



EVENTS BENCHMARKING 2016
TRANSFORMING
THE EVENTS LANDSCAPE

WHY EVENTS BENCHMARKING IS NEEDED

Many charities are crying out for more events analysis

The lack of benchmarking makes it hard to make a case for investment in events

We love good events and believe they have a valuable role to play in the portfolio

Events are seen as a “risky” investment compared to other fundraising programs and to offer a poorer return

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There is very little publicly available, comparable information on event fundraising performance

We have seen the benefits of direct marketing benchmarking and cost effectiveness benchmarking on strategic decision making

Many of the principles of direct marketing, including benchmarking, can be applied to events, providing greater evidence of performance



**MORE STRATEGIC EVENTS
BENCHMARKING WILL
PROVIDE INSIGHTS INTO
EVENT PERFORMANCE
ACROSS TIME, CATEGORIES
AND CHARITIES.**

1 DISCOVER INSIGHTS FROM THE SECTOR ON THE CURRENT EVENTS LANDSCAPE

The [benchmarking report](#) will provide the fundamental insights taken from fundraiser and donor transactional data across Mass, Peer-to-Peer, Community, Multi Charity, Beneficiary and Merchandise Events.

2 FOCUS ON WHAT IS IMPORTANT TO YOUR CHARITY

Learn from the [key insights session](#) and [round table discussion](#) on what all the core findings mean across the sector, the impact these learning's could make on your charity's event portfolio and what targets you should be striving for.

3 GROW YOUR EVENTS WITH CLEAR STRATEGIES AND TACTICS

More will guide you with a specific [charity report](#) that will unlock your own insights and then provide [strategy recommendations](#) on these discoveries which will provide future growth.





**EVENT
CATEGORIES
COVERED IN
RESEARCH**

CHARITY OWNED

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graph TD; A[CHARITY OWNED] --> B[MASS PARTICIPATION (Host Based)]; A --> C[PEER TO PEER (Challenge)]; A --> D[COMMUNITY FUNDRAISING]; A --> E[MERCHANDISE]
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MASS PARTICIPATION
(Host Based)

PEER TO PEER
(Challenge)

