \$1mil annually within 3 years
2. Diversification of fundraising income
3. Appeal to a new, younger audience
4. Create a national campaign to deliver efficiencies and scale
5. Increase RFDS Brand awareness, appreciation and showcase the breadth of services



## Phase 3: Planning



CONFERENCE



**Together, unlimited.**



CONFERENCE

## Phase 3: Implementation









RFDS

# OCEANS to OUTBACK

Oceans to Outback is a month-long fitness and fundraising challenge.  
Get fit, raise funds and help the Royal Flying Doctor Service (RFDS) deliver life-saving care  
across Australia.

 It's best to leave well enough alone 

- Seb Krantz, July 2022

Km distance's link to  
cause

Email inbox sender  
name

eDM test variations

Weird green box on dollar  
handle on mobile

Some website photography

VIP Shout out design

Lack of compelling  
patient stories

Tier Names

Interactive Map  
functionality on Mobile

Bits of eDM copy

T-Shirt fabric

Mailhouse send  
schedule

VIP Name

Stock photo eDM  
banners

Dollar handle  
imagery

Photoshopped  
creative

Walking stock photo

FCRT Tier Design

Lack of proper photoshoot

Donation received trigger  
email

Donation receipt

Website yellow

**Together, unlimited.**







**Together, unlimited.**



**Together, unlimited.**

METRICS	2022 RESULT	2022 TARGET	DIFFERENCE	DIFFERENCE TO TARGET
Registrations	5,764	5,255	509	+9.69%
Fundraising	\$1,375,430.94	\$603,011	\$772,420	+128%
Average Raised	\$372.62	\$270	\$102.62	+38%
Activation Rate	60.58%	41.99%	18.59%	+44.3%

**Together, unlimited.**



**Together, unlimited.**



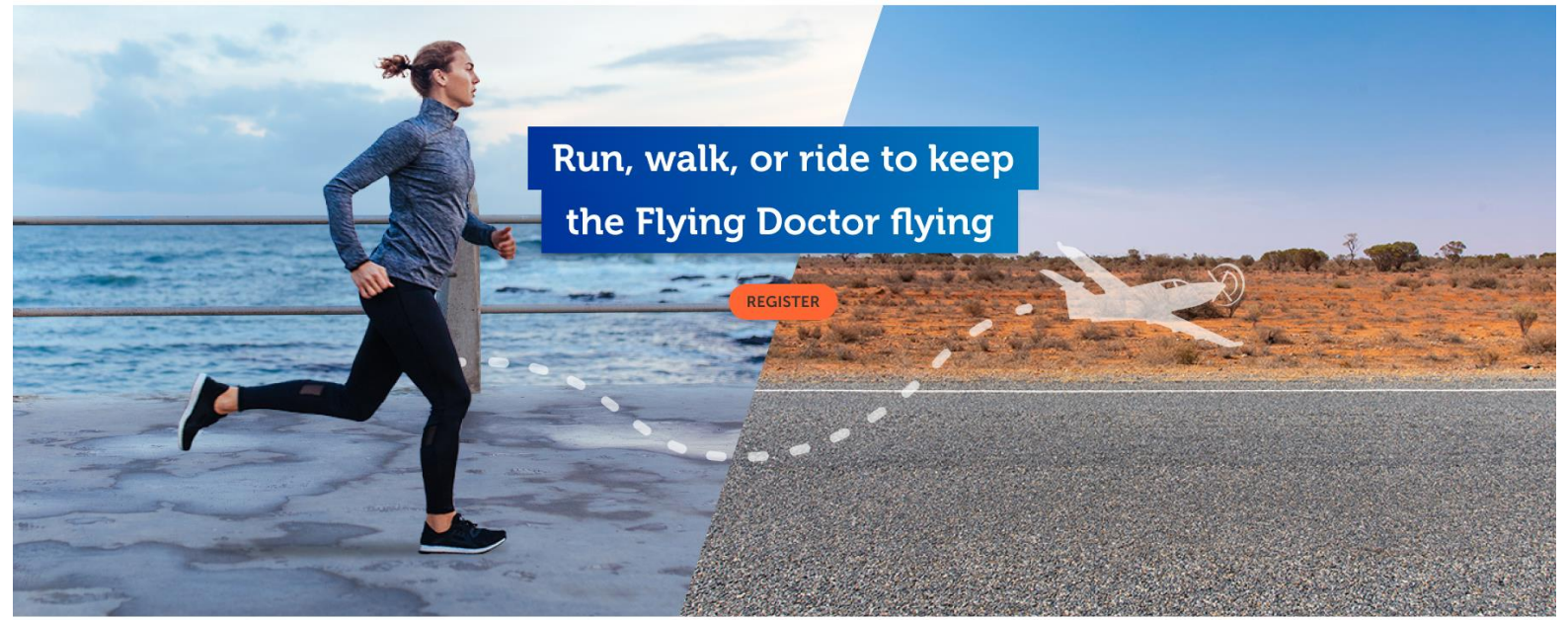
CONFERENCE



Different creative & landing pages:

Walk or run 79km in October

Ride 330km in October



**Oceans to Outback is a month-long fitness and fundraising challenge. Get fit, raise funds and help the Royal Flying Doctor Service (RFDS) deliver life-saving care across Australia.**

**Together, unlimited.**



**CONFERENCE**



# My achievements



Refer a friend



Profile pic



Self-donation



Share on  
social



First KM  
logged



Reached  
activity target



Raised \$300



Achieved my  
fundraising  
target



Set my KM  
goal



Raise \$500



Received  
donations



First Class  
Response  
Team

**Together, unlimited.**

FIA

CONFERENCE



### Apprentice

Raise \$1 to \$99

Your journey has just begun, welcome aboard. You're inspiring others to keep the Flying Doctor flying!



