



THE GROWTH OF  
**DIY**  
FUNDRAISING  
&  
HOW TO INCORPORATE IT INTO  
YOUR FUNDRAISING STRATEGY



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# EXECUTIVE SUMMARY



GoFundraise is Australia's leading online fundraising platform. They help empower over 1,000 non-profits and causes to take control of their online fundraising quickly and easily. Through leveraging the internet, social media and mobile to reach more people, they help charities raise more funds while reduce the cost of fundraising.

GoFundraise have had nearly a million donations through their online platform, with up to 60,000 fundraisers raising money through it at any one time. With so many real life examples and experiences, GoFundraise has developed this white paper to provide Australian charities with expert insight into Do-it-Yourself (DIY) fundraising and how you can get the best results for your cause.

# THE DEFINITION OF DIY FUNDRAISING



A fundraising event or activity in support of a particular charity that is owned and driven by someone outside of the organisation.



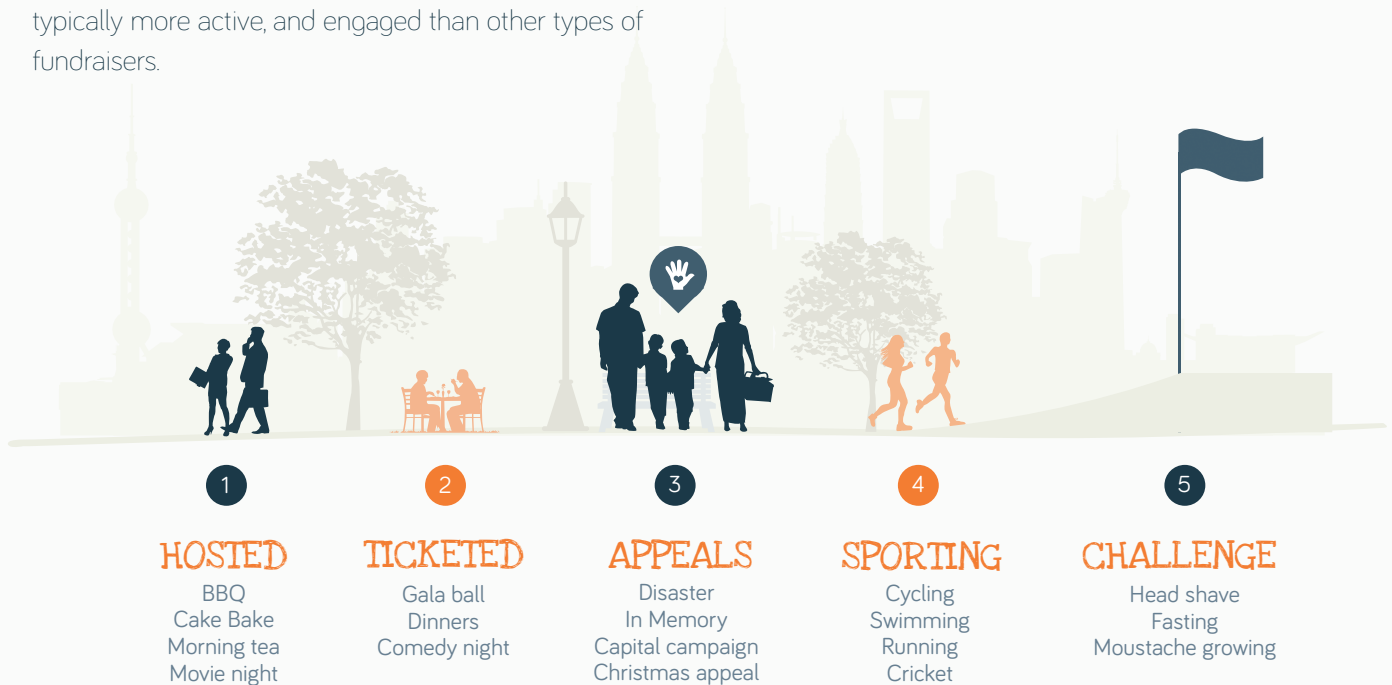
Historically, DIY fundraising was known as community fundraising, but as this space has grown in popularity there has been some confusion with this terminology, especially with third party events. Over the past 12 months the term DIY fundraising has become widely accepted as the standard definition for a fundraising event or activity created outside of an organisations in support of a charity.

