

FIA Conference 2024

Where **passion**
meets **purpose**

Brisbane
28 Feb – 1 Mar

FIA

CONFERENCE

Mutts About Events

COMMUNITY & EVENTS TRACK

Kelly Ingram, Michael Wilson and Skye Butler

RSPCA QLD and Donor Republic



Community & Events Track
Sponsored By:





HOWLO!



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EVENT OVERVIEW

Physical Event: Million Paws Walk

Bring your four-legged friend to a Million Paws Walk event in your local area and walk to fight animal cruelty!

Virtual FB Challenge: Walk this May

Take on the Walk this May challenge and walk for 30 minutes a day with your furry friend!

Proposition: Walk to fight animal cruelty this May and be a hero for dogs in need.





AGENDA

- Intro to objectives and our results
- 7 Key tips
 - Key messaging
 - Simplifying your proposition
 - Adapting digital acquisition
 - Navigating federated models
 - Acting on your feet
 - Using your data
 - Innovating with purpose

OBJECTIVES

- Transition back to physical event focus
- Focus on a National pricing strategy
- Reinvigorate the event and participant experience as part of a 3-year plan to move back to pre-covid fundraising results
- Engage and activate participants to achieve the largest number of fundraisers possible
- Strengthen brand to better communicate tangible impact and ensure touchpoint consistency



OVERALL RESULTS

FUNDRAISING
INCOME
\$797,345

+17.6%

2022
\$677,497

TOTAL
REGOS
10,923

-18.52%

2022
13,192

ACTIVE
FUNDRAISERS
4,288
(39.25%)

+1,236 (+40.50%)

2022
3,242
(23%)

AVERAGE
FUNDRAISING
\$172.78

-17.82%

2022
\$225

RESULTS: MILLION PAWS WALK



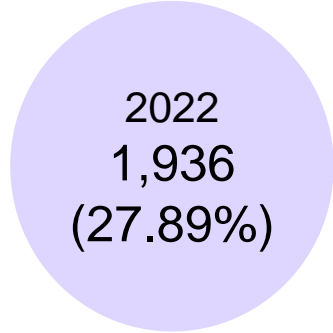
+98.18%



+14.49%



+1,070 (55.24%)



+15.10%



BREAKDOWN BY EVENT

Million Paws Walk

FUNDRAISING
INCOME
\$685,888

TOTAL
REGOS
7,947

ACTIVE
FUNDRAISERS
3,007
(37.84%)

AVERAGE
FUNDRAISING
\$209.43

Walk this May

FUNDRAISING
INCOME
\$110,862

TOTAL
REGOS
2,976

ACTIVE
FUNDRAISERS
1,281
(43%)

AVERAGE
FUNDRAISING
\$86.54



TIP 1: CONSISTENT MESSAGING LEADS TO TAIL-WAGGING SUCCESS

What/Activity

Why

When



Walk to fight animal cruelty this May
and be a **hero** for dogs in need.

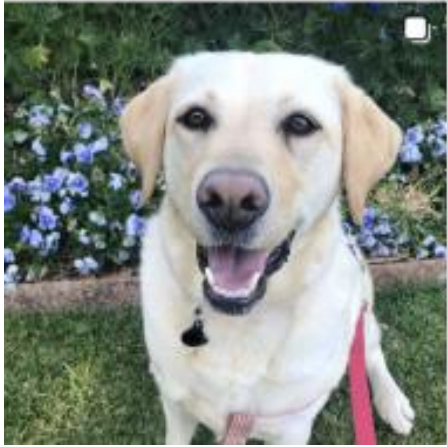
Need for
fundraising



FIA

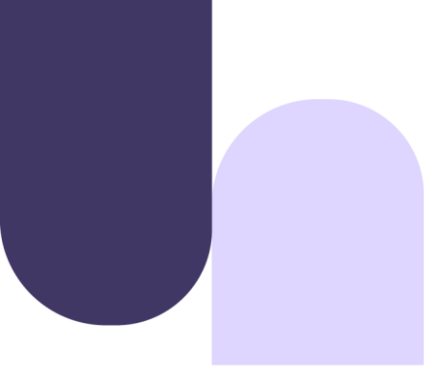
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Designs should stand out in a crowded market



And tie in with the key message





Skye Butler created a fundraiser for RSPCA Australia.
Just now · Facebook Fundraisers ·

Did you know that nearly 20,000 dogs were cared for by RSPCA in 2021-22? That's nearly 55 dogs every day!

