

FIA Conference 2023

Together, unlimited.



FIA

CONFERENCE



Grow Your Fundraising Through Physical Events!

Best Practice for Charities Large and Small

COMMUNITY & EVENTS

Melinda Graetz
Grassrootz

Jonny Miller & Lauren Kara-George
Sydney Children's Hospitals
Foundation

Together, unlimited.

TRACK SPONSOR

HomeMade[™]



CONFERENCE

Acknowledgment to Country

We acknowledge the Traditional Owners of the lands on which we meet today, the Wurundjeri peoples of the Kulin Nation and we pay respect to their Elders past, present and emerging.



Artwork by David Williams of Gilimbaa

PHYSICAL EVENTS ARE BACK!



Melinda Graetz
CEO Grassrootz



An important part of the fundraising landscape



Together, unlimited.



CONFERENCE

Opportunities for charities of all sizes



Together, unlimited.



CONFERENCE

CASE STUDY

Sydney Children's Hospitals Foundation City2Surf 2022 Campaign



Who are we?



Jonny Miller

Community Engagement Relationship Officer
Sydney Children's Hospitals Foundation



Lauren Kara-George

Corporate Relationship Manager
Sydney Children's Hospitals Foundation

Together, unlimited.



CONFERENCE

Agenda

City2Surf campaign overview

Where to start

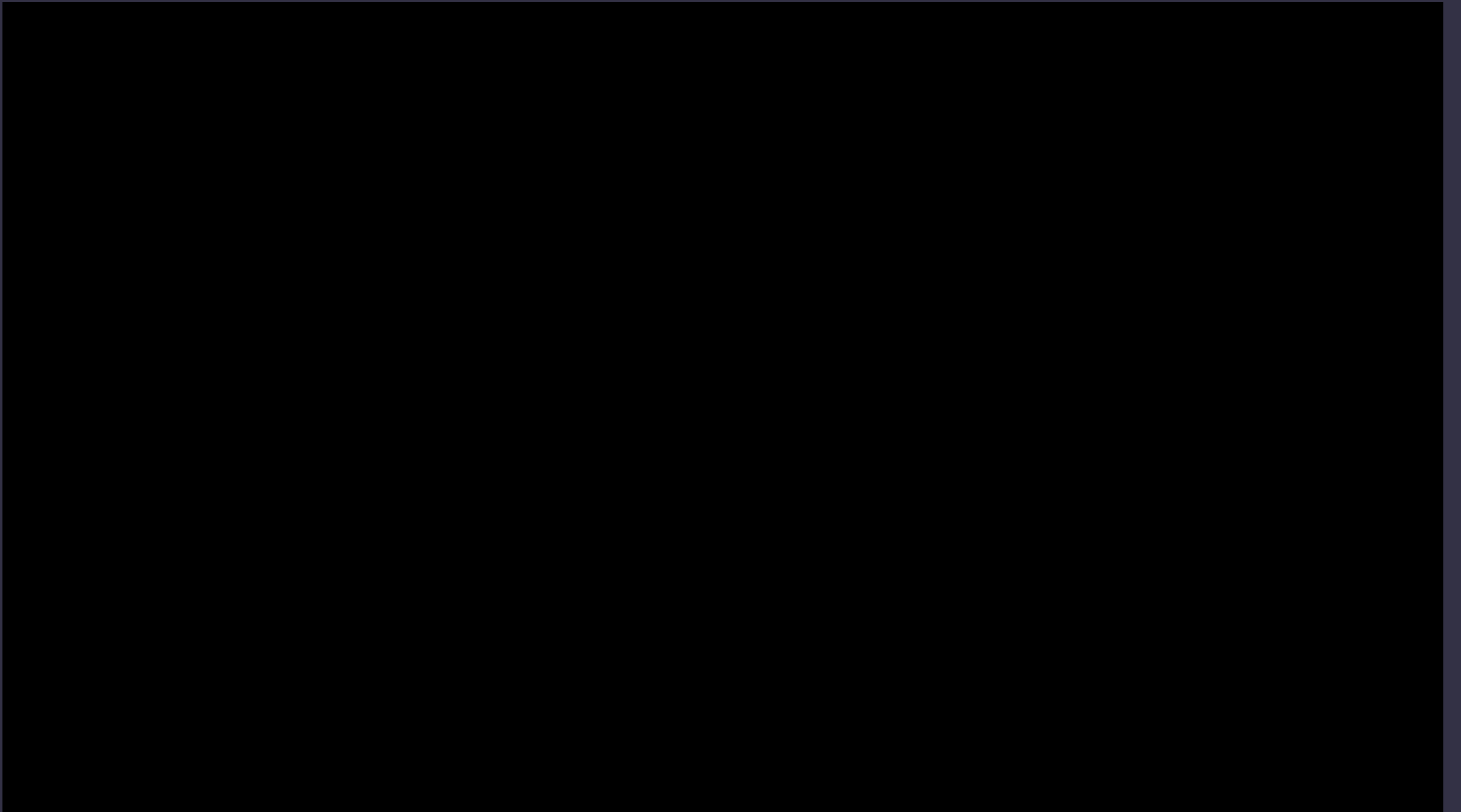
