

# Unveiling Success:

## Insights & Benchmarks from the Top 30 and P2P Events



Tim Brack



Marcus Blease



**Fundraisers aren't data.**

**Your cause is more than the numbers.**

# Averages can be deceptively unhelpful

**\$424**

The average fundraising amount per 'active' event participant

**6.2**

The average number of donations per 'active' event participants

**Will these vary  
by event format?**

**By audience?**

**Challenge type?**

**Cause type?**

**\$424**

The average fundraising amount per 'active' event participant

**6.2**

The average number of donations per 'active' event participants

**52.4%**

**‘Activation’ rate**  
(participants with a donation)

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**'Activation' rate**  
(participants with a donation)



**53.5%**

**Walk / Run Events**



**66.7%**

**Cycling Events**



**Your best benchmark,  
to an extent, is yourself...  
Your audience, your brand,  
your value proposition**



**But...**



# But...

**Relevant** context is helpful...



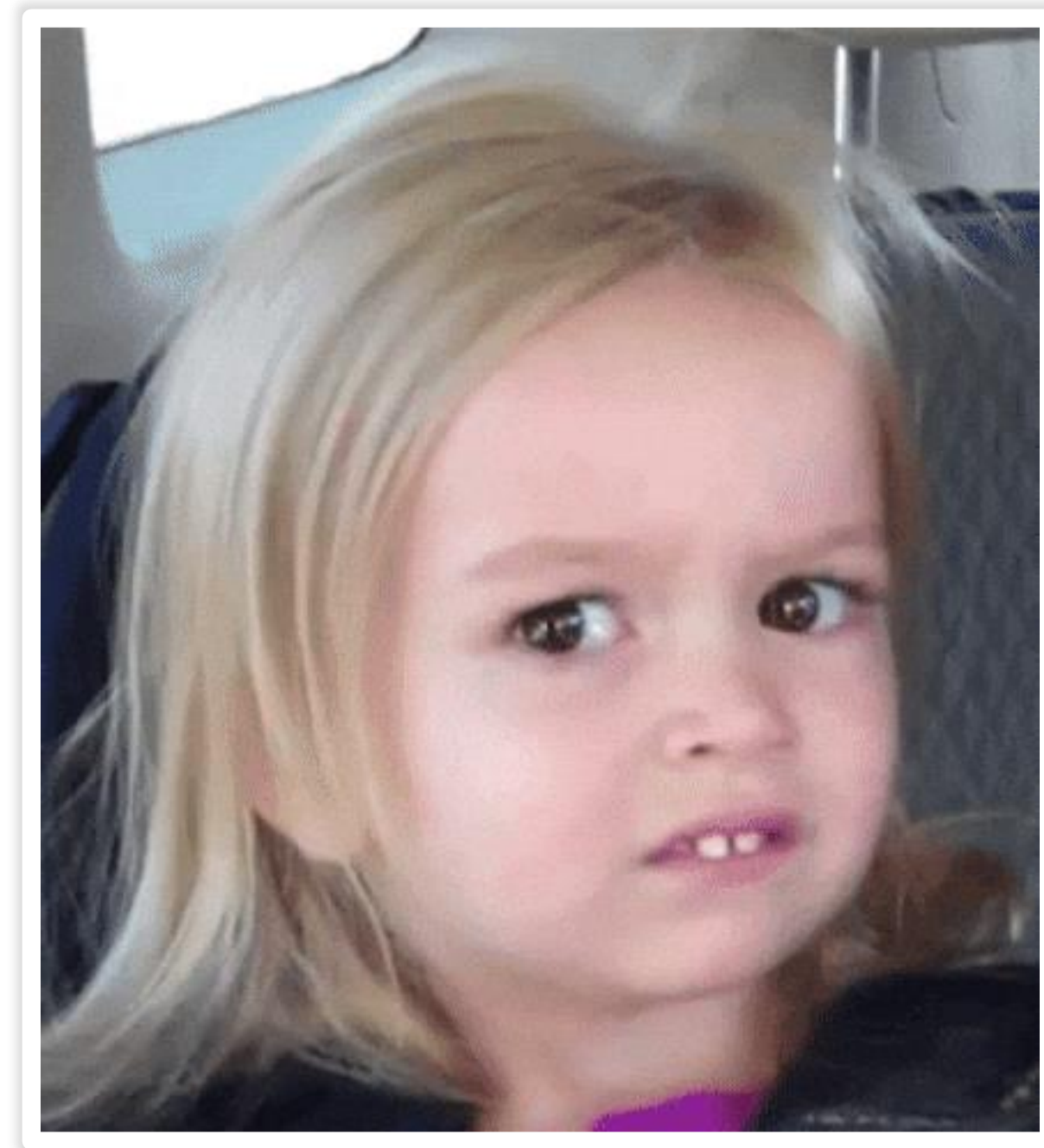
**“Are we on the  
right track?”**



**“How can we  
get more?”**

**Most importantly...  
where should we focus  
and what are our  
opportunities?**

**So,**  
**It's time for maths**



**AMOUNT RAISED**

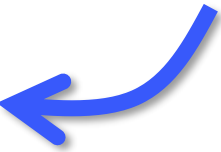
**100% of what you  
raise**

**DONATIONS**

**AMOUNT RAISED**



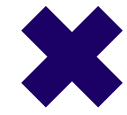
**Avg. DONATION AMOUNT**



**100% of what you raise**

**But we're not talking about appeals**

**FUNDRAISERS**



**Avg. FUNDS RAISED**

**AMOUNT RAISED**

**FUNDRAISERS**

**AMOUNT RAISED**

×

*Donation  
conversion?*

{

Avg. DONATIONS

×

Avg. DONATION VALUE

}

*Generosity?*



**Fundraiser  
conversion?**

**COMPLETED REGISTRATIONS**

×

**ACTIVATION %**

**FUNDRAISERS**

×

**Avg. DONATIONS**

×

**Avg. DONATION VALUE**

**AMOUNT RAISED**

COMPLETED REGISTRATIONS



ACTIVATION %

FUNDRAISERS



{ Avg. DONATIONS



Avg. DONATION VALUE }

AMOUNT RAISED



COMPLETED REGISTRATIONS



ACTIVATION %

FUNDRAISERS



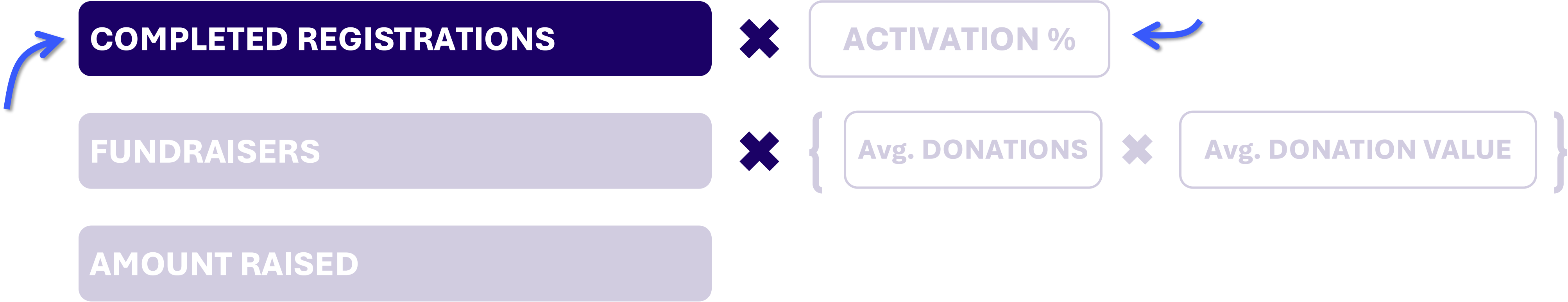
Avg. DONATIONS



Avg. DONATION VALUE

AMOUNT RAISED





**ALL REGISTRATIONS**



**COMPLETION %**

**COMPLETED REGISTRATIONS**



**ACTIVATION %**

**FUNDRAISERS**



**Avg. DONATIONS**



**Avg. DONATION VALUE**

**AMOUNT RAISED**

**WEBSITE TRAFFIC**



**CONVERSION %**

**ALL REGISTRATIONS**



**COMPLETION %**

**COMPLETED REGISTRATIONS**



**ACTIVATION %**

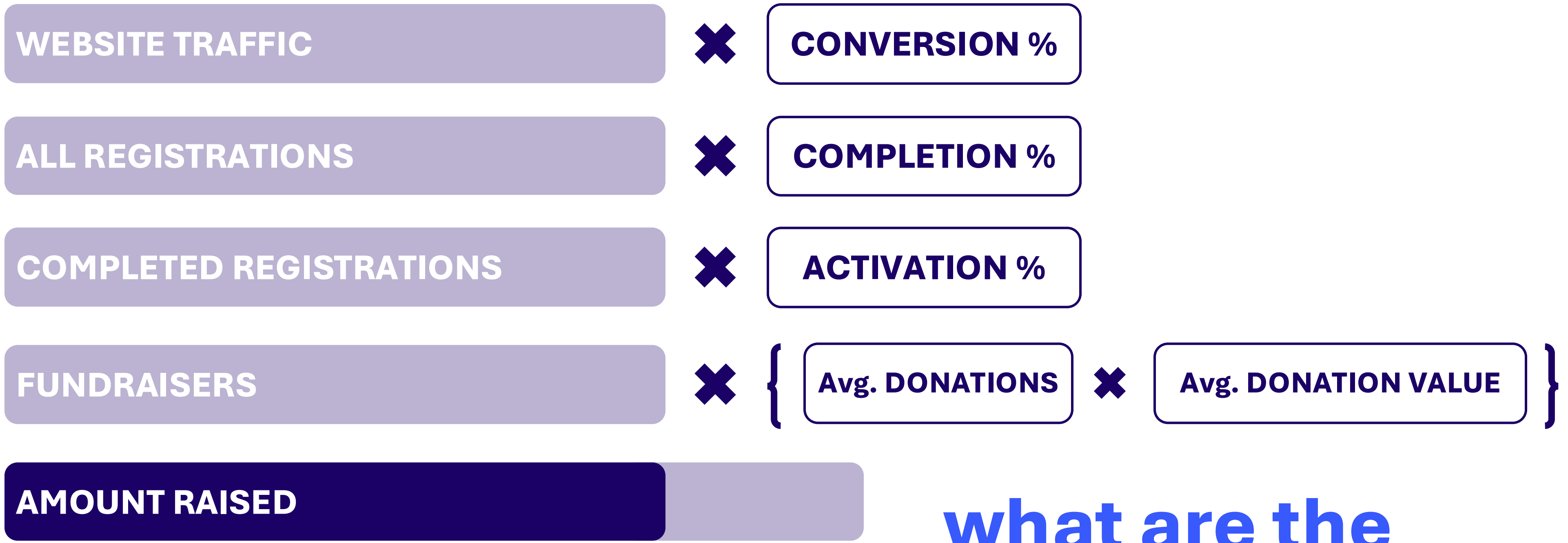
**FUNDRAISERS**



{ **Avg. DONATIONS** **Avg. DONATION VALUE** }

**AMOUNT RAISED**





**what are the opportunities?**



**Let's take a look at  
P2P in ANZ**

# Common meaning

**Virtual Events** A virtual event that is participant organised, this can be a physical challenge, novelty, abstain, host etc

**Physical Events** An event that the charity organises and the participant attends

**FB Challenges** A virtual event that is wholly contained within Facebook, undertaken or organised by the participant

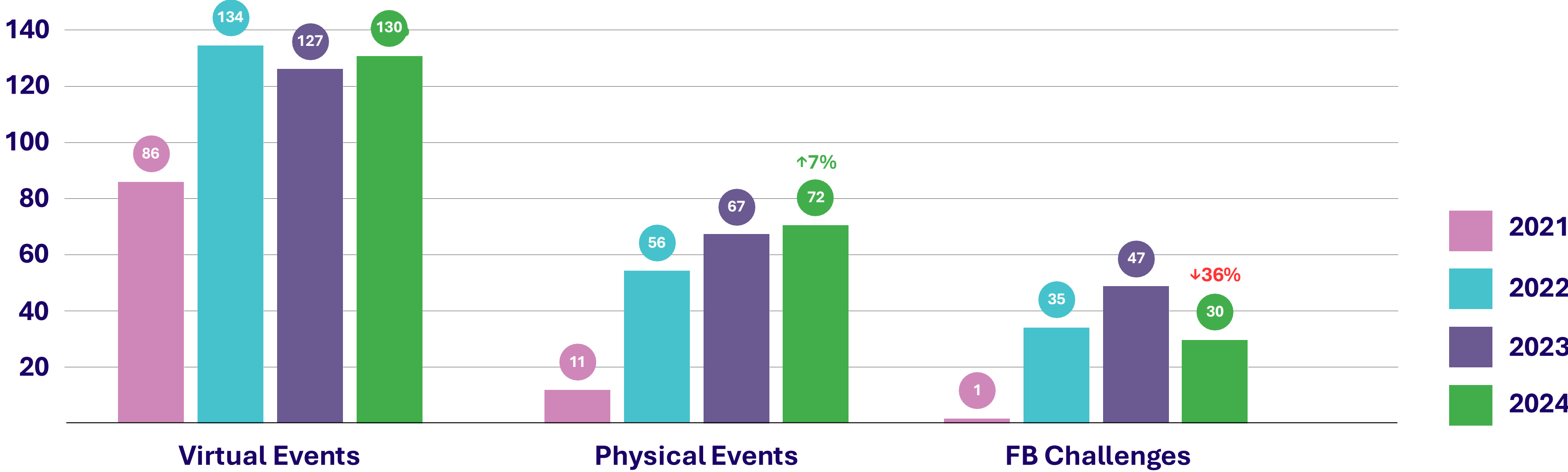
**Hosted** Where seperated out, this is where the host organises an event and invites guests