### Support Team

Raise \$100 to \$299

Become a Support Team member by October 7th for your chance to win a \$200 Woolies voucher!



### Frequent Flyer

Raise \$300 to \$499

Reach Frequent Flyer status and earn a certificate of appreciation from our frontline team.



### Crew Member

Raise \$500 to \$749

Become an Oceans to Outback Crew Member and earn a special-edition medal to wear proudly.



### Specialist

Raise \$750 to \$999

Become a Specialist by October 21st to be in with a chance to win an iPhone SE valued at \$799



### First Class Response Team

Raise \$1000+

Raise \$1000 and you'll be inducted into the First Class Response Team and score access to exclusive rewards!













**Together, unlimited.**







Down to the wire, Katherine.

There's just three days to go before your challenge is officially over. Are you still on top of the leaderboard? Or are you about to join the hall of fame of fundraising champs? Let's find out:

1		Meredith Staib	Raised \$10,621	
2		Clay Bertram	Raised \$8,202	
3		James Brougham	Raised \$7,263	
4		Wendy Sheehan	Raised \$7,000	
5		Tammy Andrasic	Raised \$5,770	
6		Geoff Roberts	Raised \$4,397	



# Sebastien Krantz

My level:  I am Cycling 560km in 31 days to keep the Flying Doctor flying.

Share my page

[f](#) [t](#) [e](#) [in](#) [MY TEAM](#)

**MATCHED GIVING**

## Please Help Me Reach My Goal


Raised **\$1,072** My Goal **\$1,000**

Choose an amount below to keep the Flying Doctor flying.

**\$32**  
PROUD SUPPORTERS

**\$54**  
TOP FANS

**\$92**  
100% TOTAL LEGENDS



### My progress

My progress **178km** My target **560km**

**Fundraising progress**

**ME** MY TEAM

Raised **\$1,407** My goal **\$1,000**

So far, you've raised **141%** of your fundraising goal!

**Donation stats**

**ME** MY TEAM

**33**  
Donations Received

**\$43**  
Avg. Donation Amount

**\$97**  
Largest Donation



# First Class Response Team



Special-edition First  
Class Response  
Team T-shirt



Shout-out in the  
event Facebook  
Group



Recognition on the  
leaderboard  
(emblem)



Recognition in your  
email template



Zoom night with  
frontline team  
members to talk  
about how the funds  
are used



Special-edition  
Dashboard and  
fundraising page

**Together, unlimited.**



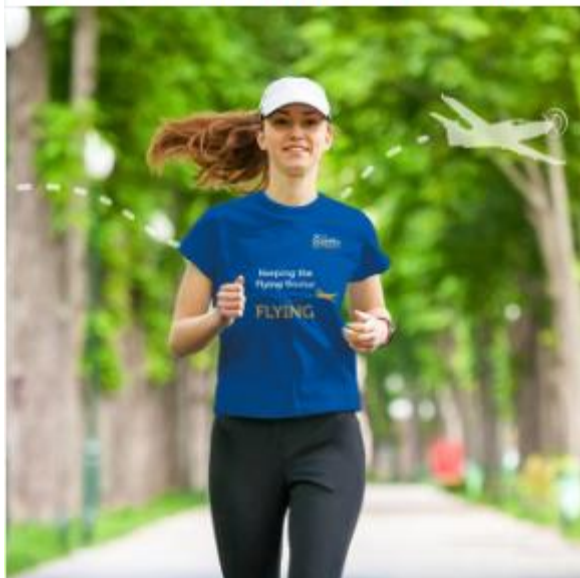
CONFERENCE



Royal Flying Doctor Service of Australia   

Sponsored · 

1 Australian needs the Flying Doctor every 2 minutes. For life-saving flights and healthcare. You can help them this October! ❤️ ...see more



flyingdoctor.org.au

**New Oceans to Outback Challenge - Get a FREE T-shirt**

**Sign Up**

Royal Flying Doctor Service of Australia   

Sponsored · 

Do you have what it takes to ride 330km in October? Are you up for a challenge? 🚴 🚴 Join for free AND get a free T-shirt ...see more



flyingdoctor.org.au

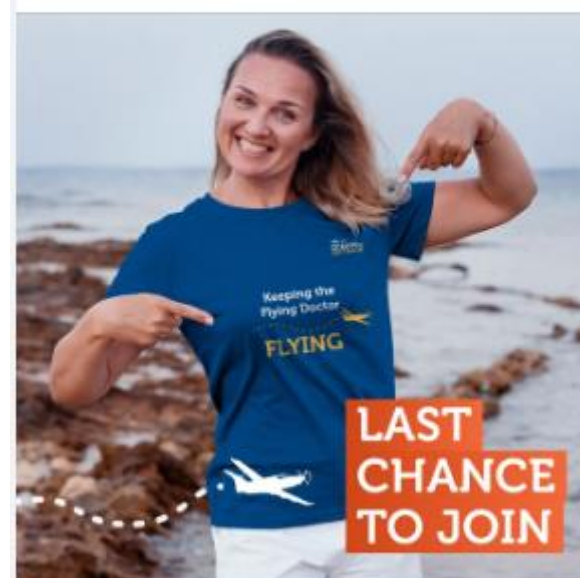
**Join the Oceans To Outback Challenge - Get a Free T-Shirt**

