

CUSTOMER SPOTLIGHT

# Jumping Rope and Kicking Goals



How the Heart Foundation boosted supporter engagement through integrated campaign services

The Heart Foundation's Jump Rope for Heart campaign is Australia's most popular school-based physical activity and fundraising program. Each year, more than 300,000 students participate from over 1500 schools, with funds pledged from more than 500,000 sponsors.

## The Challenge

Prior to 2013 a decentralised program delivery meant the campaign was resource intensive, resulting in inconsistent servicing and fragmented communications across the program. Additionally, the Heart Foundation were battling rising costs and declining numbers in school registrations. As a result, the Heart Foundation undertook an internal review, resulting in the centralisation of the Jump Rope for Heart campaign delivery in 2014 and beyond with Everydayhero as the fundraising platform provider.

Following a successful event on the Everydayhero platform in 2014, both parties collaboratively looked to strategies that would grow the campaign in 2015. As a result, the conduction of an Event Optimisation Workshop (EOW) took place. An EOW allows stakeholders from both parties to work through various stages of the supporter journey, identifying potential issues and strategies along the way. Upon completion of the initial workshop, the components were identified as the focus of optimisation for 2015:

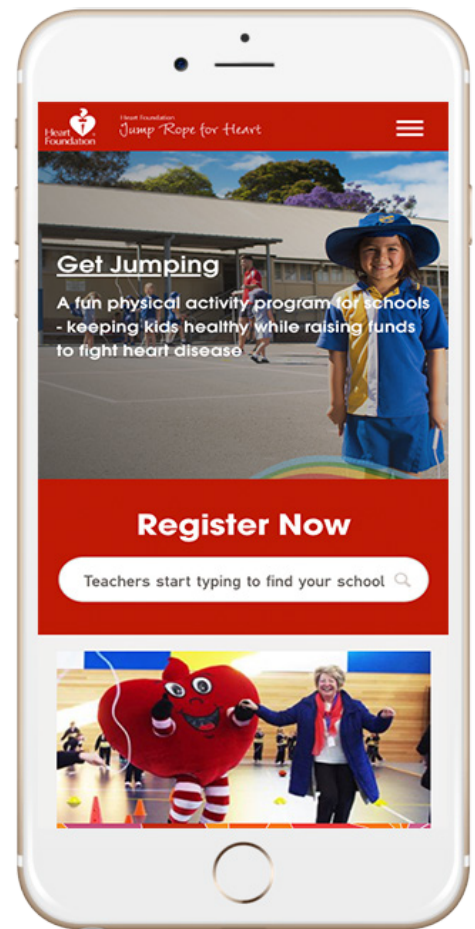
- **Boost fundraiser activation**
- **Provide an end-to-end branded solution**
- **Improve reporting for the Heart Foundation**

## Boosting Fundraiser Activation

Traditionally, engaging students to fundraise within the campaign proved difficult. This was predominately due to inconsistent messaging and lack of best practice fundraising advice communicated by the Heart Foundation and participating schools.

To boost fundraiser activation, it was determined that a communications plan, specifically tailored for each audience segment needed to be developed. By harnessing data provided by Everydayhero, the Heart Foundation was able to utilise email marketing to capture the attention of parents and ultimately help their kids raise more.

The extensive communications plan was developed by running split tests to determine the best way to address each segment and incorporated tailored communications throughout entire duration of the school term (10 weeks). This meant that by consistently and effectively coaching students (and parents) on how to get the most out of their fundraising page, the Heart Foundation was able to achieve incredible results in 2015.

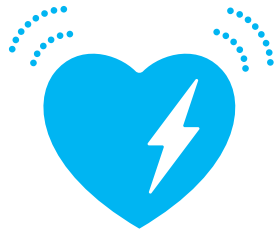


## Communication Plan Results

Through Everydayhero's 10-week communication plan, the Heart Foundation saw incredible growth across several areas of the campaign including; total funds raised online, active campaign participants, average funds raised per page and increased email open rates.