DIY fundraising can involve peer-to-peer, but doesn't necessarily need to; meaning that it could be a door-knock campaign with no peer-to-peer element at all. Individuals that undertake DIY fundraising are typically more active, and engaged than other types of fundraisers.

Some examples of DIY fundraising are:

- A company holding a lunch in support of a charity
- A group of friends organising a bike ride in support of a charity
- An individual affected by a cause chooses to hold a cake bake for a charity

DIY fundraisers undertake a variety of activities including runs, swims and hikes, but generally all activities will fit into one of the five categories in the diagram below.



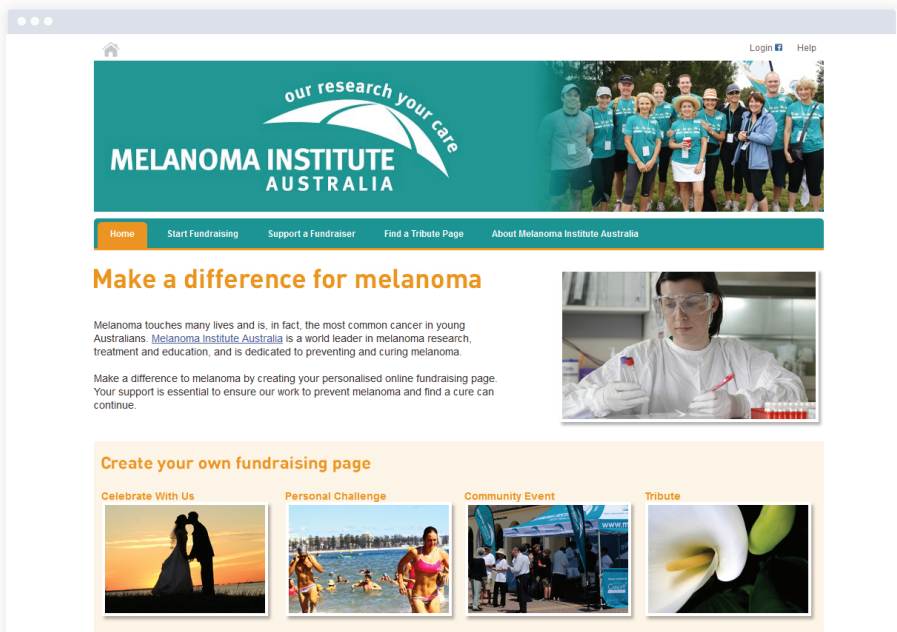
Traditionally, some charities have taken a 'hands off' approach to DIY, they have allowed the fundraiser to operate independently and not provided a huge amount of support. All the evidence is now showing that the more a charity supports a DIY fundraiser the greater the fundraising outcome. Specifically around providing the right technology for them to achieve or exceed their fundraising goal. It is our belief this type of fundraising should not be viewed with a 'set and forget' approach.

“From a charity perspective, there is so much growth in this area it is hard to ignore.”

**Janine Owen Koorey**

Fundraising and Marketing Manager  
The Melanoma Institute Australia.

We sat down with **Janine Owen Koorey, Fundraising and Marketing Manager at the Melanoma Institute Australia** to learn a bit more about their approach to DIY fundraising. In terms of getting the best out of your charity's DIY fundraisers, Janine suggests that a considerable level of engagement and communication is required, as well as recognition along the way. It is also important to manage their expectations so they really understand what is involved. Unfortunately, sometimes their passion can outweigh their perception of what needs to be done and just how 'easy' they think it might be. Without reducing their hope and aspiration, it's important to ensure they have realistic fundraising targets and objectives, Janine explains.



