

**Raising More Money Online with Independent Fundraising Events**  
**A Blackbaud & Event 360 Webinar**  
**February 3, 2010**  
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Mark Davis and Meghan Dankovich hosted Raising More Money Online from Independent Fundraising Events, a web seminar discussing a programmatic approach to independent fundraising featuring the Canadian Cancer Society. Read the transcript below or [watch the recording here](#).

**Mark Davis:** Today's webinar session is called "Raising More Money Online with Independent Fundraising Events."

This is actually the webinar portion, or presentation portion, of a joint research project and recently delivered white paper, between Event 360 and Blackbaud, on a topic that both organizations feel very strongly about. We're pleased to coordinate our research and consulting efforts.

Myself, my name is Mark Davis. I'm the Director of Technical Solutions at Blackbaud. I'm here today joined, very proudly, by Meghan Dankovich. So, Meghan, introduce yourself.

**Meghan Dankovich:** Hi. I'm the Director of Consulting with Event 360. We're a fundraising company that specializes in fundraising events. We're stationed out of Chicago, Illinois. It's an honor and a pleasure to be with you here today, Mark.

**Mark:** Great, Meghan, as always, definitely. So why don't we go ahead and get shoved right into here. First I'm going to start with, before we even go into the agenda slide, really the key objective that Meghan and I are looking for, in terms of all of the participants of this webinar. First and foremost, we want all of you hopefully, through this webinar, to understand the benefits of an Independent Fundraising Event program, to an organization like yours.

Even if you have a major "traditional" on mark [?]ride of it. And we'll certainly do our best to define the difference between those, what an Independent Fundraising Event actually is, but hopefully we want you to understand the benefits of such a program.

Two, we want you all to leave here, to understand how online tools, specifically, can help improve these programs, these independent fundraising even programs, and make them more successful.

And three, we want to leave you with a defined sense of best practices that can help each of you successfully launch either a new program, if you see such a program that is interesting to you, or perhaps to improve and expand on existing programs.

So, with those three key objectives, let's get going here. The agenda is really straightforward. After some brief introductions by myself, Meghan is going to go into the meat of the summary of the findings.

Really do most of the webinar presentation, in terms of highlighting what research we found, running through the best practices, and really identifying the benefits an IFE program could have.

And then, she's going to hand the baton back over to me. And I'm going to do my best to provide a case study for our friend, friends at the Canadian Cancer Society.

Unfortunately, Sarah Hall could not make it today, in terms of doing the webinar, so I'm going to do a shortened version and try to highlight what she's been able to do and really give her kudos, and her program kudos, in terms of an Independent Fundraising Event program.

And last, but certainly not least, I'm going to complete the webinar by highlighting, from a technical perspective, what options are out there from a Blackbaud Internet Solutions perspective.

Really quickly, the research project, as indicated, was a partnership between Event 360 and Blackbaud. The data, and the results, and the white paper itself, and all of the findings, really come from six participating organizations.

So I have to give a call out to our friends at Alzheimer's Association, Autism Speaks, I already mentioned Canadian Cancer Society, Christopher and Dana Reeve Foundation, Livestrong, and our close friends at Team Fox, the Michael J. Fox Parkinson's foundation.

All six of them had active online Independent Fundraising Event programs. They allowed us to do interviews, exhaustive interviews, with Meghan and myself.

They allowed us to analyze their data, survey their participants, and uncovered all the different stones underneath, underneath the hood, to take a look at what the websites are doing and how they are interacting with the participants.

The whole entire program is really around understanding the best practices, how to use online tools, to support these tested programs.

So, after that brief introduction, I'm going to hand it over to Meghan and let her take you through the summary of the findings.

**Meghan:** Great. Thanks so much. First, I'll start with fundraising events. As we all probably are very aware, these can be extremely effective ways to raise money for an organization, certainly a very important part of your overall development portfolio. It's a way that you have a captive audience and you can truly extend your organization culture, your organization mission, to folks in a group community shared experience.

It can turn out to be an incredibly strong revenue driver, right? You give them a great experience. You give them what they're looking for, in terms of wanting to feel good, and wanting to belong, and wanting to feel great about giving to you specifically. An event can certainly accomplish that for you.

As an organization, when we go to do these fundraising events, we realize that they can be rather resource intensive. You do have to have the time, and the people, to do the planning and the actual execution of the event. And there is a bit of cost associated with that, ideally between 20% and 30%, cost of fundraising.

And the other limitation can sometimes be, how many locations can I actually hold the event? If I only have a staff of three or five people that I can dedicate to this, it may not be more than one or two locations that you're actually able to hold an event. So how can you supplement this whole experiential fundraising methodology?

Well, if you have an Independent Fundraising Event program, these events can be done for you tenfold over, and through what we call super volunteers. So let me walk you through the when, why, how, and what, of what an Independent Fundraising Event program might be.

So who are these folks? Well, we're calling it the "Your Mission, Your People." Typically, because these, what are called super volunteers, stand up, raise their hand, because most of the time, and in our survey data, it ended up being about 56% of them or so that were less than one degree separated from your cause, from the reason why you were in existence.

And about 16% were directly affected meaning that they themselves had that issue, had Parkinson's or had Alzheimer's.

And we like to measure our constituents using linkage, interest, and ability. So linkage is, how directly affected are they? Do they themselves have that diagnosis? Or does a parent or a friend or a loved one? And are you serving them through your services that your organization offers?

And then what is their interest to take action? Are they driven to want to do something for you? Because they want to help you to continue to do what you do.

And then finally, ability. Are they able to dedicate time, or talent, or treasure? Meaning funds, or a specific skill, such as legal skills, or medical skills of some sort.

There's this wonderful quote that we included in here, from a gentleman who said that his involvement in fundraising for Team Fox has helped him to accept his diagnosis and reach out to others. And more importantly, it gave him back a sense of purpose since his retirement.

So, again, this is someone who is directly linked to Michael J. Fox, because he himself has PD. He has the interest, because he is in retirement and he wants to do something. He needs to act, to help him cope with his diagnosis.

And finally, he has the ability, because he is retired. He does have that time to give. So this is what we mean by looking at your LIA of your constituents.

Can you hit me? Thanks.

So, the what. What is an Independent Fundraising Event? Well, interestingly enough, when we interviewed the six organizations, we found that there was certain vocabulary used. Some called them our independent fundraisers. Some said third party fundraisers. Some just used the words grass roots to refer to them.

And the people, specifically, were called anything from being a member, to being a volunteer, to a supporter. What we found, basically, is that they used terms that resonated with their folks, and extended their culture as much possible, with these volunteers.

