



**Provider of online fundraising services to charities**

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**Where's the money and how to get it ?**



## Events Based Fundraising – Why ?

- There's loads of event events out there
- People are doing it anyway
- It's fun!
- One fundraiser = asking for 50 donations
- Donors donate to friends not charities – good!
- Often others will join in



## Why online ?

- Donors far more generous online – €46
- Donors explore the charity a bit more online
- Fundraiser reaches more people with less effort
- Capture donor details
- Fundraising overhead only 3%
- Admin overhead minimised & money straight to charities bank account



# Why online ?

- Statistics easy to compile – know what works!

Date	Event Name	Event Date	Amt Raised Online	Num Fundraisers	Avg € per Fundraiser	Num Sponsors	Avg Sponsors per Fundraiser	Avg € per Sponsor	€2 - €9.99	€10 - €19.99	€20 - €29.99	€30 - €49.99	€50 - €99.99	€100+
Jun-09	Flora Women's Mini Marathon 2009	01/06/2009	€38,882.95	99	€393.00	1081	11	€35.97	30	176	477	105	212	80

	Event Name	Amount Raised Online	Is it in my calendar of events ?
1	Flora Women's Mini Marathon 2009	€235,224.63	NO
2	Adidas Dublin Marathon 2008	€230,088.53	NO
3	Adidas Dublin Marathon 2007	€183,546.19	NO
4	Flora Dublin Women's Mini Marathon	€161,712.44	NO
5	New York City Marathon 2008	€137,518.24	YES
6	Flora Womens Mini Marathon	€110,325.11	NO
7	New York Marathon	€75,757.61	NO
8	Cork City Marathon 2009	€50,737.32	NO
9	Flora Dublin Women's Mini Marathon	€41,158.29	NO
10	Adidas Dublin Marathon	€40,865.79	NO
11	Cork City Marathon	€38,391.48	NO
12	Great Ireland Run 2009	€33,871.83	NO
13	Great Ireland Run	€32,953.77	NO
14	Paris Marathon 2009	€23,872.19	NO
15	Connemara Marathon	€20,797.33	NO
16	London Marathon 2009	€19,417.37	NO
17	Cork City Marathon	€17,204.84	NO
18	C4C Kerry Challenge	€14,920.01	NO
19	London Marathon	€10,050.40	NO
20	Tony Griffin Foundation Two day ride	€8,945.00	NO

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# Viral is the way to go – start small and watch it grow!

<http://www.youtube.com/watch?v=m5rqk4nGBZ0>

Spotted this gem on Damien Mulley's blog last week. Watch this video recorded at a Santogold concert of a lone drunk (or perhaps something a little stronger) dances as the crowd looks on. Suddenly he is joined by two fellow revelers, and then two more and then another two until practically the entire audience is up on the edge of that hill dancing. Absolute viral gold!

Just goes to show the best virals are organic and you just have to be lucky enough to be in the right place at the right time to capture them.