**Cause** The area mission related to the organisation's work

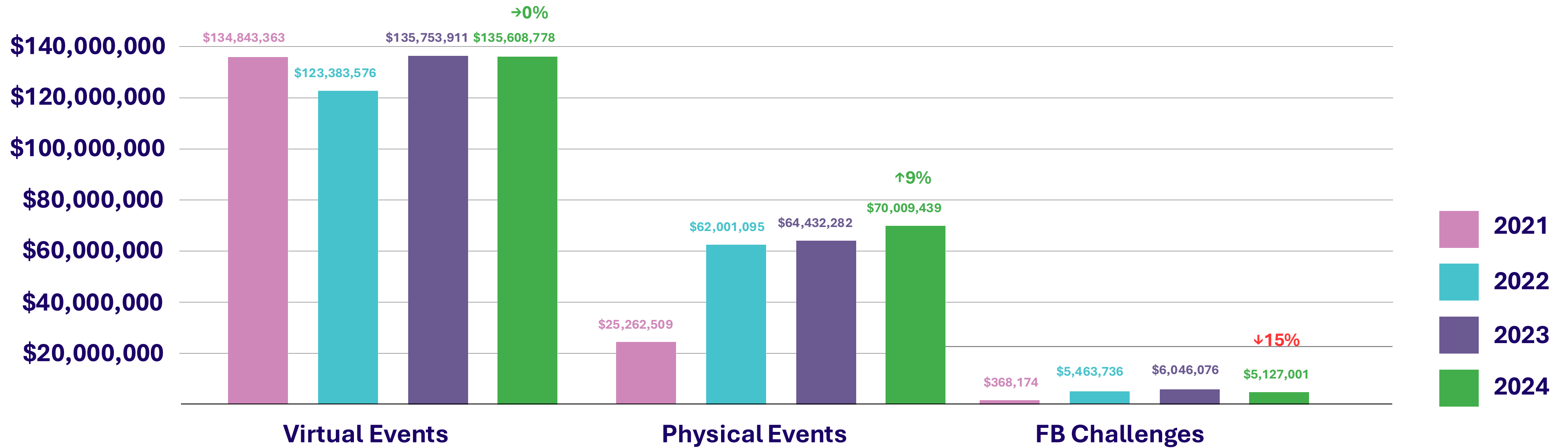
**Proposition** What the event asks the participant to do

**Revenue figures may not include all offline funds if they weren't publicly entered into websites.**

# Whole of P2P Events Market – Volume



# Whole of P2P Events Market – Revenue



# Whole of P2P Events Market – Volume By Month

All P2P Events			
Month	Volume 23	Volume 24	Volume Variance
January	0	0	0%
February	9	10	11%
March	37	32	-14%
April	16	10	-38%
May	35	35	0%
June	18	19	6%
July	5	9	80%
August	20	19	-5%
September	26	29	12%
October	45	45	0%
November	26	22	-15%
December	4	2	-50%
Year	241	232	-4%

# Whole of P2P Events Market – Revenue By Month

All P2P Events			
Month	Total Raised 23	Total Raised 24	Revenue Variance
January	\$ -	\$ -	0%
February	\$ 6,744,108	\$ 5,281,388	-22%
March	\$ 35,648,582	\$ 36,145,687	1%
April	\$ 3,822,919	\$ 3,116,461	-18%
May	\$ 33,404,032	\$ 33,947,783	2%
June	\$ 30,254,861	\$ 29,019,728	-4%
July	\$ 9,912,656	\$ 9,086,558	-8%
August	\$ 15,989,268	\$ 16,654,084	4%
September	\$ 23,671,243	\$ 24,747,620	5%
October	\$ 36,921,871	\$ 41,186,998	12%
November	\$ 7,529,002	\$ 8,643,229	15%
December	\$ 2,333,727	\$ 3,123,474	34%
Year	\$ 206,232,269	\$ 210,953,010	2%

# All Virtual Events – By Month

Total Revenue from Events by Type			
ALL P2P Events	Virtual		
Month	2023	2024	Variance
January	\$ -	-	0%
February	\$ 6,300,122	\$ 4,438,750	-30%
March	\$ 25,869,818	\$ 24,622,819	-5%
April	\$ 728,348	\$ 527,005	-28%
May	\$ 20,628,413	\$ 22,058,004	7%
June	\$ 17,264,880	\$ 15,952,958	-8%
July	\$ 8,129,936	\$ 7,792,832	-4%
August	\$ 10,411,477	\$ 11,186,228	7%
September	\$ 18,527,820	\$ 18,468,352	0%
October	\$ 21,798,523	\$ 23,469,611	8%
November	\$ 3,585,230	\$ 4,176,537	16%
December	\$ 2,333,727	\$ 3,123,474	34%
Year	\$ 135,578,294	\$ 135,816,570	0%



# All Physical Events – By Month

Total Revenue from Events by Type			
ALL P2P Events	Physical		
Month	2023	2024	Variance
January	\$ -	\$ -	0%
February	\$ -	\$ -	0%
March	\$ 8,782,837	\$ 10,805,219	23%
April	\$ 2,219,645	\$ 2,304,764	4%
May	\$ 12,071,650	\$ 11,443,627	-5%
June	\$ 12,615,032	\$ 12,780,191	1%
July	\$ 864,974	\$ 655,785	-24%
August	\$ 5,325,369	\$ 4,767,856	-10%
September	\$ 4,629,174	\$ 6,038,912	30%
October	\$ 14,712,811	\$ 17,363,082	18%
November	\$ 3,210,790	\$ 3,850,003	20%
December	\$ -	\$ -	0%
Year	\$ 64,432,282	\$ 70,009,439	9%

# All Facebook Challenges – By Month

Total Revenue from Events by Type			
ALL P2P Events	Facebook Challenges		
Month	2023	2024	Variance
January	\$ -	\$ -	0%
February	\$ 443,986	\$ 842,638	90%
March	\$ 995,927	\$ 717,649	-28%
April	\$ 842,216	\$ 284,692	-66%
May	\$ 703,969	\$ 446,152	-37%
June	\$ 374,949	\$ 286,579	-24%
July	\$ 891,360	\$ 637,941	-28%
August	\$ 252,422	\$ 700,000	177%
September	\$ 222,111	\$ 240,356	8%
October	\$ 410,537	\$ 354,305	-14%
November	\$ 732,982	\$ 616,689	-16%
December	\$ 175,617	\$ -	0%
Year	\$ 6,046,076	\$ 5,127,001	-15%

## Repeating Virtual Events – P2P campaigns that ran in 2023 and again in 2024

Total Revenue from Repeating Events ONLY that ran in 2023 AND AGAIN in 2024			
Repeating Events	Virtual		
Month	2023	2024	Variance
January	\$ -	-	0%
February	\$ 6,101,287	\$ 4,407,056	-28%
March	\$ 25,402,912	\$ 24,530,561	-3%
April	\$ 543,796	\$ 496,428	-9%
May	\$ 19,983,879	\$ 20,874,636	4%
June	\$ 17,178,132	\$ 15,094,595	-12%
July	\$ 8,129,936	\$ 7,145,979	-12%
August	\$ 8,442,834	\$ 9,632,024	14%
September	\$ 18,746,939	\$ 17,622,329	-6%
October	\$ 20,736,061	\$ 20,411,032	-2%
November	\$ 2,218,327	\$ 2,641,013	19%
December	\$ 2,333,727	\$ 3,123,474	34%
Year	\$ 129,817,830	\$ 125,979,127	-3%

## Repeating Physical Events – P2P campaigns that ran in 2023 and again in 2024

Total Revenue from Repeating Events ONLY that ran in 2023 AND AGAIN in 2024			
Repeating Events	Physical		
Month	2023	2024	Variance
January	\$ -	\$ -	0%
February	\$ -	\$ -	0%
March	\$ 8,637,474	\$ 10,167,241	18%
April	\$ 2,080,906	\$ 1,956,676	-6%
May	\$ 10,493,454	\$ 10,248,413	-2%
June	\$ 12,732,224	\$ 12,749,589	0%
July	\$ 883,636	\$ 655,785	-26%
August	\$ 462,417	\$ 703,680	52%
September	\$ 5,838,501	\$ 6,038,912	3%
October	\$ 14,987,879	\$ 16,794,196	12%
November	\$ 3,011,009	\$ 3,097,761	3%
December	\$ -	\$ -	0%
Year	\$ 59,127,500	\$ 62,412,253	6%

# Whole P2P market summary - 2024 vs. 2023...

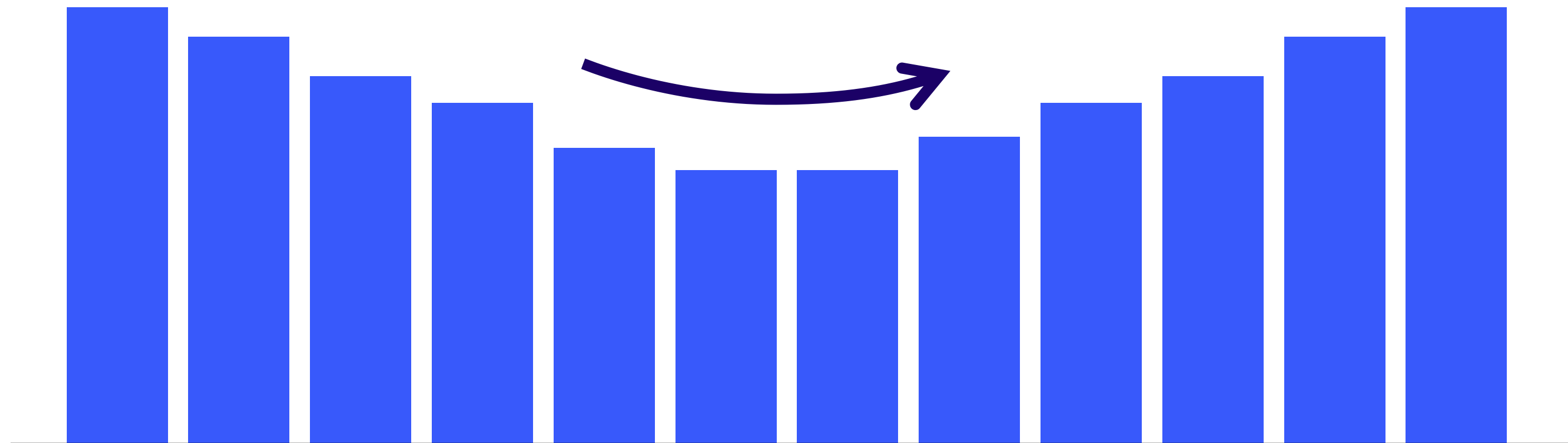
↓4%

The number of overall P2P events dropped 4%

↑2%

Revenue for the overall P2P events market increased by 2%

# Whole P2P market summary - 2024 vs. 2023...



The first half of 2024 saw significant year on year declines across the market and the second half gains

# Whole P2P market summary - 2024 vs. 2023...

→ 0%

Virtual events revenue held steady across the year with 0% change

↓ 3%

Virtual repeating events declined by 3% across 2024

# Whole P2P market summary - 2024 vs. 2023...

↑9%

2024 was a positive year for physical events with 9% growth

↑6%

Physical repeating events increased by 6% across 2024



# Whole P2P market summary - 2024 vs. 2023...

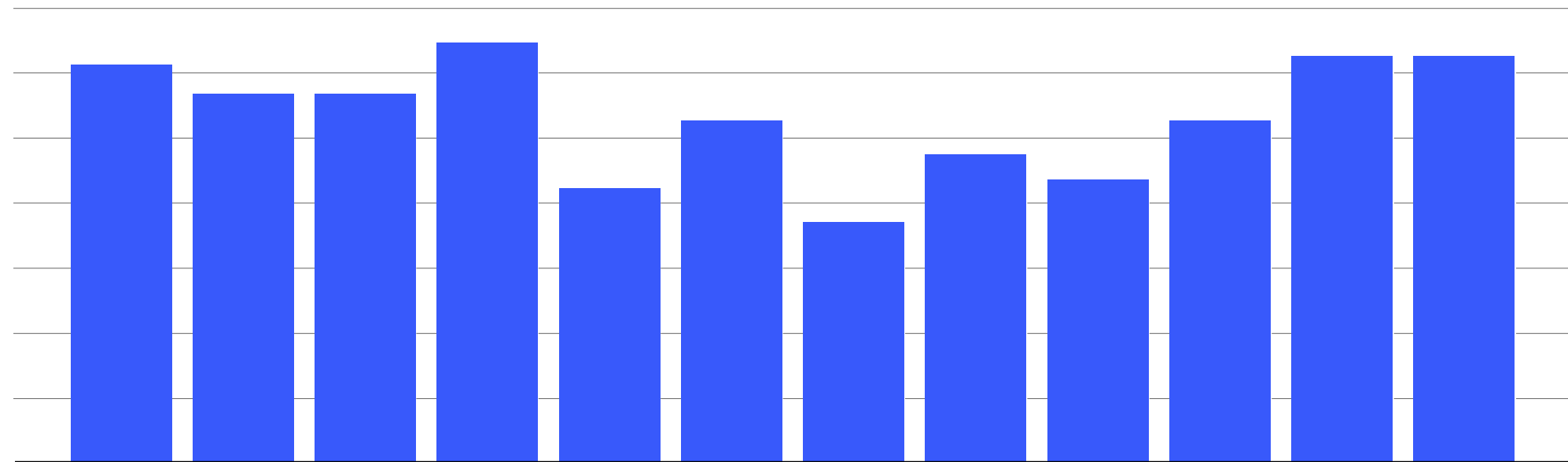


Facebook Challenges  
reduced by a third in volume

↓ **15%**

and overall revenue  
declined by 15%

# Whole P2P market summary - 2024 vs. 2023...



Growth or decline has not been even – 2024 has been a highly variable year for different events.



