



10 ways to modernize your next endurance event

A super quick online sesh

The webinar is about to start



Topic

Improve your walk, run,
and cycle events



Date

May 22nd, 2018



Time

3:00 - 3:30 pm ET

Welcome



Elin

Elin is a Senior Success Specialist at CrowdRise by GoFundMe. She works directly with the largest endurance events and charity accounts to help them raise more money than they ever thought possible for their causes. When she's not working to make the world a better place, she's playing her ukulele and thinking about breakfast foods.



Charlie

A veteran member of the Customer Success team, Charlie is crazy passionate about helping nonprofits and events strategize around how to get the most out of their social fundraising efforts.



Rilee

Rilee is the Content Marketing Specialist at CrowdRise by GoFundMe. She's passionate about content and social optimization, especially when it comes to her Instagram aesthetic. She also tries to eat macaroni and cheese at least 3 times a week.

What we'll cover in this *quick* online sesh

- 10 ways to modernize your next endurance event
- All the benefits of taking your events up a notch
- How CrowdRise by GoFundMe can help
- Best practices from endurance rockstar Ellen from the Pat Tillman Foundation
- ... the goal is to dig into everything you need to know for your walk, run, and cycle fundraising to crush it in 2018

#1 ONLINE TICKETING & REGISTRATION



Boston Marathon Boston Marathon Silent Auction

May 5 2017 • 7:30 PM

The Marriot of Downtown

123 West Bank Street
Boston, IL 121212

Ticket Prices

\$30 - \$100

All donations will receive a 501c letter for their taxes, Please share this event with all your friends to help us reach our goal by the end of Saturday!!!

Available Tickets

General Admission

\$30 + \$2 Fee

2

Event access to the Silent Auction only.

Gold Level

\$75 + \$2 Fee

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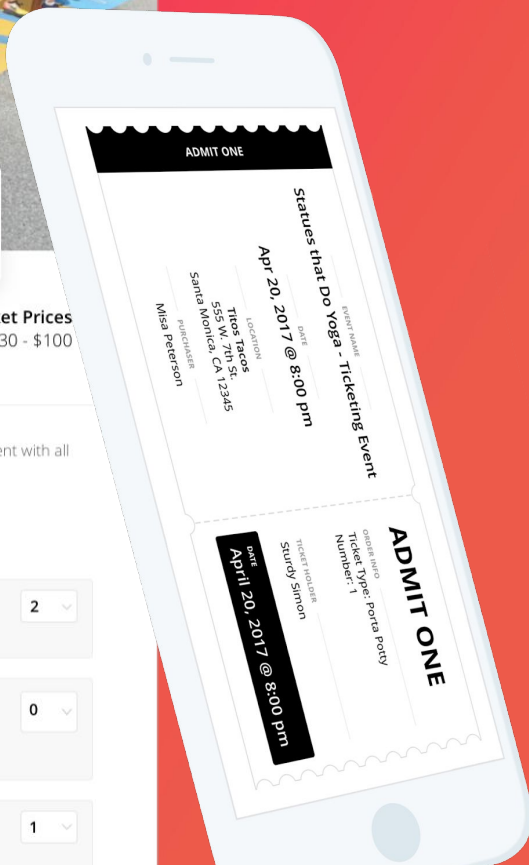
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VIP