So whatever language you were already using is what you want to continue to use. So that they feel like they are an integrated part of your culture.

What we also found was that this was an incredibly, strong, growing source of revenue for folks. We've all been looking at how the economy has affected our fundraising.

What we supposed to achieve is that because it's such a personal ask[?], there's been very little impact from the economy on this, because people are making that personal request to their neighbors, to their families, to their friends.

And people want to support the effort that these folks are taking and what they're making.

In fact, there was a study here that Blackbaud had done in 2008, and looking at all IFE programs across the United States, they saw an estimated \$333 million that was raised by those programs alone. That's really significant.

The other piece of this program is how operationally feasible it is. Once you identify the needs, the solutions provide for them. Very simple, it can be done online and with as little as one half to one full FTE. We'll talk more about that in a moment.

So there is some management that is required but the win-win opportunity is amazing. You have to remember that these folks are, again, very impassioned, very connected, and very active and driven to do something for you.

Now, it behooves you to take the time and make the effort to help them out and to give them what we called hand-up, which we'll talk about more in a moment, because the circle of networks that they're able to reach is pretty much and probably beyond the reach of the organization as a whole. I'll show you some examples of this later on.

But one other key stat that we had here that Livestrong shared with us is that the typical IFE participant raised almost six times more than their average supporter for the Livestrong challenge. That's really phenomenal. We've done the same thing with Canadian Cancer Society. I think she had said it was about five times as much, so this is really key.

And when we talk about reporting and tracking later on, I'll show how it's really important for you to track that. I think you'd be really surprised.

Can you hit me? Thanks. [laughs]

So where and when? Well as I stated at the very beginning, when you go to do a fund raising event, sometimes the resources really limit you as to how many locations you can actually hold your event, so you may be limited to being in Chicago, or being in LA.

Well, these fund raising events, because it's being grassroots, done locally, you can have it anywhere at any time. There's no special day on the calendar that you have to settle these folks into. They can do it whenever it works best for them.

These dots actually represent, I believe it was two and a half years of events for one of the organizations that we spoke to. That's a lot of dots, that's a lot of events. Imagine trying to manage all that on your own.

Could you hit me? Thanks.

And the why. So I talked a little bit already as to how operationally feasible this program is, but I'll talk more about the low cost of this.

The online presence allows you to post tools, some helpful fact sheets, some how to's for the supporter, for the participant, information on how they can reach out themselves, templates for apps and letters, receipts, thanks yous.

You can post all these tools and solutions online. So rather than having to print them out, you can give the folks the opportunity to print them out on their own.

And again, you have probably half to one full FTE. I'll talk about the importance of that person because you want that voice on the other end of the phone, more so. So you have the cost of that.

And then because you want to drive as much of the interaction online for donations in particular, there will be transaction fees associated with this. But when we measured the average cost on the dollar for all the different development portfolio methodologies out there, we saw the IFE is about 15 cents per dollar.

That's the orange bar at the far right hand side of the screen; a the far left hand side, our direct mail for acquisition, that being \$1.50; and traditional fund raising events is between that 20 and 30 cent mark. So you can see how IFE is definitely something worthwhile to invest in because of its low cost of fund raising.

The one other piece that I clicked in there that I didn't mention is branding supplies. I'll talk more about that in a slide later on, but that's something else that you might want to consider when you're talking about cost of fund raising for the [inaudible 13:36] program. Thank you.

So the how. I'm going to show you some examples about how these supporters match their passions with your mission.

So I talked how these are a really impassioned and strong constituent for you to focus on because they care so much, they have a connection that is so strong to what you're doing and why not offer them the flexibility of saying whatever you want to do that resonates with you most, that motivates you most and impassions you most, do it.

So let's say my father gets Alzheimer's and my dad's known for his chili recipe. Well I know that he loves to share his chili with his friends in the summertime so I might consider doing a chili cook-off as a fund raising event because all his friends and family, and all the neighbors know about that, and they would love that.

It would feel good. They would feel good about participating. They would feel good about supporting us and helping us out.

So talk to your supporters when they say, "Hey, I want to do something but I can't walk anymore, my knees are bad and I'm certainly not going to bike. I know you have those and they're great but I want to do something on my own."

We'll ask them these questions: what do you like to do? What's your hobby? What do people know about you? And perhaps that's a way to help them be creative about what they might want to do in terms of their event.

There was this great quote that I offered here by a gentleman who was saying, "Keep up the good work, and my family will keep doing our part."

Because they really appreciated that there is that person on the end of the phone that can help walk them through their planning and just give them the pat on the back for what they're doing, and just give them the reassurance that what they're doing, they're doing well.

Next slide, thanks.

So here are some examples I was talking about. So team Fox, this is really wonderful. Mary Anne of Illinois, she was diagnosed with Parkinson's disease in 2001 and she got to hear Michael J. Fox speak at a conference about five years later.

And what this inspired her to do was to take her passion for gardening and combine it with a fund raising event. So she designed a garden walk in her community.

She pulled all her family and friends together and said, "Would you help? Would you volunteer? Would you just help me operate this whole walk?" And in year one she raised \$25,000. Just two years later, she doubled that, more than doubled that.

And her event at this point in time has a great programmatic feel so it's not just the walk itself, but now she actually has games, and activities, and a 30 minutes presentation where she has neurologists come talk and provide the latest information.

She even has the mayor of her town attending. And I think I just heard yesterday that the mayor has now declared the day of her event a special day in their town, in their neighborhood.

I think it's Naperville, Illinois is what it is. But how wonderful that she was able to in just two years rally an entire town around what she's trying to do, around the Michael J. Fox Foundation.

That's what we mean about the win-win opportunity. How can Michael J. Fox have reached to all of those people in Naperville, Illinois otherwise if it hadn't been for Mary Anne O'?

Now the best part about Mary Anne is that she has this great experience, she has this momentum, she has this drive, and now team Fox has asked her to help out, be a mentor.

So again, talking about keeping costs low, so where Michael J. Fox does have people on staff that are able to reach out and help these volunteers to help them with their events, well now someone can call in and say, "Hey, I want to do an event. I need some help. Could you walk me through this?"

Well, team Fox can say, "Hey, there's Mary Anne O. in Illinois where you're at. Let me have her give you a call." And how great is it to have a peer to peer to be a mentor for you when you're trying to get your IFE off the ground. That's a great example there at team Fox, using the mentor program.

And the next example is team Reeve. Bob was a police officer and he was injured in the line of duty about 10 years ago, and unfortunately he was paralyzed from the shoulders down. So his wife felt like she was raised to act, she wanted to do something and contribute to Christopher and Dana Reeve Foundation, who specializes in spinal cord injuries.