Many of these precious pups are victims of cruelty, abandoned by the humans they loved unconditionally.

Even one dog is too many.... [See more](#)

Walk This May
Fundraiser for RSPCA Million Paws Walk by Skye Butler

\$0 of \$252 raised

Be the first to donate! [Donate](#)



I'M WALKING TO FIGHT ANIMAL CRUELTY

I'm walking 30 minutes a day for RSPCA
Fundraiser for RSPCA Million Paws Walk by Bianca Vandenberg ·

[Donate](#) [Share](#)

Fundraiser has ended
\$105 left to reach \$252

[Donate to Charity](#)

Fundraiser progress

3 donated	0 invited	0 shared
-----------	-----------	----------

Created by

Bianca Vandenberg

On Facebook since 2009

Explore Facebook fundraising

Learn more about how to raise money or donate to a cause that you care about.

[Explore](#)

Frequently asked questions [Learn more](#)

- ▶ How do charities receive donations?
- ▶ How do taxes work?
- ▶ Are there fees?
- ▶ Can I donate anonymously?

Benefiting

RSPCA Australia
Registered charity

The RSPCA is an independent, non-government community-based charity providing animal care and protection services. As a non-profit organisation that receives a very small portion of its operating expenses from government, the RSPCA depends on the support of individuals, businesses and the community to continue its vital work. www.rspca.org.au

- Environment and animals
- Based in DEAKIN, ACT

Donations will be granted to the charity by PayPal Giving Fund within 15-90 days. [Learn more](#)

Activity

Bianca Vandenberg created a fundraiser for RSPCA Australia.
3 March · Facebook Fundraisers ·

5 2 comments

[Like](#) [Share](#)

Anna Rosewell
We have started a can collection for you

24 w

Bianca Vandenberg replied · 1 reply

More donations
This fundraiser has another 3 donations.

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TIP 2: SIMPLIFY YOUR PROPOSITION





Take on the Audience's Perspective

Imagine you're a visitor to the Million Paws Website.
You see that Million Paws Walk is...

- A Dog Walking Event
- Supporting RSPCA
- Also a virtual challenge. What on Earth is a virtual challenge?
- Can be completed whenever and wherever you want.
I thought I'm meant to attend a big dog walk with friends???
- A physical walk and a virtual challenge??

Separating the Propositions



Million Paws Walk Physical Event




RSPCA Walk This May Facebook Challenge

TIP 3: ADAPT YOUR DIGITAL ACQUISITION

RSPCA NSW
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🚩 LAST CHANCE TO SAVE! 🚩

Million Paws Walk 2023 is just ...see more




millionpawswalk.com.au
Save 50% On Your Tickets. [Learn more](#)
Join us May 28 and walk t...



RSPCA NSW
Sponsored · 🌐

WOOF WOOF... WHAT ARE YOU WAITING FOR?

Today is the last day to get your ...see more



millionpawswalk.com.au
Save On Your Tickets. [Learn more](#)
Join us May 28 and walk t...



RSPCA NSW
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Who's ready for walkies?

Registrations are open for Million ...see more




millionpawswalk.com.au
Find a walk near you. [Learn more](#)
Walk to fight animal cruel...

Million Paws Walk Digital Acquisition

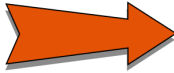
 **RSPCA NSW**
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🚨 LAST CHANCE TO SAVE! 🚨

Million Paws Walk 2023 is just ...see more




millionpawswalk.com.au
Save 50% On Your Tickets. [Learn more](#)
Join us May 28 and walk t...