**Sign Up**

Royal Flying Doctor Service of Australia   

Sponsored · 

Don't miss out on our new challenge! Entry is FREE. Walk or Run 79km this October. Get a FREE T-shirt as a reward for ...see more



flyingdoctor.org.au

**Oceans To Outback Challenge STARTS SOON - FREE T-Shirt**

**Sign Up**

Royal Flying Doctor Service of Australia   

Sponsored · 

Last chance to join the new Oceans to Outback Challenge. Walk or Run 79km this October! Get a FREE T-shirt as a reward for ...see more



flyingdoctor.org.au

**Join the Oceans To Outback Challenge - Get a FREE T-Shirt**

**Sign Up**

**Together, unlimited.**

**FIA**

**CONFERENCE**



ENGAGEMENT TACTICS		ENTRANTS
1	Refer a friend (\$2000 Travel voucher & \$200 Woolies voucher for referee)	1,041
2	Get off \$0 (\$500 Woolies voucher)	2,568
4	Raise \$100 by 7 October (\$200 Woolies voucher)	1,576
5	Raise \$48 in 48 hours (Apple watch & Air pods)	494
6	Every donation over \$25 (Catered picnic worth \$500)	562
6	Raise \$300 and claim a certificate of appreciation from our frontline workers.	1,299
7	Raise \$500 and claim an Oceans to Outback Crew Member Medal	853
8	Raise \$750 by 21 October (Apple iPhone SE)	347
9	\$24 in 24 hours (\$1000 Woolies voucher)	989
10	Dollar Match Day (\$20K in matched gifts)	297

**Together, unlimited.**



CONFERENCE

Thank you for  
raising \$750!



FIRST

SPECIALIST



CREW  
MEMBER



FREQUENT  
FLYER



SUPPORT  
TEAM



APPRENTICE

New tier up

You are approaching your destination, Katherine.

An incredible effort! You've reached Tier 5: Specialist.

As a Specialist, you're taking your fundraising to new heights. Thank you for leading the way!

You're also THIS close to your final destination: First Class Response Team. To get there, rise to Tier 6! Raise \$1,000 on your Dashboard and gain these rewards:



Benefits



Special-edition First  
Class Response  
Team T-shirt



Shout-out in the  
event Facebook  
Group



Recognition on  
the leaderboard  
(emblem)

Together, unlimited.

Dig deep  
to reach  
your goals



Getting there, Katherine

Right now, the Oceans to Outback community are pushing forward every day, collectively you've added a whopping 337,328 miles. Go you good things, go!

The finish line is within sight. But if you need a little help, one of the Flying Doctor's most experienced flight nurses is just a call away.

"Quite often you'll turn up and it's the worst day of your life, you're there just to make a little bit of a difference."



Help more  
women during  
one of the most  
important times  
of their lives



Hi Katherine,

When pregnant mum June Woods started experiencing contractions, she was on the Prospector train – half-way between Kalgoorlie and Perth.

June knew it would take another three hours before she arrived home in Perth. But her labour was moving fast. Far from home, with her baby on her way, June tried to stay calm.

One call later, and June was taken via ambulance to the nearby Merredin Hospital. And thanks to support like yours, the Flying Doctor was close behind.

The Kalgoorlie RFDS crew were dispatched to Merredin and ready to transport June to the King Edward Memorial Hospital in Perth.

But June's baby had other plans. On arrival, qualified RFDS midwife, Shauna, assessed June at the hospital. It was clear she was due to give birth at any moment. Within 15 minutes, the RFDS crew and hospital staff safely delivered a beautiful baby girl.

Last year the RFDS responded to 414 pregnant patients and assisted a further 125 patients in premature labour. Your support ensures we can provide midwives and highly-trained flight nurses to respond to any situation.

Soar to new heights

with your fundraising



Hi Katherine,

This October, you're going the distance. And while there's no official winner's podium, we do have... drum roll please...

This exceptional Oceans to Outback Crew Member medal!



Featuring a custom design, it's one for the trophy case. This medal represents your incredible dedication to life-saving care across Australia. Once you raise \$500, you'll receive yours in the post!