<http://melanomainstituteaustralia.gofundraise.com.au>

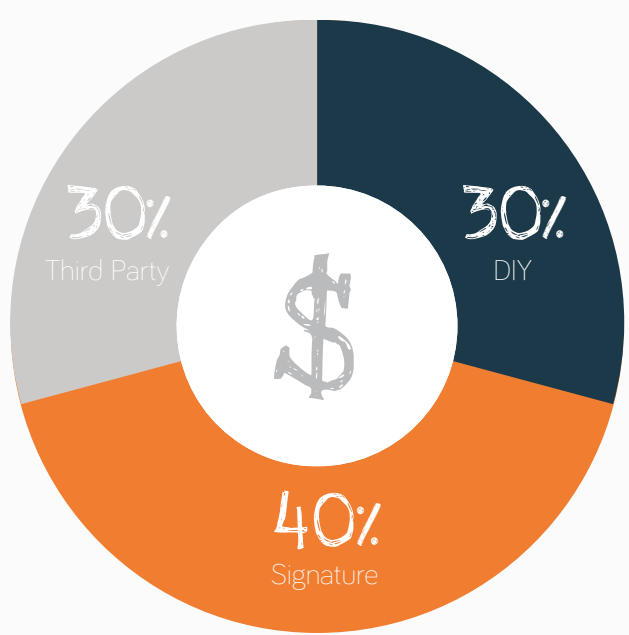
# WHERE DOES IT FIT IN THE FUNDRAISING EVENTS LANDSCAPE



The fundraising events landscape is made up of three main fundraising channels; DIY, Signature and Third Party. DIY will be explained further throughout this paper but Signature and Third Party are defined below.

**SIGNATURE** : A 'Signature' fundraising campaign is one that is created, managed and owned by the charity that it's benefiting. Some examples include Australia's Biggest Morning Tea by the Cancer Council and the Leukaemia Foundation's World's Greatest Shave.

**THIRD PARTY** : A Third Party event is an event run by an event organiser; the event is usually 'open charity' meaning multiple charities can fundraise through it. Some examples include the Melbourne Marathon, Sydney Running Festival and the City2Surf.



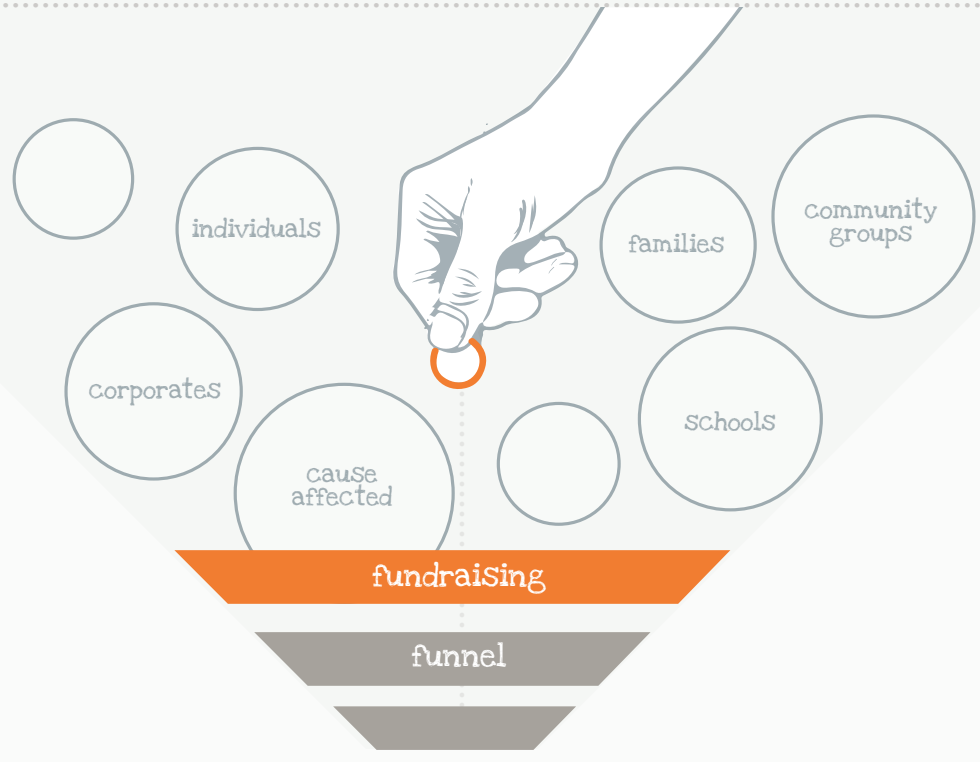
As identified in the diagram below, DIY fundraising makes up 1/3 of the fundraising events landscape. It is perceived by many charities as having a higher return on investment (ROI) than Signature events due to the lower associated costs.