Maximising corporate engagement

Fundraiser incentives

Aligning communications to maximise registrations

Social media strategies & tactics

Race-day engagement



City2Surf 2022 Campaign Overview

Number of
Fundraisers

2134

Number of
Teams

153

Number of Active
Fundraisers

740

Number of
Corporate Teams

51

Together, unlimited.



CONFERENCE

City2Surf 2022 Campaign Overview

Number of
Donations

6000

Average Donation

\$96

12.6%
of Total
Fundraisers

Number of
Volunteers

300+

Total amount raised

\$545,000

Together, unlimited.



CONFERENCE



WHERE TO START

Together, unlimited.



CONFERENCE

Where to start

Customise your Grassrootz campaign page before launch


Engaging content


Test registration flow



Where to start

Unique Dollar Handles






Make a Donation

Thank you for supporting the charities involved in the 2022 City2Surf


1 AMOUNT	2 DETAILS	3 PAYMENT
-------------	--------------	--------------

Choose your donation amount




\$25


Could help fund an SCHF Art Program art pack for one child in hospital



\$49

Could fund a child life or music therapy session for one child







\$49

Could fund a child life or music therapy session for one child

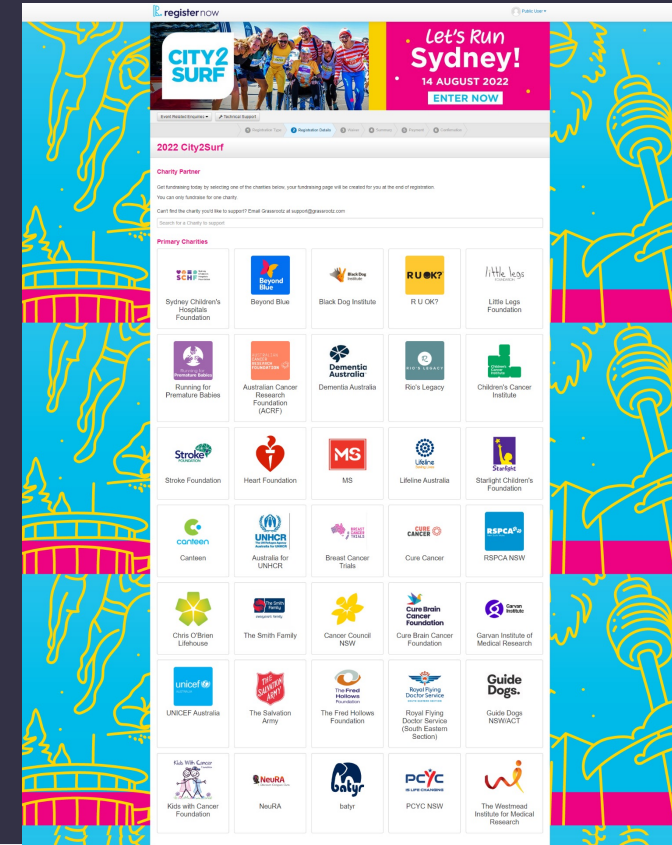
Together, unlimited.

