

# The Sudsy Challenge Wash Up: Pivoting a P2P Event for Workplaces and Schools

COMMUNITY & EVENTS TRACK

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Community & Events Track  
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# Orange Sky



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The dream of two 20-year-old mates in Brisbane

# Orange Sky

positively connecting communities



**WASHING**

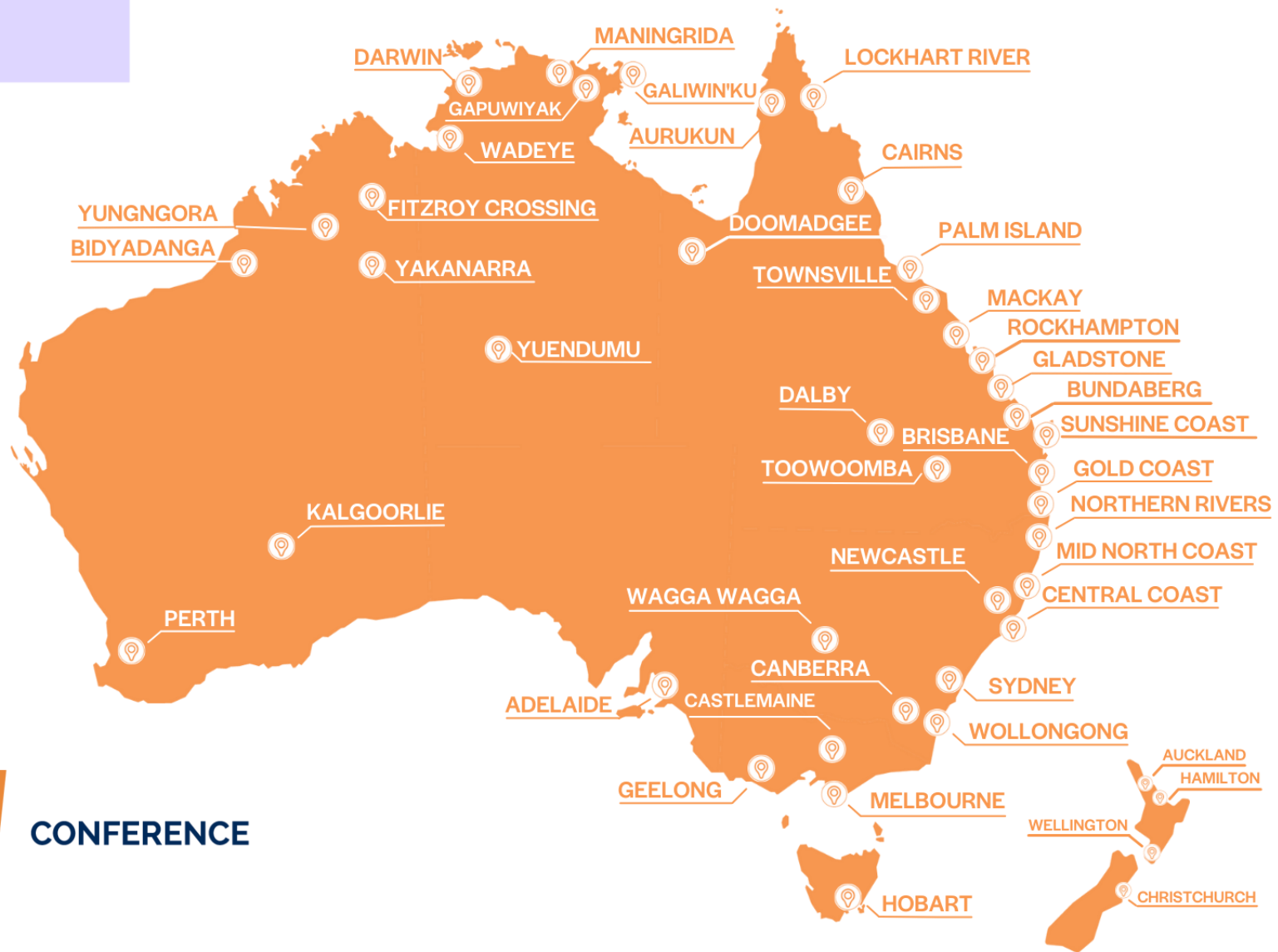


**SHOWERS**



**CONVERSATION**

# In 2024



**62**  
services



**42**  
communities



**2500+**  
volunteers



**3 mill**  
kgs of laundry

# The creation of the campaign



It was 2019.