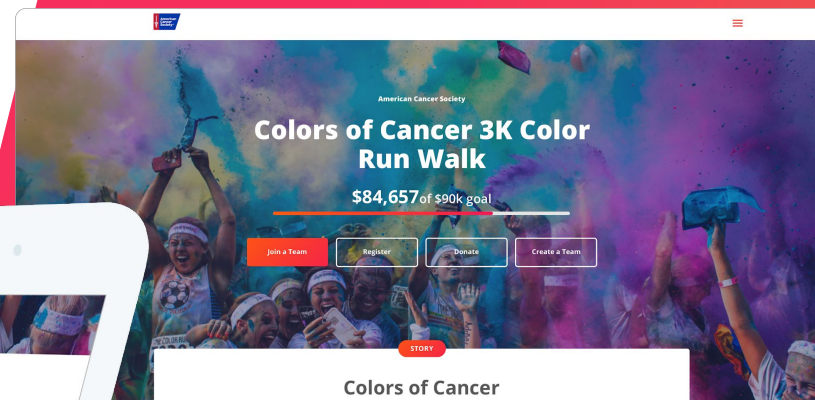
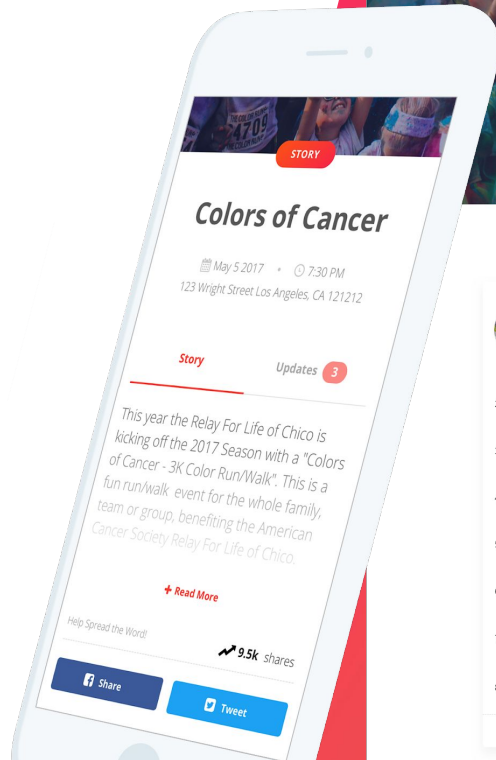
\$100 + \$2 Fee

1


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#2 USING TEAM FUNDRAISING




INDIVIDUALS



Abbie Wood


78% Raised of \$250,000 Goal

\$299,497




Gussie Love

\$199,497




Cameron Chandler

\$199,497




Sean Murray

\$199,497




Augusta Thornton

\$199,497




Dominic Ballard

\$199,497



Glen Simon

\$199,497




Phoebe Colon

\$199,497

+ See More


TEAMS



Color Nathan's Cancer


78% Raised of \$250,000 Goal

\$299,497




Gussie Love

\$199,497




Cameron Chandler

\$199,497




Sean Murray

\$199,497




Augusta Thornton

\$199,497




Dominic Ballard

\$199,497



Glen Simon

\$199,497



Phoebe Colon

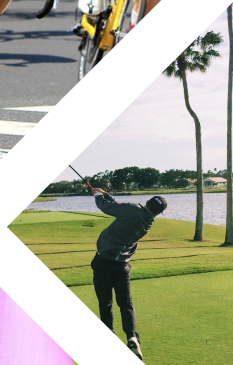
\$199,497

+ See More

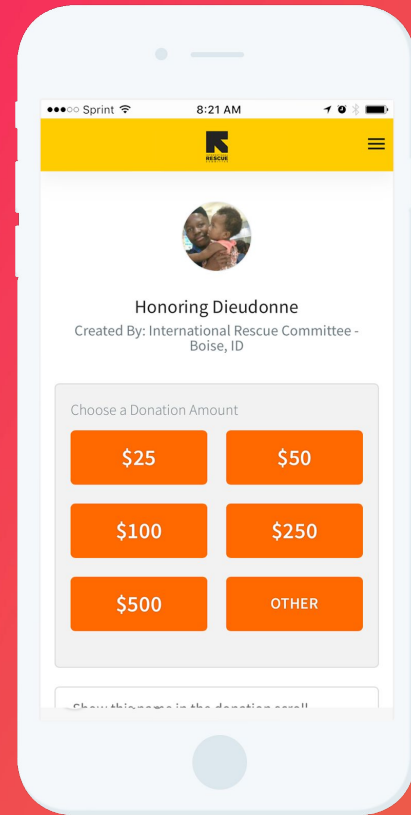
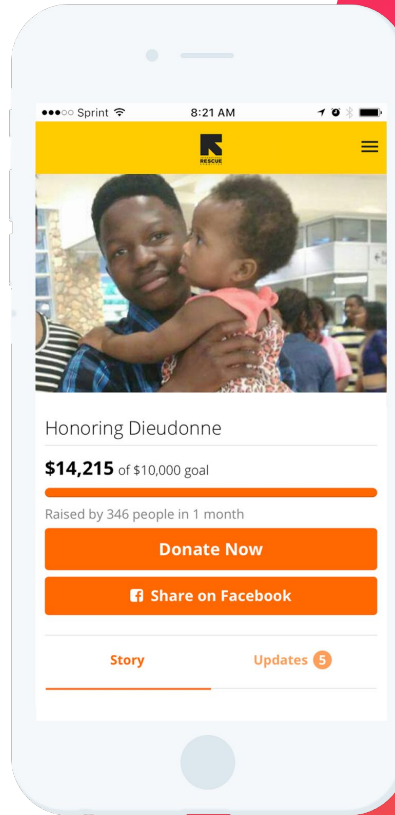


#3 PROMOTIONS & SWEEPSTAKES

#4 GAMIFICATION INCENTIVES



#5 BE MOBILE READY



#6 USE FUNDRAISING MINIMUMS

The image displays three overlapping mobile app screens for the Robin Hood fundraising app, illustrating the donation process.