So she decided to start a team, and she went on to the team Reeve website and she created this page for her team, and together they raised over \$20, 000.

And the best part if you go out to her page was reading how moving it was to hear about her training and about what her and Bob have gone through, and how much they've learned about each other through this experience, and how heartwarming it was for them to see how much the community rallied around them.

And when you read that, it's so motivating, it's so encouraging. And this is why having these online tools, I can only imagine has really helped them with their fund raising. They send out her blog, her updates that she was keeping, out to all of their email addresses. And I can only imagine how much that must have impacted her fund raising.

So again, in one year she was able to raise over \$20, 000 with her team through that one marathon.

Can you hit me? Thanks.

So these programs aren't without challenges. There are always some challenges but they're all able to be worked around. One of the common things that we heard about was being able to budget the revenue.

A lot of these IFEs that come forward, these fund raisers, are first timers so they haven't been around before, you don't have them in your database yet, you're not quite sure what they could possibly fundraise. They don't know how much they could possibly fundraise. They don't know how much to tell you.

But the importance of data tracking here is that eventually, as you collect the data year to year, you'll get to see what does that margin look like, how much is it fluctuating with repeats versus first timers. And that would help you to budget within probably about two or three years.

So keep in mind that it's incredibly important to track the data and you will within two or three years be able to start doing the training that will make you more confident in your revenue budgeting.

Along the same lines, being able to justify the cost of managing a revenue program is something that so many organizations are challenged with as well, more so in organizations where they didn't the support from the top down, where the program is really questioned.

And again, the more you collect data, the more you're measuring certain metrics as to how much these participants are doing and how much you're spending on supporting these fund raisers. You'll be able to more and more easily justify the cost.

Again, to the point of Canadian Cancer Society, Sarah Hall is wonderful in admitting that they hadn't really done the calculations to see how much their participants were raising. They basically were looking at more of an overall picture, just how much revenue overall these people were bringing in.

But when she actually did the data, she was incredibly surprised and wonderfully surprised to find out that her ISE participants earned five times more than her participants that were doing the traditional fundraising event.

You might find the same thing. And then it makes justifying the cost very simple.

Surprising giveaways, this is another challenge, more so in the question of how much and what do I give. Some organizations actually charged a fee. So for about a \$20 or \$25 fee they would get a kit. And the kit itself would include some letters, some posters, some branded items.

Others basically said, fill in your request, tell me what you need. Could you use some bracelets or some sunscreen or some banners or some posters? And others were just sort of taking it as is.

So it really, again, depends on what you might already have on hand for other events that you do, and how much really willing to spend. Again, keeping in mind your cost of fundraising and how much you're willing to spend on indigenous programs.

So there is no right or wrong answer. I think it's probably measuring the needs of your fundraising and your ISEs, and measuring that against how much you have to spend to support them.

The second to the last piece of this is the positive online user experience. Again, because we're recommending that you manage so much of the program online, you want to make sure that the user experience is practically flawless.

You really want to make is user intuitive. You really want to make sure that it easy to find things, that you navigate for them, that they understand what they're doing and how to do it and the process to do it.

This could be things that are talked about in tutorials or a download of how to set up your personal page and have a little instruction list.

Or making sure that the front page of your website is very logically divided out, so people can easily find where they need to go for questions or easily find a phone number to call or easily find where the tools are.

And finally the last piece is reputation and brand risk. There were some folks that were concerned, or some organizations expressed concern, over misuse, perhaps, of the logo. Or an event fundraising might choose a sponsor that maybe isn't quite in alignment with the mission of the organization.

Now these are things that, again, you probably have to address one-on-one. First of all, when you hear that someone wants to be an independent fundraising event, try to encourage them to go to your website and register their event online.

And when they go to do that, ask them to e-sign, automatically sign, a list of guidelines, a guideline agreement that basically says, "I'm going to be taking all responsibility. I'm doing it to raise funds for this organization, and I won't be misusing the logo."

By making them sign that agreement of guidelines, it's one way to offer protection. Another way is to give them a special logo to use, and have that logo say, "In support of..." this organization. As opposed to just your flat logo, which makes it look like it's your event and not an event that's in support of your organization.

But all in all, this was a very small concern or challenge, but one that was worth putting out there.

I want to talk to you about some of the best practices. There were five in total, and I'll start with the first, ensuring organizational-wide support. I'll go into encouraging the online news, as we talked before, and also providing a hand-up to them versus the handout. I'll be more specific on that.

I touched on standardizing tracking and reporting, so I'll share some metrics that I think you might want to consider. And then finally the commission program, the why and the importance of doing that.

But let's go ahead and start with ensuring the organizational-wide support. Again, when I said that the organizations that seem to be most successful, those are the ones that had, from the top down, buy-in. The full support from the board down of having this program, of having staff members that would support this program.

They realize that these super-volunteers are basically deserving of being treated like major givers, because they are giving so much of their time and their effort and their passions and their emotion in this. It's worth seeing them in that way.

And they realize that this is a level of engagement that you have with these people that is going to come back to you tenfold, because as long as you're supporting them and giving them acknowledgement with what they're doing, it's not likely that they're going to leave you.

So this is a great way to attract and support and engage and cultivate long-term relationships with these folks.

The organizational-wide part of it, when we're talking about press, is really involving those local affiliates. For example, there were a couple of organizations that we spoke to whose headquarters managed the actual ISE program itself.

What they would do, is when they got a registration form for an ISE event that was occurring in another state with an affiliate location, they would call that affiliate, not to try to muddy the waters or to put more work on their plate or anything.

But to try to say, "Hey, there's this super-volunteer what wants to have their own fundraising event, you're in their backyard, it might be worth you calling that person, just reaching out and letting

them know that you're there, that you'd like to support them. If you have the time maybe you want to attend their event."

It was just a way to again, show that ISE support by saying, "Hey, we're paying attention to where you're at, and here's someone in your backyard that can continue to help you as well."

Now there's a little bit of trickiness with respecting the donor base territory.

Some the ISEs made it very clear to their organizations, "Look, I'll have my folks go ahead and donate online, but I don't want the organization reaching out to them because I feel you might cannibalize what I'm trying to do. Because if they're going to give to you, why would they give to me and my event."

So there were some organizations that had to agree that they would not message to them. But yet others decide to do it, and they're just fine with it. Again, it's paying attention to that relationship and making sure you're talking to your ISE volunteers and see what they're comfortable with.