Unfortunately many charities have lacked a clear strategy around the set up and engagement for DIY fundraising. However, growth wise, it is the fastest growing of the three on the GoFundraise platform, growing at a rate of 60% year-on-year and making up for 30% of donations on the platform.

# WHO IS DOING DIY FUNDRAISING

There are thousands of DIY fundraisers each year generously providing their time and efforts to support a charity close to their heart. Their average on the GoFundraise platform is 35 years old and 57% of them are females, compared to 43% who are males.

ON AVERAGE EACH DIY FUNDRAISE GENERATES **\$1,956.69**



It's important to inspire and motivate DIY fundraisers by showing them how their fundraising is making a difference.

**Janine Owen Koorey**  
Fundraising and Marketing Manager  
The Melanoma Institute Australia.

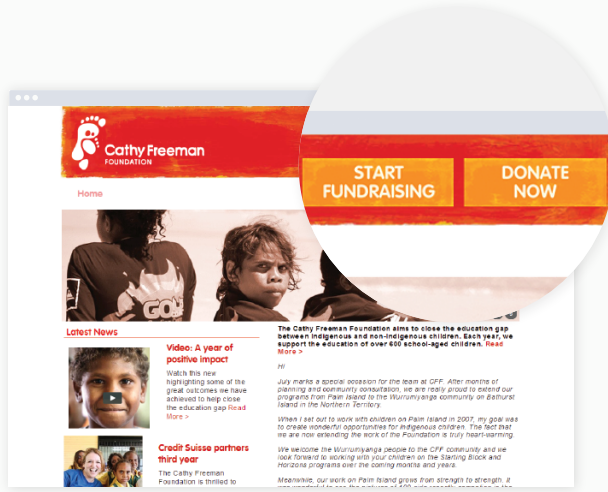
# WHAT DO SUCCESSFUL DIY STRATEGIES HAVE IN COMMON?



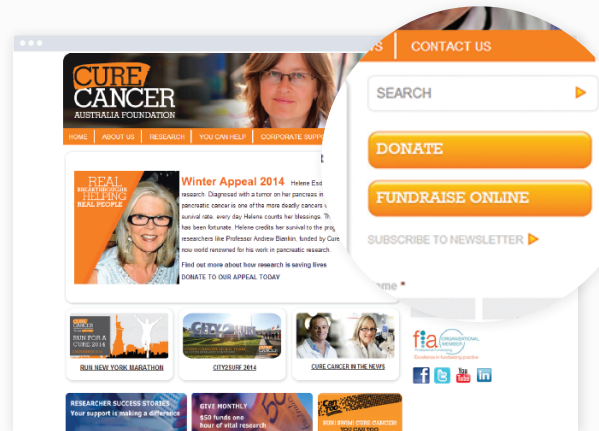
GoFundraise has found that there are some key strategies that contribute to the success of DIY campaign.

## COMMUNICATION

The first is communicating the opportunity to fundraise. If your supporters don't know about it, how can they be expected to take it up? All charities should start by incorporating the 'Start Fundraising' button on their home page (as shown below in the home pages of the Cathy Freeman Foundation and Cure Cancer Australia Foundation) but also in their social media, email marketing and general communications.



[www.cathyfreemanfoundation.org.au](http://www.cathyfreemanfoundation.org.au)



[www.cure.org.au](http://www.cure.org.au)

## ENGAGEMENT

It is vital for charities to have an orientation process to engage with fundraisers as they come on board, which includes phone calls, fundraising packs, tips and hints, and most importantly, reminders about the cause itself, what makes what they are doing so valuable. At the point of sign up, charities that ask custom questions to learn more about the fundraising activity itself generally have a better understanding and therefore can tailor their support accordingly.

## TECHNOLOGY

Charities need to understand the different technology requirements of campaigns and advise fundraisers accordingly, despite what many think, not all fundraising initiatives just require a fundraising page. More details about technology is covered later.



# WHAT DO UNSUCCESSFUL DIY STRATEGIES HAVE IN COMMON?



Conversely, GoFundraise has identified the following elements often lead to a less successful DIY strategy.

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## CHALLENGING WEBSITE

If a charity's website is difficult to navigate supporters will not be easily able to find the information on fundraising. This can sometimes happen if the details are buried deep in a site and if there is no ability to automatically create a fundraising page. Only having the option of using downloadable forms that require faxing or emailing back usually creates unnecessary barriers.