# Australia & New Zealand Top 30 P2P Events for 2024



# Data caveat

# The Top 30 for 2024

Collectively raised **\$143m**

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Which was **an increase of 1%** on what the same events raised during 2023

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This was **70% of the total** raised from P2P events from 232 number of campaigns

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Collectively raised **\$143m**

Which was **an increase of 1%** on what the same events raised during 2023

This was **70% of the total** raised from P2P events from 232 number of campaigns

**13% of the volume** raised 70% of the revenue



# The Top 30 for 2024

Collectively raised **\$143m**

Which was **an increase of 1%** on what the same events raised during 2023

This was **70% of the total** raised from P2P events from 232 number of campaigns

**13% of the volume** raised 70% of the revenue

From the top 30, each raised on **average \$4.7m**

# The Top 30 for 2024

**17 (56%)** of the top 30 events experienced growth in 2024

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**17 (56%)** of the top 30 events experienced growth in 2024

This was down from **18 (60%)** in 2023.

**13 (44%)** of the top 30 events declined in 2024

This was up from **12 (40%)** in 2023.

# The Top 30 for 2024

~675K participants collectively

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Which was +4-5% on the total number of participants during 2023

# The Top 30 for 2024































~675K participants collectively

Which was +4-5% on the total number of participants during 2023

Guesstimate this was ~50% of the total number of participants from P2P events



# The Top 30 for 2023

- |     |   |     |   |     |  |     |   |     |   |     |   |     |   |     |   |     |   |     |   |
|-----|---|-----|---|-----|--|-----|---|-----|---|-----|---|-----|---|-----|---|-----|---|-----|---|
| 1.  |    | 2.  |    | 3.  |    | 4.  |    | 5.  |    | 6.  |    | 7.  |    | 8.  |    | 9.  |    | 10. |    |
| 11. |   | 12. |   | 13. |    | 14. |   | 15. |   | 16. |   | 17. |   | 18. |   | 19. |   | 20. |   |
| 21. |  | 22. |  | 23. |  | 24. |  | 25. |  | 26. |  | 27. |  | 28. |  | 29. |  | 30. |  |

**Which campaigns and organisations made it to the top 30 for Australia and New Zealand for 2024?**







**Let's  
showcase  
the top 15**

**15**



**\$3.30m**

**2023 - No. 17**

**\$2.55m ↑ 29%**

**14**



**\$3.32m**

**2023 - No. 12**

**\$3.72m ↓11%**

**13**



**\$3.46m**

**2023 - No. 12**

**\$3.66m ↓5%**

**12**



**\$3.7m**

**2023 - No. 16**

**\$3.2m ↑16%**

**11**



**\$3.73m**

**2023 - No. 10**

**\$5.19m ↓28%**



**10**



**\$4.4m**

**2023 - No. 14**

**\$3.5m ↑26%**

9



**\$4.8m**

**2023 - No. 10**

**\$5m ↓4%**

8



**Black Dog**  
Institute

One Foot  
Forward

**\$5.99m**

**2023 - No. 9**

**\$5.24m ↑14%**

**7**



**\$6.54m**

**2023 - No. 7**

**\$7.92m ↓17%**

**6**



**\$6.99m**

**2023 - No. 6**

**\$7.93m ↓12%**

**5**



**\$8.66m**

**2023 - No. 5**

**\$8.7m ↓ 1%**

**4**



**\$10.33m**

**2023 - No. 4**

**\$8.8m ↑16%**

**3**



**\$11.77m**

**2023 - No. 3**

**\$12.9m ↓9%**



**2**



**\$12.25m**

**2023 - No. 2**

**\$14.6m ↓ 16%**

**1**

































**\$16.3m**

**2023 - No. 1**

**\$14.8m ↑11%**

# The Top 30 for 2024 (Australia & New Zealand) were..

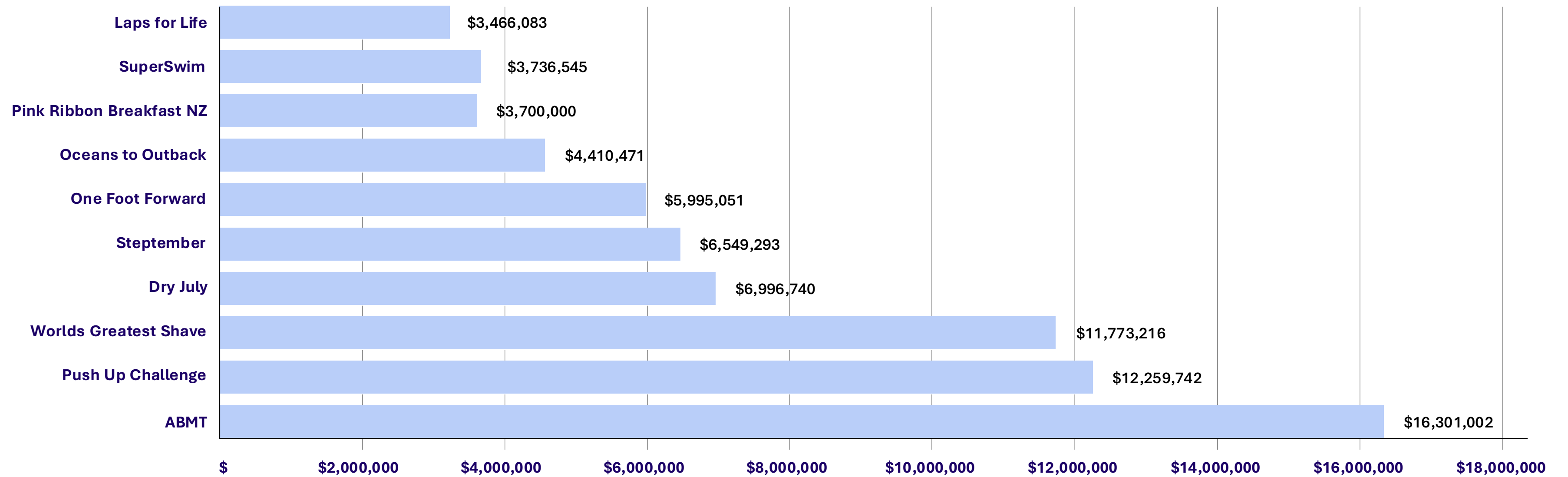
- |     |   |     |   |     |  |     |   |     |   |     |   |     |   |     |   |     |   |     |   |
|-----|---|-----|---|-----|--|-----|---|-----|---|-----|---|-----|---|-----|---|-----|---|-----|---|
| 1.  |    | 2.  |    | 3.  |    | 4.  |    | 5.  |    | 6.  |    | 7.  |    | 8.  |    | 9.  |    | 10. |    |
| 11. |   | 12. |   | 13. |    | 14. |   | 15. |   | 16. |   | 17. |   | 18. |   | 19. |   | 20. |   |
| 21. |  | 22. |  | 23. |  | 24. |  | 25. |  | 26. |  | 27. |  | 28. |  | 29. |  | 30. |  |

# The 2024 Top 30 – Revenue

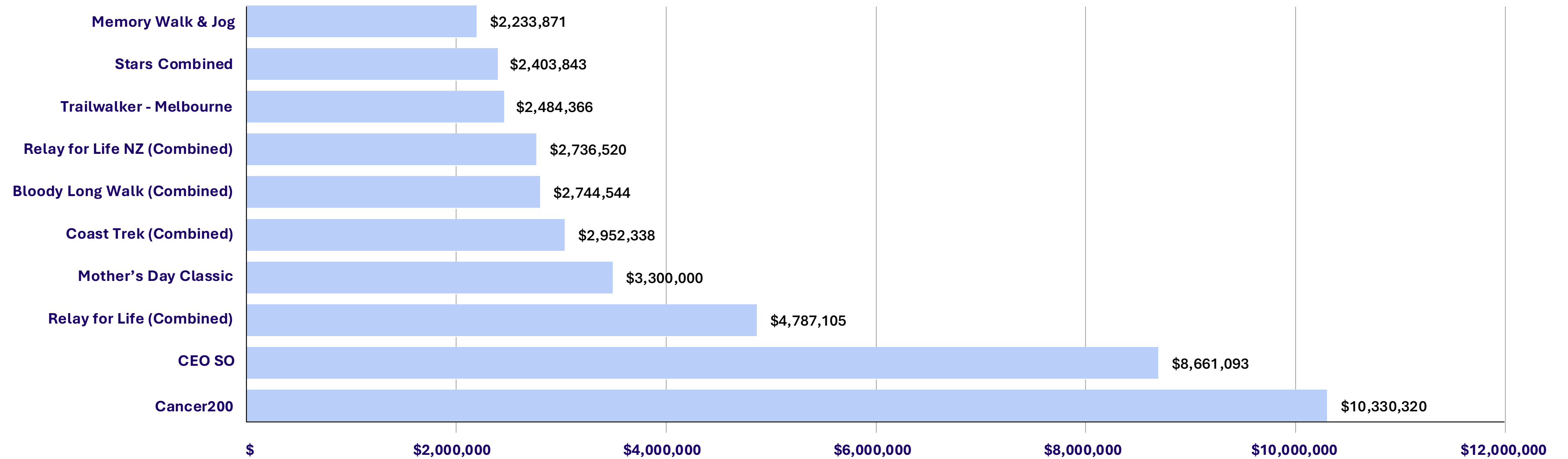
Event	Charity	Activity	2023	2024	23 vs. 24 Variance
ABMT	Cancer Council	Hosted	\$14,603,000	\$15,995,000	10%
Push Up Challenge	Lifeline / Push Up / Headspace	Push Up	\$14,625,893	\$12,259,742	-16%
Worlds Greatest Shave	Leukaemia Foundation	Shave	\$12,978,577	\$11,773,216	-9%
Cancer200	Perkins	Cycling	\$8,885,401	\$10,330,320	16%
CEO SO	SVDP	Sleep Rough	\$8,786,882	\$8,661,093	-1%
Dry July	Dru July Foundation + Others	Give Up	\$7,937,282	\$6,996,740	-12%
Steptember	CPA	Steps	\$7,921,391	\$6,549,293	-17%
One Foot Forward	Black Dog	Walk	\$5,243,372	\$5,995,051	14%
Relay for Life (AU)	Cancer Council	Walk	\$5,010,018	\$4,787,105	-4%
Oceans to Outback	RFDS	Walk, Run & Cycling	\$3,525,535	\$4,410,471	25%
SuperSwim	Starlight	Swim	\$5,194,299	\$3,736,545	-28%
Pink Ribbon Breakfast NZ	Breast Cancer Foundation of NZ	Hosted	\$3,200,000	\$3,700,000	16%
Laps for Life	Reach Out Foundation	Swim	\$3,864,789	\$3,466,083	-10%
Great Cycle Challenge	CMRI	Cycling	\$3,717,784	\$3,319,501	-11%
Mothers Day Classic	NBCF & OCRF	Run	\$2,550,000	\$3,300,000	29%
Coast Trek Combined	Heart Foundation	Trek	\$4,135,515	\$3,110,000	-25%
Step up for breast cancer	NBCF	Steps	\$950,000	\$3,033,997	219%
The Longest Day	Cancer Council	Golf	\$2,147,826	\$2,930,342	36%
The March Charge	CCN	Walk & Run	\$1,944,062	\$2,823,200	45%
Bloody Long Walk (Combined)	Mito Foundation	Walk	\$3,100,000	\$2,744,544	-11%
Relay for Life NZ	Cancer Society NZ	Walk	\$2,736,520	\$2,736,520	0%
Trailwalker - Melbourne	Oxfam	Trek	\$1,282,349	\$2,484,366	94%
May50K	MS Plus	Walk & Run	\$3,335,088	\$2,428,954	-27%
Out of the Shadows	Lifeline	Walk	\$2,314,990	\$2,416,059	4%
Stars Combined	Cancer Council NSW	Dancing	\$2,200,000	\$2,403,843	9%
Memory Walk and Jog	Dementia Australia	Walk & Run	\$1,923,056	\$2,233,871	16%
7 Bridges Walk	CCN	Walk	\$2,100,000	\$2,219,189	6%
86km in March	CCI	Walk & Run	\$1,959,512	\$2,118,381	8%
Jeans for Genes	CMRI	Hosted	\$2,304,467	\$1,944,481	-16%
Remember September	Pankind	Give Up	\$1,599,842	\$1,939,986	21%
<b>TOTALS</b>			<b>\$142,077,450</b>	<b>\$142,847,893</b>	<b>1%</b>