One compromise that you can always offer is to say, "Well, let's look at the options. When the donor goes to place an online donation, perhaps you ask them at that moment 'Would you be interested in opting into our monthly newsletter?'"

So they might at that point receive the organization's newsletter, and that way at some point they may decide to get involved further in the organization. But it's not forcing it and it's not acting on that donor in a way that makes the ISE uncomfortable.

The last point that we have here is communicate the performance and the benefits. Just like anything else you do in your organization, you want to make sure that you're doing the reporting and that you're sharing the results of that reporting with your entire organization.

Make them realize how strong this program is. Show them how low the cost of fundraising is; show them the breadth of how far out your reach is. Show them the locations. That map we had where it posted all the yellow dots?

Make your own map and make your own organization see how widespread these events are occurring. And in ways and in places and in times that you would never be able to do it otherwise yourself.

I think what you're going to find is that when there is a tough economic state out there, this program is probably the least impacted of all your methods you use in portfolio. And it's, again, because people are asking their close networks of other folks to help them out, and they just can't say no.

They're going to reach in their pocket, and maybe they were able to give \$10 last year and they can only give \$5 this year, but they're still giving. They're not holding back.

So we move on to point two, encouraging online news. I want to talk in a second about tracking and reporting, but this is where making sure that people use the online tools can really help. Because number one, it's going to allow you to have consistent data collection.

And that is asking them to fill out the same registration form. You're having apples to apples data year over year, which is really important. Because when you go to analyze the data, if you don't have apples to apples to compare, your data is a bit of a nightmare and it really loses its credibility.

The other piece of this too is how efficient it can make the program, and that's by keeping the cost of fundraising low. If you're still having to process a lot of offline donations and write tons of tax receipts and thank-you letters and all this, it can still be rather human resource-intensive.

And that also allows for human error. And the more you can ask to do online, the less you're going to have to deal with that.

Requiring the online registration, I had mentioned before it's incredibly important to have a very intuitive user front end to make sure that it's easy to use. Because people will then go back to it, and they won't mind setting up a participant page and they won't mind updating their participant page.

And if you have other tools on your website for people to use, such as blogging or messaging of some sort, they won't mind going back out and doing it, as long as it's easy and intuitive. So keep that in mind to make that a primary focus.

And then I had mentioned the e-signing of an agreement of guidelines. That, again, is another important way to cover yourself and protect yourself and to set certain expectations with your ISEs.

And finally, asking participants to encourage online donations. Again, you want to remind them that you're going to ask for information from the donor. You're curious to know where they are at, you want to know just a little bit about how they got involved, how they know you, so that the organization can understand the reach.

But you're not going to say to the donor, "Hey, thanks for giving \$5, do you want to give \$10 right now in addition to..." You can tell them you're not going to aggressively seek after them, but you are going to collect a little bit of information so you can better understand them.

And then, again, to not be soliciting them, but we may ask them, "Would you like to receive more information from us?" Given them that choice, giving them that option.

And again, tell these participants that if you can encourage your donors to donate online, that's fewer tax receipts, you're having to write out or otherwise, because they can receive that automatically, and so it makes their lives a little bit easier as well.

Let me move on to section three. Thanks. So, I mentioned earlier about providing a handout. These super volunteers - these IFEs - are so impassioned. They're all - they care, they're motivated, they want to help you out, but they need to be encouraged. They need to be empowered. They really need some education on exactly how to carry all that out.

Now, when I say a hand up versus a handout, it's because we're not doing it for them. We're not actually throwing the event. We're not throwing a walk or a ride, you're already doing that on your own. This is giving them a hand up. This is just saying, "Let me give you some tools so that you can do this on your own with confidence."

So those tools - and if you do nothing else, the one thing that you really need to do, that is really critical and imperative that you do, is do have that FTE or that halftime FTE, whatever that resource is, on the other end of the phone. Give a name and a number to these IFEs.

Because number one, they deserve it. I mean, for all the effort that they're putting out there, they deserve to be able to pick up the phone and talk with another voice.

Number two, it's great for the relationship, and how else can you better understand what's resonating with these folks, why they're doing this, how your services are making them feel and what has driven them to want to support your versus some other organization.

There's no better way to get your finger on the pulse of all this than to be on the phone with them. So make sure you're offering that name and phone number.

And then beyond that: again, online, have these things downloadable for them. Offer them a fact sheet so that it makes their conversations very easy, so it rolls off their tongue that they can give stats of how many people are affected with TB today, or what is the latest treatment for TB today, or what your services are that you offer.

Make sure that you're helping them by giving them that vocabulary, by giving them those words to use in their conversations. And then show them a little bit of, one-on-one lessons of what it means to fundraise: that you have to ask, that you have to ask often, and to not be afraid to ask for certain funding amounts.

If you've ever heard, there are six "rights" to ever ask: the right place, the right time, the right person, the right amount, and in the right way. So encourage them to get really comfortable with what that looks like and what that feels like in this type of handout.

The other piece here are your online tools. Make them very familiar with it. Make them OK and comfortable with using your email participant tools that you have for them, and show them the different apps and the different fundraising letters that they could write, that they could be including in their emails.

And encourage them to share their stories, to share how personal this is for them, to give a little bit of the history of why they got involved, because that is what is going to make this as compelling, or more compelling, than any other type of ask, is them sharing their personal story.

I've already mentioned proved, logos, letters of support. So those are really huge. Make it as easy as possible for them. That's the basic point of this whole slide here, is make it very easy for them.

Let me move on to section four. Thanks. So: summarizing, tracking, reporting. Again, in order for you to really minimize those challenges that we spoke about a few Fridays ago, this is really going to help you do that: making sure that year-to-year you're collecting the exact same pieces of data, and that you're doing the exact same analysis and measurements.

So, make sure you know how many events actually registered. And make sure you know the difference between that individual fundraiser versus an event host.

What I mean by that is those people who would say, "Hey, I'm going to go run the Boston Marathon, and I want to ask people to donate to me. I'm going to raise funds for the Lance Armstrong Foundation."

Well, that is what we consider an individual fundraiser. Well, make sure you know how many people are doing that versus someone like Suzanne Smith who says, "I'm going to have a bake sale, and I'm inviting my closest girlfriends to help me bake"

"And we're all going to be fundraising together and we're going to sell our goods, and we want to set up a page to help promote our event and everything else."

Well, that's very different. That's an IFE. That's what we would consider an independent fundraising event. Still an independent event, so to speak, but two different types of participants.

So in other words, just make sure you're measuring the difference, because you may at some point want to do some sort of online communications, and you would speak differently from one than you would the other. So just another reason to make sure you're collecting that.