 **RSPCA NSW**
Sponsored · 🌐

🚨 LAST CHANCE TO SAVE! 🚨 Million Paws Walk 2023 is just around the corner and our 20% off Early Bird discount ends ...see more



millionpawswalk.com.au
Save 20% On Your Tickets. [Learn more](#)
Join us May 28 and walk t...

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Adaption: Introducing a Secret Sale

 **RSPCA NSW**
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🐕 Could you and your dog walk to fight animal cruelty? Imagine how great you'll feel. PLUS get 40% OFF registration when you use ...see more



millionpawswalk.com.au
**Join the Million Paws Walk 🐾
Help Fight Animal Cruelty**

[Sign Up](#)

 **RSPCA NSW**
Sponsored · 🌐

🐕 Could you and your dog walk to fight animal cruelty? Join Million Paws Walk and be a hero for dogs in need! Use ...see more



millionpawswalk.com.au
**Million Paws Walk 🐾 SECRET
40% OFF DISCOUNT CODE**

[Sign Up](#)

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Walk This May

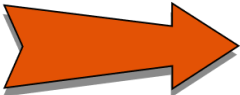


RSPCA Million Paws Walk
Sponsored · 🌐

WOOF WOOF!
You're invited to join the Walk This May challenge and become a hero ...see more



millionpawswalk.com.au
Sign up for your **FREE** dog lead! [Learn more](#)



I'M WALKING TO FIGHT ANIMAL CRUELTY

RSPCA 🐾



I'm walking 30 minutes a day for RSPCA
Fundraiser for RSPCA Million Paws Walk by Fran Passaris · 🌐

Donate Share ...



WELCOME TO THE RSPCA Walk this May FACEBOOK GROUP!



Group by RSPCA Million Paws Walk

RSPCA Walk this May
Private group · 2.3K members

+ Invite Share Joined ...

Discussion Members Events Media Files



Incentives

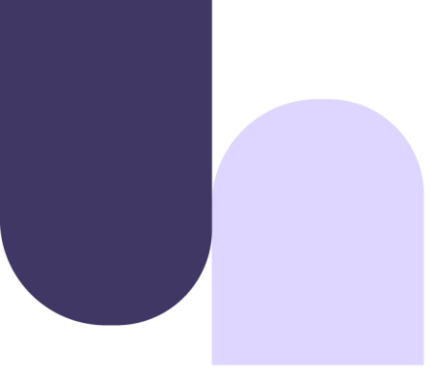
The campaign was performing well... But then we ran out of dog leads.

Facebook Challenges all around the world offer free t-shirts and prizes to encourage participants to sign up. In some cases they offer digital incentives.

FREE Downloadable Calendars and FREE Training Guides.

We quickly put our heads together to try and source a new incentive. We agreed to create a FREE Doggie Training Guide and

And we agreed that in the meantime we can test some Ads without an incentive.



RSPCA Million Paws Walk

Sponsored · 🌐



🐕 Could you and your dog walk 30 minutes a day to fight animal cruelty? Imagine how great you'll feel. PLUS all funds ...see more



millionpawswalk.com.au

Walk to fight animal cruelty! 🐕 FREE ENTRY

Learn more



RSPCA Million Paws Walk

Sponsored · 🌐



Are you ready for walkies?
Grab your furry friend because we're walking for dogs in need! ...see more



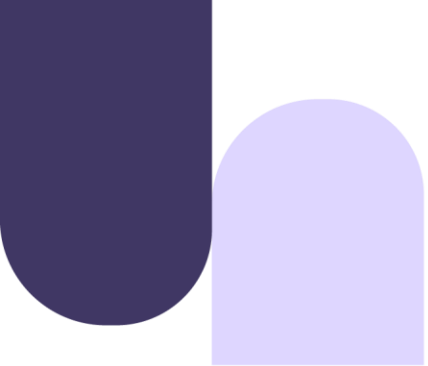
millionpawswalk.com.au

Join the Walk This May Challenge - FREE Entry

Learn more

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RSPCA Million Paws Walk

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Do you:

🐕 Love your four-legged friend?