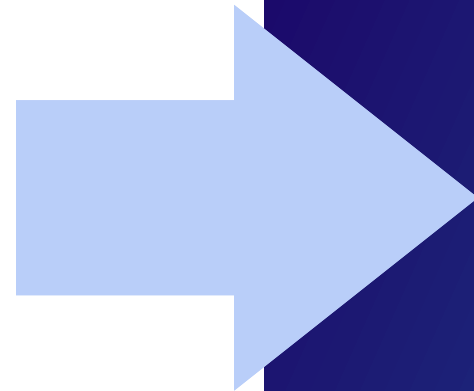
# The Top 10 Virtual



# The Top 10 Physical

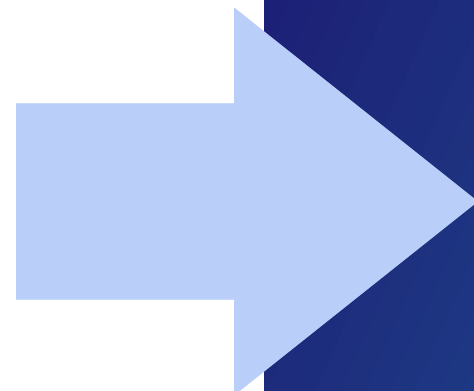


**Top 30 Events  
Combined Revenue  
2024**



**\$142,847,893**

**Top 30 Events  
Combined Revenue  
2023**

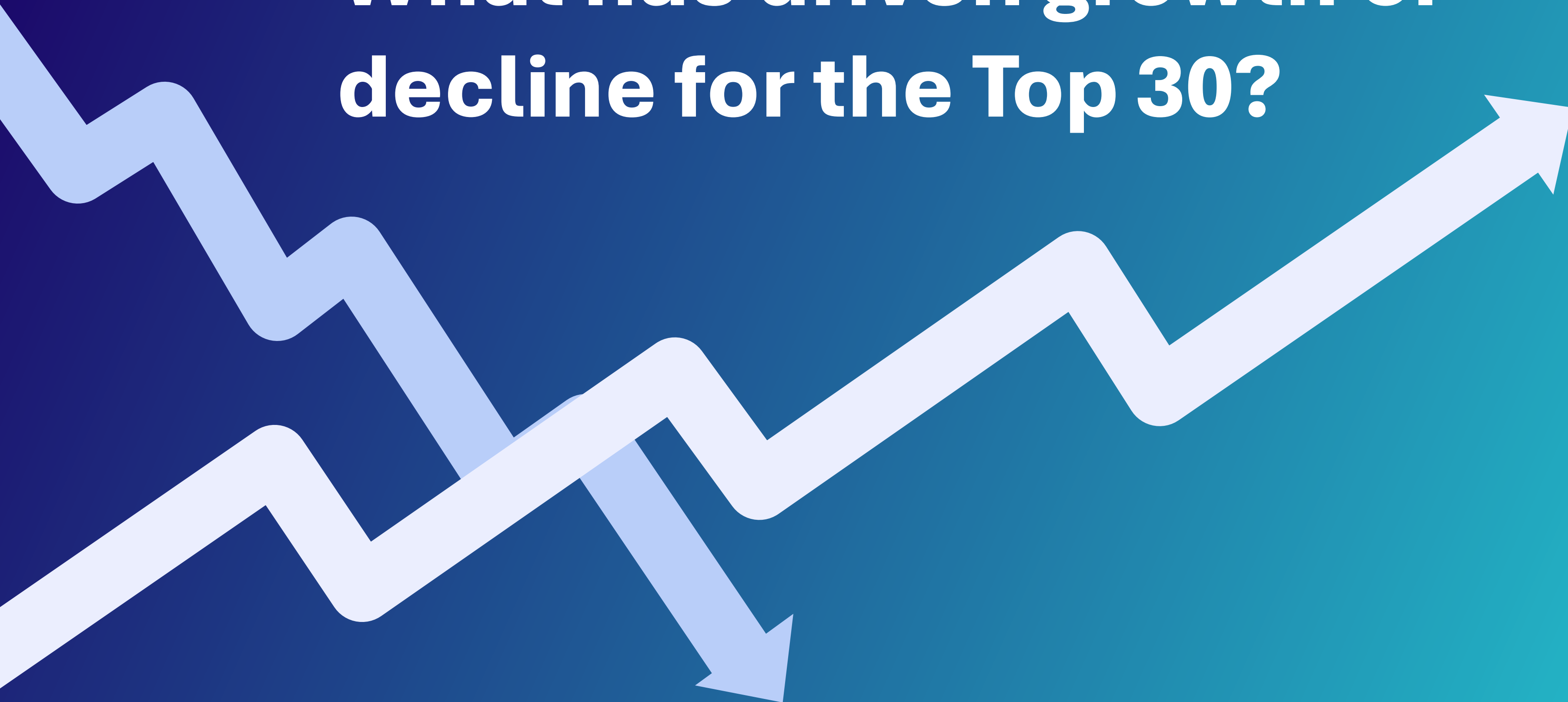


**\$141,233,831**

**YOY 1% increase  
vs. sector +2% growth**



**What has driven growth or decline for the Top 30?**





# ABMT / Cancer Council

Clear improved, appealing proposition and **creative**

Increased **investment** in marketing

Stronger acquisition strategy, more **targeted** at key channels

Deliver hosts a stronger **digital experience** to solicit donations

online Workplace desire to get people into the office and **connect**.



Natalie Gibbs, Head of IG & Community, CCV



Michael Wilson, Head of Digital Innovation, Donor Republic



# Oceans to Outback / RFDS



Liam Mackenzie-Staerck,  
Account Director, Donor Republic



Katherine Rowe,  
Campaigns Manager, RFDS

Increased **investment** in marketing

Stronger and more diverse acquisition **strategy**

Cause-led activity **gamification**

New app to increase **engagement**

**VIP** and **Super VIP** club

Strong FB group **stewardship**

TM to **reactivate** past participants

**Regional support**, less competition / saturation.

# Cancer 200 / The Perkins

Louisa Frigo, Account Director, Donor Republic



Louisa Frigo,  
Account Director, Donor Republic



Paige Gibbs,  
CDO, Perkins

Best in class supporter **experience** and stewardship – people truly WANT to come back

**Creative gamification** that engages this competitive male-skewed audience

Cause **immersion** at every step of the way and at the event

**VIP** and **Super VIP** clubs

Highly segmented journey to **personalise** based on multiple factors

High Facebook Group **engagement** in the lead up

Tapping into corporate **relationships** to create larger volumes of participants from companies

**Strong themes** – unite, celebrate and conquer embedded throughout.

**A taster of  
detailed  
Benchmark  
Data**





# 01

There *appears* to be less  events year-on-year

**~2-3% less events** in 2024

Looked at ~200 orgs. with 2023 events, and roughly 1/3 expanded, 1/3 maintained, 1/3 reduced

# 02

## But there were more registrations *per event*

COMPLETED REGISTRATIONS

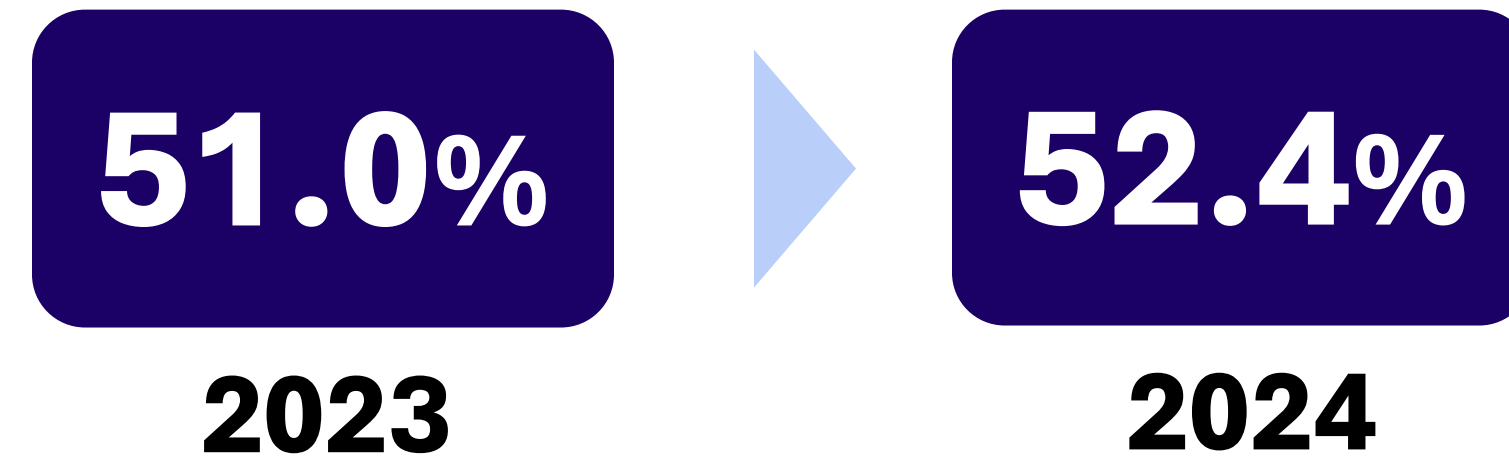


Average *and* median completed registrations up **17-18%**

**For all events?**

03

# There were slightly more participants with donations

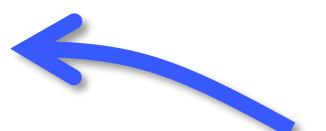
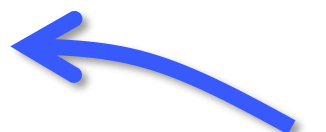
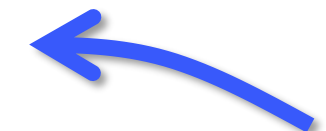
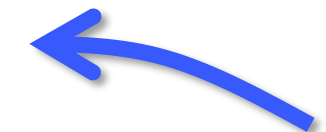
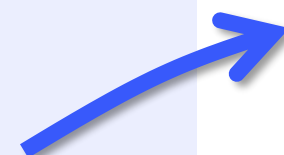


Activation rate change year-on-year

# 04

## What were the changes in activation rate YoY?

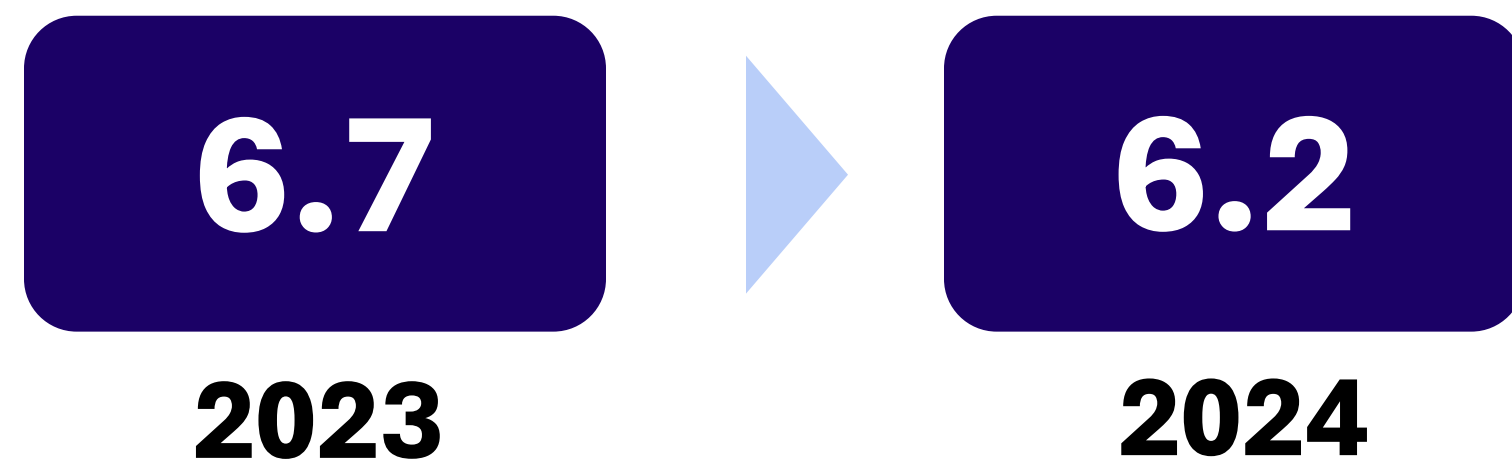
	2023	2024
Physical Challenge	54.8%	53.3%
Educational	14.2%	16.5%
Social	60.1%	62.2%
Misc.	24.3%	64.1%
Physical Appearance	46.7%	53.4%
Animal Related	66.9%	66.1%
Physical Activity	62.8%	52.6%





05

# Speaking about donations...



Avg. Donations (per active)

# 05

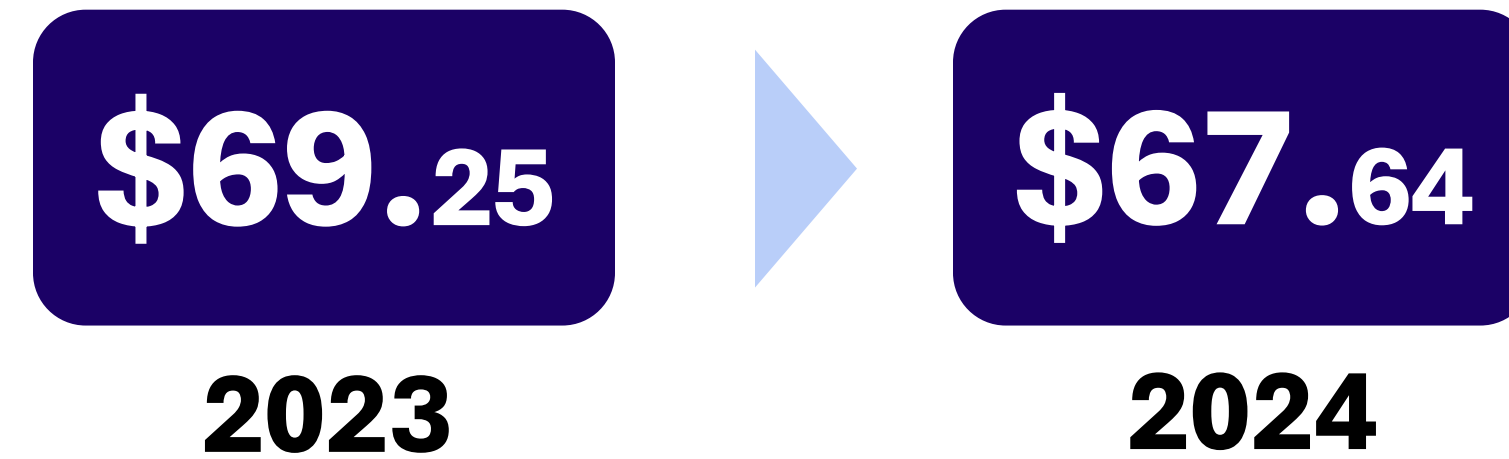
## Speaking about donations...

