

# How Cancer Council turned around The March Charge through optimisation and testing.

COMMUNITY & EVENTS TRACK

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Cancer Council NSW

Community & Events Track  
Sponsored By:



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# Who we are.

Cancer Council is Australia's leading cancer charity. We work across every area of cancer, from research to prevention, advocacy and support.

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Tackling cancer  
takes all of us

Find out more



# THE MARCH CHARGE



Fun, month-long fitness challenge



National, P2P campaign



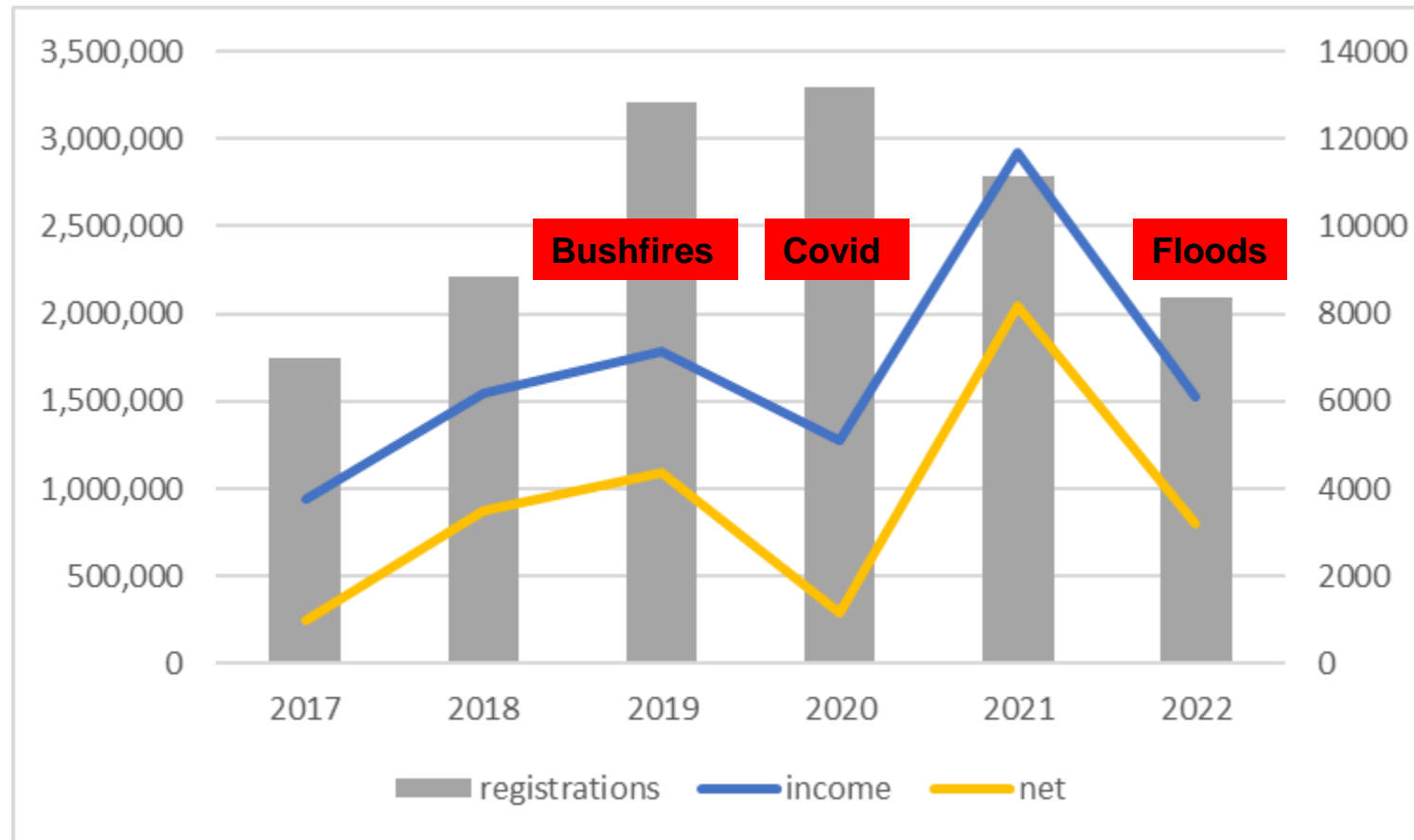
Aligned to mission

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# History of TMC.



# Potential for growth?



# The market.



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# 2023 approach.



Increase registrations



Maintain fundraising



Improve net



# Tactics.

- ⚡ Incentive-led Acquisition Plan
- ⚡ Optimise Registration Flow
- ⚡ Website Testing
- ⚡ Facebook Fundraiser





Divest from mass awareness, focus on direct conversion.