You want to know how many people they're reaching, too. So how many people are coming to the bake sale, how many people are coming to the chili cook-off, how many people donated to that marathon mother.

You want to start to identify how many people come back, how many IFEs are doing this year over year, or are they just doing it once. And if they're just doing it once, go reach out to them and find out why, because maybe they had fatigue of some sort.

Well, but how else could they get involved? Maybe there is some volunteer project that they might want to be involved in. Just, again, keeping your finger on the pulse of them.

The scheduled reporting: So once you collect all of this information, make sure that you're looking at it, because the data doesn't really help you if you're not using it. And this could be very simple: just come up with some - probably about five to ten - metrics that you want to look at every month, and just see: how are they changing?

And the basic point is because you might see that perhaps people are confused and maybe your online presence needs to be streamlined just a little bit.

Or make sure they're not quite - maybe what you'll learn is they're not quite comfortable with sending the emails for some reason, so maybe it's the template or the way things are written, or again, the instructions could be better.

So following the reporting month-to-month will help you be more responsive and, in some cases, proactive rather than reactive.

And again, the final piece of this is tracking and engagement. You want to eventually be able to find out: how involved are these people in my organization across the board?

So were they - did they actually start out as just a donor before in the past, or were they receiving a certain service or program that I had done in the past, or have they been a major giver in the past?

It would be really interesting to know how much involved and integrated they have become into your organization, and the only way you'd know that is if you were tracking their contact information and paying attention.

And finally, best practice number five - thank you - is including a recognition program. So, when we look at the reasons why people give of either time, talent, or treasure, it's typically three.

One, they want to belong, because it feels great. It feels great to be part of a community. It feels great to get people all out to your home or your backyard and know that everybody there is there for the exact same reason, because they all care about the same thing.

And knowing that what you're doing is making a difference makes you feel really good. So this is another reason why people give their time, talent, or treasure. It just feels good at the end of the day.

And finally, it's because they want to be acknowledged. And where - it's human nature to - at least these - we want to be thanked. We want people to realize that, "Hey, she went above and beyond, and I want to give her a pat on the back," or "I want to shake her hand and tell her thank you for that."

So make sure that you have some sort of recognition program around your IFEs, whether that's an honor roll on your web page or creating a superstar program for your folks who are going really above and beyond, or just have that ongoing shout out to everybody who just registered in the next month.

Or maybe it's an experiential reward, too. So let's say someone has done their IFE for you for five years now, they've done their golf tournament for five years.

Well, you might want to give them something like a lunch, a potluck lunch at the local chapter or something where they can meet your staff or they can see how the programs are carried out, or they can just get to know your organization a little bit more intimately.

That, sometimes, is much more appreciated than something tangible like a prize of some sort. Make it experiential for them. Just as they're offering their folks, you can share something with them that's experiential as well.

And success stories. So brag about them, brag about your program. Make sure you're including the information about how much they're doing, how well they're doing in every quarter, or in the summer, or a particular event that has been around for years and years.

Make sure you're composing that in your e-communications, you're blogging about it, you're putting it on your Twitter.

If you have a message board, allow people to respond in and say, "Yeah, I attended that and that was great." And giving them the pat on the back through a message board that you could insert into your web page for this as well is a great way to give them that acknowledgement and recognition.

This, basically, in a nutshell is helping to create community around your IFE program, and that's one thing that -

If you're able to accomplish that, there's no greater reward that you're giving yourself or them, to actually give them this online community that they can feel that they're responsible for, that they were part of creating, and that they're an active part of keeping the momentum going with them as well.

And is that it? Thank you.

So again, to wrap this up - and I'm about to toss the baton here over to Mark. The benefits of this program are numerous, but the three that I think we've touched on the most here is that they stay [?] supplementary, not competitive, so you're not going to find that these IFEs are going to cannibalize your traditional fundraising events at all.

In fact, it's just the opposite: they'll allow you to reach donors that otherwise you would not have found or had access to. Think of Mary Anne in Chicago and her entire town of Naperville now dedicating an entire day to her. There is just no way that they would have been able to have reached all those people without her.

And it's providing awareness. So again, everybody is limited by marketing dollars, but these people on the ground - remember that map of yellow dots across the United States - the awareness that they're creating in little villages and towns across the United States, you just would not have been able to do that on your own.

And finally, it's allowing these people to be a part and to be involved, and to feel like they're contributing in a very impactful and powerful way and in a way that maybe they couldn't otherwise.

Because remember, not everybody has money to give, so if it's time or talent that they can give, cooking chili or gathering people at a party and asking them to give dollars - that's a talent in itself - make sure they have that opportunity.

The low cost of fundraising. I think we've talked about this. Hopefully you see that it's definitely something to consider, and you can prove it to yourself by making sure that you're tracking the stats closely.

And finally, that deeper level of engagement for stronger supporters. There's nothing that can really compete with this type of relationship, when you have someone who is just impassioned, that they're willing to, throw their Kayak for the Cure for you year after year and put their own volunteer dollars in and to do it for you year after year, there's just no - it's priceless.

It's a priceless relationship, and so it's definitely worth valuing and something that you see will help benefit you for years to come.

So hopefully that helps to explain what an IFE program is and some of the benefits of it and reasons to consider it. And I'm going to go ahead and pass the baton over to Mark to give some more specifics on how the online tools can help you out.

**Mark:** Great. Megan, as always, thank you very much. Excellent presentation there. Just to let you know that Megan, in about 35 minutes, certainly did some highlights in terms of the research findings. The white paper certainly maps out not only everything that Megan just described, but

also it provides some more stats and some more data that hopefully each of you can use, if necessary, to perhaps try to set benchmarks around an existing IFE program, or perhaps to help justify, potentially, the cost and time and effort to develop one if something like that is interesting to you.

So, moving forward here. As I said, I'm going to do my best to do my best Sarah Hall impression here.

She heads up the online fundraising for Canadian Cancer Society, BC and Yukon Division, was one of - a wonderful participant in the study and a very active participant in the study, and actually has allowed us to share her experience in the development of an independent fundraising program as a case study.

The independent fundraising event program: I remember when I first talked to her, she has been a long-time customer of mine for a number of years, and I remember she started talking about this group of Iron Cops that started back in 2007.

And really what happened is that they have a very famous Cops for Cancer campaign. It's one of their two primary campaigns. They have the Relay for Life and the Cops for Cancer; those are their two traditional campaigns.

But you see, Cops for Cancer was on a two-year fundraising cycle, and they found that there was a group of police officers in her division who didn't get enough out of that two-year fundraising cycle.