**+63%**  
online income



**+70%**  
Active students



**+24%**  
Average raised  
per active page



**+48%**  
Email open rates

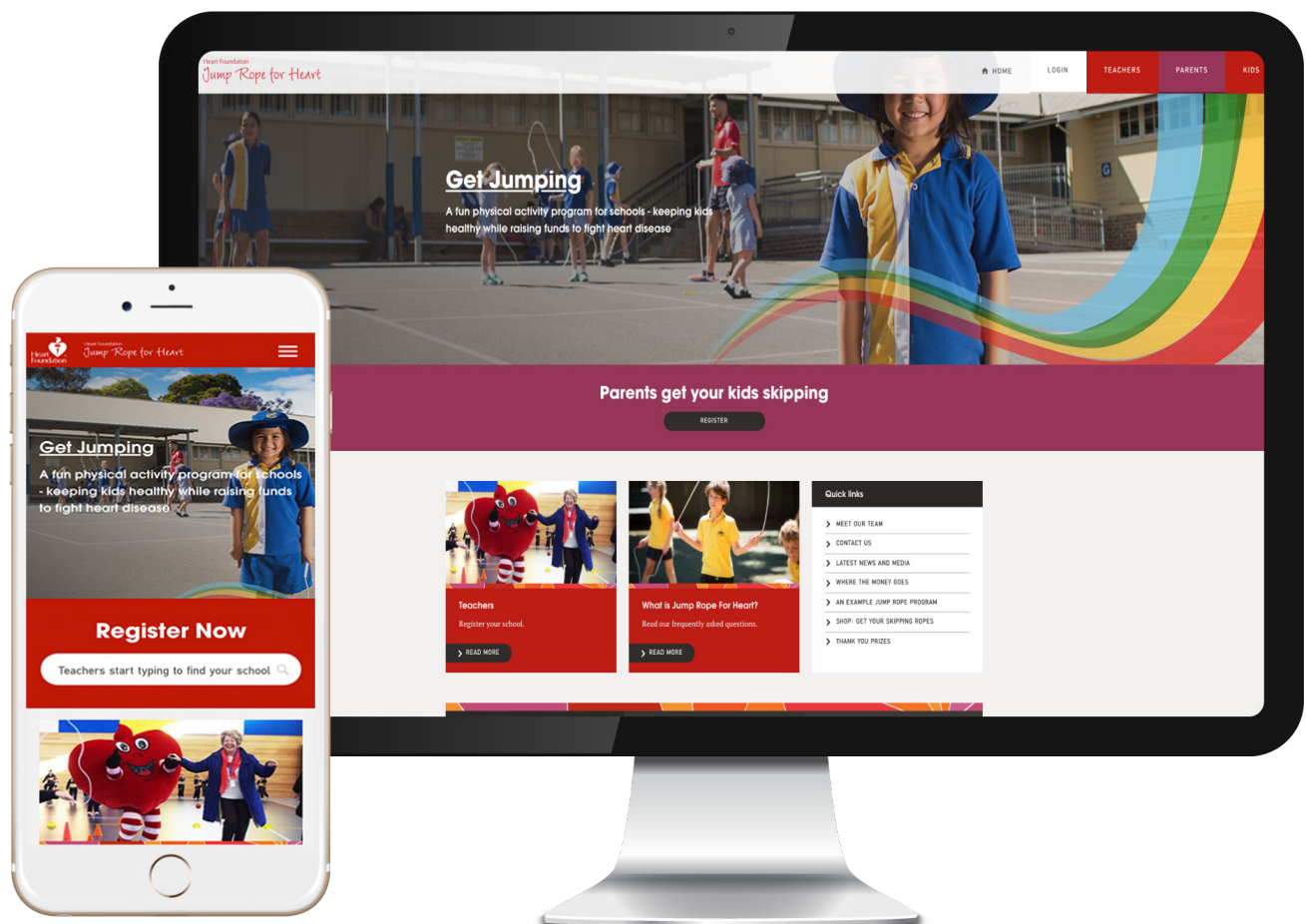


## An End-to-End Branded Solution

Providing an end-to-end branded solution for both schools and students was an important consideration for the Heart Foundation. In order to allow each school to have its own dedicated landing page, enabling them to function virtually as their own entity, more than 6,500 fully customised microsites were generated—one for each potential school in the program.