MamaM!a



nova



Daily Mail AUSTRALIA

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Google

# Incentive led acquisition.



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# Results.

**The March Charge**  
 Published by Michael Wilson · 27 January · 🌐

1 in 2 Aussies are affected by cancer by the age of 85. Could you run for your friends or loved ones?

The March Charge challenges you to run 85km in 31 days. Anywhere and anytime you want!

- 🏃 Run 85km this March
- ❤️ Help Australians impacted by cancer

"I charge to put an end to cancer, in honour of all our loved ones, those passed and those still fighting." - Karen

All funds raised support Cancer Council's life-saving cancer research and support services.

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



THEMARCHCHARGE.COM.AU  
 Run To Support Cancer Council 🏃 FREE Entry Sign Up  
 A month-long fitness challenge to raise funds for world-class cancer research. ...

**The March Charge**  
 Published by Michael Wilson · 27 January · 🌐

Will you run 85km and support those with cancer? Entry is FREE!

- 🏃 Run 85km over the month of March
- ❤️ Raise funds to help Aussies with cancer

You'll love how good you feel!

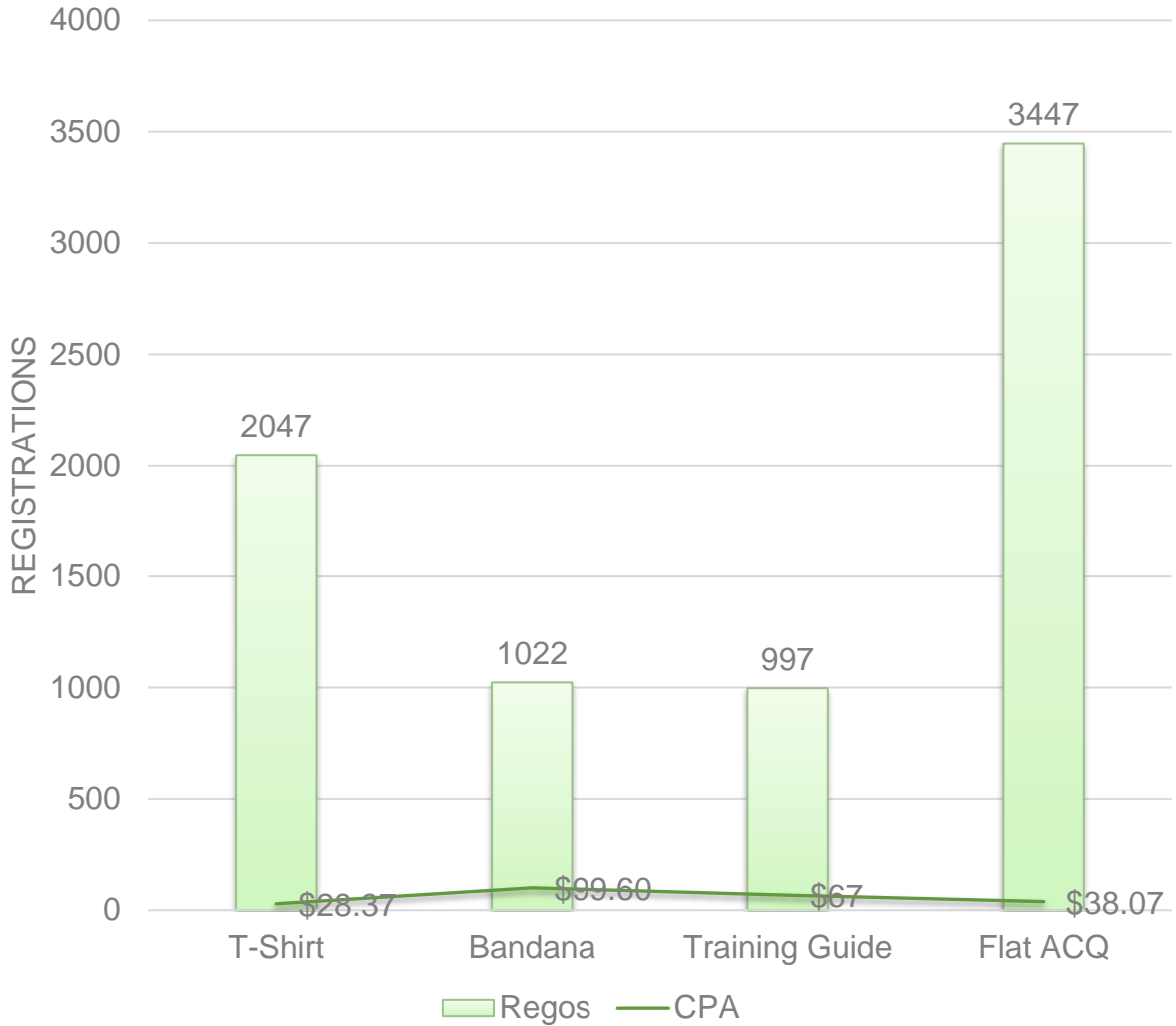
All funds raised support Cancer Council's life-saving cancer research and support services

