blackbaud®

Racing toward 20% growth for Australia's largest marathon

MELBOURNE MARATHON FESTIVAL

"Our Melbourne Marathon campaign with Blackbaud Everydayhero helped us make a significant leap forward. The highly-personalised website and supporter journey led to a 20% increase just this year."

— Paul Mudge, Consumer Marketing Director, IMG Events

Melbourne Marathon is Australia's largest marathon, attracting runners from around the world annually for 41 years and counting.

The Story

Every year since 1978, Melbourne Marathon has attracted participants from all over the world, ranging from first-time runners to elite-level Olympic medalists.

Known for its flat and fast course, Melbourne Marathon enables runners to achieve new personal bests each time they participate. The marathon is also set alongside a long string of the city's iconic landmarks, including St. Paul's Cathedral, Federation Square, and Shrine of Remembrance. Runners will finally cross the finish line inside the famed Melbourne Cricket Ground.

The Challenge: combine 40+ years of heritage with a new-era fundraising strategy

For decades, Melbourne Marathon has given runners the chance to make a difference through fundraising. By partnering with Blackbaud, the organisation desired to upgrade their efforts in growing fundraiser acquisition and increasing donations in 2018.

The Solution: carefully-crafted personalisation for next-level engagement

To support Melbourne Marathon's fundraising program, our services team built a branded fundraising page and event landing page featuring the campaign's key metrics like funds raised, no. of participants, leaderboards, and supporter spotlights.

More than just supporting the event itself, success usually also comes from supporting charities in the event to help them grow their fundraising results. To that end, Blackbaud has developed Impact Boards.

TOP TIP
USER JOURNEY

Personalisation is crucial when creating an end-to-end campaign.

Delight your audience by using personalised communications throughout their supporter journey.

$1,226,227
total raised

1,422
fundraisers

167
participating charities

These microsites are designed to support fundraiser acquisition in a specific event as well as increase the average raised by creating a deeper sense of community through leaderboards and a supporter showcase.

Using Impact Boards, the charity can increase their visibility, while also enhancing their user experience to drive better fundraising outcomes.

Blackbaud Peer-to-Peer Digital Services team also developed a branded, behavioural, curated fundraising email journey to ensure that fundraisers were receiving timely and appropriate emails at different stages of their fundraising journey.

The Results: 20% increase from 2017

With the help of Blackbaud Everydayhero, Melbourne Marathon rallied together fundraisers and donors for a record year in 2018. With a massive $1.2+ million raised, 1400+ fundraisers, and 167 charities in tow, the event grew 20% compared to 2017, while greatly exceeding its fundraising goal.

Find out more about Blackbaud Everydayhero's Peer-to-Peer Digital Services:

Learn more

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.