Orange Sky had been around for 5 years.

We ran the usual EOFY & holiday appeals.

But, we knew we needed a flagship community engagement event.

# The Sudsy Challenge

Year 1 – 2019



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# The Sudsy Challenge

Year 1 – 2019

Let's give this thing a crack.



	2019
Funds Raised	\$175,460
Registrations	2,458
% Fundraising	28%
Avg. Raised	\$258
Expense	\$125,442

**Team = Stoked**

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# The Sudsy Challenge

Year 2 – 2020

Conversations are all well and good but what about fundraising?



## So what did we do?

- 🚚 Learnt from our mistakes
- 🚚 T-shirt = \$24  
= one load of laundry for someone doing it tough
- 🚚 Activation of Fundraisers through welcome calls and new incentive levels
- 🚚 Found the right timing

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# The Sudsy Challenge

Year 2 - 2020

Conversations are all well and good but what about fundraising?



Metric	2019	2020
Funds Raised	\$175,460	\$334,319
Registrations	2,458	1357
% Fundraising	28%	70%
Avg. Raised	\$258	\$349

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# The Sudsy Challenge

Year 3 - 2021

Our COVID era

Today hosts Allison Langdon and Karl Stefanovic wear the same clothes for **THREE** days in a row - but there's a good reason for it

By CHLOE-LEE LONGHETTI FOR DAILY MAIL AUSTRALIA  
PUBLISHED: 11:16 AEDT, 20 August 2021 | UPDATED: 16:24 AEDT, 20 August 2021



View comments

Today hosts **Karl Stefanovic** and Allison Langdon revealed on Friday why they'd been wearing the same clothes for three days in a row.


The pair explained they'd kept their wardrobe consistent for a good cause.

The Nine breakfast show is supporting **Orange Sky's The Sudsy Challenge**, which raises awareness and funds for the homeless.

Scroll down for video



	2019	2020	2021
Funds Raised	\$175,460	\$334,319	\$481,592
Registrations	2,458	1357	1955
Fundraising	28%	70%	87%
W. Raised	\$258	\$349	\$293

 **44%**

# The Sudsy Challenge

Year 4 - 2022

The Oh No Moment



	2019	2020	2021	2022	
Funds Raised	\$175,460	\$334,319	\$481,592	\$330,322	↓
Registrations	2,458	1357	1955	1321	↓
% Fundraising	28%	70%	87%	78%	↓
Avg. Raised	\$258	\$349	\$293	\$304	↑
Expense	\$125,400	\$75,000	\$163,000	\$148,907	■