Early activity = higher engagement

Fundraise early

Hit top spot

Engage to fundraise



Together, unlimited.



CONFERENCE



MAXIMISING CORPORATE ENGAGEMENT

Together, unlimited.



CONFERENCE

Maximising corporate engagement



**Dollar
Matching**



**Engaging
Corporate
Teams**



**Gift in
Kind**

Dollar matching



Together, unlimited.

Labourpower

56-hour dollar matching period.

Total valued of \$20,000 matched in 10 hours.

283 donations matched -
average donation \$101.

325% increase in number of donations compared
to previous day.

Exposure

ROI

Feel
Good
Factor

Multi
Channel

Feeling
the buzz!

APCD

24-hour dollar matching period.

Total valued of \$20,000 matched in 8 hours.

385 donations matched -
average donation \$94.

443% increase in number of donations compared to
previous day.

Engage corporate teams

Fast response from sign up

Dedicated Corporate Partnership Manager

On our annual calendar of events

Strong relationship with team leader

High level of engagement via LinkedIn



Gift in Kind

Keep it
relevant

Keep
donor
updated

Invite to
sample

Provide
wrap up

Share
pictures

Record
the GIK





FUNDRAISER INCENTIVES

Together, unlimited.



CONFERENCE

Fundraiser incentives



Incentive to join
Team SCHF



Raise \$250 for SCHF
singlet and after-party
access

“You guys do such an amazing job day in and out, so I don’t know how you guys pulled together the best post C2S after-party. The party the team threw was off the charts! Thanks for having us!”