FIA

CONFERENCE





Support my challenge  
to provide healthcare  
to outback communities



Support my challenge  
to provide healthcare  
to outback communities



Support my challenge to keep the Flying Doctor flying

ALL DONATIONS TODAY ARE  
**DOUBLED**

**BUSHRANGER**  
POWER EQUIPMENT

RFDS  
**OCEANS to  
OUTBACK**



Support my challenge  
to keep the  
Flying Doctor flying

RFDS  
**OCEANS to  
OUTBACK**

**Together, unlimited.**

Hi <Your friend's name>,

*I'm on a mission. This October, I hope to move 79km to raise \$1000 for the Royal Flying Doctor Service. I've got a few kilometres under my belt, but still have a few more to go!*

*It's a big challenge, but so is living without accessible health services. For Aussies in isolated communities, a visit to the GP, dentist, or the hospital, can be a long journey. I'm part of the First Class Response team and have pledged to go further and raise at least \$1000 to keep the Flying Doctor flying.*

*Today, I hope to inspire a few friends to give \$48 towards my challenge. For every \$48 I raise, I'll get an entry into the draw to win an Apple Watch & Apple Air-pods! More importantly, your generous donation will deliver life-saving care around Australia.*

*Please donate \$48 today! Visit my page today and help me smash a few goals.  
Thank you.*

<https://www.oceanstooutback.org.au/fundraisers/katherineash290>

Katherine

FIA

CONFERENCE

# How far will you go this October?

Walk or Run

Cycle

**42**km

1km for every 1000 Australians  
who can't easily access basic  
health care.

Average 1.3km each day in  
October or 9.1km each week.

[SIGN UP NOW](#)

**79**km

1km for every Flying Doctor  
aircraft across Australia.

Average 2.5 km each day in  
October or 18km each week.

[SIGN UP NOW](#)

**94**km

1km for every year the RFDS has  
provided life-saving health care.

Average 3.2 km each day in  
October or 21km each week.

[SIGN UP NOW](#)

**Together, unlimited.**

FIA

CONFERENCE



**DOUBLE YOUR DONATIONS!  
TODAY ONLY!**

Thanks to

**BUSHRANGER**  
POWER EQUIPMENT

5,760

255,639

\$969,908

Hi all! The next 24 hours are big. It's the final day of my challenge... and Oceans to Outback Day! To celebrate, I've got the chance to win a \$1000 Woolies gift card. But there's a catch. I need to inspire at least one \$24 donation to enter the draw! I'd love your help today to raise as much as possible for the Flying Doctor. Please donate on my page here [run-go.fr/hUPnDc](https://run-go.fr/hUPnDc). Thank you!

Royal Flying Doctor Service of Australia  
Admin · 19h · 🌟

Dollar Match Day is coming!

On Thursday the 20th of October all donations will be doubled!

If your friends or family donate to your page, [Bushranger Power Equipment - Australian Owned & Operated](#) will match it, resulting in you receiving double the donations! Donations will be doubled until we hit the cap!

Set your alarm and don't miss out.

**Set the alarm  
for 9am! (AEST)**

RFDS  
OCEANS to  
OUTBACK

Royal Flying Doctor Service of Australia  
Admin · 1h · 🌟

DOLLAR MATCH DAY IS ON NOW!

For a limited time, every donation you receive will be doubled!

This is all thanks to [Bushranger Power Equipment - Australian Owned & Operated](#).

They will match every donation you receive until we hit the cap!

Collect your double donations NOW.

**DOUBLE YOUR  
DONATIONS**

Thanks to

**BUSHRANGER**  
POWER EQUIPMENT

**BUSHRANGER**  
POWER EQUIPMENT

RFDS  
OCEANS to  
OUTBACK

Royal Flying Doctor Service of Australia  
Admin · 34m · 🌟

WOW! The response to Dollar Match Day has been INCREDIBLE. 🤩

All matching funds have run out and Dollar Match Day is all wrapped up.

Thank you so much for your generous support! ❤️❤️

And thank you to [Bushranger Power Equipment - Australian Owned & Operated](#) for making the day possible!

**DOLLAR MATCH FUNDS HAVE  
RUN OUT!**

FIA

CONFERENCE



# First Class Response Team

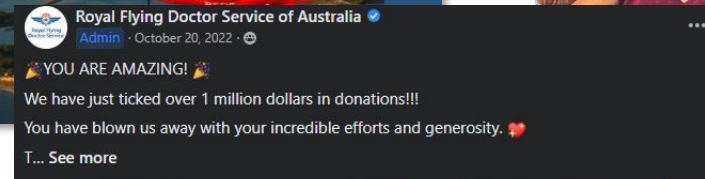
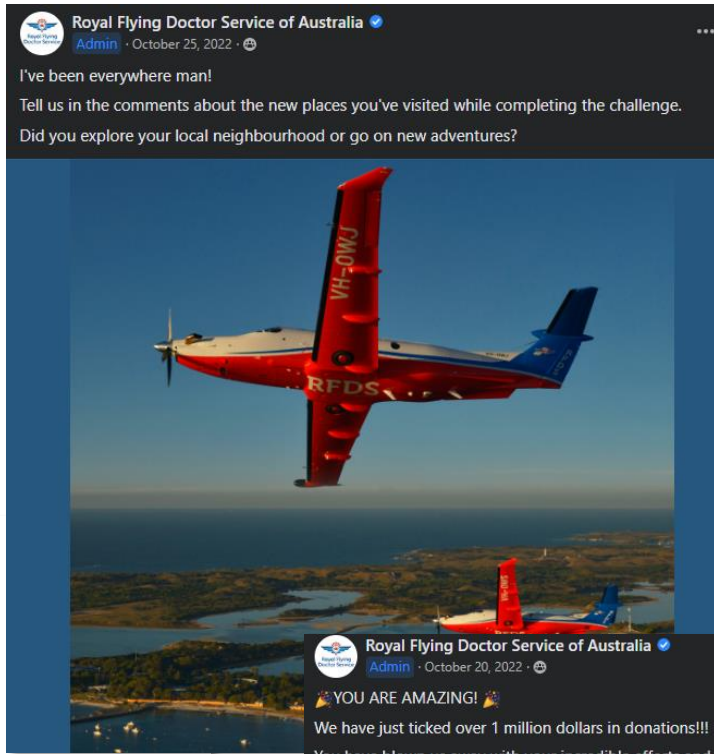


Member of the

Raise \$24  
to enter  
the draw



Together, unlimited.