🐾 Love going for walks?

[...see more](#)



millionpawswalk.com.au

Sign up for your FREE dog lead!

[Learn more](#)



RSPCA Million Paws Walk

Sponsored · 🌐



🐕 Could you and your dog walk 30 minutes a day to fight animal cruelty? Imagine how great you'll feel. PLUS all funds raised [...see more](#)



millionpawswalk.com.au

Walk to fight animal cruelty! 🐕 FREE ENTRY

[Learn more](#)

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TIP 4: NAVIGATING FEDERATED MODELS AND CREATING CONSISTENCY

RSPCA

8 member
societies

Million Paws Walk

1 website

1 comms journey

30+ events

TIP 5: SOMETIMES YOU HAVE TO THINK ON YOUR PAWS

THE RSPCA HAPPY DOG GUIDE

Thanks for signing up to Walk this May with us!

Learn how to understand your dog for a happy, harmonious life together.


RSPCA 

Walk this May

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Original post

 RSPCA Million Paws Walk
May 4, 2023 · 🌐

For today only... we are DOUBLING every donation received to your Million Paws Walk fundraising page 🐾 all thanks to Royal Canin @royalcaninanz!

But be quick, starting at 9am AEST - funds will run out and you do not want to miss this limited offer! So let your friends and family know, its Royal Canin's Double Donation Day.

Help top up your fundraising tally and help dogs in need by sharing your page now. Make your impact go twice as far today!... See more



RSPCA
Million
Paws Walk

PROUDLY SUPPORTED BY

ROYAL CANIN

Extension post

 RSPCA Million Paws Walk
May 5, 2023 · 🌐

Time is running out to get your donations DOUBLED by Royal Canin!

If you missed it, Royal Canin is matching ALL Million Paws Walk donations up to \$100,000 🐾

Don't let this oppawtunity pass you by! Share your fundraising page right now and let everyone know that their contribution will have DOUBLE the impact on dogs on need 🐾

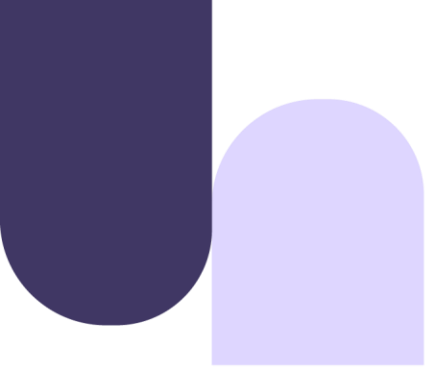
Run, don't walk, matching funds are nearly gone! 🐾

*Royal Canin will match up to \$500 per donation. Matching ends once \$100,000 has been matched.



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TIP 6: DATA IS PAWSOME

So make sure to use it!



Friend, astonishing work. TerRUFFic effort!

I thought you could use a little encouragement, and here's why:

You see, at Million Paws Walk you'll have dozens and dozens of superheroes nipping at your heels trying to secure a spot in the top 20.