	2023	2024
Physical Challenge	5.8	5.2
Educational	8.1	3.1
Social	13.2	12.5
Misc.	10.5	8.7
Physical Appearance	17.1	15.2
Animal Related	2.5	2.8
Physical Activity	6.5	9.9



06

# Slight decrease in the average donation value

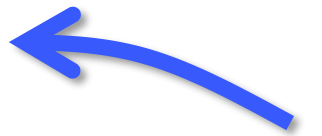
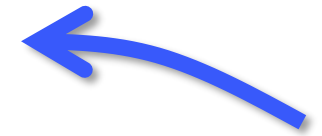


Avg. Donation Value

06

# Average donation values

	2023	2024
Physical Challenge	\$69.78	\$67.79
Educational	\$35.78	\$33.56
Social	\$58.12	\$53.98
Misc.	\$174.81	\$160.67
Physical Appearance	\$56.45	\$59.37
Animal Related	\$45.26	\$51.07
Physical Activity	\$70.95	\$71.03



**COMPLETED REGISTRATIONS**



**ACTIVATION %**

**FUNDRAISERS**



**Avg. DONATIONS**



**Avg. DONATION VALUE**

**AMOUNT RAISED**

# Digital Marketing Benchmarking



# Digital Marketing Benchmarks

Digital Marketing Benchmarks	All	Virtual	Physical	Hosted
Av. Cost per Mille (CPM)	\$10.67	\$10.17	\$11.61	\$8.71
Av. Cost per Click (CPC)	\$2.61	\$2.57	\$2.65	\$2.35
Av. Click through Rate (CTR)	0.46%	0.46%	0.47%	0.43%



# Digital Marketing Benchmarks

Digital Marketing Benchmarks	All	Virtual	Physical	Hosted
Av. Cost per Acquisition (CPA)	\$50	\$38	\$71	\$45
Median CPA	\$30	\$30	\$46	\$31
Av. Cost to Recruit an Active Fundraiser	\$127	\$102	\$173	\$89





# Digital Marketing Benchmarks

Digital Marketing Benchmarks	All	Virtual	Physical	Hosted
Av. Raised by Meta Recruited Active Fundraiser	\$909	\$421	\$1,567	\$707
Av. Media Spend per \$1,000 raised overall	\$124	\$110	\$149	\$48



# Journey Benchmarking



# Journey Benchmarking

Journey Benchmarks	All	Virtual	Physical
Av. Open Rate	51%	44%	61%
Av. Click to Open Rate (CTOR)	13%	10%	15%

# Journey Benchmarking

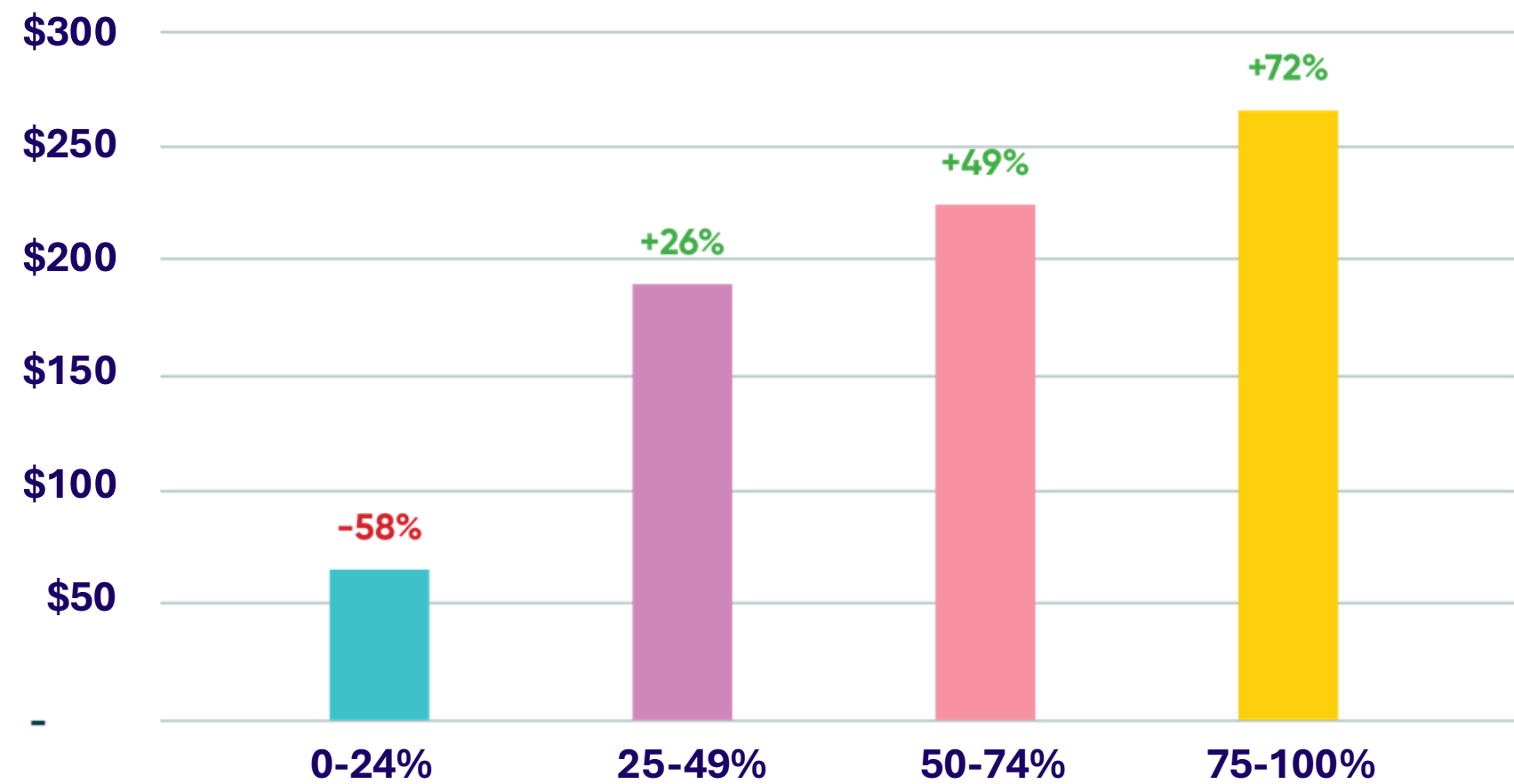
Journey Benchmarks	All	Virtual	Physical
Av. No of dollar matches	\$1.78	\$1.72	\$2.00
Av. No of dollar match 1	\$3.98	\$4.34	\$2.73
Av. No of dollar match 2	\$2.68	\$1.48	\$2.37
Av. No of dollar match 3	\$2.25	\$0.35	\$2.25
Av. No of dollar match 4	\$2.02	\$-	\$2.02

# Journey Benchmarking

Journey Benchmarks	All	Virtual	Physical
Av. Conv. to Fundraising	56%	46%	63%
Av. Conv. to Self-Donate (of active fundraisers)	58%	54%	68%
\$ raised per 1,000 emails sent (engagement and behavioural only)	\$15,427	\$9,633	\$25,286