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

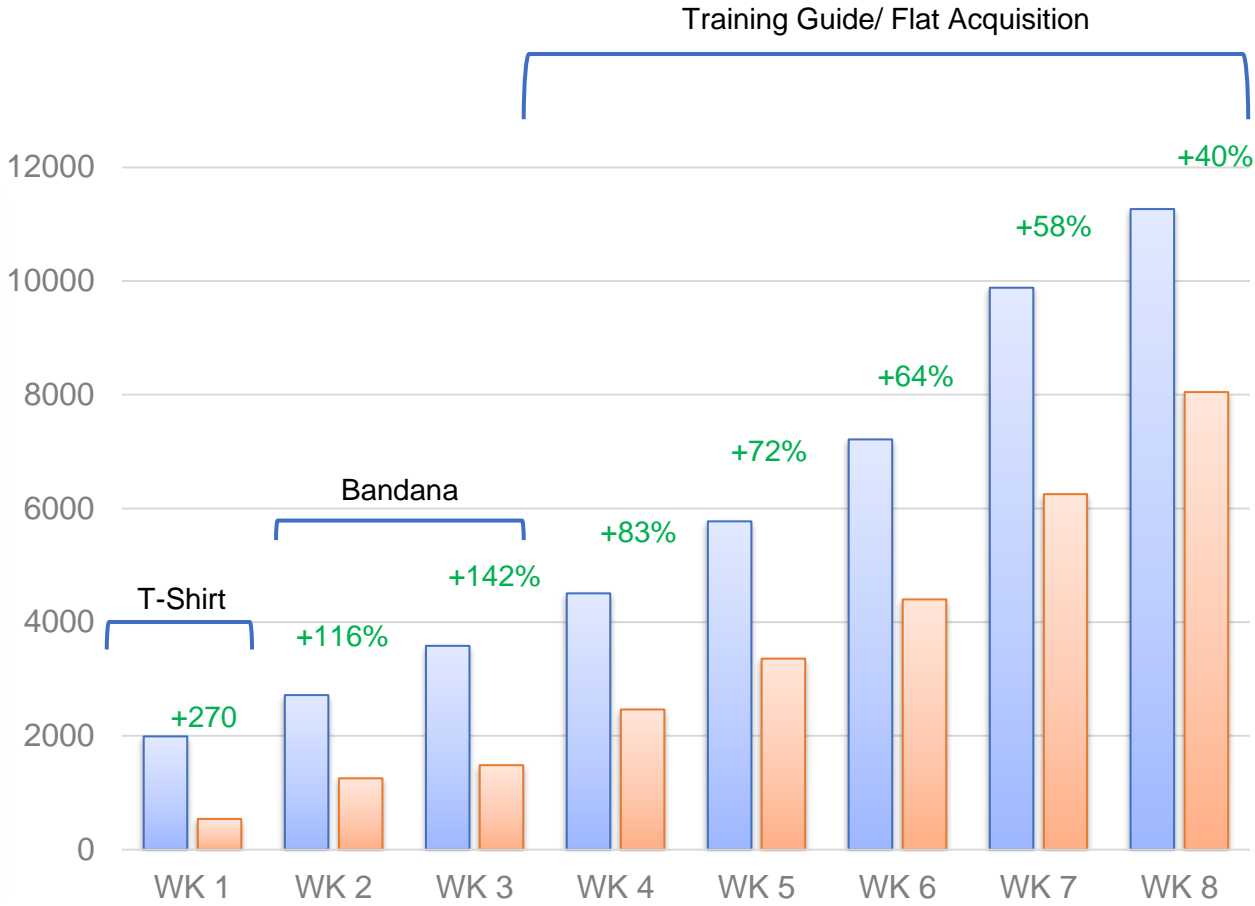
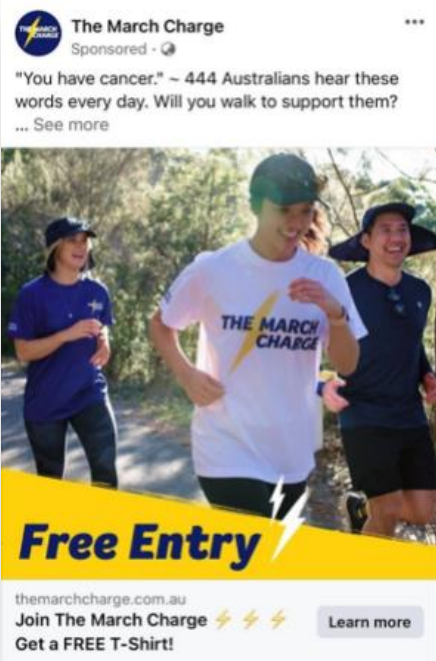