### The benefits:

- A sales tool that Jump Rope Field Officers could use to assist with promoting the program to potential new schools
- A dedicated landing page that schools could share with their own community to showcase their involvement in Jump Rope
- Representation of the collective impact a school had on the cause
- Easy to identify the top fundraising students within a particular school



## Improved Reporting Solution

To adequately service a campaign with the size and complexity as that of Jump Rope for Heart, a customised reporting solution was created. This solution provided real-time monitoring of key metrics, school-by-school data segmentation, and the ability to measure against donation revenue targets. In addition, a number of specialised reports were designed to enhance the campaign's reporting capabilities.

### Teacher's Reporting Tool

Provided teachers/coordinators within a particular school with a single view of all students fundraising online for their school.

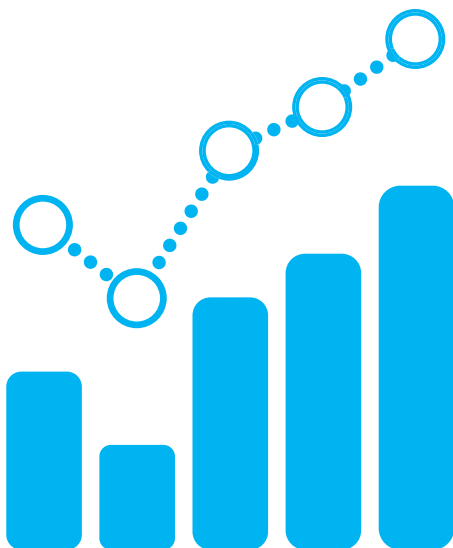
- Customised report per school
- Ability to download excel report
- Responsive, mobile optimised design
- Key metrics and student leaderboard

### Field Officer Reporting Tool

Assisted Field officers with monitoring school performance, removing the need to manually pull and sort data.

## Key Results

Everydayhero and the Heart foundation have been working to discover new areas to improve and develop innovative ways to achieve campaign success. The Jump Rope for Heart campaign has experienced significant growth across all key performance indicators over the past three years. In 2016, the campaign has seen a decline in the number of online pages created however, all other indicators continue to grow year-on-year.



- ✓ +61% funds raised YOY growth
- ✓ +11% pages created
- ✓ +17% active pages
- ✓ +24% average raised per page
- ✓ +44% value per participant
- ✓ +33% average donation

## Partnership Advantages

Over the past three years of working alongside the Heart Foundation on the Jump Rope for Heart campaign, the following have been identified by both parties as the key advantages to the established partnership:

- Effective and on-going campaign analysis
- Benefit from nonprofit sector insights and expertise in the field
- Support from the customer support team and dedicated Account Manager
- Sophisticated suite of communications – implemented into a successful plan
- Shared accountability and understanding of goals, objectives and desired outcomes
- Ability to focus on what Heart Foundation know best–the school program –and for Everydayhero, peer-to-peer fundraising
- On-going review and improvement of campaign linked with best practice

Overall, the Jump Rope for heart Campaign continues to be a great success for the Heart Foundation, achieving its objectives while exceeding expectations. A well-planned and user friendly fundraising campaign that incorporates peer-to-peer fundraising, donor acquisition and social media programs are vital parts of an effective fundraiser acquisition strategy and is critical to achieving event-based revenue success.

“ The Everydayhero team have shown themselves to be genuinely interested in seeing our program succeed, asking questions, seeking answers, fixing what is not working for us and looking for opportunities to extend our message. I’m very appreciative of their efforts and I am looking forward to working with them again.

- Susan Williams, National Manager Jump Rope for Heart, Heart Foundation