Seismic



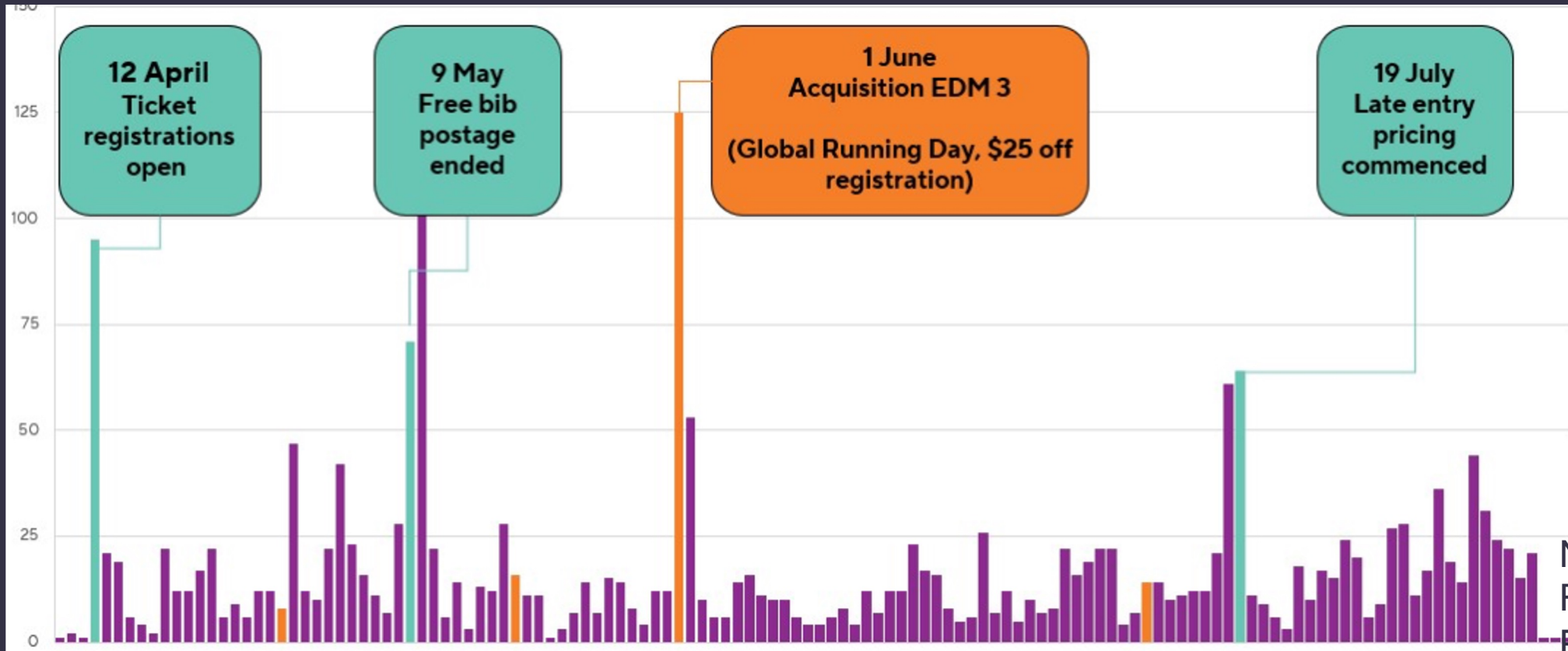
ALIGNING COMMUNICATIONS

Together, unlimited.



CONFERENCE

Aligning Communications = Registration Peaks



Together, unlimited.



SOCIAL MEDIA STRATEGIES & TACTICS

Together, unlimited.



CONFERENCE

Social media strategy + tactics

Phase 1	Phase 2	Phase 3
LinkedIn	Facebook / Instagram	Facebook / Instagram
<p>Corporate Campaign 13th April – 13th May</p> <p>Boosting a paid event</p> <p>Highlighted team building</p> <p>Mix of event copy & photography</p>	<p>Main Wave 25th April – 25th May</p> <p>Audience engagement</p> <p>Educating audience of event and Team SCHF</p> <p>Patient case studies</p> <p>Early bird discounts</p>	<p>Post Tax Appeal 14th July - event date</p> <p>Stronger ask to register</p> <p>Focus on fundraise</p> <p>Introduced incentive</p> <p>Created urgency</p>

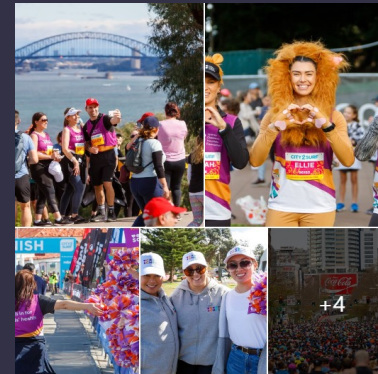
Effective organic posts

Registration
Promotions

Reasons
why

User
generated
content

Event day
content



Together, unlimited.



CONFERENCE



RACE DAY ENGAGEMENT

Together, unlimited.



CONFERENCE

Race day engagement

The power
of
volunteers

Corporate
stewardship
& growth

Team
SCHF
growth

Giving back
to our
fundraisers



Together, unlimited.

