



WALK | ARTHRITIS
FOUNDATION

letsmove.together.org

Online Fundraising: It's a Tool



OFT Best Practices

- Communication is key – sending e-mails monthly and as you approach the event twice per month will help! Having a target audience and targeted challenge included will bump your efforts!
- Have a target audience and scope in mind.
 - ie. Past Teams
 - Past Participants
 - Top Walkers and/or top teams
 - Currently registered but zero dollar walkers
 - Team that is not utilizing OFT to its potential
- Create a simple, attainable and quantitative challenge based on target audience -must give them specific challenge details/examples
 - For every \$100 you raise, you receive an entry into a raffle
 - If you raise \$1,000 by [DATE], as a top walker you receive an extra two entries
 - The 3 participants who raise the most between April 1st & April 15th can choose between a \$50 donation to your page or a \$50 Visa Card
 - The 3 teams who raise the most between April 1st & April 10th will win the choice between a \$100 donation to their team or a treat party for their team (i.e. pizza, ice cream – up to \$100 value)
- Best challenges last 7-10 days, start on a Tuesday or Wednesday, and include a weekend



OFT Best Practices

- Vary prizes to capture atypical walkers (sports packages to engage male walkers, donation to personal page, visa cards...)
- Try to use donated items (through sponsorships and items left over from other events but stop to think whether or not the item will motivate you... a t-shirt or cap from last year might not work as well as a hotel stay left from an auction)
- Use it as another opportunity to get a sponsor's name out to your walker database (sell it as a sponsorship, tag the email)



OFT Communication

- Have one coordinator for your chapter focus on creating the email template so that all the Arthritis Walks can use the same template but personalized with their information OR use one created by national (see Kintera email campaign section for details on how to send emails)
- USE KINTERA to send the emails so you can check reports of how many viewed it. Anything between 15-40% is incredible... most marketing campaigns are considered successful if there is a 5% return
- Clean up bounce back emails to help keep our system updated
- Remind Team Captains to forward the challenge to their team mates and/or family/friends/coworkers
- Post Challenge to homepage of the website & highlight winners
- Send a follow-up email announcing the winner, highlighting them on your homepage



Data Analysis

Before Challenge Begins: (depends on target audience)

- Pull Online donation totals for each participant before the challenge begins
- Pull what the average online walker raises before the challenge begins as well as the number of zero dollar walkers and top walkers for each event

When Challenge Ends:

- When pulling the data for the drawing, total the donations for each participant to calculate the online growth
- Pull the number of zero dollar and top walkers again and recalculate the average funds raised by online walkers – you'll be able to see if either of these have improved



Success Stories from other Nonprofits

Divison/Branch/Chapter Examples

- April Challenge- April 10th-April 18th
Branch/Division increase of \$75,440
Overall Chapter increase of \$117,747 (\$105,828 in 2006)
- Post Walk Challenge-May 4th-May 11th
Branch/Division increase of \$5,520
Overall Chapter increase of \$13,886 (\$5,900 in 2006)
- Branch/Division average: Offline walkers raised \$100, while the average online walker raised more than \$450 (average online walker raised \$300 in 2006)
 - *That means people who raise money online can raise up to FOUR TIMES more than raising money offline!*



Success Stories from other Nonprofits

Team Examples

- Family Team
 - Already highly effective online but wanted to take them to the next level
 - 2007 34 walkers raised \$24,962 online
 - 2006 30 walkers raised \$17,047 online
 - (Note: just 4 more participants were added but with the more intense focus they raised an additional \$7,915)
- Hospital Team
 - Did not utilize online fundraising effectively
 - 2007 17 walkers raised \$3,130 online
 - 2006 10 walkers raised \$2,750 online



You can do it!

Online Fundraising is the easiest way to increase team fundraising! Start using Kintera as a fundraising tool today!

For training information visit:

<https://www.quickbase.com/db/bd7qfbqqc?a=ShowPage&pageid=3>

or call the Help Desk Support at 1-888-459-2758 Option 2