COMMUNITY FUNDRAISING

MERCHANDISE



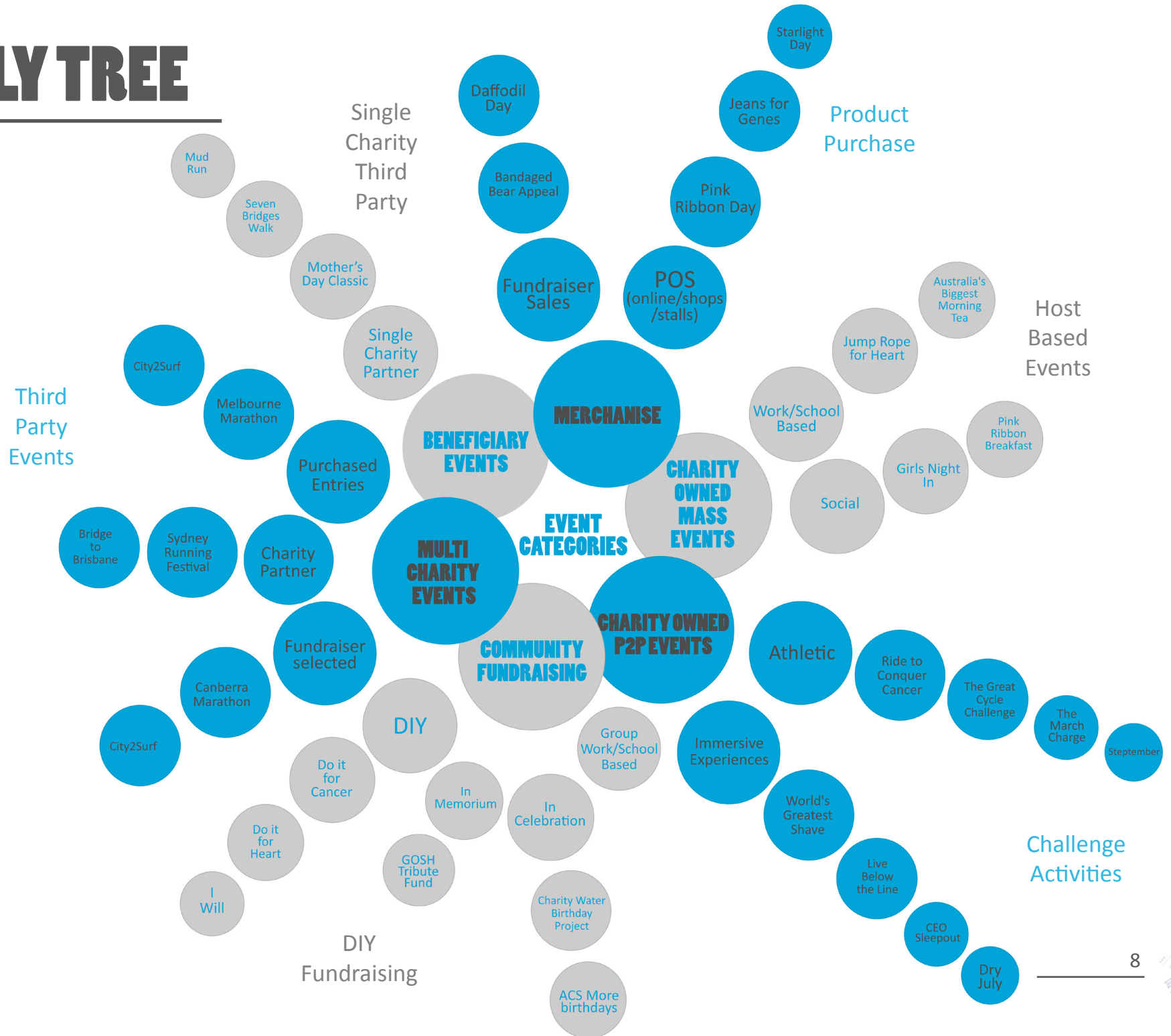
THIRD PARTY EVENTS

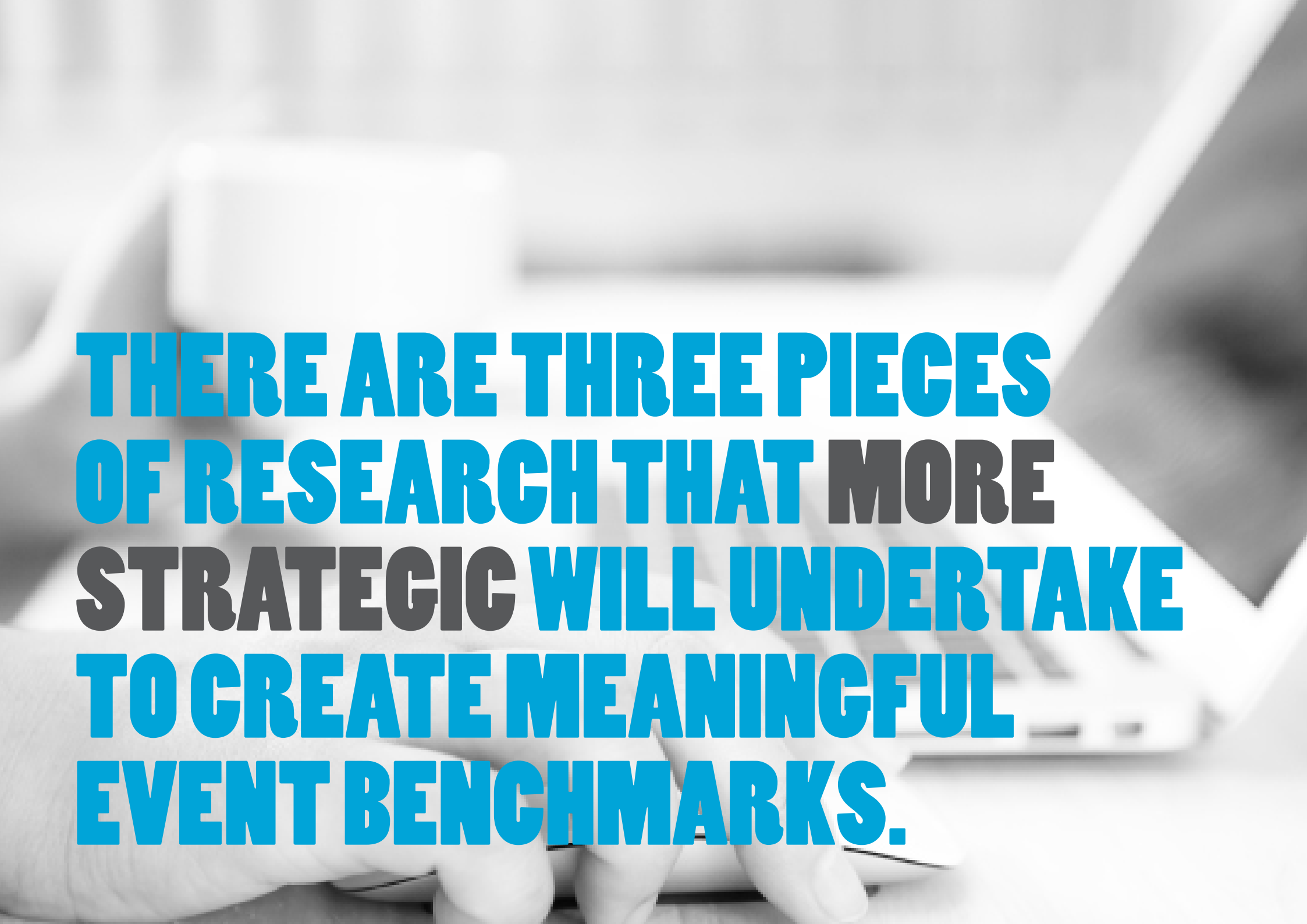
**MULTI CHARITY
EVENTS**

**BENEFICARY
EVENTS**



FAMILY TREE





**THERE ARE THREE PIECES
OF RESEARCH THAT MORE
STRATEGIC WILL UNDERTAKE
TO CREATE MEANINGFUL
EVENT BENCHMARKS.**

FUNDRAISER RESEARCH



This research is segmented by event type, and features the following elements:

- Retention rates / event
- Event completion rates / drop outs
- Average income / fundraiser / event
- Volume/Value Analysis (80:20 rule)
- Growth Rate (number and value of fundraisers)



PEER 2 PEER RESEARCH



This research is recommended for multi or single charity events, challenge and immersive events, and features the following elements:

- Growth rate
- Registration numbers – retention
- Completion rates
- Average amount raised per supporter
- Income by event type
- Income by age/gender
- Income with and without rego fees
- Volume/Value Analysis
- Self Giving Analysis



FINANCIAL PROFITABILITY



This research is segmented by event type, and features the following elements:

- Income benchmarking
- Expenditure benchmarking (split by staff and direct costs per event)
- Cost to income ratio comparison
- Return of staff costs
- Income per head of population (gross and net)
- Income portfolio mix
- Percentage of all fundraising gross income
- Income growth (gross and net)





TOP LEVEL DATA REQUIREMENTS

BENCHMARKING DATA REQUIREMENTS

- 1 Registration opens End November 2015
- 2 Registration closes 4th March 2016
- 3 Deadline for data provision 11th March 2016
- 4 Final Trends Report 19th April 2016
- 5 Present top level findings at EventRaise 27th April 2016



FUNDRAISER RESEARCH DATA REQUIREMENTS

All Registered participant data across minimum of three financial years which includes:

CHARITY NAME

FUNDRAISER ID

EVENT YEAR

FUNDRAISER TYPE

(to be split by Sole fundraiser, Team Captains & Team members)

FUNDRAISER LOCATION

(to be split by state)

EVENT TYPE & SUB CATEGORY

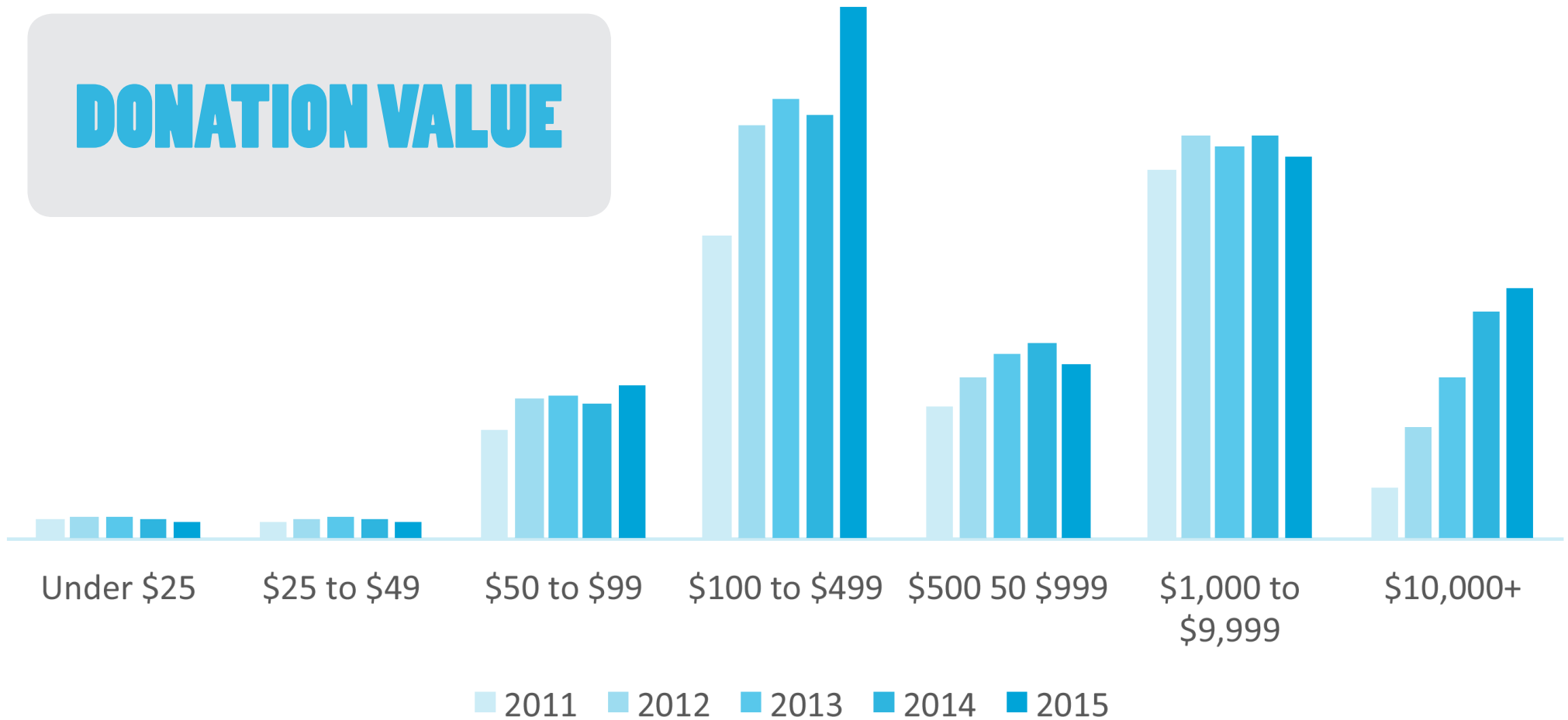
(e.g. CFR -> Head shave)