They actually wanted to fundraise on a variety of different other challenge events and iron man type of events that they wanted to do. So they took the Cops for Cancer brand and created a specific independent fundraising event around Iron Cops.

In 2007, they launched a Friends Asking Friends - actually, a closed - you're seeing a snapshot of it here - a closed Friends Asking Friends website that allowed for those Iron Cop participants, independent fundraisers, to fundraise outside of the standard Cops for Cancer program.

And the best way to describe it, it was an extension of that existing fundraising program, but specific to individuals who wanted, really, to do more.

Those true - they were passionate, they were tech-savvy, and they were tremendously successful. What has grown out of that standard is they actually decided to build, a template for all types of independent fundraising events -

And you're seeing that on the right-hand side - which allowed - really, within the various divisions, they started out at one of the regions - one of the regions out of about, I believe, seven that they have -

And within a few months, that region was so successful at raising money online - I believe over about \$40,000 - that they expanded that out to all seven of the regions.

So now, they have seven regional independent fundraising event websites up, cultivating and building these independent fundraisers throughout the entire division, as well as, they've now

actually built out specific sites, like the Iron Cop sites, for some of the larger independent fundraising events like Kayak for the Cure.

And has so many participants that it actually warranted the need to actually build a separate website specifically for that.

And I think this speaks to, really, the flexibility of how the online tools were able to - Sarah and here team were able to launch these sites very quickly, actually extend the brand of Canadian Cancer Society to these sites, and really provide the tools that these super volunteers really want and are asking for.

So really, what kind of level of success did the program experience with really little investment - and I'll speak to that in just a second - but really little investment from the Canadian Cancer Society has raised over \$700, 000 in just under three years.

As indicated, it started out really as a single region, building up these sets of programs. Now every region actively promotes it.

They have, now - are investing in staff at the different region levels, and now have hired on staff at the national level to really help coordinate all the different regional staff who are implementing and developing these independent fundraising event programs.

Their IFE gift - this is just one data point, Megan and the Event 360 team crunched the numbers for all the IFE programs, and some of those benchmarks are included in the white paper -

But just so you can look at hers, her independent fundraising event gift, her IFE average gift, was over about \$22, \$23 higher than the average gift size at traditional events, which was just one of the measures that we track in terms of the effectiveness.

But Megan alluded to this: what is actually quite funny, listening to Sarah present this for the first time at a users' conference, she personally was surprised when she found out this next little point: they hadn't looked at this, and now they are.

And actually all the participants in that study are looking at it now and finding very similar results: they've found that the average Relay for Life participant, which is their traditional event, raises only a third of what the independent fundraising event participant raises.

So the value of these super-volunteers is clear in terms of the amount raised. And as you can see, because of that personal appeal, that personal touch, they're actually able to bring in higher average gift sizes as well, which I know a lot of you are certainly concerned about.

What they're very excited about is, they now have over 1, 000 passionate volunteer pages, all of whom they now have a strong connection with, email communications with on a regular basis, and they're really cultivating this community of these volunteers.

In addition, in a subset of that - and this is something that Megan also alluded to - they actually have a separate subset of that 1, 000 who are 175 event organizers.

These are actually individuals who are for all practical purposes an extension of their staff running and hosting events, and they're also acting as super-volunteers in fundraisers.

Over 10,000 new donors that they would have had really no chance in reaching due to the limited reach of their existing fundraising programs.

And in fact, she's very proud to say - and some of you will probably recognize this, working for non-profits - she's proud to say that her number one most successful independent fundraising event, which is the Kayak for a Cure, was so successful this year that actually it's getting its own revenue stream from an accounting perspective. So imagine that.

And one of their mini independent fundraising events has been so successful that they're recognizing it even in the financial department - which, as we all know, is probably the highest form of recognition anywhere.

So, hopefully I did Sarah and the Canadian Cancer Society justice, somewhat. They have a wonderful program there. You can probably search for Canadian Cancer Society, BC and Yukon Division, Independent Fundraising Event, and you can see everything that they're doing.

I want to really close the session off with a few quick closing slides. Many of you out there may be wondering how I get started. So, what kind of technologies may be available to you? I wanted to really briefly highlight a couple of examples.

Out of the six participants [inaudible 48:15] there for this project, they actually fell into two buckets in terms of the type of technology they're using.

The first technology, which would be Blackbaud servants [?] that - really, the standard package. This features Friends Asking Friends. They get an example here of Autism Speaks: Give Now. Canadian Cancer Society uses, now, all of the standard package. This is - some of the benefits of this: easy to deploy, very flexible templates.

So, when you start taking a look at how rapidly Canadian Cancer Society was able to take one idea - that was an Iron Cop idea - support that idea and expand it so rapidly across multiple reasons and now multiple independent fundraising event types.

They're able to do so because, frankly, the Friends Asking Friends application, they were able to build a template and roll it out quite quickly. While this standard or the standard technology is easy to deploy and has the template capability, it is primarily fundraising-focused.

The design, the personal pages, the interactions that you're going to get are really focused around fundraising. And I'll get to why that's important in just a second, when we take a look at the other options.

But if you're really just focused on trying out something, getting a low cost, trying to get a high impact in terms of fundraising perspective, this is definitely the option that you need to take a look at.

And there's a great example, if you want to take a look at this: [givenow.autismspeaks.org](http://givenow.autismspeaks.org). You can take a look at a live example and what they're doing, and I know that team out there is very proud of what they've done.

As an extension on this, this opportunity allows you; you can fundraise over Facebook, Twitter. We've got a robust YouTube integration as well. So social media, which is another topic near and dear to my heart, is also an avenue that your independent fundraising event coordinators and fundraisers themselves can use.

So option two is a more advanced solution. We call it, internally, Custom Friends Asking Friends. This has, really, the same functionality that's in the standard package I just described before, but this has much more customizable templates.

It really acts and breathes as a highly flexible, highly customized website that has the fundraising attributes of Friends Asking Friends, people registering, setting up their personal page.

And because that design is so flexible, organizations like, for instance, Team Fox here - and interestingly enough, this year Canadian Cancer Society is going down this route. They're upgrading, really. You can build a more community-based web presence. It's not simply focused on fundraising. It can be focused on community-building.

So, you take a look at the Team Fox site, you'll see blogs. You'll see news and events. You'll see a much more community-based environment.

And that's very important to them because Team Fox, being a good example, somewhat, of a mature community, they really wanted to interject and they wanted to really make sure that these individual fundraisers were interacting with each other, sharing ideas and concepts.

