

## CUSTOMER SPOTLIGHT

# MyMarathon



“The Heart Foundation engaged Blackbaud’s team of copywriters and strategists to develop the MyMarathon communications journey in order to increase the number of participants raising \$1+ whilst also growing the event.”

— Kelsey Hake - Virtual Campaign Manager, The Heart Foundation Australia

The Heart Foundation’s MyMarathon campaign is a virtual 42.2km marathon that enables Australian’s from all around the country to take part in a challenging event while raising funds and awareness for heart disease.

### Growing the event participants while increasing fundraiser activation

Fundraising campaigns typically take years to establish themselves as successful annual events and the first couple of events can hurt a charity’s bottom line. With MyMarathon approaching its second year, Blackbaud Peer-to-Peer Digital Services team proactively analysed fundraising data collected from the 2017 campaign to identify opportunities for growth in 2018.

Following our analysis of the 2017 campaign, we presented a comprehensive development and communications strategy to the Heart Foundation that was designed to grow event participation, while improving the overall user experience.



# 59%

Growth in funds  
raised Year on Year

# Using behavioural communications to build a customised fundraiser journey

As industry experts in peer-to-peer fundraising, our agency works across hundreds of fundraising campaigns globally, so we know what causes pain to new fundraising events and how to overcome them.

The Blackbaud Peer-to-Peer Digital Services team was put in charge of both the campaign website and the fundraising strategy for the 2018 MyMarathon event. With a goal to boost event participation and increase the total amount raised, we made several key developments:

1. An improved team registration flow to enhance the user experience and encourage greater numbers of teams in the event. Our data shows that teams raise more than individuals so improving this feature was key to the overall success of the campaign.
2. The introduction of a corporate component to the campaign with company fundraising pages – opening the Heart Foundation to new fundraising opportunities.
3. The development of a comprehensive, automated behavioural communications plan to encourage participants at all stages of their fundraising journey.
4. The introduction of gamification through digital badges to acknowledge fundraising milestones and engage participants.



**+53%**  
participants YoY

## An improved fundraising experience to drive event growth

Through our partnership with The Heart Foundation, we were able to create synergy between the communications journey and the 2018 campaign website. These developments resulted in an improved fundraiser experience and significant year-on-year growth.

In 2018, the event saw 53% more participants and a 17% increase in conversion rate from participant to fundraisers. Those two metrics combined led to an incredible 79% uplift in fundraisers in the event and a 59% increase in total funds raised year on year.

“Blackbaud drew on gamification principles and experience with hundreds of peer-to-peer campaigns to develop, execute and optimise the communications journey.”

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With Blackbaud’s help, we grew funds year-on-year by 59% and achieved a 17% uplift in the number of participants who raised more than \$1.”

–Kelsey Hake - Virtual Campaign Manager, The Heart Foundation Australia