Left Screen (Donation Amount Selection):

- Header: ROBIN HOOD
- Status: 9:41 AM, 100% battery
- Section: Choose a Donation Amount
- Options: ☐ One-time, ☒ Monthly
- Buttons: \$100, \$250, \$500, OTHER
- Field: Comment, In Memory, Tribute
- Section: To which group do you associate your donation?
- Option: Select One
- Button: DONATE

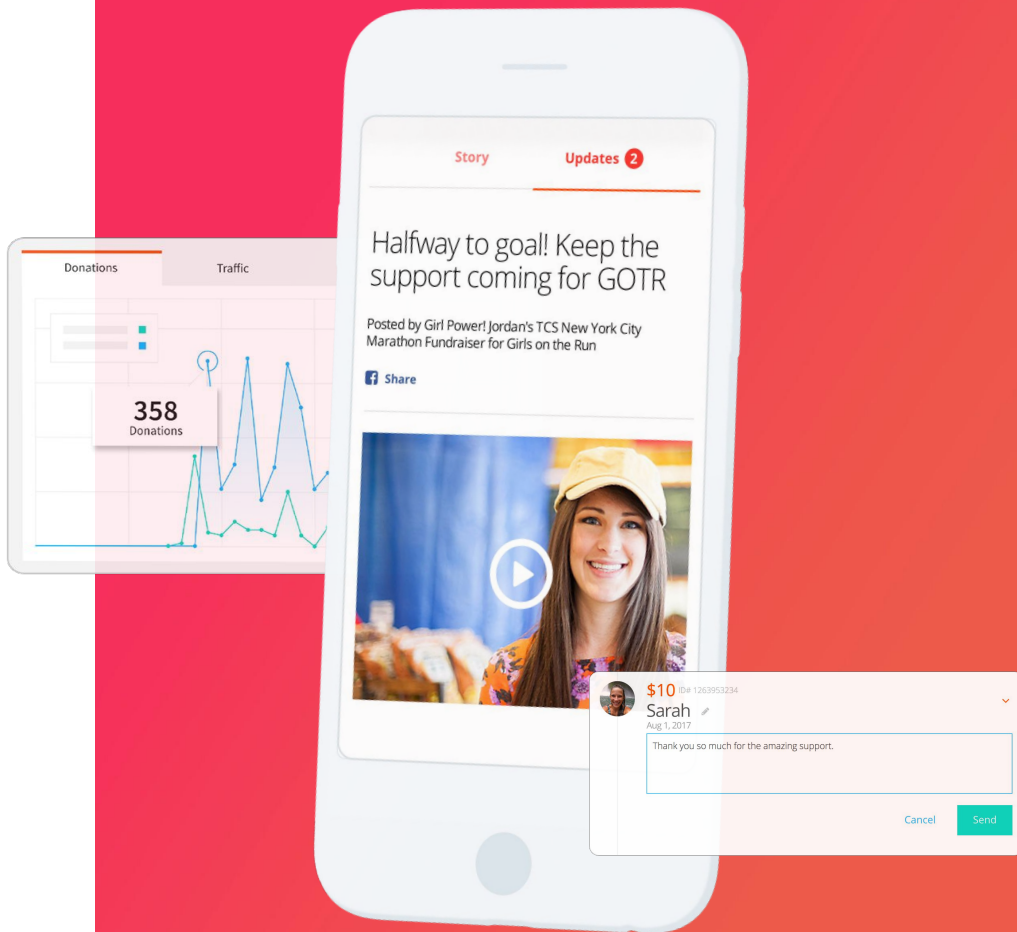
Middle Screen (Payment Details):