FIA

CONFERENCE

2023 City2Surf Goals

Create a
bespoke
donor journey

Engage
corporate
partners earlier

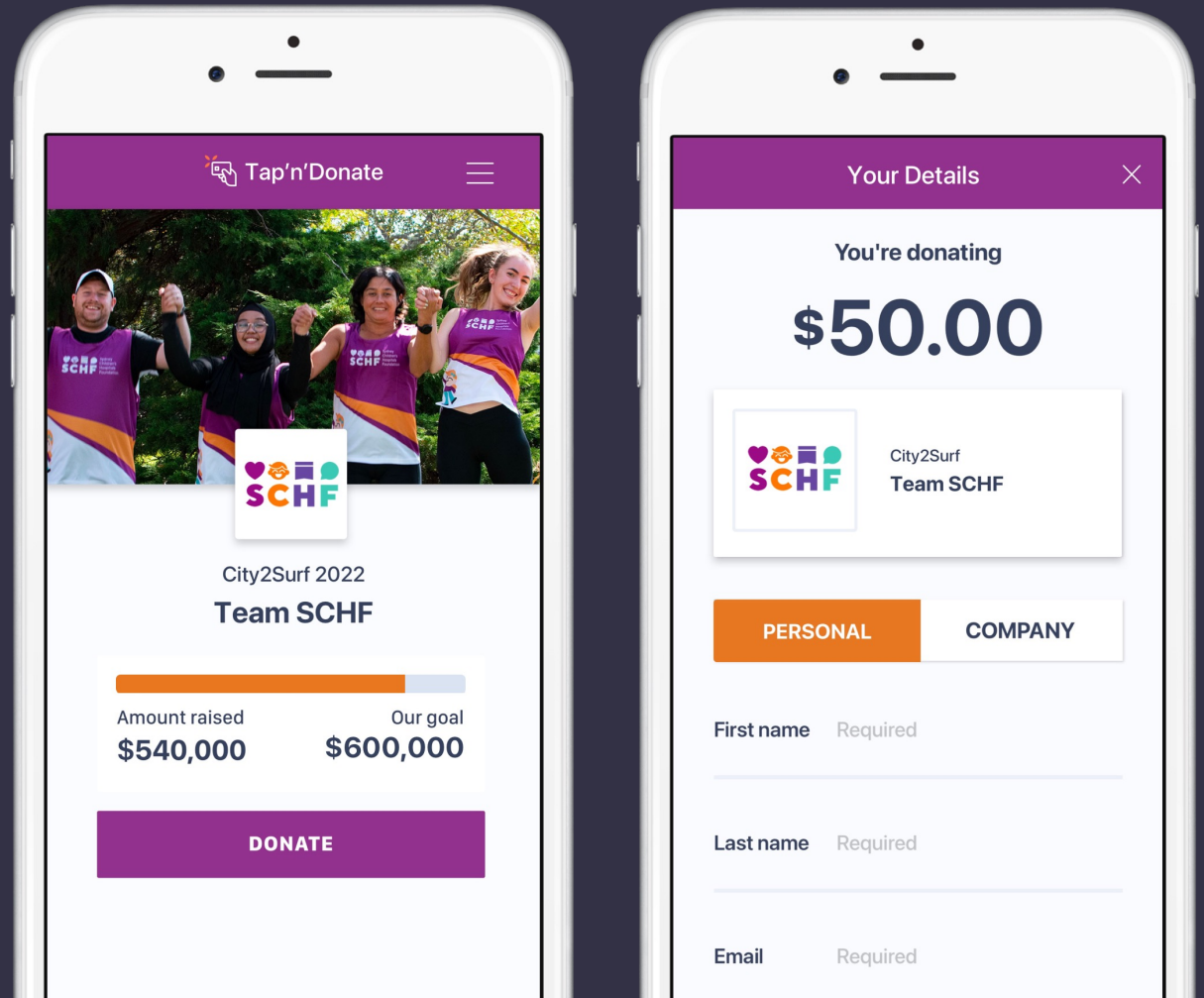
Donation
growth on
event day
(Tap'n'Donate)

Strategic donor
stewardship

Tap'n'Donate

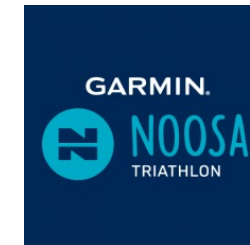


- Tap 'n' Donate integrates physical devices with Grassrootz' cloud fundraising application
- Enables charities to replace cash with credit card donations
- Donors benefit with a better experience and a tax-deductible receipt issued at time of donation
- Charities benefit with a better experience, improved reporting, ability to capture donor details, and more funds raised



Together, unlimited.

Examples of major community events in Australia



Together, unlimited.



3 Key Takeaways

1. Physical Events are back
2. Opportunities for charities of all sizes
3. Drive results through best practice





QUESTIONS?

Together, unlimited.





Thank you

FIA Conference 2023

Together, unlimited.



TRACK SPONSOR

HomeMade[™]



CONFERENCE