And this is a really strong vision for any organization, but certainly an organization maybe looking to start from scratch, they may want to go with a more standard template and then really build up into this type of solution. This solution, similar to the one before, also provides full social-media integration across Facebook, Twitter, and YouTube as well.

So, just to conclude, and then we'll go ahead and open up to answer questions. And if you have any questions, please feel free to use the Q&A section. And also, I will un-mute people, just in case you wanted to chime in, maybe after I go through the questions.

But some key takeaways. Getting started. Engage who you have out there. Understand you have supporters, specifically traditional fundraising events. Understand what their needs may be. Perhaps survey, perhaps call a few of them.

There may be a lot of phone calls you're already receiving right now from fundraisers who are looking for an outlet, something else to do. Understand and build a program around what your community and what your fundraisers may be expecting.

Not every nonprofit will have the same type of independent fundraising event program, other than, beyond just a general, but how it's branded and how it's presented will be very important. I think Meghan described it.

I mean, you may not even name it an "independent fundraising event program." So, even down to the naming, to get started, really develop a program from who you have in terms of your fundraisers, and understanding what their needs are and how they want to interact with you.

Branding. You want to, obviously, complement your mission. So, a great example here is LIVESTRONG. They're a very grassroots-based organization. That's where it all started from.

So, they have grassroots fundraising is their brand. It's separate from their LIVESTRONG Challenge, which is their biking challenge event. But it obviously complements. It complements the concept around LIVESTRONG Day, which is their grassroots advocacy program.

And now they've got a fundraising avenue associated with that grassroots movement. So it complements, but it still separates it from their traditional fundraising event, because you certainly want to make sure you keep that separation.

Couple of key decisions. Do I want to allow people to set teams? Team fundraising is a very powerful aspect of any type of peer-to-peer fundraising online solution.

Making that decision, how do you want to build your program, around teams or just independent fundraisers? You saw, for instance, the example of Team Reeve All Stars. Those are mostly independent fundraisers. They're individuals who are participating in marathons. They're participating in some type of challenge events.

But oftentimes, even though they may be the only one actually participating in that event, they still want to build up a team of people who are going to follow them and support them.

So make that decision early on the type of program you want. I would say that most organizations do use the team functionality, and actually, some of them, just recently. I know Team Fox, they actually just extended and created a team functionality this year that they're really excited about, that they think will energize their fundraising even further this year.

Also, make that decision of where am I? Do I want to start building a community? Do I think I have the resources to be able to manage that type of community and have that in addition to fundraising?

And also, really take a look at the type of reporting. There's some great insight that Meghan already provided. There's some additional insight within the white paper, talking about the type of data that you want to be able to capture and report on.

And last but not least, these individuals who are independent fundraisers understand that they really should be treated at a higher level of engagement.

If you've got individuals, those of you out there who have traditional fundraising events, take a look at - I've been talking to a lot of organizations about this, who want to expand into an independent fundraising event program.

Some of your targets may be those high-level team captains who are, so far, very successful in building up teams for your traditional fundraising event.

Give them an outlet. Maybe they already have some ideas, like, for instance, those cops for Canadian Cancer Society who wanted to do more. You probably have a few out there who would do more. It would be a great starting point for any type of independent fundraising event program.

But understand they're a higher level, and start understanding how to engage them at a high level, how to treat them as a potential major gift fundraiser.

And last but not least, work with your independent fundraisers, as well as your event organizers, to understand how you could communicate to your donors - how you can convert them, can you convert them, will they allow you to talk to them.

You should be treating these individuals and trying to convert them just like as you would in any type of fundraising event program.

There's a lot of good data in the white paper, but it shouldn't surprise you that the majority of these individuals who are donating as the result of a personal appeal from these independent fundraisers is because they don't really necessarily have a connection to you as an organization; the connection is obviously with that IFE, or that independent fundraiser.

OK. Well, I'm going to leave it at that. I was remiss in including an email address in here. But for any of you that want to communicate to me directly, or Meghan, please feel free to email me at [mark.davis@blackbaud.com](mailto:mark.davis@blackbaud.com).

Or, obviously, any other interests, if you have a contact or an account manager, account executive within Blackbaud, if you're a customer, please feel free to contact him.

And Meghan, do you want to share your contact information as well?

**Meaghan:** Sure. It's [mdankovich@event360.com](mailto:mdankovich@event360.com). And I've been trying to offer some answers to the questions, because I realize that we did bump up to the two o'clock hour. So, if there's anybody else who has any questions, feel free to ask, and I'll go through and try to respond [laughs] through the Q&A chat option here.

**Mark:** I'm going to go ahead and un-mute as well, just in case anybody else has any direct questions. I shall wait. I'm sorry, Meghan, you've already answered all the questions online?

**Meaghan:** I can't say all of them. But Mark, someone asked about receiving a copy of the presentation via email. Did you say that we would be posting this?

**Mark:** Sure. Yeah. On the [blackbaud.com/ife](http://blackbaud.com/ife), we will be posting a recording of this session as well as a copy of this presentation.

**Meaghan:** And I know that [event360.com](http://event360.com), our website, also has the white paper and presentation available as well.

**Mark:** We'll be sending a thank-you email to everybody who registered for the event as well, reminding them. OK. Have you answered Bob's question, how is traditional fundraising defined?

**Meaghan:** I did. I did. And it appears that Bob has left.

**Mark:** OK, great.

**Meghan:** To answer it, traditional fundraising is defined as that walk-a-thon, that bike-a-thon, that run-a-thon that usually the organizations host themselves. That's what we mean by traditional fundraising events. Whereby the independent fundraising event program is that super-volunteer raising their hand saying, "I'm going to host a bake sale or a kayak," or something [laughs] that I'm going to host myself and not be a responsibility or an effort on the part of the organization.

**Mark:** Great. And John's question: "What do you do when groups have viable project ideas that require upfront costs that they cannot afford?"

**Meghan:** Well, again, that's something that I think would have to be up to the decision of the nonprofit, as to how much you would like to help them out. But I don't recall any of our participating organizations saying that they had bumped into any of that. Again, I think we'd probably encourage them to look at sponsors. You might want to offer them some support on what sponsorship programming might look like or sound like, to help them engage in those conversations with their local community. Perhaps you can help them in that way.

**Mark:** Yes, I would just about to say the same thing. I haven't really seen that, I think. Some of the beauty, obviously, one of the clear tenets of the independent fundraising event program should be low cost. And anything that's a significant capital, upfront cost really seems like outside the bounds of the concept of an independent fundraising event program.

The next one's actually a really good question. Meghan and I just answered this. If you don't mind me, I'll take it.