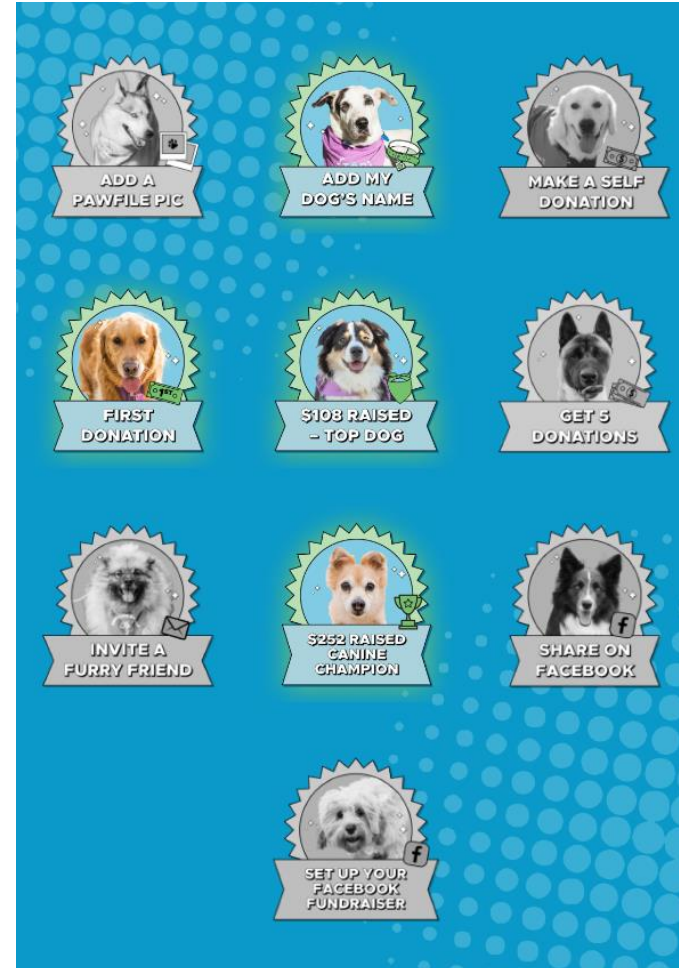
It's a pretty incredible feat, and we're so grateful for our brightest fundraisers, including you!

So to the leaderboard, you'll have to keep up the momentum 🐾

You're an amazing fundraiser, so you don't need any advice per se, but remember to use your fundraising resources if you're ever feeling short of ideas!

Either way, we are so thankful that you've already managed to raise \$0 – you're so dedicated to making the world a better place for animals in need.

1		Raised \$1,703	6		Raised \$844
2		Raised \$1,507	7		Raised \$799
3		Raised \$1,485	8		Raised \$776
4		Raised \$1,423	9		Raised \$757
5		Raised \$1,358	10		Raised \$691



Friend, while it is hard to believe...

Today's your last weekly dashboard pupdate and check-in on the Treat O'Meter!

Let's get straight to it – you're so close to earning a \$25 Royal Canin voucher and four FREE tickets to next year's walk by becoming a **Mighty Mut!**

Thanks for being a great ambassador for every pup in need and fundraising to help! In this final week, it's a great idea to [share your fundraising page link on Facebook](#) to get a few extra donations 🐾

Your link to share is:

And remember, every one of your friends or family who donates are helping change a good boy or girl's life for the better – and it would be great to remind them in your Facebook post 😊



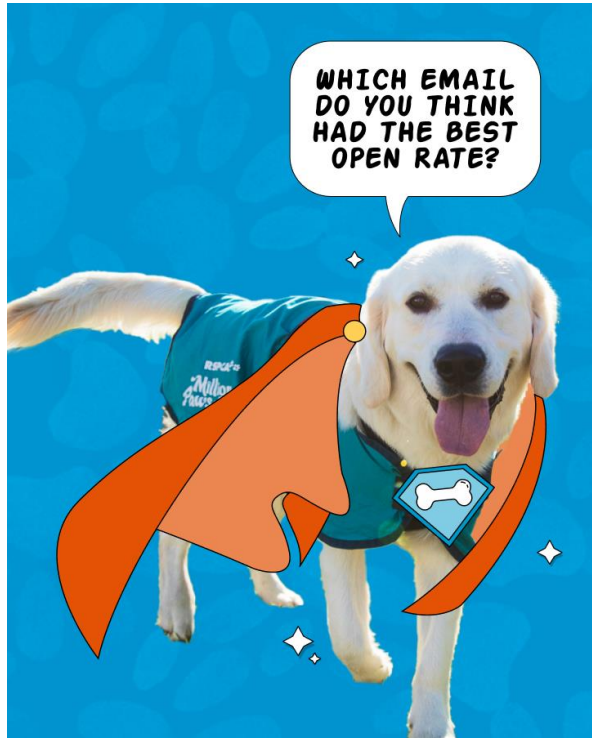
Sonya
Million Paws Walk Coordinator

P.S. Reckon you could [light up EVERY BADGE](#) before hitting the pavement this weekend?