THEMARCHCHARGE.COM.AU  
 Run for Aussies with Cancer 🏃 FREE Entry Learn more  
 Don't Miss Out

## FB Results



# Results.



Weekly Regos

23' 22'

# Results.

Incentive	Registrations	CPA	Banked Rate	Avg Raised	ROI
T-Shirt	2,047	\$28.37	40%	\$358	3.80 x
Bandana	1,022	\$99.60	41%	\$363	2.95 x
Training Guide + Calendar	997	\$67	35%	\$265	2.64 x
Flat ACQ	3,447	\$38.07	42%	\$363	4.21 x



Test a range of pressure points each year, what was successful last year might not work the following



People like free stuff but they are also cause driven, ensure cause related ads are always on

# Optimise Registration Flow.

Image of registration incentive on the first page

**PERSONAL DETAILS**

First Name \*

Last Name \*


Email Address \*

Password \*

Mobile \*  +61

Date of birth \*  dd  mm  yyyy

As a thank you for supporting The March Charge this year, you'll receive a free training guide and calendar — the ultimate tool to help you get fit and ready for the challenge!




Enabling Funraisin's "Next Steps"

**WELCOME AND THANK YOU FOR COMPLETING YOUR REGISTRATION!**

We'd love for you to fill out some final details.

**UPDATE YOUR PROFILE PICTURE**

People who personalise their page on average go on to raise 23% more. So, while you're here, make your page your own by uploading your photo! It'll be worth it. (You can update this later on too)



**UPLOAD FILE**

**NEXT**

Skip

**WELCOME AND THANK YOU FOR COMPLETING YOUR REGISTRATION!**

We'd love for you to fill out some final details.

**SET INDIVIDUAL FUNDRAISING TARGET**

Last year the average Charger raised \$374 to help people impacted by cancer. Set your target and get ready to feel the Charge!

Personal Fundraising Goal

\$

(There is a minimum fundraising goal of \$300)

**NEXT**

Skip

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# Results.

AVG Daily Registrations  
increased by

**+112%**

Active Fundraising  
decreased by

**-17%**

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The March Charge

   FIND A FRIEND

REGISTER

DONATE

LOGIN

[HOME](#) [ABOUT](#) [HOW IT WORKS](#) [WORKPLACES](#) [GALLERY](#) [FAQS](#)



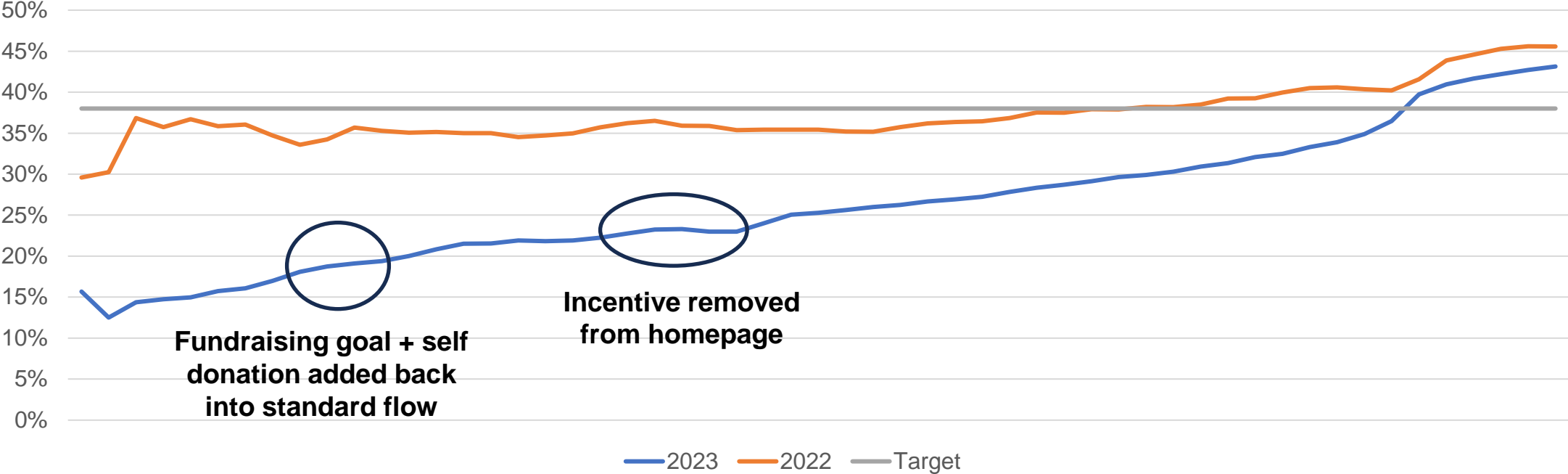
**REGISTER TODAY AND  
GET A FREE T-SHIRT  
AS A REWARD!**