**\$1,000,000 RAISED!**

Thank you for going above and beyond

FIA

CONFERENCE



# Donor Gamification

Please Help Me Reach My Goal

Raised **\$1,407** My Goal **\$1,000**

Choose an amount below to keep the Flying Doctor flying.

**\$32** PROUD SUPPORTERS

**\$54** TOP FANS

**\$92** 100% TOTAL LEGENDS



will help send a life-saving medical chest to a remote community

The sky's the limit!

\$ Or enter an amount

**DONATE**

Together, unlimited.

Thank you to my supporters

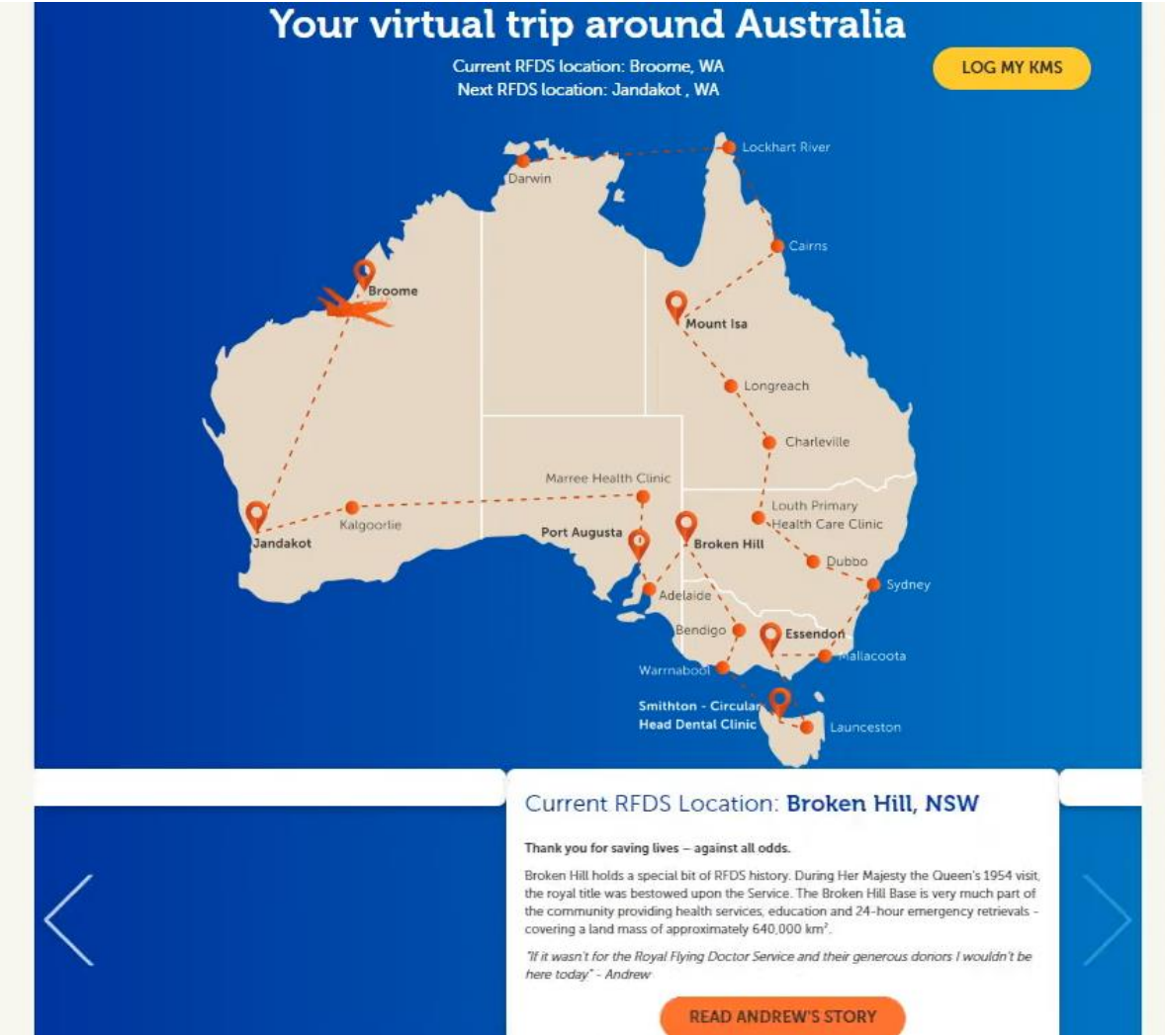
100% TOTAL LEGENDS

TOP FANS

PROUD SUPPORTERS



# Interactive Map




### Essendon, VIC

*Thank you for transporting thousands of patients to hospital every year*

At the RFDS Essendon Base, RFDS lands twice a day, bringing critically ill patients to the care they need at Melbourne's hospitals. There are also 21 RFDS Road Vehicles based in Essendon, providing Mobile Patient Care (MPC) to over 17,000 patients every year.