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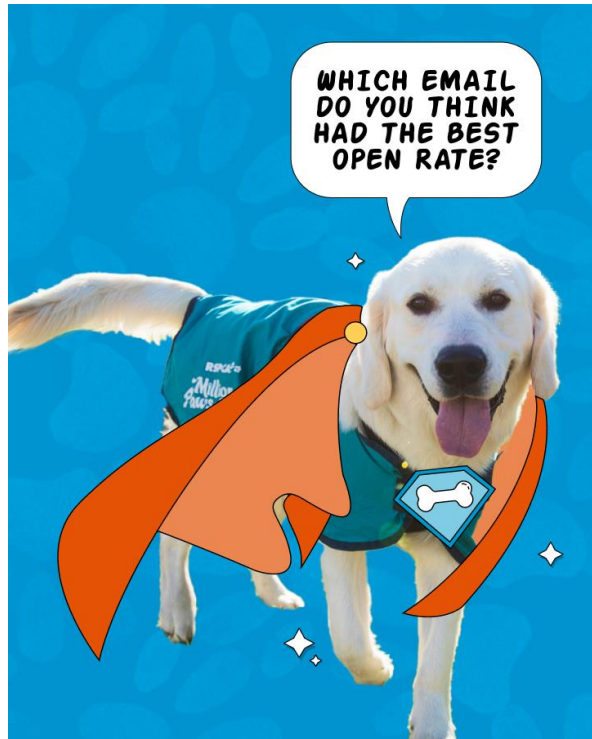
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Which EDM had the best open rate?



EMAIL	SUBJECT LINE	PREVIEW LINE
A	I thought I'd let you know...	[First name], don't miss out
B	Save 50% for today only!	We've got a special surprise for you [First name]. Don't miss out!
C	50% discount ends TODAY	[First name, fallback=Friend], don't miss out!

Which EDM had the best open rate?



EMAIL	SUBJECT LINE	PREVIEW LINE	OR
A	I thought I'd let you know...	[First name], don't miss out	36%
B	Save 50% for today only!	We've got a special surprise for you [First name]. Don't miss out!	31.28%
C	50% discount ends TODAY	[First name, fallback=Friend], don't miss out!	34.77%

Testing Small Changes

Kickstart your fundraising with a pawsonal donation



\$252 will help us care for a dog in one of our shelters for a **whole week!**

\$36

\$58

\$90

\$252

My best gift

\$ 252

Kickstart your fundraising with a pawsonal donation



\$252 will help us care for a dog in one of our shelters for a **whole week!**

\$36

\$58

\$90

\$252

Other

\$ 252

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Testing Small Changes

\$36 \$58 \$90 \$252

\$ My best gift

Donate

\$36 \$58 \$90 \$252

\$ Or enter an amount


Donate

PLEASE HELP ME REACH MY GOAL

RAISED \$0 **MY GOAL \$252**

\$ | |

Make a PAWerful donation




can help provide a dog with a warm bed, love and care for one day in our shelter.

\$36 \$58 \$90 \$252


\$ Or enter an amount

Donate

TIP 7: INNOVATE WITH YOUR PAWPOSE IN MIND



Top Dog Bandana
[Show more](#)
Fundraise \$108 to unlock this reward



KONG Toy
[Show more](#)
Fundraise \$252 to unlock this reward

\$36 \$58 \$90 \$252

\$ My best gift

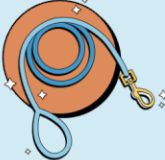
Donate

\$265.86



Derek Wainohu

\$64.49



Derek Wainohu



RECAP

1. Have a consistent key message that includes the what, why and when
2. Simplify your proposition to be easy to digest
3. Adapt your digital acquisition, testing different strategies to work out what resonates best with your audience
4. In federated models, ensure there is a clear division of responsibilities
5. Be prepared to be reactive
6. Use the data you collected, both during and post-campaign
7. Balance tried and true practices with purpose-driven innovation

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Thank you



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