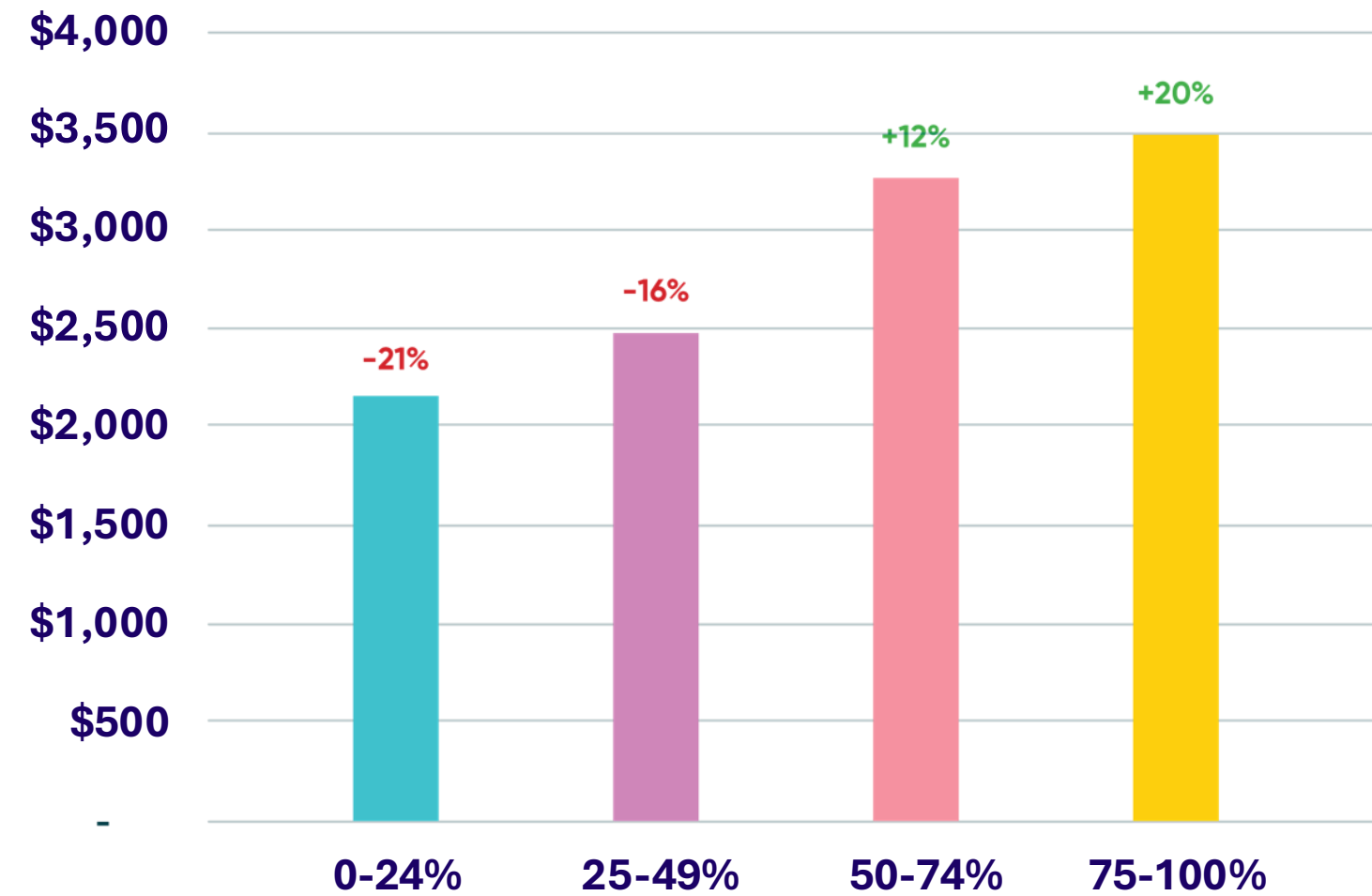
# Journey Benchmarking – virtual events

## Average Raised by % of Emails Opened



# Journey Benchmarking – physical events

## Average Raised by % of Emails Opened



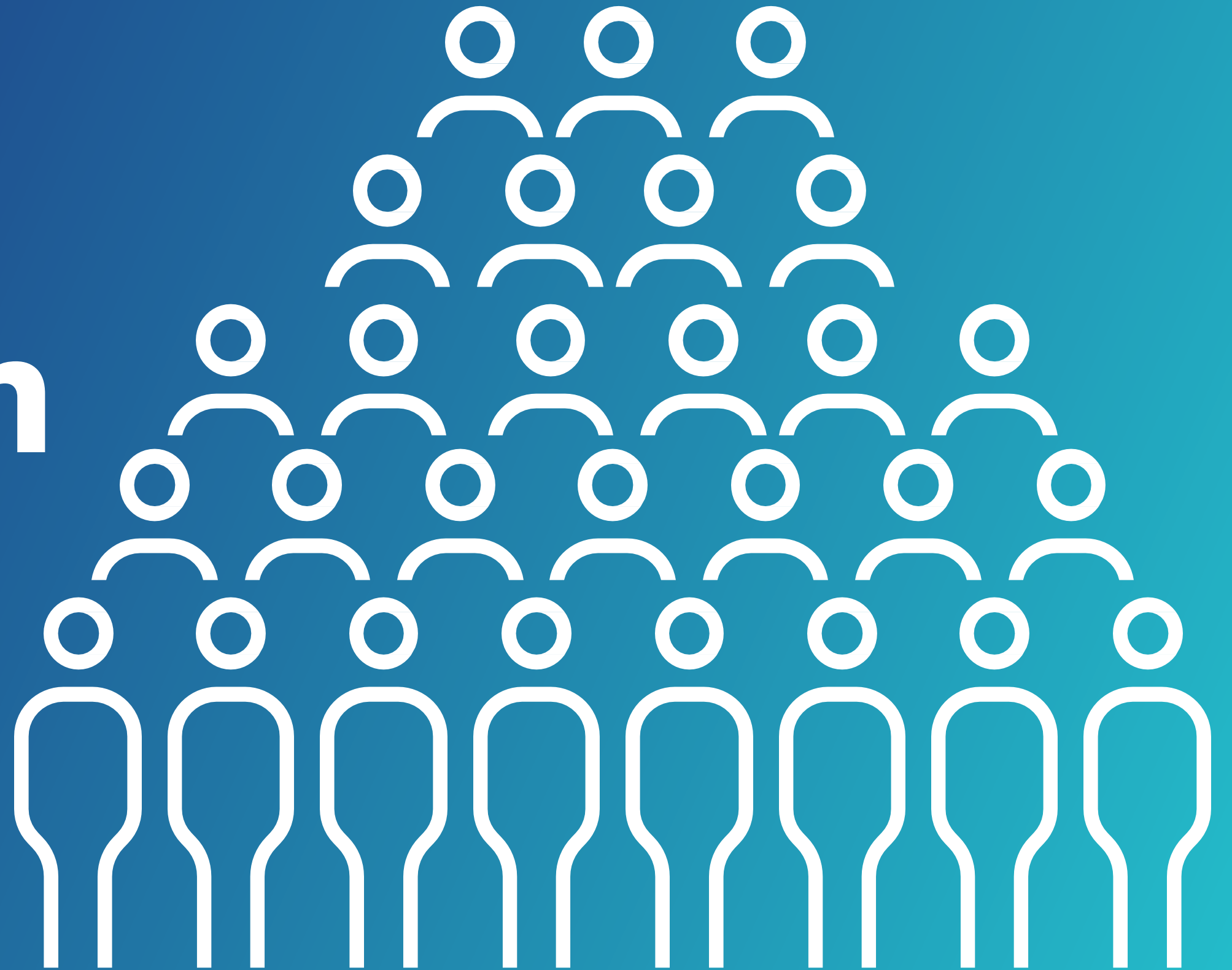
**Looking  
Forward**





Looking Forward

# Level of competition



# Looking Forward

## Level of competition

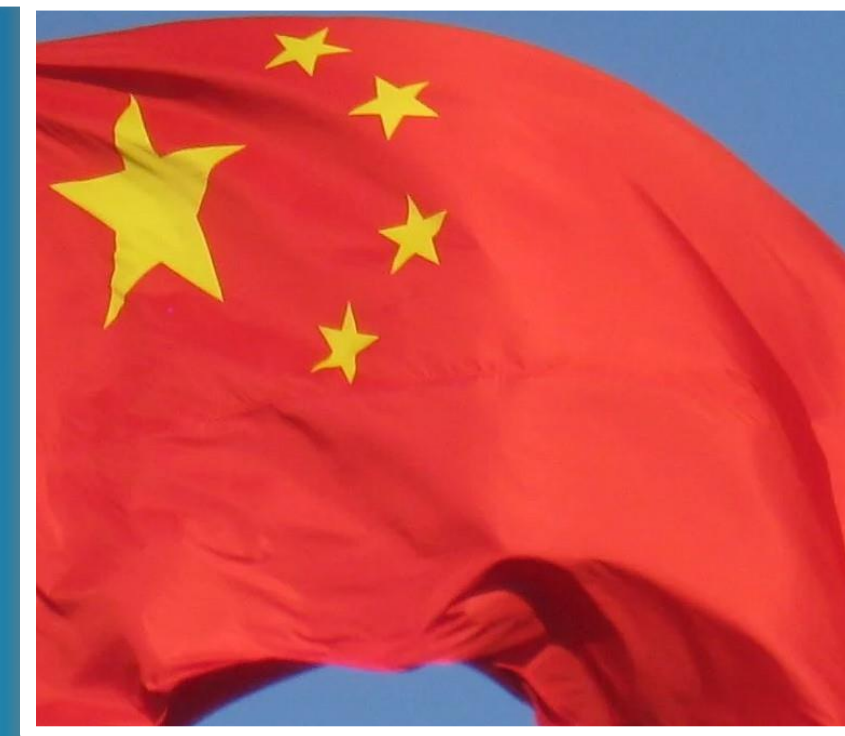


Cure Cancer's Swim for a CURE



# Looking Forward **Trust**

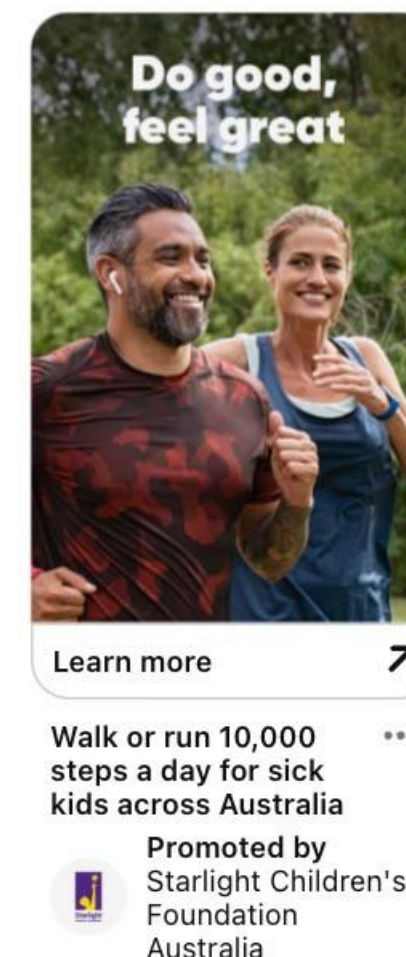
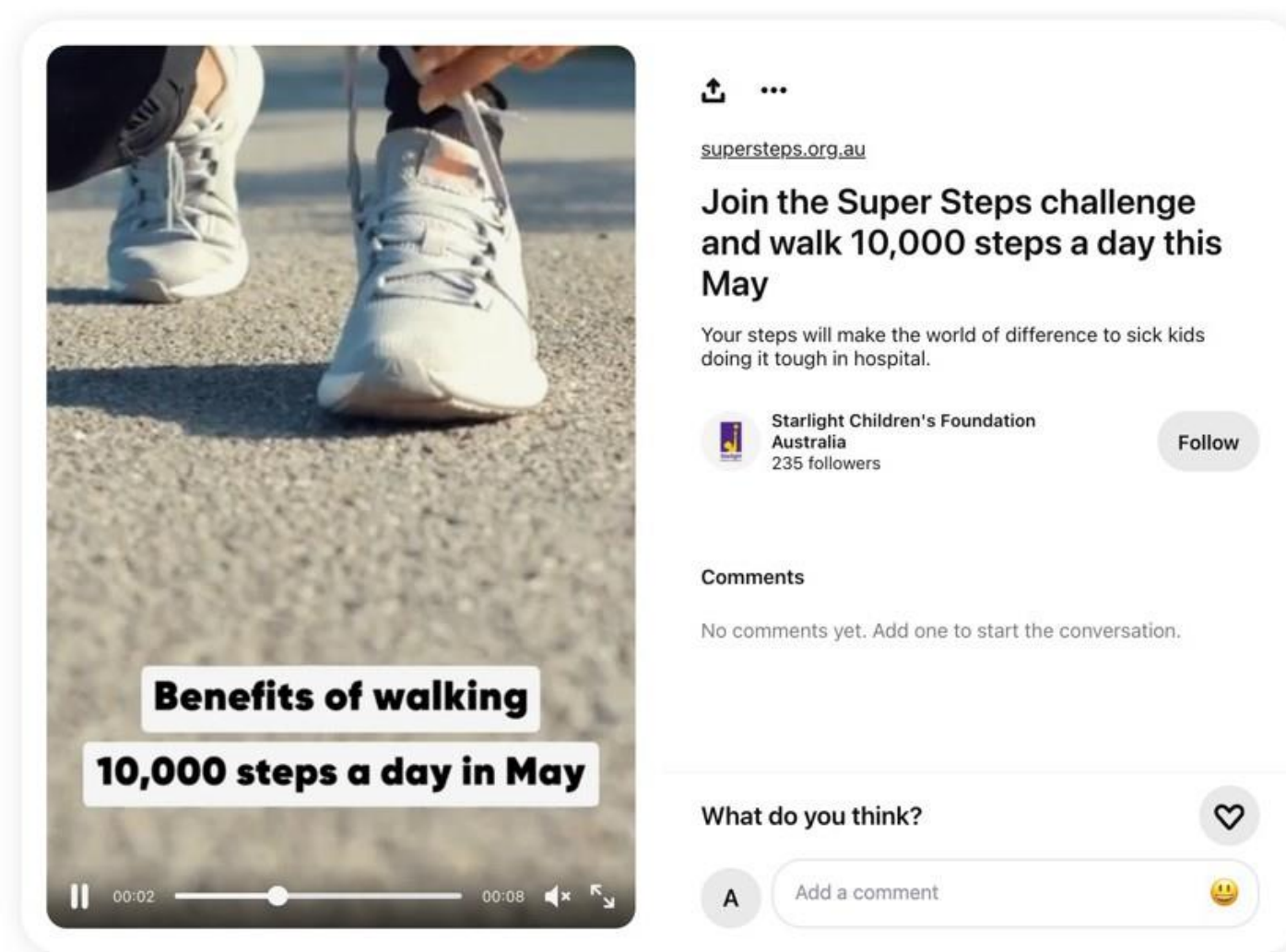
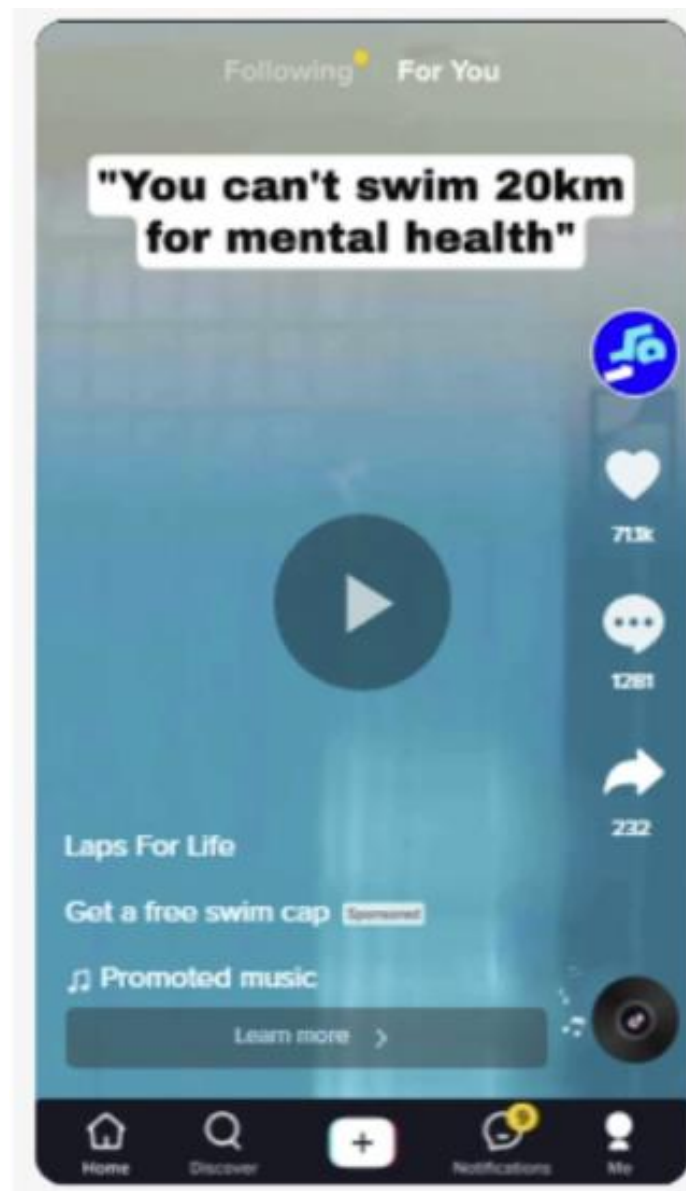
The risk and importance  
of diversification





# Looking Forward

## Trust – the risk and importance of diversification



# Looking Forward

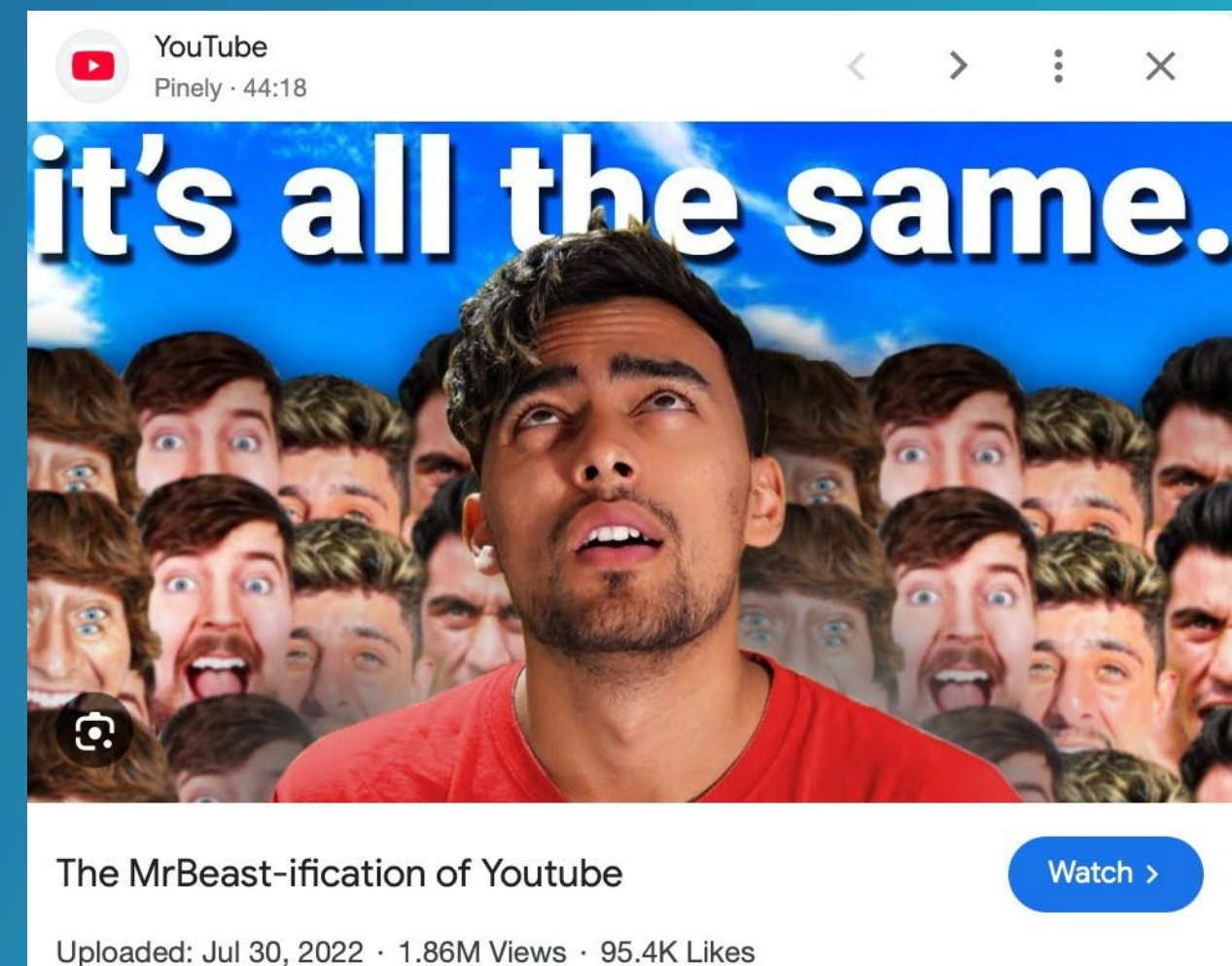
Trust – the risk and importance of diversification





Looking Forward  
**Creativity**

Creativity will be key to  
acquiring participants



# Looking Forward

Creativity will be key to acquire participants

**The March Charge**  
Sponsored · 🌐

- 📌 WHAT: Run 85km
- 📌 WHEN: March 2025
- 📌 WHY: To raise vital funds for life-saving cancer research

Imagine how good you'll feel!  
[#FeelTheCharge](#)

Sign up today:  
<https://www.themarchcharge.com.au>



**RUN 85KM**  
*For the 1 in 2 Aussies affected  
by cancer by the age of 85*

THEMARCHCHARGE.COM.AU  
Join Cancer Council's The March Charge 🏃 FREE Entry [Learn more](#)  
A month-long fitness challenge to raise funds for world-class cancer ...