MPC provides a range of transport options for patients from different facilities including rehabilitation, specialist medical services, and nursing and retirement homes.



#### Gina's story

Essendon MPC member, Gina, is committed to patient care at every stage. By connecting with an 88-year-old patient in his native Italian, she was able to build trust and transport him safely to hospital.

*"Being there for someone in their time of need is the best part of the job. If I can put a smile on their face or just have a chat, let them know that I'm someone who cares and someone who's going to listen. That's my end goal, that [the patient is] comfortable, and feels they're in safe hands in my care."* - Gina

[READ GINA'S STORY](#)

Together, unlimited.

## Eye catching photoshoot



Don't miss out on our new challenge!  
Entry is FREE. Walk or Run 79km this October.  
Get a FREE T-shirt as a reward for ...see more



oceanstooutback.org.au  
**Oceans To Outback Challenge**  
**STARTS SOON - FREE T-Shirt**

Sign Up

Together, unlimited.



Last chance to join the new Oceans to Outback Challenge. Cycle 330km this October! 🚴 🚴  
Get a FREE T-shirt as a reward for ...see more



LAST CHANCE TO JOIN

oceanstooutback.org.au  
**New Oceans To Outback Challenge**  
**- Get a FREE T-Shirt**

Sign Up



Last chance to join the new Oceans to Outback Challenge. Walk or Run 79km this October!  
Get a FREE T-shirt as a reward for ...see more



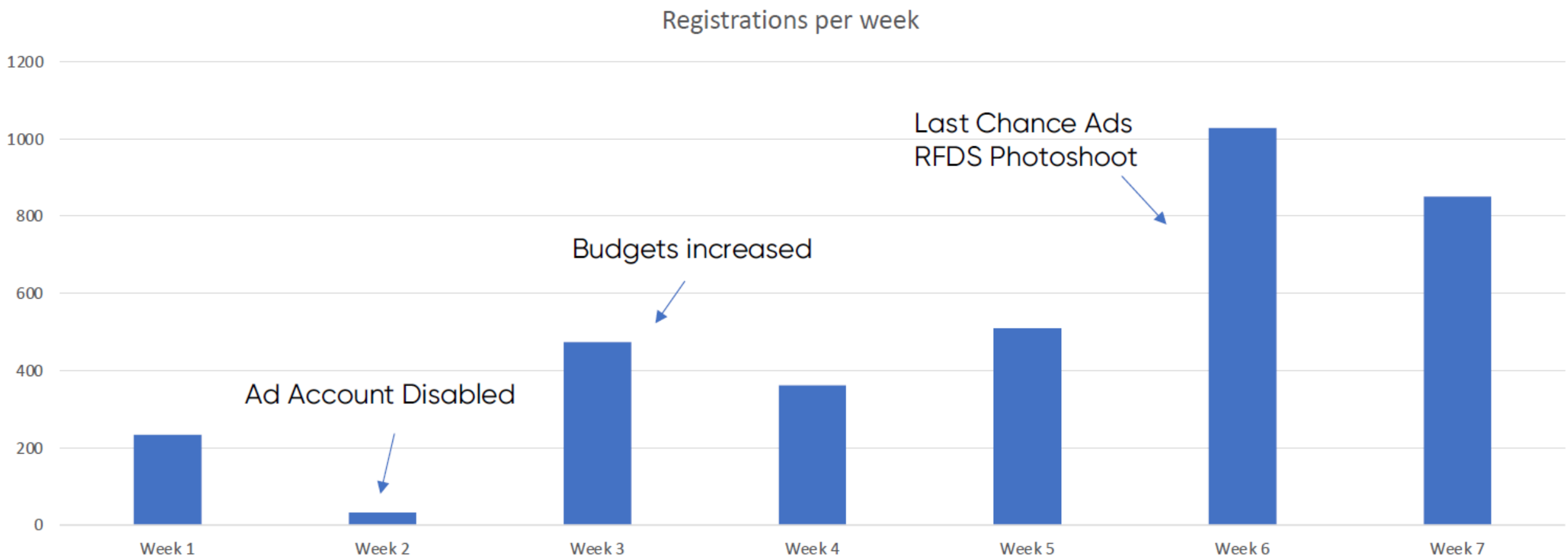
oceanstooutback.org.au  
**Join the Oceans To Outback Challenge - Get a FREE T-Shirt**