REGISTER NOW



# Results.

Active Fundraisers %





# Optimise Registration Flow.

Team up incentive copy on the last “invite a friend step”

**INVITE A FRIEND**

For every person who you invite and joins your Charge, you and they will go in the draw to win a \$1,000 Visa gift card!  
The more people who join you, the more entries you'll get in the draw!\*

\*Terms and conditions apply.

**INVITE YOUR TEAM MEMBERS**

1 Your Charge will be more fun with friends, challenge them to join your team

First Name \*      Last Name \*

Email Address \*

**INVITE ANOTHER TEAM MEMBER**



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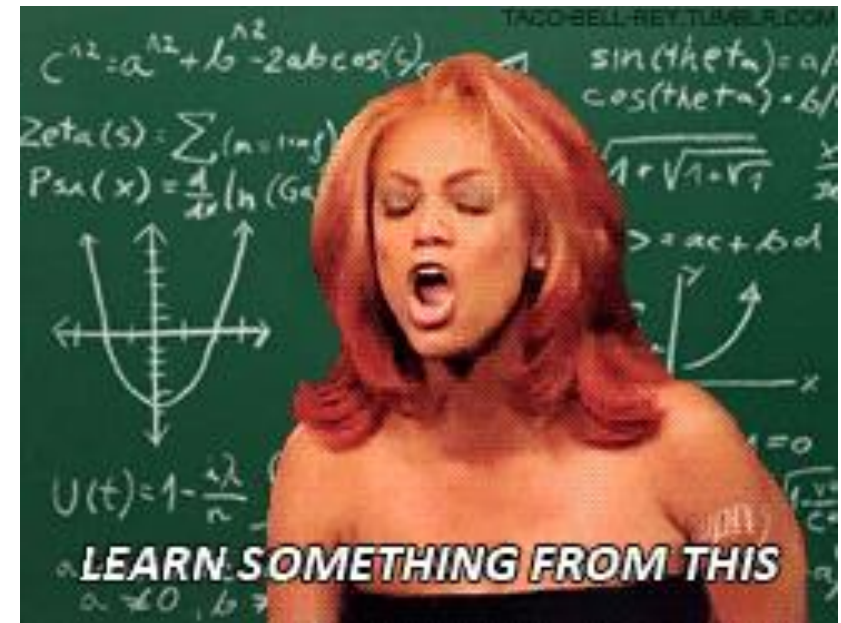
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# Invite a friend - Results

## Team Up - \$1K Visa Card

Insight	2022	YOY	2023
Total people that invited someone	283	+812%	2,582
Total people that registered by invite	537	+172%	1,458
Banked rate	44%	+4%	48%
Amount raised by those people	\$34K	+232%	\$113K

Incomplete rate increased to **32%** but **70%** of incompletes were invited



# Optimise Registration Flow.

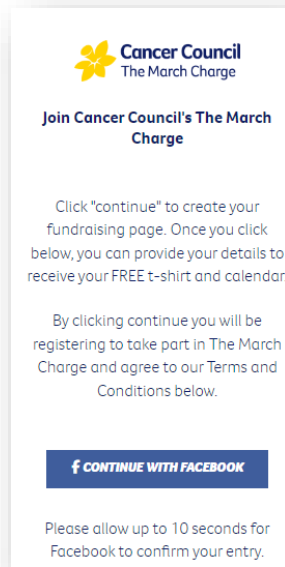


Facebook 1-Click Acquisition helped deliver a **high-volume of registrations** but **weak fundraising**

