

Managing P2P Campaigns

Analysis and optimisation

Definitions & Dashboards

The data and what it all means

What's Normal?

Completion rates, average dollars raise, propensity to fundraise

Reports to Keep Everyone Informed

From income predictions to financial reconciliations

Q & A

Ask us anything

Definitions

Is Complete = has completed the registration process

Is Active = has a live fundraising page

Why do we need both?

 Dashboards give you a snapshot of the performance your event

Dashboards



Event Insights



Participant Insights



Donation Insights



Downloads

Tools to Analyse Performance

The Magic Numbers

1. Conversion rate from recruitment funnel to completed registration
2. Who is actually fundraising
3. Who has made a personal donation
4. Who has uploaded their profile pic
5. Who has shared their page

Comparison Report - 6 weeks out, 4 weeks out, on this day last year

Fundraiser Report - absolutely everything you need to know

Conversion Rates - what to expect

Peer to Peer Events - started registration to completed registration

✓ **Above 75%** is Great - check drop off step

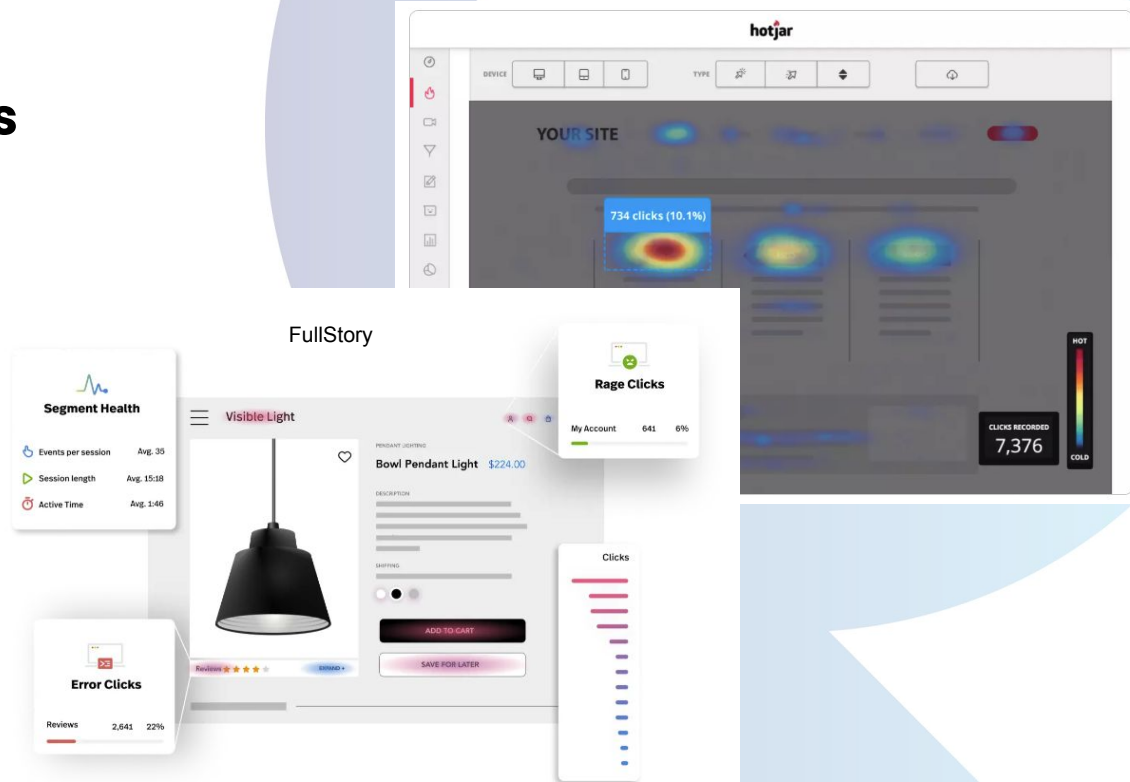
≅ **65-75%** is average - check drop off

✗ **Below 65%** - check drop off and get agile

Agile: Test & Iterate

Heat Mapping Tools

- Hotjar
- FullStory
- Mouseflow
- Lucky Orange
- Clicktale



Conversion Rates - what to expect

Peer to Peer Events - completed registration to started fundraising

✓ **Above 60%** is awesome

≅ **40-60%** is average - the average is broad due to the broad range of events

Below 40% activity related eg: cycling (low % of fundraisers & high av \$ raised)

Top Tips for Optimising Campaigns

- Dollar handle analysis - review donation insights
- Last year's data - comparison report and data exports
- Participant analysis - focus on the magic numbers
- Segmentation data for your fundraiser journey - CM, MC, AP, SF integrations
- Tracking - Short URLs, UTMs, GA & GTM, Facebook Conversion API
- Test and iterate

How to keep the finance team happy

- Transaction master report - the full picture of funds in and out
- Donations report - for soft crediting in CRM
- Encourage the finance team to log in to Funraisin or set up automated reports
- Reconciliation time savers - GL Codes and Receipt Prefixes for events

Thank you!