Sign Up

FIA

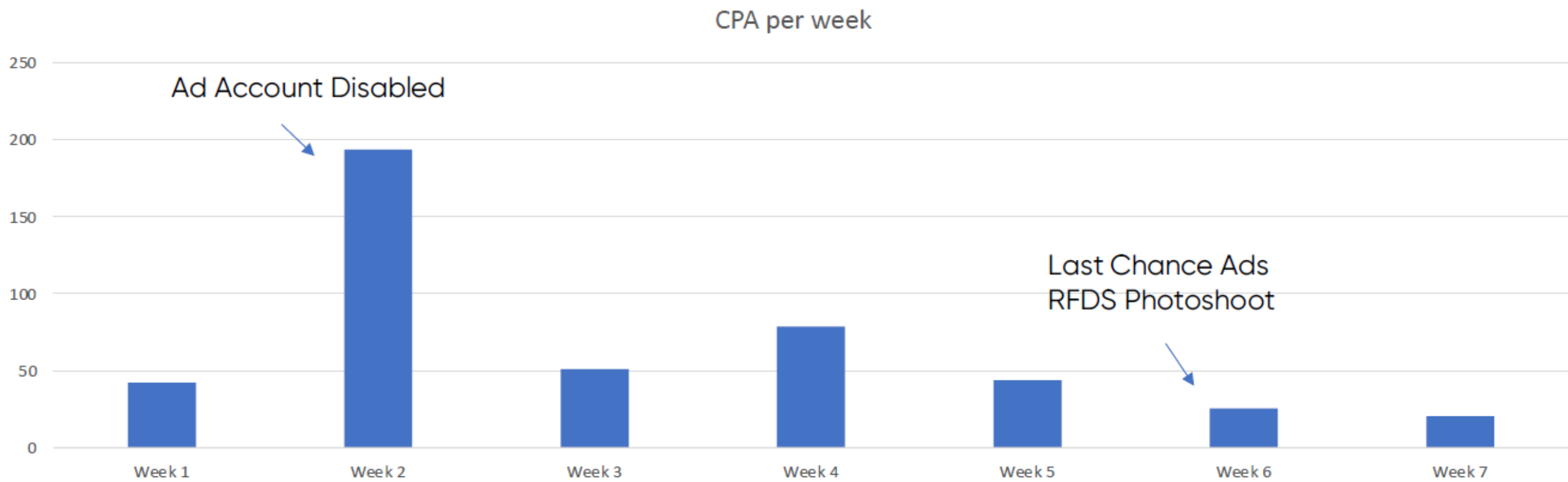
CONFERENCE

# Eye catching photoshoot



Together, unlimited.

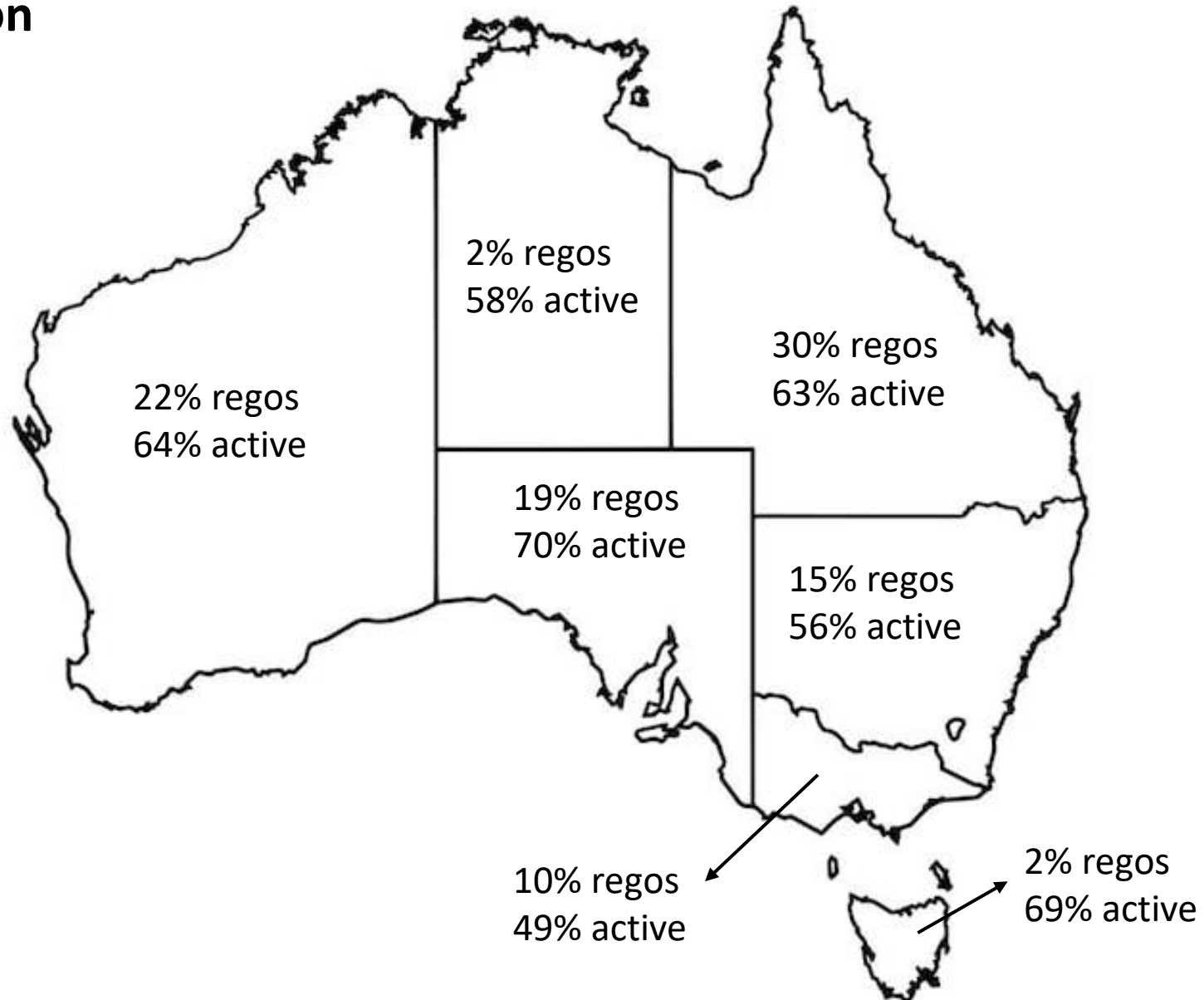
# Eye catching photoshoot



Together, unlimited.