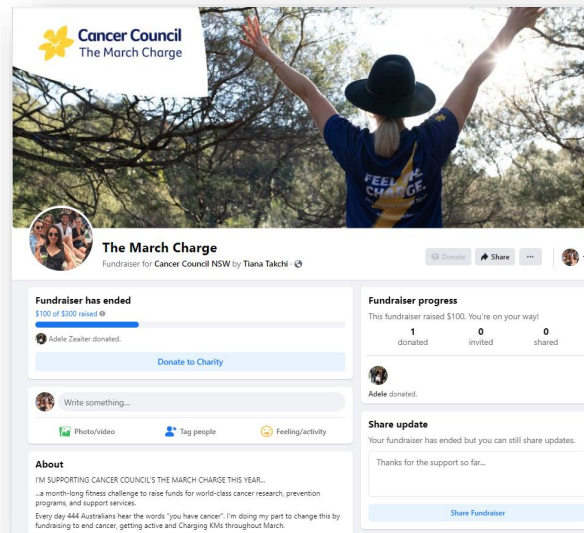
2022 Results	FB 1 Click Participants	Other Participants	YOY%
<b>AVG Raised</b>	\$231	\$273	-19%
<b>% Banked</b>	12%	57%	-46%

# Optimise Registration Flow.

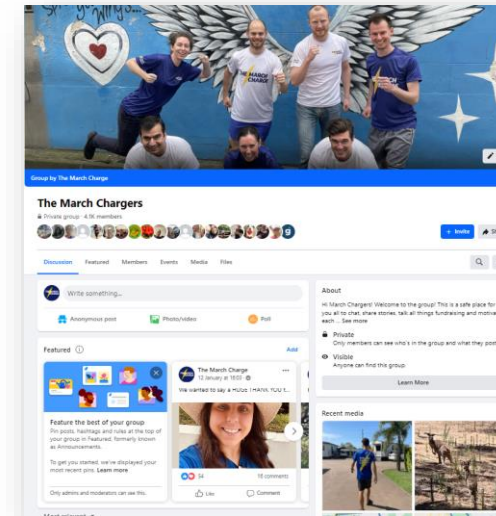
Second step confirming  
email/ mobile/ address



Facebook Fundraiser  
automatically created



Land on FB Group rather  
than Fundraising Page



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# Facebook 1- Click Results

Fundraising improved significantly **but**

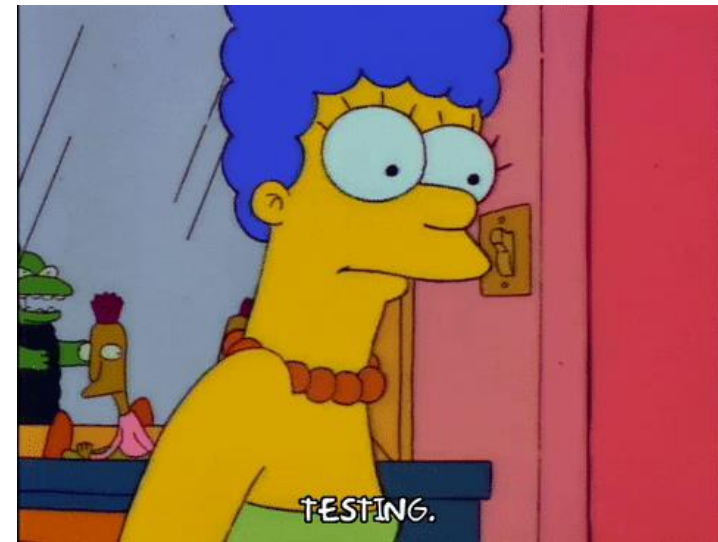
	2022	2023	Comparison
Registrations	852	68	-81%
AVG Raised	\$231	\$358	+35%
% Active Fundraisers	12%	57%	+59%

The screenshot shows a Facebook sponsored post for 'The March Charge'. The post includes a logo, a 'Sponsored' label, and a text-based announcement: 'The March Charge is almost here! But it's not too late to join and take on a 50KM walking or running challenge.' Below the text is a headline: 'The Fitness Challenge to Support Those With Cancer.' A yellow banner states 'Thousands show their support'. Three photos show participants in 'The March Charge' t-shirts. At the bottom, there is a URL 'THEMARCHCHARGE.COM.AU', the text 'Last chance to join - FREE Entry!', and a 'SIGN UP' button with a 'Sign up in seconds!' prompt.

# Website optimisation.

Rapid testing to maximise conversions and donations:

- Homepage banner image
- Homepage banner copy & video
- Fundraising dashboard banner & donation form heading



# Website banner testing.



Control

🎉 5.39%



Bridge run

5.15%



Trail run

5.37%

# Multivariate testing.



## WALK OR RUN THIS MARCH FOR PEOPLE IMPACTED BY CANCER.

Choose your personal KM goal and Charge either solo, with your friends, family, or colleagues together and do it as a team – it's up to you.

Fundraise for Cancer Council's life-saving cancer research and feel the Charge!