AMOUNT RAISED



FUNDRAISER RESEARCH SAMPLE CHART

DONATION VALUE



P2P RESEARCH DATA REQUIREMENT

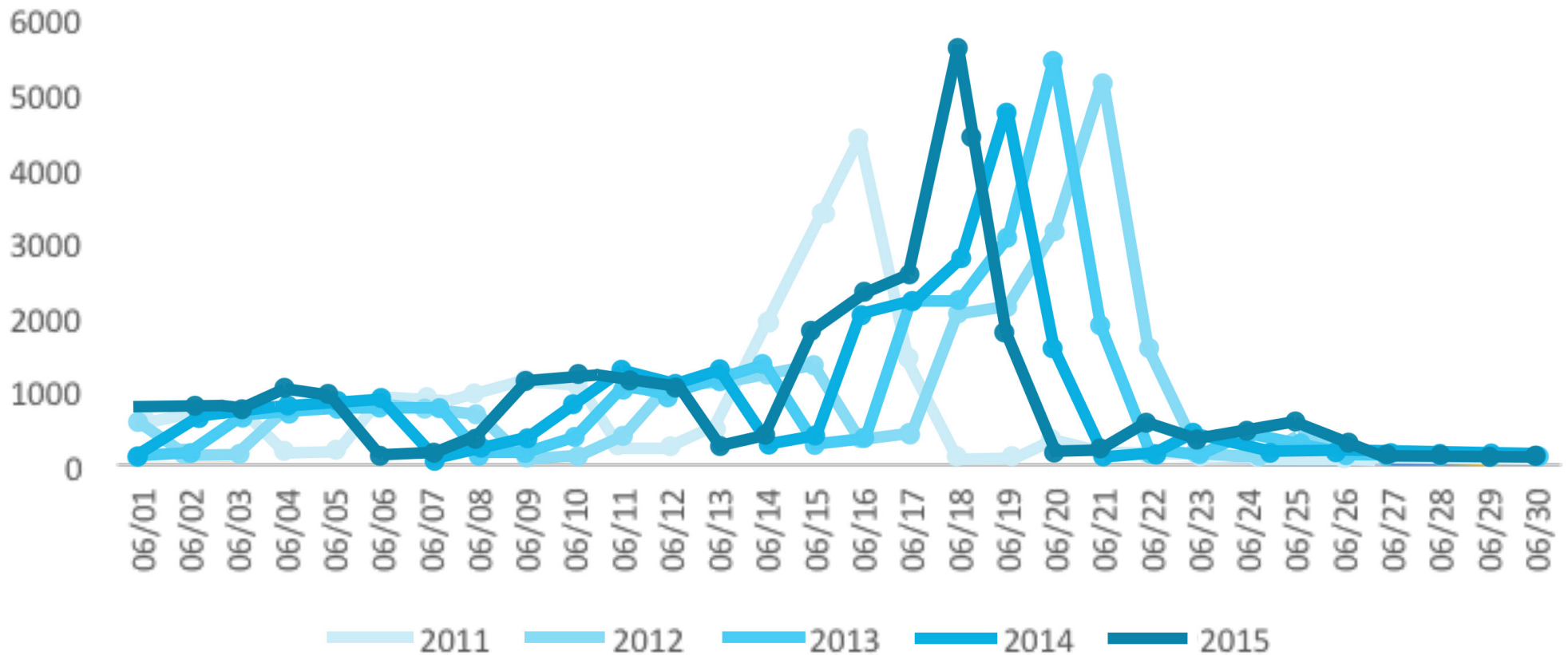
All Registered participant data across a minimum of two financial years (to be split by Sole fundraiser, Team Captains & Team members) which includes:

CHARITY NAME	FUNDRAISER ID	FUNDRAISER TYPE (to be split by Sole fundraiser, Team Captains & Team members)
FUNDRAISER AGE/GENDER	FUNDRAISER LOCATION (to be split by state)	EVENT TYPE & SUB CATEGORY (e.g. CFR -> Head shave)
CHARITY NAME	FUNDRAISER TYPE (to be split by Sole fundraiser, Team Captains & Team members)	FUNDRAISER ID
DONOR TRANSACTIONS PER FUNDRAISER (donation date, time, amount)		



P2P RESEARCH DATA SAMPLE CHART

TIME SPECIFIC DONATIONS VOLUMES



FINANCIAL PROFITABILITY DATA REQUIREMENTS

Financial data from a minimum of the two last financial years which includes:

CHARITY NAME

GROSS INCOME

(per event type)

FUNDRAISER TYPE

**TOTAL EVENTS
INCOME**

- 1 Fundraiser income
- 2 Registration fee income

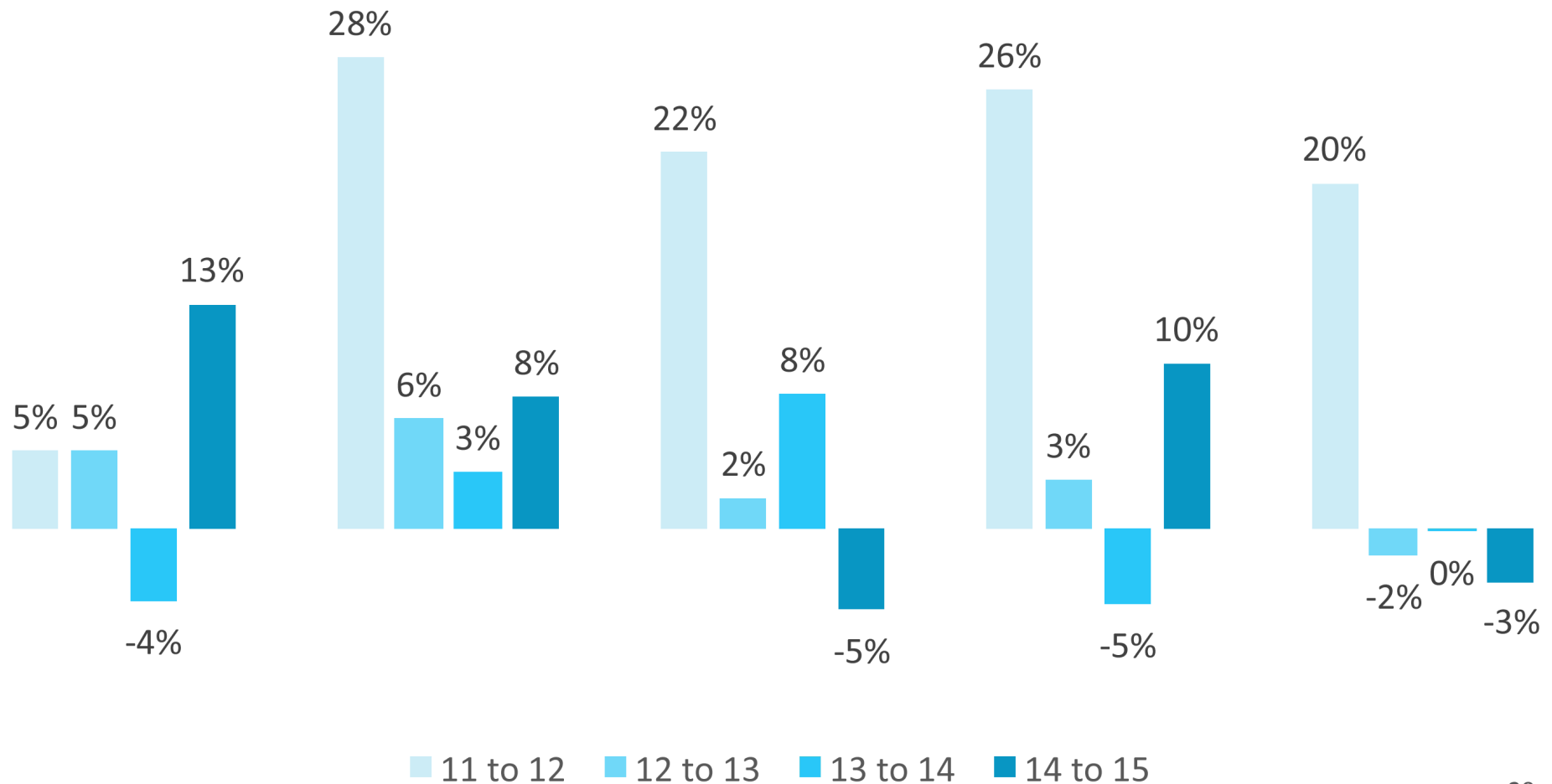
- 1 Project cost
- 2 Salaries

TOTAL GROSS FUNDRAISING INCOME



FINANCIAL PROFITABILITY SAMPLE CHART

YEAR ON YEAR GROWTH



HOW WILL THIS BENEFIT YOU?

It will answer the questions you have always wanted to know about other events in the sector. Do you often wonder:

Am I spending enough money?

How much income am I making compared to other events?

Do the team captains and team members raise enough?

Am I increasing fundraiser value?

Is my return on investment worth it?

Are enough of my supporters banking?

Are my retention figures good enough?

Am I acquiring enough supporters?



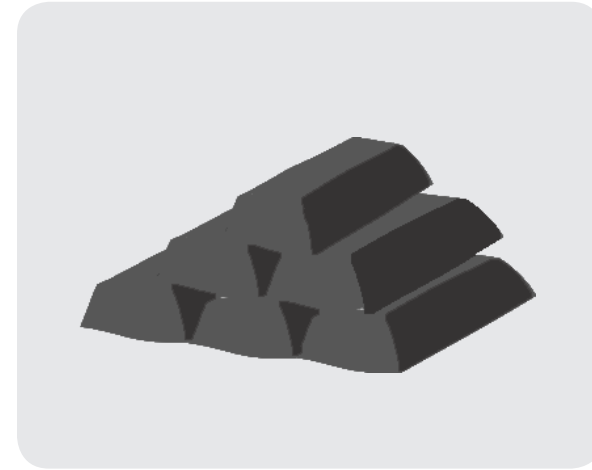


MEMBERSHIP LEVELS

MEMBERSHIPS ON OFFER



PIGGY BANK
(FREE)











GOLDEN NUGGET
(\$5,040 + GST)

