► GO! TEAMRAISER

We Made It!



> TODAYS' AGENDA

- Your Peer Group
- Your Assets
- Your Emails
- Analytics Tool
- Final Steps
- Resources
- Last Request
- Find Your Recipe

> YOUR PEER GROUP















> YOUR ASSETS

2 Email Stationeries

- Recruitment Stationery: YYYY [Event Name]
- Coaching Stationery: YYYY [Event Name]

17 Email Messages (in the Coaching Emails tool)

- 5 Past Participant Emails (with conditional content for Team Captains and Top Individual Fundraisers)
- 5 New Acquisition Emails
- 7 Coaching Emails (with conditional content for Team Captains)

3 Tasks & Task-generated Groups (these may vary per organization)

- 2-3 years of Past Participants (used as target group)
- 2-3 years of Past Top Individual Fundraisers (used for conditional content)
- 2-3 years of Past Team Captains (used for conditional content)

*Some organizations also have queries built for segmentation purposes (i.e. target records with TX addresses fro New Acquisition)

> YOUR RECRUITMENT EMAILS



Event Home | Register | Donate

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Dear Jori,

Thank you for riding in Bike Around the Bay 2013 and fundraising to support the Galveston Bay Foundation (GBF)! We greatly appreciate your efforts.

This year, GBF is undergoing its first capital campaign intended to provide the organization with a permanent home and secure future. Donations raised through Bike Around the Bay will bring us one step closer to this goal. Won't you join us again this year and register for the ride today?

Register »



jori.taylor@blackbaud.com Password: For your protection, passwords are not emailed. If you forgot your password, reset it and register today.

> YOUR RECRUITMENT EMAILS



> YOUR RECRUITMENT EMAILS



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FOLLOW US: 😏 🛃 🔼

Dear Jori,

There was a point in my life where I didn't think I would ever recover from an eating disorder, and certainly never thought my voice would be strong enough, or loud enough, to make a real impact.

But one voice CAN make a difference. One voice inspires many other voices - to stand up, speak up, open up and reveal struggles, and provide hope.

That's why I encourage you to walk with us! Come out, stand up, and use the power of your voice to encourage others!

- Kirsten Haglund, NEDA Ambassador and Miss America 2008

Register »



Donate

>

> YOUR COACHING EMAILS



Event Home | My Participant Center | My Page

FOLLOW US: 🔰 f

Dear Jori,

Two weeks ago you created a <u>Team Be The Match Page</u>, thank you for taking that very important step in supporting our mission! Many of you are supporting our life-saving efforts on behalf of a patient that you know personally - maybe it is a family member or maybe you are the patient. We wanted to share with you the outcome we are all fighting for on behalf of every patient.





Dollars Raised: \$0.00

Emails Sent: 0

Team Fundraising

Goal: \$1,000.00

Achieved: \$0.00

> YOUR COACHING EMAILS



> YOUR COACHING EMAILS



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> ANALYTICS TOOL

Event Name: Organization XYZ

Legend:	60 Days Pre-Event	60+ Day Totals
	30 Days Pre-Event	30-59 Day Totals
	10 Days Pre-Event	10-29 Day Totals
	Event/Post Event	0-9 Day Totals + Event + Post Event

TeamRaiser Fundraising Metrics

TeamRaiser Cumulative Amount Raised - Organization XYZ

Is Team Captain	(AII)	-
Gift Type	(AII)	-

Row Labels	Ŧ	60 Days Pre-Event FR 3	30 Days Pre-Event FR	10 Days Pre-Event FR	Event/Post Event FR
Organization XYZ 2011		\$14,866	\$44,783	\$77,949	\$181,799
Organization XYZ 2012		\$21,947	\$48,490	\$84,734	\$180,738
Organization XYZ 2013		\$23,472	\$43,320	\$75,158	\$221,390



TeamRaiser Amount Raised each phase - Organization XYZ

Is Team Captain	(AII)	-
Gift Type	(AII)	Ŧ

Sum of Gift Amount(\$)	Column Labels 🛛 🔻			
Row Labels	60 Days Pre-Event	30 Days Pre-Event	10 Days Pre-Event	Event/Post Event
Organization XYZ 2011	\$14,866	\$29,918	\$33,166	\$103,850
Organization XYZ 2012	\$21,947	\$26,543	\$36,244	\$96,004
Organization XYZ 2013	\$23,472	\$19,848	\$31,839	\$146,232



This reporting tool will be made available to you as a participant in Go! TeamRaiser.



I'm finishing my suggestions for scheduling your messages. Some of you need help, others don't. We'll get everything wrapped up this week.



> RESOURCES

Go! TeamRaiser Community http://community.convio.com/t5/Go-TeamRaiser/ct-p/Go_TeamRaiser

General Community http://community.convio.com/

Monthly Webinar Series http://customer.convio.com/site/PageServer?pagename=sm_webinars

TeamRaiser Information Center http://community.convio.com/t5/TeamRaiser/ct-p/TeamRaiser_InfoCenter

Learn Center http://convio.learn.com

npENGAGE Peer-to-Peer

http://www.npengage.com/peer-to-peer-fundraising/

► LAST REQUEST

Please fill out the Go! TeamRaiser Program Evaluation being sent this week.



2/4/2014 Blackbaud Confidential

FIND YOUR RECIPE



Email Communication Strategy:	
10 recruitment emails	
7 coaching emails	
3 milestones	
13 autoresponders	
5 suggested messages	