REGISTER TODAY

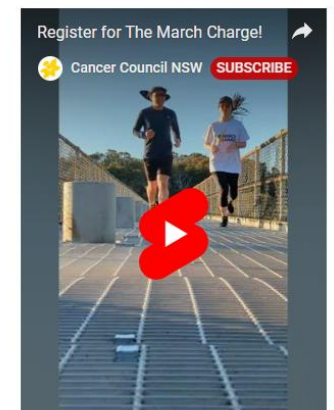


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REGISTER TODAY



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[Youtube link](#)



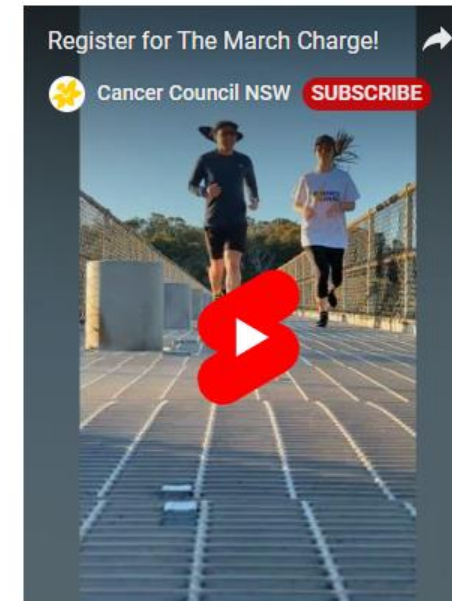
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[Youtube link](#)

# Results.



+19% registrations



+20% donations

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# Dashboard banner test.

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The March Charge

f i Q FIND A FRIEND LOGIN

ABOUT HOW IT WORKS WORKPLACES LEADERBOARDS GALLERY T-SHIRTS FAQs

**TIANA TAKCHI**

**My fundraising level: SILVER**

f t e in MY TEAM

**PLEASE HELP ME REACH MY GOAL**

Raised \$151 My Goal \$300

\$ [person icon] [card icon]

SELECT AMOUNT TO DONATE

Control

Cancer Council  
The March Charge

f i Q FIND A FRIEND REGISTER LOGIN

ABOUT HOW IT WORKS WORKPLACES LEADERBOARDS GALLERY T-SHIRTS FAQs

**TIANA TAKCHI**

**My fundraising level: BRONZE**

f t e in MY TEAM

**PLEASE HELP ME SUPPORT CANCER RESEARCH**

Raised \$125 My Goal \$300

\$ [person icon] [card icon]

SELECT AMOUNT TO DONATE

✓ Winner  
+7%



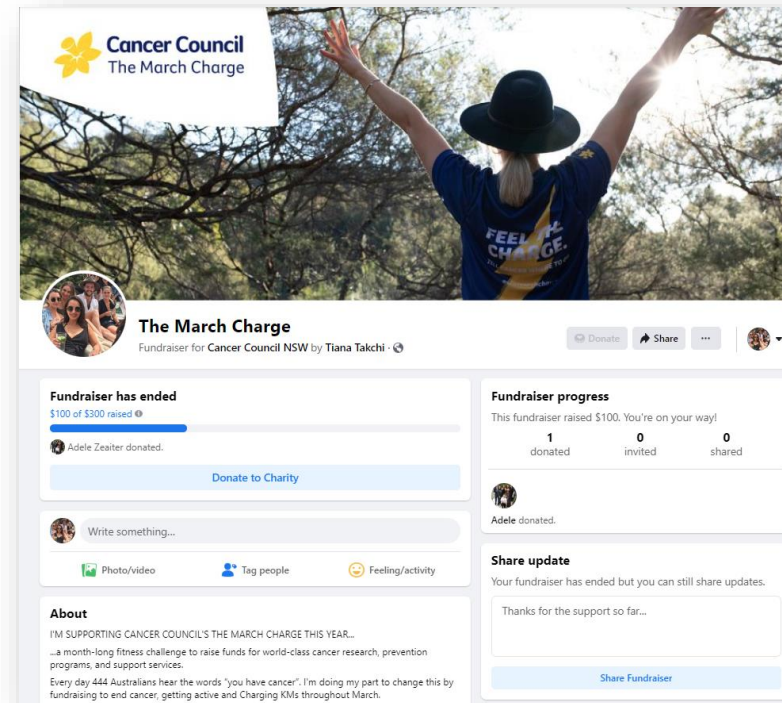


# The impact.

	Sessions	Rego %	Donation %
2022	377,431	2.04%	6.55%
2023	476,895	2.57%	7.23%
Change %	+26.35%	+26.14%	+10.41%

# Facebook Fundraiser.

- Created automatically with 1-Click Acquisition
- “Create a Facebook Fundraiser” button in participant dashboard