## TOO GENERIC

Things need to be made as personalised as possible and this goes for the activity information you capture too. You need to use more than just a generic form and ensure you obtain specific details about their event. Fundraisers also need the ability to have their own fundraising micro-site if required otherwise their income generation potential is limited.

## LACKING DEDICATED RESOURCE

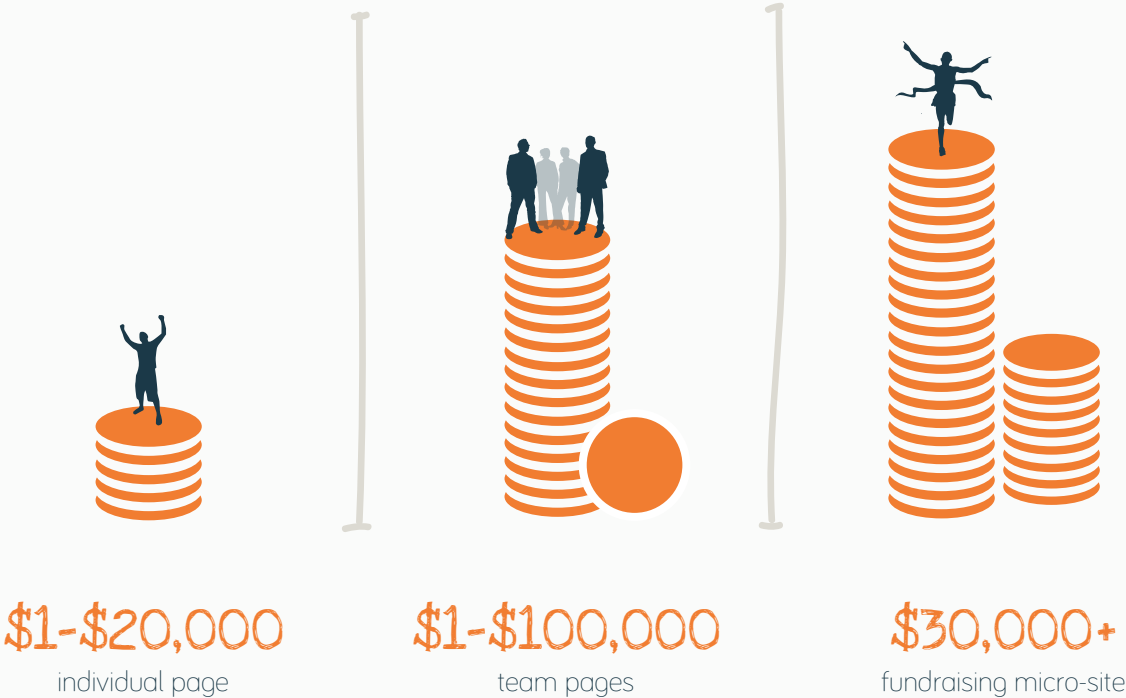
Charities hoping to embark on successful DIY fundraising programs need to ensure there is a dedicated internal employee to take ownership of the process and manage fundraisers. Without this, communication and engagement can be ad hoc and disorganised, leading to disgruntled supporters and ultimately, less money raised.

# THE TECHNOLOGY LANDSCAPE; CHOOSING WHAT IS BEST



When a DIY fundraiser approaches a charity it can be difficult to determine what technology requirements would best suit their fundraising activity and goals. Essentially on the GoFundraise platform there are three different technology options; individual fundraising page, team fundraising pages or a fundraising micro-site. The majority of DIY fundraisers have an individual page (85%), a small number are team captains (10%) and only a handful require a fundraising micro-site (5%).

Generally, the chart below can be used as a guide as to how much money is raised through each of the technology options.





Fundraising micro-site

“The right technology is key and using a fundraising micro-site allowed us to raise over \$220,000.”