## Rural participation



**Together, unlimited.**



CONFERENCE



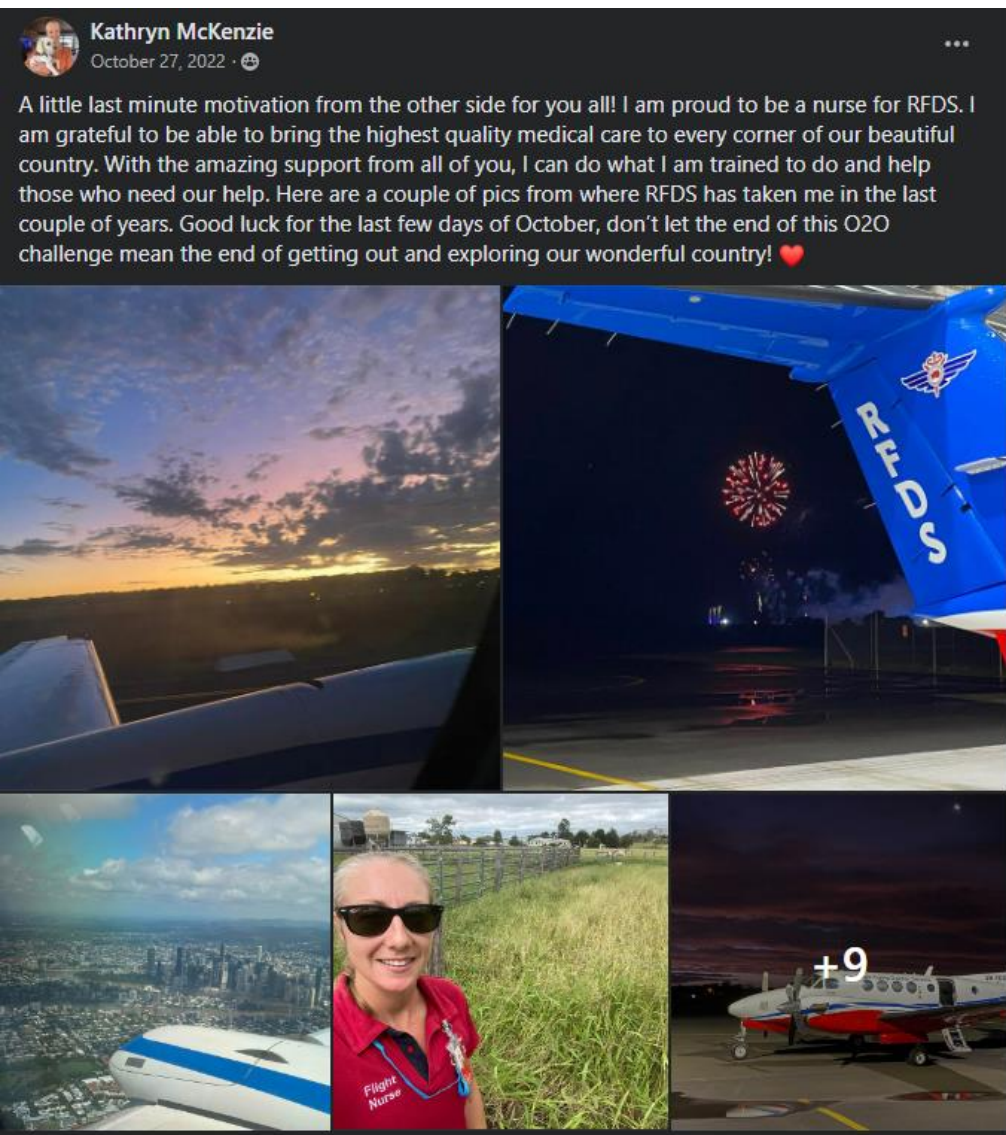
# Facebook Group

- 1,417 members
- 994 posts
- 2,302 comments
- 23,377 reactions



Together, unlimited.





Together, unlimited.



Meredith Staib

Raised so far  
**\$11,146**



## Leaderboard

Individual

Teams

Workplaces

1



Royal Flying Doctor Service  
(Queensland Section)

Raised  
**\$28643.03**

SPONSOR

2



Royal Flying Doctor Service  
Central Operations (SA/NT)

Raised  
**\$23529.41**

SPONSOR

## Key Learnings

1. Early collaboration and joint learning was key
2. Agree objectives – ensured we didn't get sidetracked
3. Get buy in on the campaign fundamentals before getting into the 'pretty' stuff
4. A simple and proven concept can still work – find your uniqueness through lots of little tactics
5. The power of our national brand delivered something incredibly unique





# Thank you

FIA Conference 2023

**Together, unlimited.**



CONFERENCE