* Eligibility conditions for membership at FREE Piggy Bank Level

- 1 There must be a minimum of 1000 fundraisers which fall in a core defined category (Mass Participation, Peer to Peer, Community Fundraising, Merchandise, Multi Charity Event and Beneficiary Events) and only cover the 12 month financial year period
- 2 Must register before the registration deadline
- 3 Must provide a full, accurate and complete data-set before the data submission deadline



MEMBERSHIPS PACKAGE OPTIONS

	PICGY BANK (FREE)	GOLDEN NUGGET (\$5,040 + GST)
Sent a copy of 2015 Events Benchmarking Report		
September 2016 Key Insights Presentation (2hr presentation of core insights)	Tickets are \$120 each	Four free tickets
Round Table Discussion (3hr group discussion with More & charities on key insights and what this means for events in fundraising)		
Individual Charity Report Highlights your event performance compared to all other charities and benchmarks		
Strategy Recommendations 2hr presentation & report utilising core insights from benchmarking report		

NOTE: Events Benchmarking will only go ahead if we gain more than 10 paying charities



WHAT DO YOU NEED TO DO?

To get involved in the Events Benchmarking 2016 all you need to do is complete the following steps:

1 Register your interest or email martin@morestrategic.com.au

2 Read the instructions for your data extracts

3 Provide your data by **11th March 2016**

4 Get ready to deeply understand your event performance!



REGISTER YOUR INTEREST