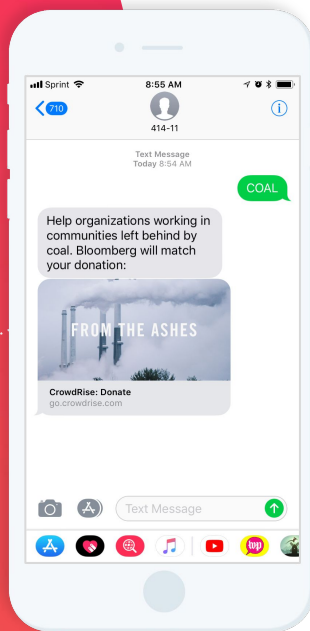
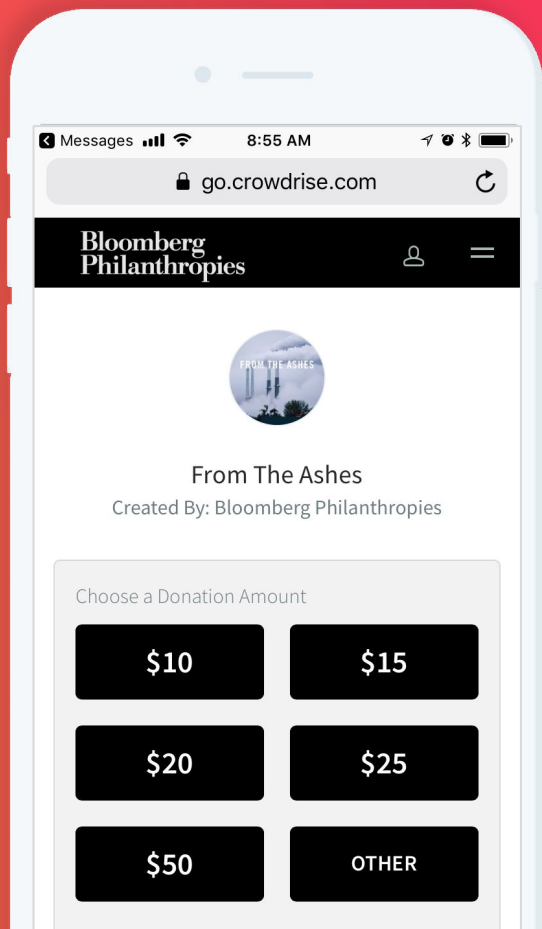
- Header: ROBIN HOOD
- Status: 9:41 AM, 100% battery
- Card Number: 5555 5555 5555 5555
- Expiry: 01/01, 2018
- CVC: 001
- Section: CONFIRM YOUR DONATION
- Group: Robin Hood, Amount: \$100.00
- Text: Yes, let me cover fees so that 100% of my donation goes to Robin Hood.
- Button: DONATE

Right Screen (Confirmation & Share):

- Header: Thanks for your donation
- Status: 9:41 AM, 100% battery
- Text: 3X your impact by sharing on Facebook
- Image: Robin Hood logo with text: ROBIN HOOD, TARGETING POVERTY IN NYC
- Text: Robin Hood
- Button: Share Campaign
- Text: This is a one-time post to your Facebook wall.