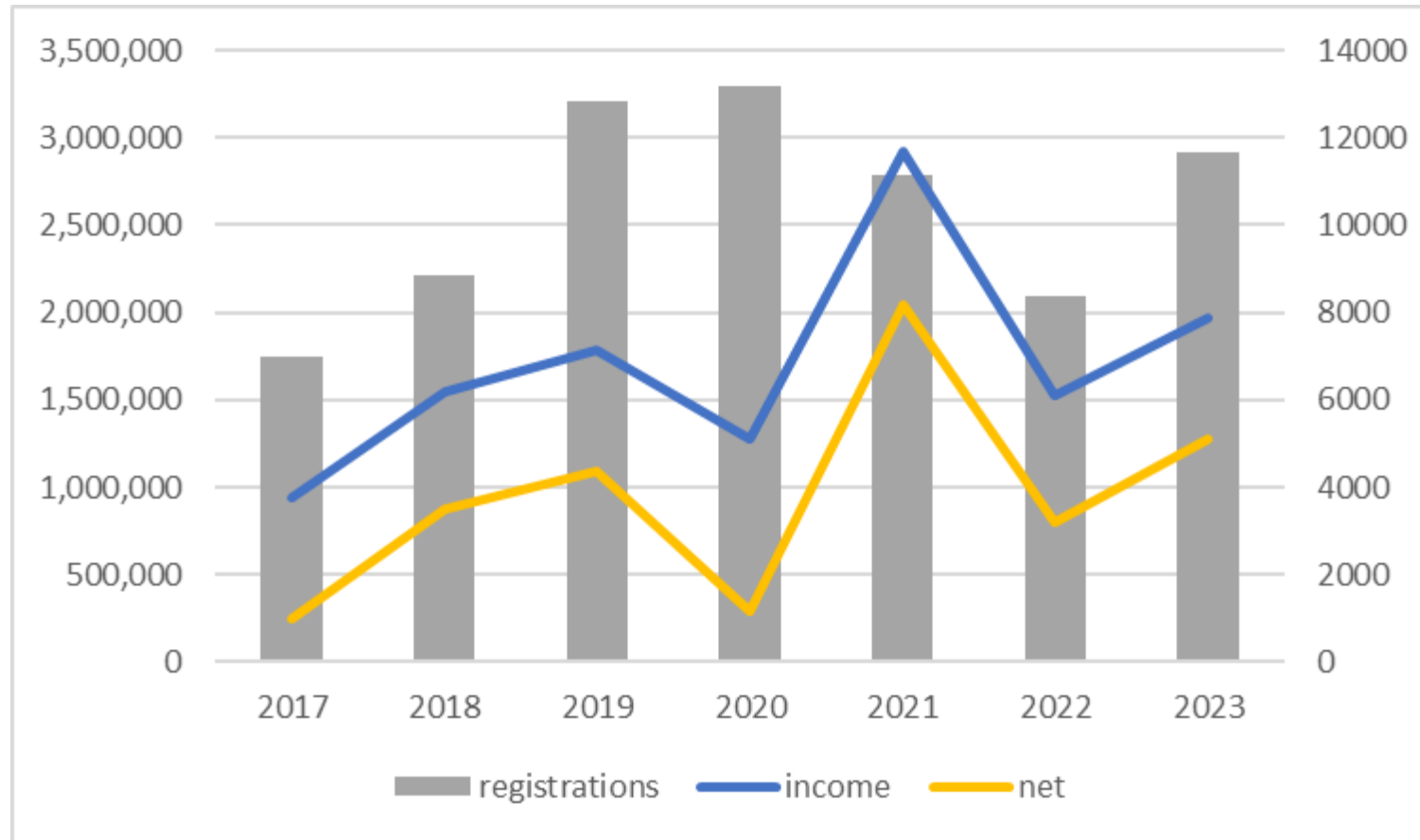
# Results.



Participants that created a FB Fundraiser were **more likely to fundraise**, and had a **higher average banked**.

	With FB	Without FB	Comparison
# Fundraisers	1,195	10,478	
AVG Raised	\$458	\$298	+54%
% Active Fundraising	88%	44%	+44%

# The March Charge 2023 results.





# What have we taken into 2024?

- Direct conversion channels
- Flat acquisition running alongside incentive led ads
- Registration flow sweet spot
- More promotion of Facebook fundraisers
- More testing on website and dashboards!



# Key takeaways.

- »» Don't assume what worked before will work again
- »» Optimise wherever you can
- »» Look closely at your fundraising metrics
- »» Connect to your cause



**FIA  
Conference**  
2024

**Thank you**



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