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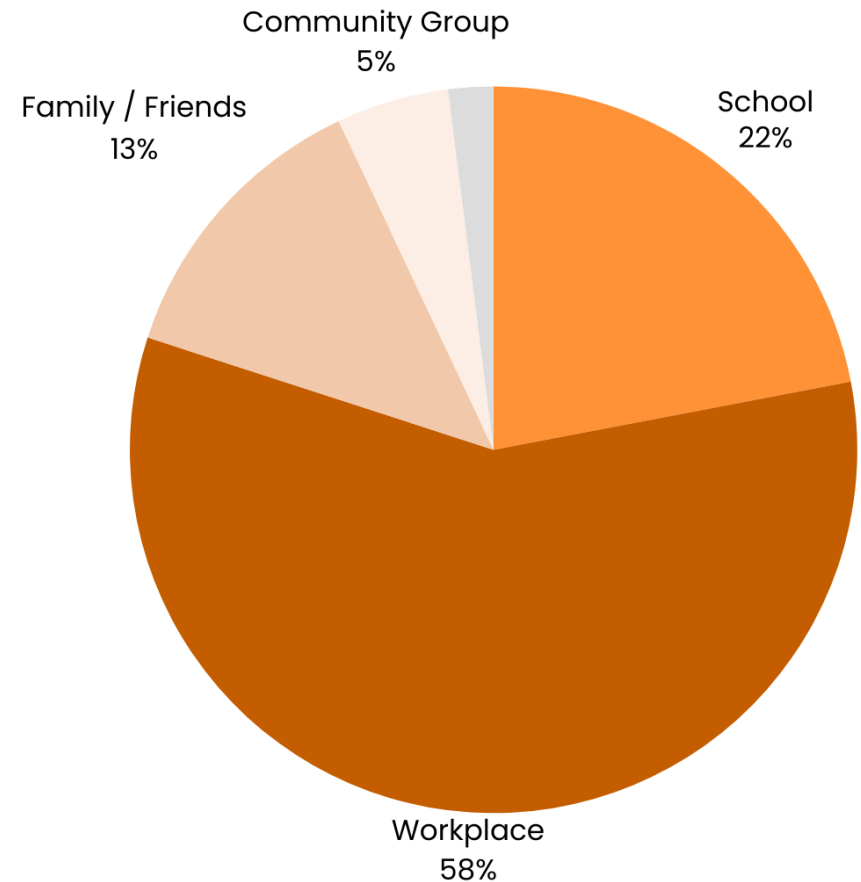
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# The Sudsy Challenge

Year 4 - 2022

The Oh No... But Wait A Minute Moment

	2021	2022
Individuals	\$109,564	\$76,542
Team Members	\$265,920	\$239,786



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# The Sudsy Challenge

Year 5 - 2023



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**We stopped targeting  
individuals.**

# The Sudsy Challenge

Year 5 - 2023

stop, start, streamline



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# The Sudsy Challenge

Year 5 – 2023

stop, start, streamline



## We pulled the brake on...

- 🚛 An annual rebrand
- 🚛 Overhauling the website
- 🚛 Increasing our targets
- 🚛 Too many options

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# The Sudsy Challenge

Year 5 – 2023

stop, start, streamline



## We put our foot to the floor...

- Team-focused everything
- 'Always on' for schools
- Account management for workplace and school teams
- A soft launch

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# The Sudsy Challenge

Year 5 – 2023

stop, start, streamline



## We streamlined...

- 🚚 One 'Dollar Matching' Day
- 🚚 Incentive offerings
- 🚚 Our PR budget and refocused spend
- 🚚 Our digital advertising spend by a third



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# The Sudsy Challenge

Year 5 - 2023

So what happened?

	2019	2020	2021	2022	2023 Goal	2023 Result
Funds Raised	\$175,460	\$334,319	\$481,592	\$330,322	<b>\$334,741</b>	<b>\$361,650</b>
Registrations	2,458	1357	1955	1321	<b>1327</b>	<b>1277</b>
% Fundraising	28%	70%	87%	78%	<b>59% (796)</b>	<b>74% (950)</b>
Avg. Raised	\$258	\$349	\$293	\$304		<b>\$275</b>
Expense	\$125,400	\$75,000	\$163,000	\$148,907	<b>\$112,638</b>	<b>\$77,196</b>

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	2021	2022	2023
Individuals	\$109,564	\$76,542	\$55,193
Team Members	\$265,920	\$239,786	\$306,456

# The Sudsy Challenge

Year 5 – 2023

So what didn't work?



## Well... a few things

- 🚚 We relied on our current corporate partners
- 🚚 Our average self-donation and sponsored donation rates went down
- 🚚 Our LinkedIn strategy...

# The Sudsy Challenge

Year 6 – 2024

What's in store...



**In 2024 we're focusing on:**

- 📅 Timing
- 📅 New ideas to get more audience-specific
- 📅 Reducing and refocusing our media spend

And more...

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# The Wash Up

What can you do at your organisation?



1. Streamline workloads
2. Make targets achievable
3. Know your data, listen and tailor to your audience
4. Reassess your spending

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# Questions



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Conference**  
2024

**Thank you**



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