#7 ENGAGING CAMPAIGN UPDATES



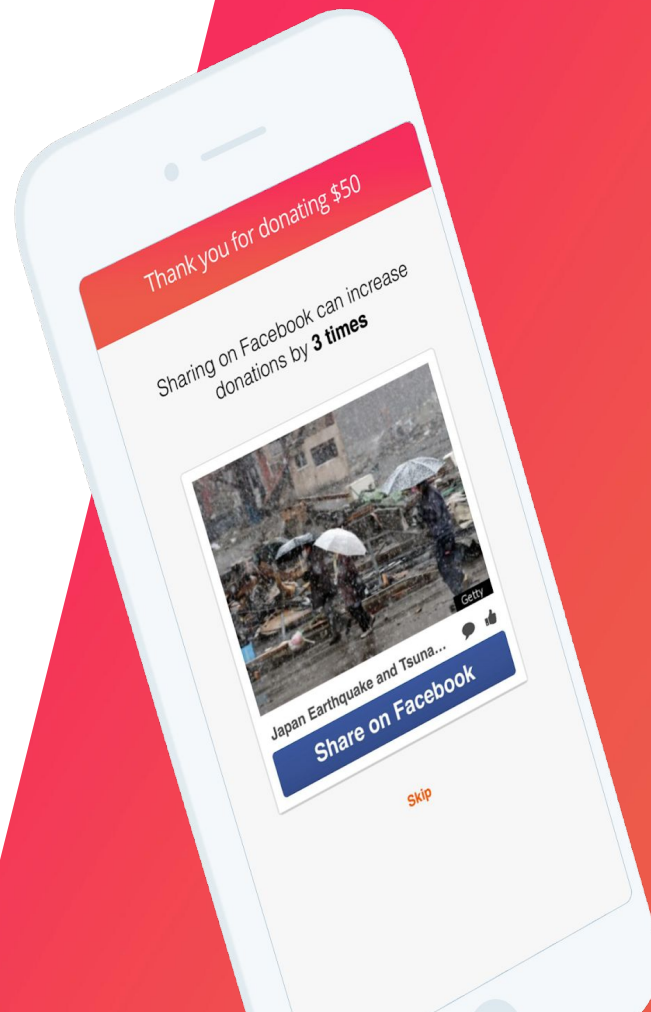


#8 ADD
TEXT-TO-DONATE

#9 ALLOW VIRTUAL RUNNERS



#10 ADD SOCIAL FUNDRAISING



1

Sharing on Facebook can increase donations by **3 times**



Share on Facebook

2

Please take a moment to "Like" this campaign



Like 5

3

More Ways to Share

Email

Tweet

<https://avengersdev.crowdrise.org>

How CrowdRise by GoFundMe can help



Platform features and
functionality to support these
initiatives



Support teams to help you
incorporate these into your
next event

Pat Tillman Foundation

- Ellen - Director of Development
- About the Pat Tillman Foundation
 - Help develop the next generation of American public and private sector leaders committed to an idea or cause
 - The program supports active-duty service members, veterans and their spouses with academic scholarships, a national network, and professional development opportunities
- History with CrowdRise
 - Claimed charity in 2013
 - Over \$1million raised
 - 20+ fundraising campaigns run

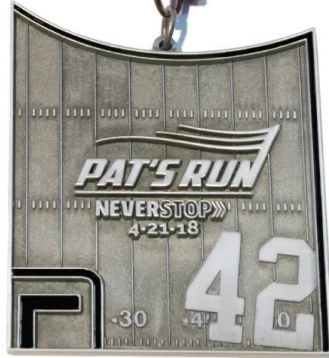
The screenshot displays the Pat Tillman Foundation's fundraising page on the CrowdRise platform. The header includes the foundation's name and the CrowdRise logo. The main visual is a black and white photo of Pat Tillman in a football uniform, with the text "YOUR CHOICE. YOUR IMPACT." overlaid. Below this, there are buttons for "START A FUNDRAISER" and "DONATE". A paragraph describes the foundation's mission: "A community of everyday athletes, civilian and military, Team Tillman members participate as a team or individually in marathons, half-marathons, triathlons, cycling, athletic and non-athletic events, and tributes to honor Pat. To date, we have raised nearly \$1.2 million to fund scholarships for the Tillman Scholars, who all share Pat's commitment to service, learning and action." It also states, "To join with the team, you don't have to be ultra-competitive, just ultra-passionate about our cause!"

Below the main text is a section titled "HOW IT WORKS:" with four steps:

- STEP 1: START A FUNDRAISER**
Click "Fundraise for this Charity" above to get started.
- STEP 2: MAKE IT YOURS**
Tell your story. Photos and videos can't hurt either.
- STEP 3: GET STARTED**
Whether it's \$5 or \$200, Get the ball rolling by making a gift.
- STEP 4: TELL THE WORLD**
Share your cause with your family and friends.

Below the steps is a section titled "OUR MISSION" with a brief description of the foundation's goals and a small photo of Pat Tillman in a football helmet. To the right of the "OUR MISSION" section is a large photo of Pat Tillman in a football uniform.

At the bottom of the page is a section titled "FUNDRAISERS" with four small thumbnail images representing different fundraising events.



ENDURANCE CAMPAIGNS

Engaging runners - Pat Tillman newsletter

- During running season
- Past runner interviews
- Scholar updates (impact updates)