Yes. You notice all the examples are health, disease-related organizations. That's absolutely true. "Have you seen IFEs successful with other kinds of nonprofits? Concept requires strong personal connections with someone grappling with a disease."

While, certainly, I think disease organizations and health-related organizations have a leg up on other types of organizations, but by no means is this restricted. That's almost standard for traditional fundraising event programs well, but that's by no means a restrictive piece.

One of the most successful independent fundraising event programs on Blackbaud right now is actually Heifer. Team Heifer - look it up: [teamheifer.org](http://teamheifer.org), I believe; I think that may be the website - is a very successful annual campaign that's been out for a number of years.

And they are not a health organization, but they have a nice mission, a nice campaign and nice messaging and a very nice program aspect around that.

Actually, another example is Project MetaShare just launched an independent fundraising event program associated with Haiti, to capture and market individuals around, obviously, the horrible disaster, and get people to join and become independent fundraisers.

Because of the time frame of the disaster, not a lot of people were running events, but they are all being independent fundraisers themselves and supporting a wonderful cause.

Meghan, I know you had some insights on that yesterday, too. Do you want to add anything to that?

**Meghan:** Just, again, I think, as you said, that health-related organizations, as well as service-related organizations. I think you mentioned Habitat. Heifer and Habitat do this - Church World Service is another - with their efforts in Haiti, where they're also messaging that a way to help, a way to donate, is to create a participant page, and make efforts to encourage folks to donate online to your participant page, and connecting yourself with your community in that way, through the online tools.

Again, most organizations have benefited from third-party fundraisers for years and years and years. They're the people who, on the sly, all of the sudden, you get a bulk check in the mail for a couple thousand dollars, but you have no idea, what did they really do?

It might have a nice letter that says, "Thanks so much for helping me and my grandmother, and so I did a bake sale, and here's \$2, 000." But, if you find that you're getting a lot of that, it might behoove you to consider to set up a program to help structure around that and really encourage it.

**Mark:** Great. There was a question on "I missed the cost of the program options. Can you send the breakdown?" The 10 to 15 cents was really a combination of most of the organizations we talk with. I think Team Fox was the noted example, which actually had officers, and they were an organization that was raising a significant amount of money. But I think the mean average was around a half an FTE, for most of the programs we talked with.

I know mean and average are two different things. I know a statistics professor who would be killing me right now. But the average, let's call it the average, is about half an FTE. There were some costs around branding, branded supplies, which, as Meghan indicated, isn't a requirement, although it's a suggestion. And some of this could be covered in registration fees.

So the remaining fee would be... Really, I guess, the other aspect of the fee to take a look at would be the transaction processing, specifically around online fundraising, capturing those dollars. And software, like Blackbaud Sphere Events, is mostly transaction-based in terms of any type of fee structure as well.

And obviously, any other types of fees you may want to do on program design and upfront costs. But in terms of transactional costs, I think it would be a half-FTE, any types of supplies and support and, obviously, the online tools, the transaction costs.

**Meghan:** And as Andrew's referring to the breakdown, the different costs of the methodology for the portfolio, that slide will be, again, with the presentation that's available on our website.

**Mark:** Got it. You had a better story than I did.

**Meghan:** I did. [laughs]

**Mark:** All righty. "The responsibility for the accounting and reporting for this is the institution. If dollars is not taken online, how is the accountability set?" You want to take a shot at that, Meghan?

**Meghan:** If I understand this correctly, I think what you're asking is, it's one thing to... Yeah. So the accounting and the reporting is all set on your organization, right? Because this is your program, the independent fundraising event program that you'd be offering these volunteers.

As Sarah had said, it got to the point where her program got so big that they ended up creating their own revenue stream for it. It might come to that point where you're doing that for your organization.

But really, you want to treat it like you do all of your other donations. You've been used to collecting, probably, online donations through a donate button on your website.

You've been used to, probably, collecting those off-line checks that come in the mail. It's really the exact same thing. You're just probably assigning those dollars on your books to maybe a different area so that you can track revenue against costs.

And, "If money is not taken online, how...?" Same thing, right?

So you're treating those off-line donations that are being sent in the same way you would your current ones, but you're probably entering them into a different area in your books so that you can measure them against this particular stream or this program, this revenue against the cost of that program, if that makes sense.

**Mark:** Yeah. I think one of the offshoots of Canadian Cancer Society was they had individuals, obviously - I think you used Suzie as your example, who was doing the bake sale, getting the check, and you basically walk in one day and you've got a \$3,000 check from some bake-sale, wraparound gift. I think one of the benefits of the online tools now is that you have better accounting and better tracking of those gifts. That \$2,000 wraparound gift actually becomes electronic data on donors. You get dollar amounts. You get donor records. You get email addresses. You get contact information.

So I think, from an accounting and reporting perspective, it is on the institution. I think there's benefit to, obviously, pushing as much as you can online.

But when you build a program around, I think it is really critical to improve the cost justification to try to do as best you can to really capture so you can assign and attribute the dollars coming in to this particular independent fundraising event program.

And obviously, that all starts at the top. You buy in with this program. This is what you want to do. And obviously, make sure you have the tools, the technology, and reporting to justify it all with. It's going to be very critical.

Christie, "Will there be an opportunity to download the PowerPoint presentation?" Yes. We will send out a follow-up email to all registrants. And the white paper as well as the PowerPoint will be made available shortly on [blackbaud.com/ife](http://blackbaud.com/ife). And Meghan also has a similar URL with Event 360. You want to highlight that again?

**Meghan:** [Event360.com](http://Event360.com).

**Mark:** Very good. And there's another question, last question. Rachel: "Can Blackbaud NetCommunity support a program like this?" Yeah, we didn't mention Blackbaud NetCommunity team fundraiser. There are some programs that use that application to support their IFEs. Please check with your technical resource to see if what you have in terms of NetCommunity and the design will meet the needs of an independent fundraising event program.

All the examples here that were included all use the Sphere Events, which can be purchased and added on to a NetCommunity solution and then seamlessly integrated into your Raiser's Edge. If the functionality on Friends Asking Friends meets your needs closer, just note that that's something that you can complement any NetCommunity and install if you need to.

OK. If there are no more questions, I'll go ahead and close this out. Thank you, everybody. I know there are still even a number of attendees still here so late. Good questions. Thank you, Meghan, as always. Wonderful presentation.

**Meghan:** Thank you.

**Mark:** And I'm looking forward to all of you at a follow-up webinar soon.

**Meghan:** Wonderful. Thank you. Have a great day.

Transcription by CastingWords