Lucy Jones

DIY fundraiser for the Children’s Cancer Institute of Australia

Funds raised to date: \$550,000

<http://run2cureneuroblastoma.gofundraise.com.au>

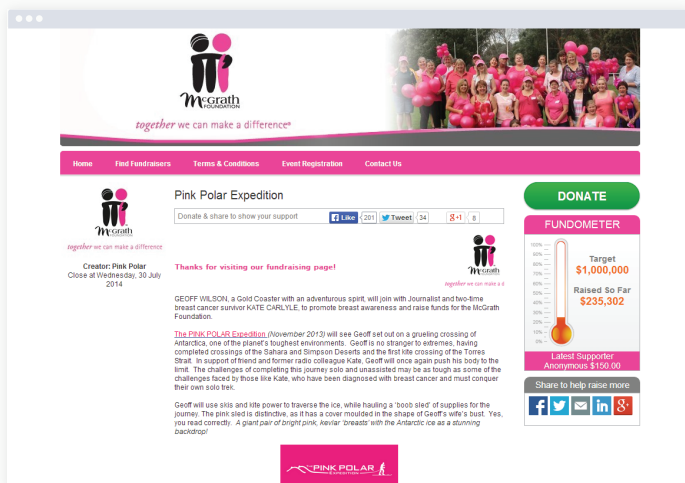


Different types of fundraising campaigns will need different technology; it is not a one size fits all proposition. When you first engage with your fundraiser you need to determine if they need a fundraising page (either individual or team) or a fundraising micro-site. To do this, you should consider the following :

1. How much will the DIY fundraising event raise?
2. How many people will be participating in the fundraising event/activity?

Charities need to ensure that there will be a return on investment (ROI) when supporting a DIY fundraiser. Building a micro-site is often sought after, but you would want a minimum fundraising target to justify the build of one. Most charities set a minimum of \$30,000 and encourage fundraisers who are likely to raise less than that to leverage the functionality in a fundraising page.

However, just because a DIY campaign expects to raise over \$30,000 it does not mean that you have to develop a fundraising micro-site. Micro-sites take more time and investment so you want to use them only when necessary and when one will maximise fundraising outcomes. In many cases a fundraising page is sufficient, and can generate plenty of money, as shown in this example on the left when over \$200,000 was raised for the McGrath Foundation by an individual fundraising page.



<http://mcgrathfoundation.gofundraise.com.au/page/pinkpolar>

## ANOTHER WAY TO HELP DETERMINE IF YOUR FUNDRAISER NEEDS A MICRO-SITE

you can use the pictorial tool below to help guide you.



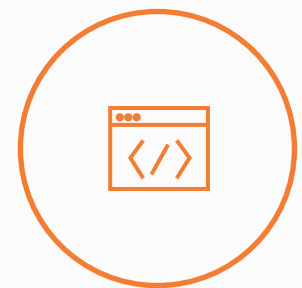
do you need  
multiple  
teams?



does the fundraiser  
need a custom  
designer?



do people need to  
register and/or pay  
for tickets?



does the event  
need a website?

IF  
**YES**  
TO ANY  
FUNDRAISING  
MICRO-SITE  
NEEDED

# CONCLUSION



With the DIY fundraising space growing in popularity so quickly, it is vital that charities are not only in the game, but that they develop strategies to produce the best outcomes for their cause. As with other types of community fundraising, DIY fundraising is a fantastic way for charities to leverage their supporters' passion and dedication and not only increase their income but their brand awareness too.

## *Some highlights to remember :*

- DIY fundraising is an event or activity in support of one charity that is owned and driven by someone outside of the organisation.
- The more a charity supports a DIY fundraiser the greater the fundraising outcome.
- The average age of a DIY fundraiser is 35 years old, with 57% of them female.
- Cause affected fundraisers typically do well as they are emotionally involved and are driven by a very personal sense of passion.
- Communication, engagement and technology are key in successful DIY fundraising strategies.
- DIY fundraising has three different technology options; individual fundraising page, team fundraising page or a fundraising micro-site. Different fundraising activities and events will require a different option.
- Often, a good way to determine which technology option is required is to examine the expected fundraising target; those less than \$30,000 should be guided toward a page (individual or team); whilst more than \$30,000 might benefit from a fundraising micro-site.



## ABOUT THE AUTHOR

**Henry Gresson** has worked in the online space for the past 8 years. Joining GoFundraise in 2011 allowed him to combine his passion for digital with the chance to help charities leverage the power of the internet to raise more money online. Working with the countries' largest events and charities as well as thousands of smaller organisations has allowed him to gain an in-depth understanding of the online fundraising space and the opportunities that exist within it.