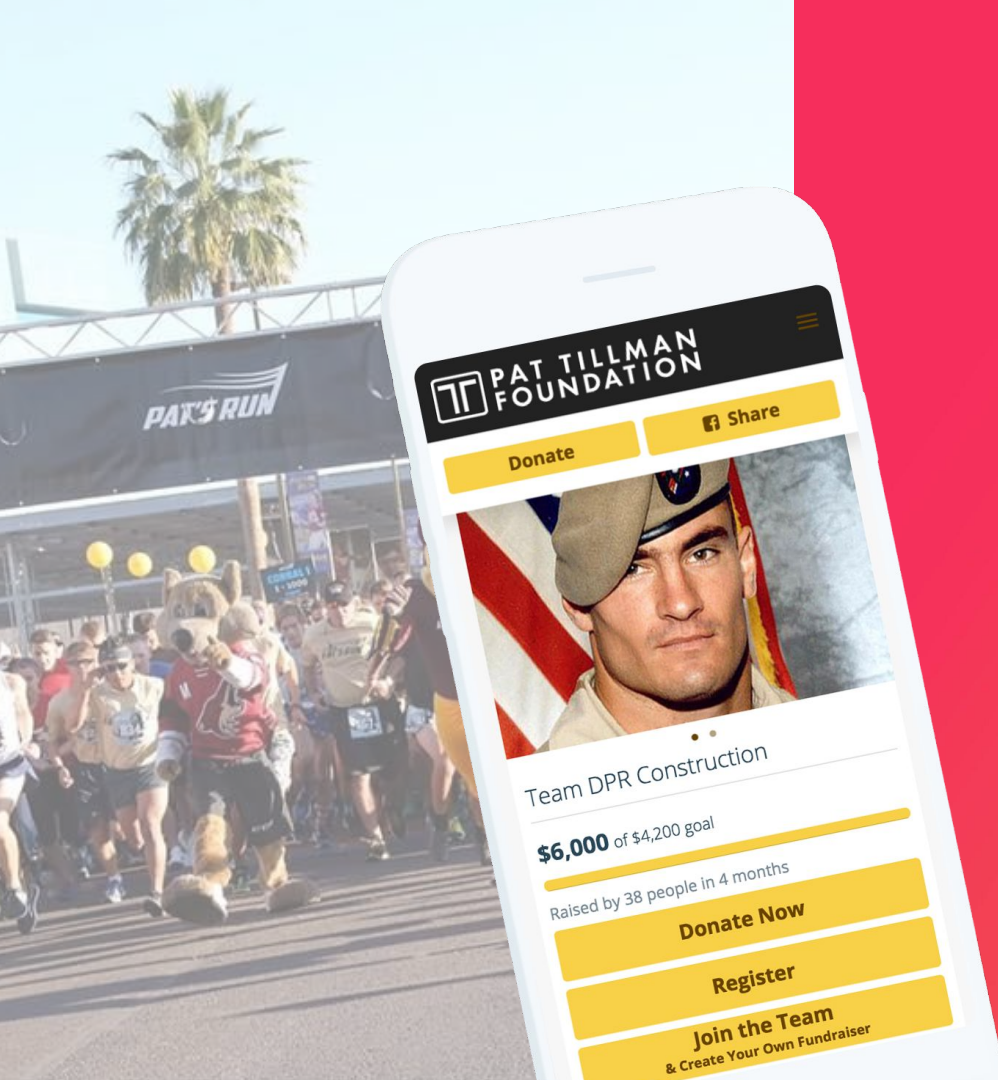
ENDURANCE CAMPAIGNS

Growing an endurance program

- Almost tripled Chicago runners in a few years
- Promotion after marathon lottery closed
- Referral program for existing and alumni runners
 - “Pre-vetted” runners
 - Already know the cause
- Credit card charges
- Use team captains



When you can prove success, there are more opportunities for bibs and growth



RUN, WALK, CYCLE EVENTS

Pat's Run

- 28,000 runners - 10th largest in the country
- Start early
 - Renew sponsors during recap
 - Recruit volunteers
- Find a balance between race essence vs. fundraising/sponsorships
- Set hard deadlines
- Create benchmarks

RUN, WALK, CYCLE EVENTS

Zero dollar fundraisers

- Someone who's expressed interest to fundraise but hasn't activated yet
- Personal outreach
 - Provide guidance & assistance
 - Break down common concerns
- Fun, low-cost incentives
- Tap into what will get them to activate





RUN, WALK, CYCLE EVENTS

Donor Data & ChronoTrack

- Donor data
 - Frequency of donations
 - Donor location
- Using ChronoTrack
 - Increased donations
 - Check-out add-ons
 - No inventory to maintain
 - No fronting costs
 - Shipping options

Things that are great...



CrowdRise by
GoFundMe



Kindful CRM



Good headphones

For More Info

success@gofundme.com

- Ask more questions
- Campaign help
- Campaign strategies

Emailed to you tomorrow:

- Recording of this webinar
- Download of the slides