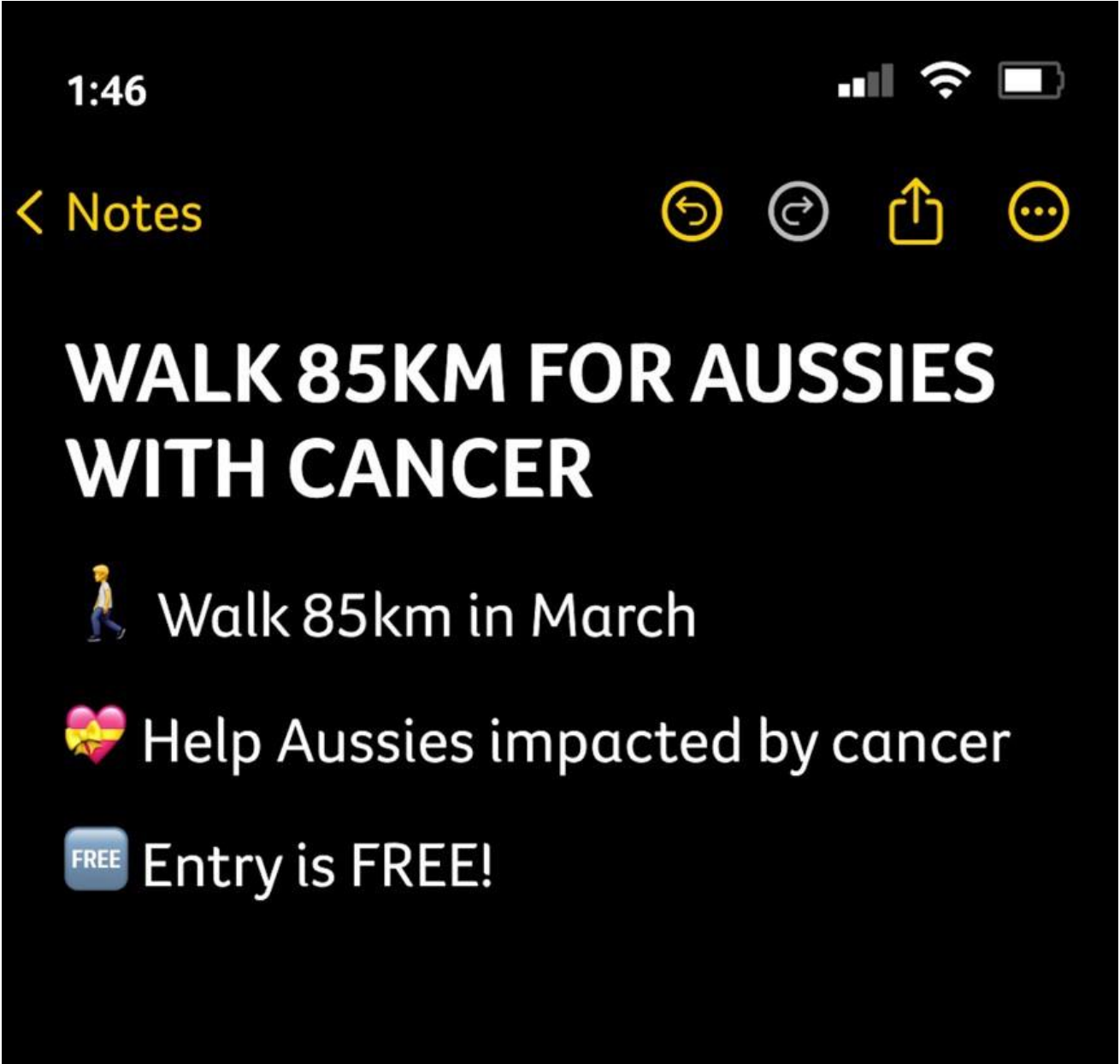
👍👎👤 19 3 shares





# Looking Forward

Creativity will be key to acquire participants





# Looking Forward

Creating a point of difference with the campaign



# Looking Forward

## Creating a point of difference with the campaign

**Your virtual trip around Australia** [LOG MY KMS](#)

Current location: Elkedra Station, NT

RFDS Location: Fitzroy Crossing, WA

participants at this location

**Thank you for supporting 24/7 aeromedical retrieval**

Imagine lying for over three hours, waiting for someone to find you, while you're trapped and crushed inside a car, diesel burning your face and your mate thrown 10 metres from the car. This was the reality of Mack's story after he was in a terrible car roll over along a dirt road in remote WA.

[READ MACK'S STORY](#)

**My progress**

My progress 62km My target 42km

**Your virtual trip around Australia** [LOG MY KMS](#)

Current location: Dubbo, NSW  
Next RFDS location: Windorah, QLD

You

Current RFDS Location: Dubbo, NSW

1208 members at this location 5m until your next location

**Thank you for supporting 24/7 aeromedical retrieval**

Tammy'n Gresser, Senior Base Pilot for the RFDS Dubbo Base, knew from a young age that she wanted to be a pilot for the Royal Flying Doctor Service so when she joined the organisation in January 2022, it was the realisation of a dream.

[READ TAMMY'S GRESSEY'S STORY](#)

Next RFDS Location: [Windorah, QLD](#)





# Looking Forward

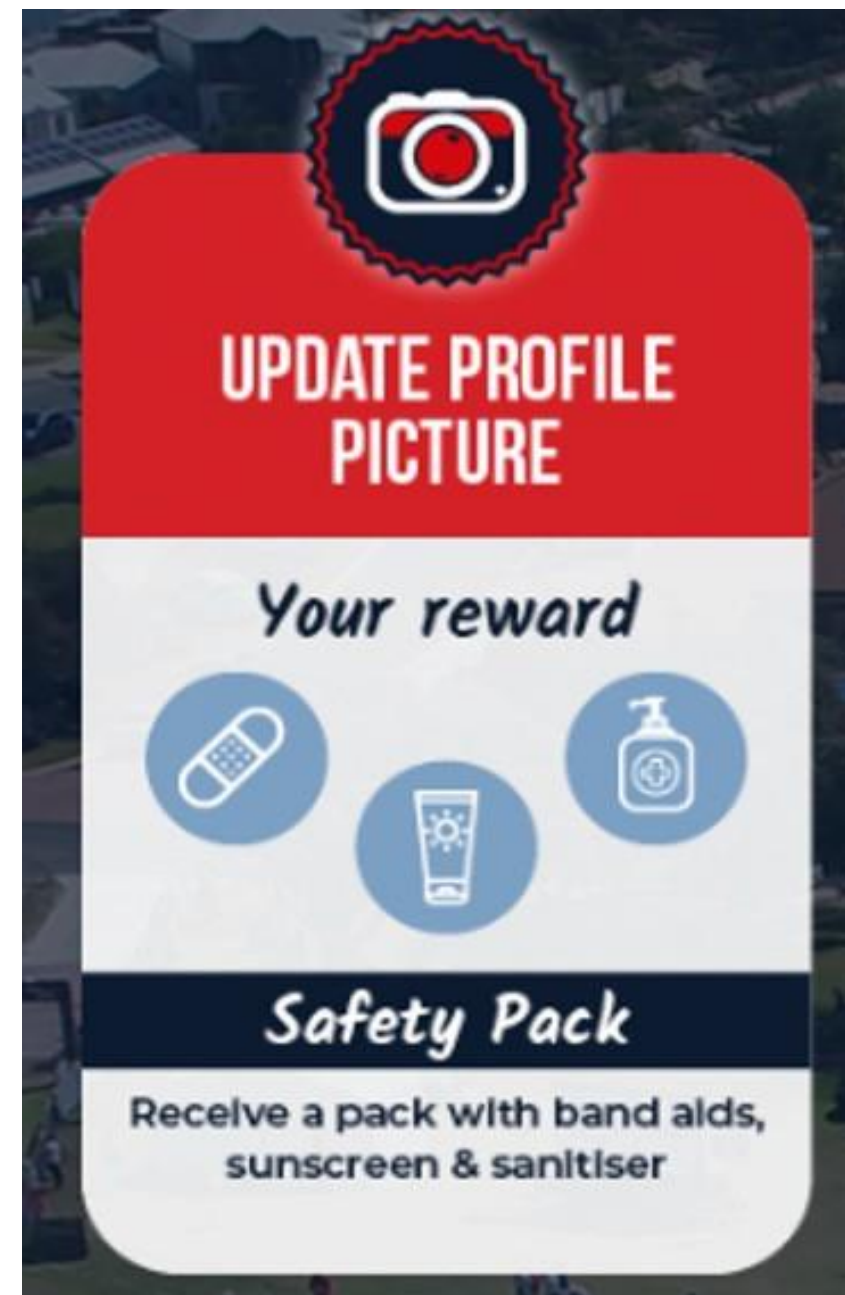
Deliver a strong participant experience – make people want to come back.



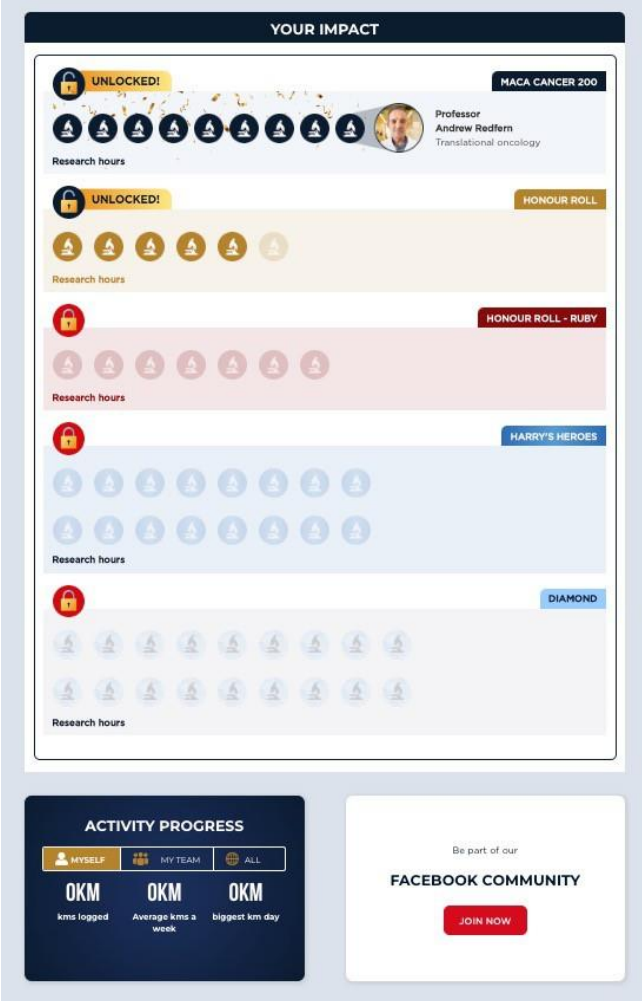
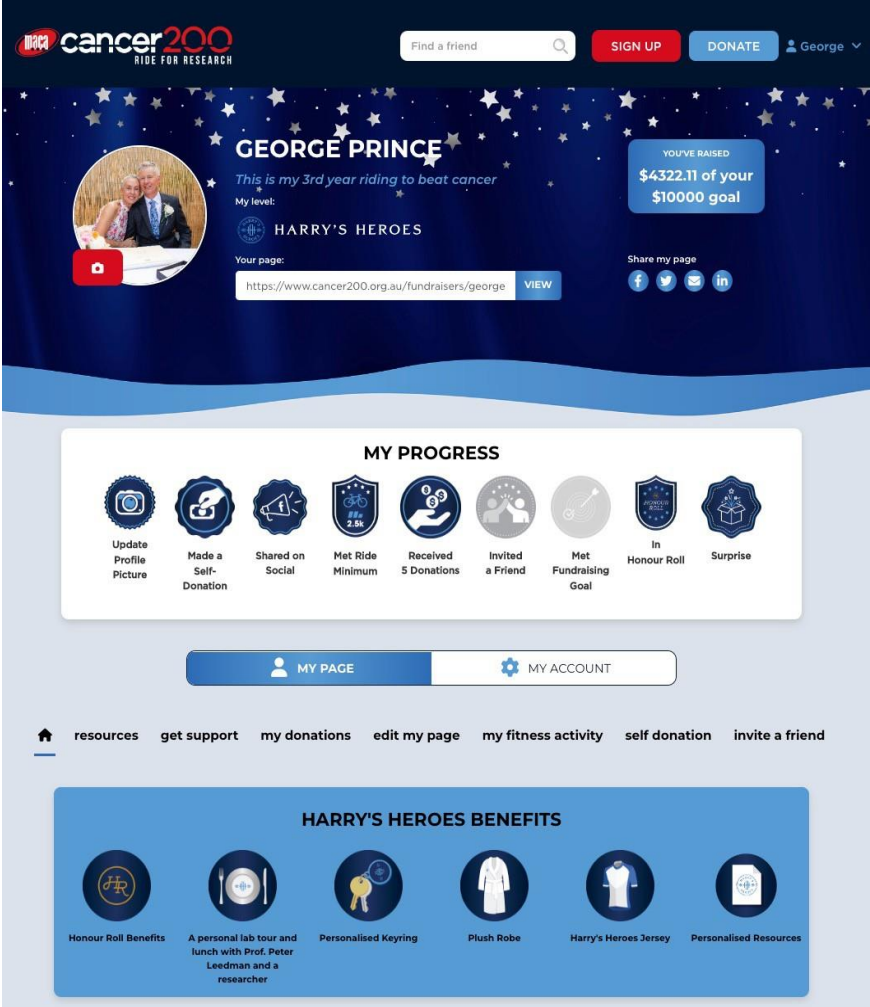


# Looking Forward

Deliver a strong participant experience – make people want to come back.



