

CUSTOMER SPOTLIGHT

Holistic digital solution results in 104% ROI for overnight event



“Our Heroix campaign and custom Blackbaud services helped us better tell our story. Our combined efforts led us to exceed our target in 2018, then again in 2019, when we surpassed \$1.2M for the first time.”

– Elaine Moore, Melbourne City Mission

Sleep at the ‘G is an overnight sleep-out event held by Melbourne City Mission at Melbourne Cricket Ground. Attracting over 1,500 paying participants and raising \$1M in 2018, the organisation again engaged our Peer-to-Peer Digital Services team for the 2019 event.

The Story: A Complex Problem with a Multi-Faceted Solution

A crisis is growing in Victoria: over 6,000 homeless young people are without a safe place to sleep each and every night.

In addition to living on the streets, Victoria’s homeless youth experience hunger, violence, and abuse from family members and gangs.

Melbourne City Mission (MCM) understands this struggle and aims to give the homeless youth the opportunities they deserve.

As part of an effort to build a youth crisis accommodation and services centre in Melbourne’s CBD, the organisation’s annual Sleep at the ‘G event rallies together teenagers in the area to attend a fun-filled sleepover that includes education on homeless, mixed with live music, games, and prizes.

BLACKBAUD SOLUTIONS

- Blackbaud Everydayhero
- Blackbaud Peer-to-Peer Digital Services

In 2017, Sleep at the 'G performed well, but MCM knew it had even more potential. In 2018, to ensure the growth of the event, the following key components were identified for improvement:

- User experience
- Registration and ticketing processes
- Branding in registration and campaign flow
- Personalisation within communications
- Analytics and campaign tracking

Out-of-the-Box Innovation Leads Supporters on a Customised Journey

MCM needed more than an out-of-the-box solution for their growing event. For the 2018 campaign, they engaged Blackbaud to provide a custom digital solution, enabling supporters to register and raise money online. Through the design and implementation of a custom front-end website, our peer-to-peer digital services team worked enhance the user experience right from the moment of registration.



1,500
sleepers in 2018

\$1M+
funds raised by supporters

104%
increase in funds raised

A bespoke registration and communication process took the user on a personalised journey, sending tailored communications based on the user's age, activity, and milestones achieved. This initiative helped encourage a diverse group of supporters and teach them how to get the most out of their fundraising page.

On the fundraising side, a custom progress bar was added to track fundraising progress. Also implemented was colour differentiation on the progress bar to clearly show when a goal went past its target.

To support event organisers, the services team integrated an eTicket creation process to the registration flow, adding a barcode that Melbourne Cricket Ground could access on event day. Families also had a different family barcode created, easy to identify by MCG. Finally, custom dashboards were created for MCM to allow their staff to track campaign performance in real time.

Incredible Results in 2018 and 2019

This new strategy and execution helped Melbourne City Mission acquire over 1,500 sleepers committed to securely collecting donations and inspiring others. After raising \$491,000 in 2017, Sleep at the 'G was aiming for \$600,000 in 2018. Not only did it reach that target, but also exceeded it and raised over \$1 million in its first year partnering with Blackbaud, more than doubling its funds raised the year before.

TOP TIP USER JOURNEY

Be sure to consider the user journey from start to finish when building your campaign.

Speak to your supporters at every point in their fundraising journey.



Continued Success in 2019: Ongoing Benefits of Blackbaud Partnership

After its success in 2018, MCM again exceeded their goal, raising even more for the 2019 event. By choosing to work with Blackbaud, Melbourne City Mission have built a strong foundation for future events.

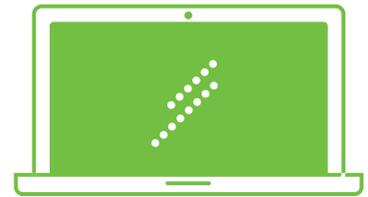
The Benefits:

- Improved user experience: simpler on-boarding process and highly-personalised communications
- Bespoke registration and digital ticketing process
- Custom branding installed throughout registration and campaign flow
- Best-in-class analytics and performance tracking implemented

Using a holistic and well-planned digital solution enabled Melbourne City Mission to exceed its goal for its 2018 and 2019 events. Combining elements of an effective and inclusive event-based fundraiser campaign gave the organisation a deeper understanding of its fundraisers and donors, and was vital to achieving unprecedented success.

Find out more about
Blackbaud Everydayhero:

[Learn more](#)



1,411
new fundraising pages
created in 2018



11,000
donations in 2018



\$60
average gift value

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, healthcare institutions, and the individual change agents who support them.