# Looking Forward





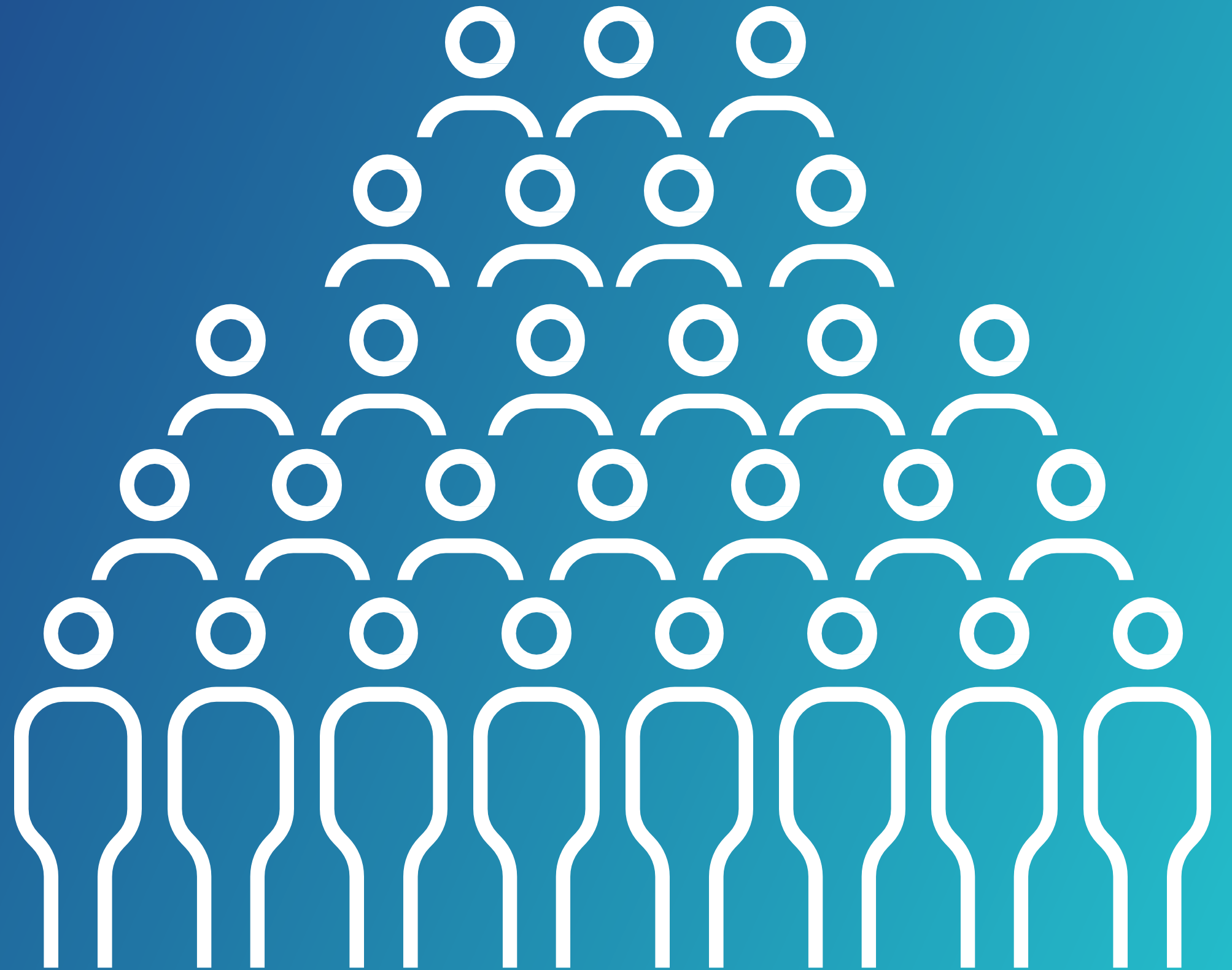
# Looking Forward

Deliver a strong participant experience – make people want to come back.



Looking Forward

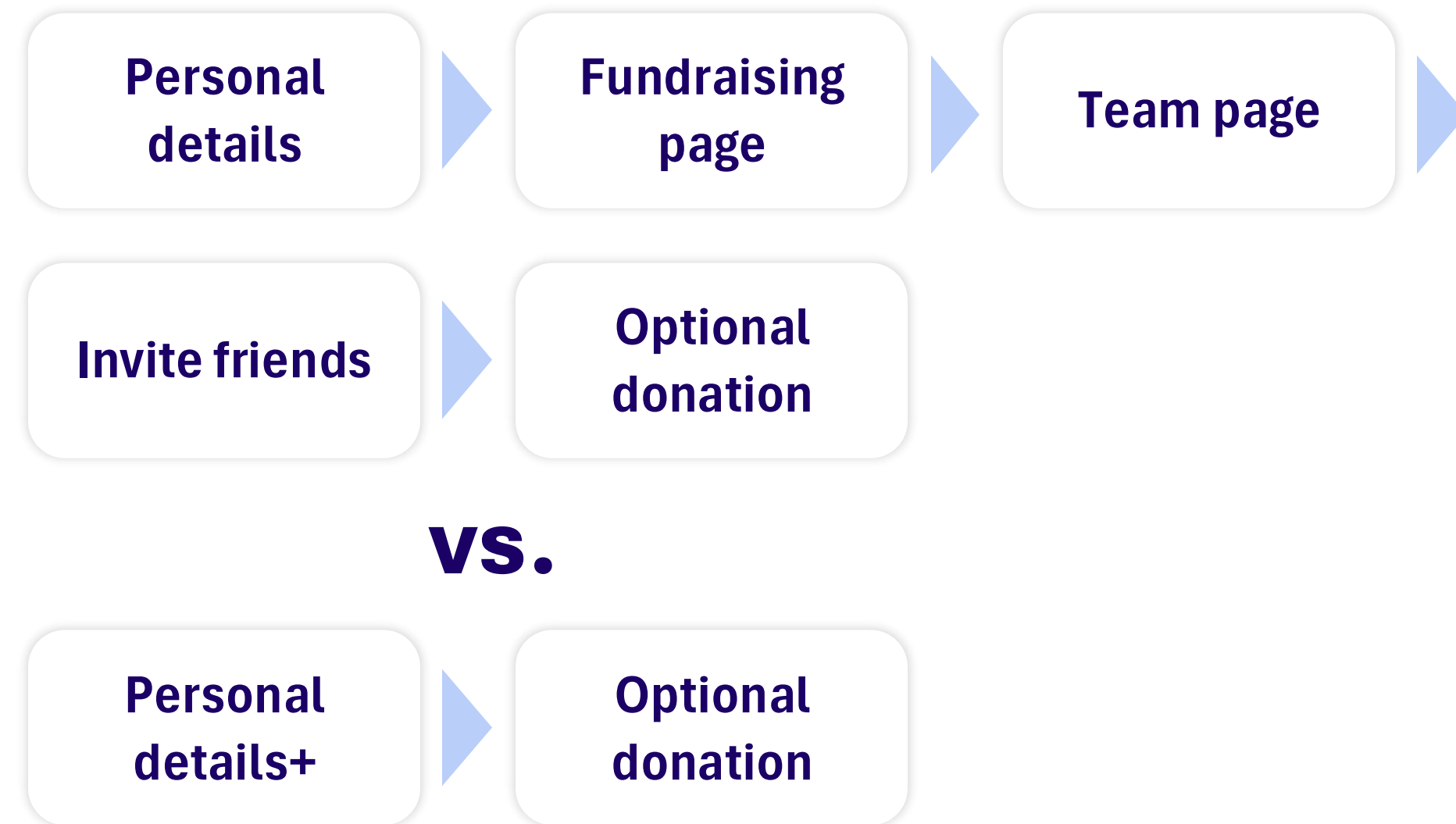
**We're not  
testing  
enough**



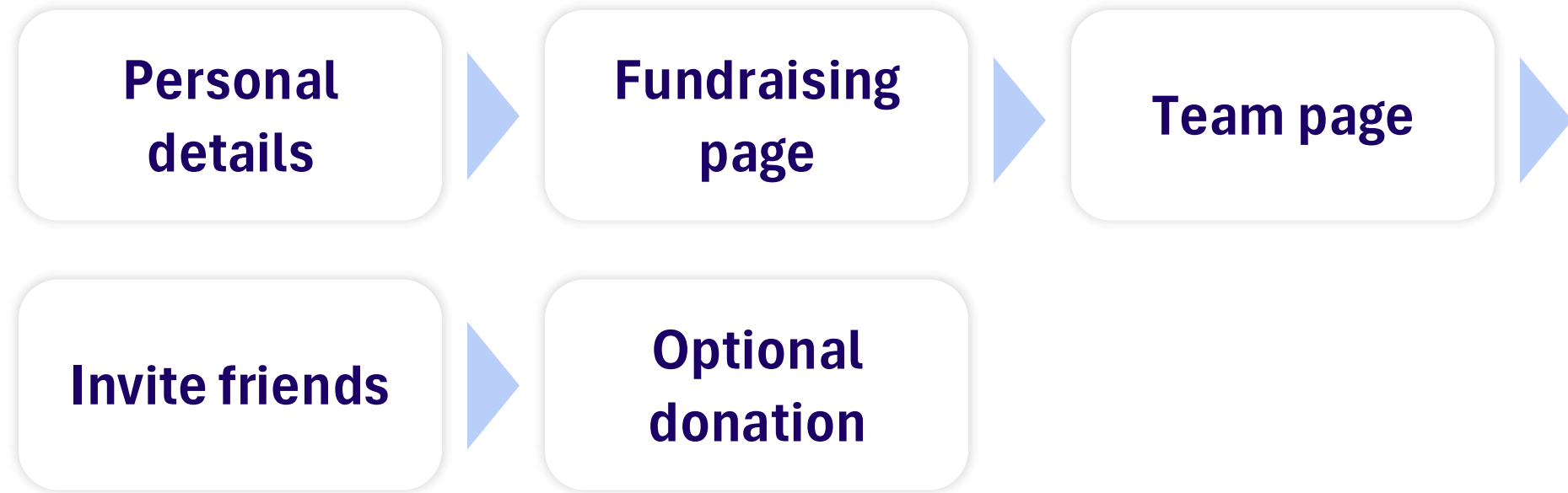
**Test, Keep Testing**  
**and Test Again**



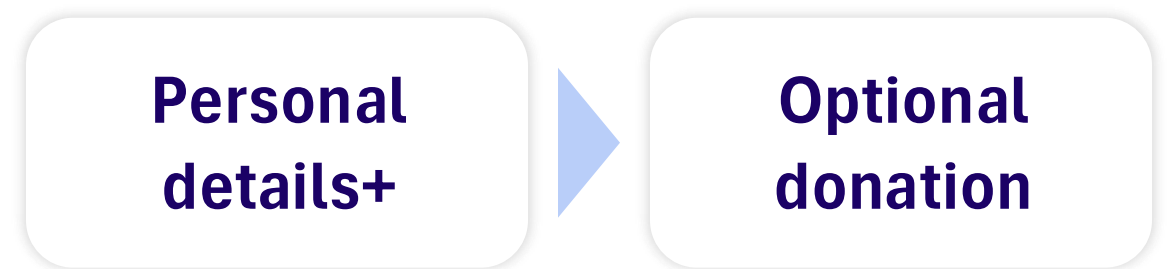
How does the **event registration form step length** impact event registrations?



**A**



**B**



**-7% activation**

▲ **14%** Registrations

**+6%**

▲ **11%** Registrations **revenue**

# Stay tuned

More content & more detail  
to help you go deeper with  
your event benchmarks



# Questions



**Marcus Blease**

[mblease@donorpublic.com.au](mailto:mblease@donorpublic.com.au)



**Tim Brack**

[tim@funraisin.co](mailto:tim@funraisin.co)



# Thank you!

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