

charityDYNAMICS

American Cancer Society

Relay For Life participants using Charity Dynamics' Boundless Fundraising for Smartphones raised 180% more than participants not using the application.

Opportunity

As part of its commitment to event participants, Relay For Life® provides individuals with easy-to-use, innovative tools which empower them to be more effective fundraisers. Since 2009, Relay has used Charity Dynamics' Boundless Fundraising® for Facebook application which enables participants to extend their fundraising activities to their social network. For the 2011 event season, Relay For Life decided to add Boundless Fundraising for Smartphones to further strengthen their participants' fundraising capabilities.

Solution

American Cancer Society's Relay For Life Boundless Fundraising for Smartphones iPhone application is available for free to any individual who registers online for a Relay event.

Boundless Fundraising for Smartphones allows participants to:

- Track their fundraising progress
- Quickly and easily update their personal fundraising page
- View a list of their donors
- Send emails from their iPhone asking for support or to thank donors Stay updated on important event details

Relay For Life promotes the application to participants via different channels: during the registration process, on the Relay's main website, on individual event sites, in the Participant Center and through coaching emails.

Results

Across all of the metrics measured for analysis, participants using the Relay For Life Boundless Fundraising for Smartphones application for fundraising significantly outperformed their peers who didn't use the app. Additionally, returning participants who used the application in 2011 saw a considerable lift to their fundraising performance.

Results

- Returning participants using the App raised 240% more than their peers.
- App users set their goal 162% higher than fundraisers not using the app.
- Returning participants using the App raised 58% more than the previous year.



Comparison of Boundless Fundraising for Smartphones users to non-users for 2011

- Application users raised 180% more than participants who fundraised but did not use the application.
 - First-time participants using the application raised 135% more than their peers.
 - Returning participants using the application raised 240% more than their peers.
- Application users collected almost three times (3x) as many individual gifts as participants who fundraised but did not use the application.
- Application users set their goal 162% higher on average than participants who fundraised but did not use the application.
 - First-time participants using the application set their goal 111% higher than their peers.
 - Returning participants using the application set their goal 235% higher than their peers.
- Application users were more than twice (2x) as likely to update their personal page as their peers.
- One Relay participant raised nearly \$5,000 through emails sent using the application!

Comparison of Returning Participant Behavior

- Returning participants using the Boundless Fundraising for Smartphones application raised 58% more in 2011 than they did in 2010. Returning participants not using the application raised 18% more in 2011.
- Returning participants using the application set their goal 85% higher in 2011 compared to 2010. Returning participants not using the application set their goal 5% higher in 2011.
- Returning participants using the application were 24% more likely to update their personal page in 2011. Returning participants not using the application were 10% more likely to update their personal page compared to the previous year.

By offering the Boundless Fundraising for Smartphones application for its 2011 events, Relay For Life was able to increase engagement and significantly boost the fundraising performance of its participants. Relay not only saw a strong return on their investment, but also measurable results.

**About Relay for Life**

Relay For Life is a signature fundraising event for the American Cancer Society designed to celebrate cancer survivorship, remember those lost to the disease and fight back by raising money to support cancer research and programs. Because cancer never sleeps, Relays are overnight community events during which team members take turns walking or running around a track or path throughout the evening.

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About Charity Dynamics

Charity Dynamics was founded in 2004 by Donna Wilkins with the mission of empowering nonprofits with the technology expertise needed to help them change the world. Through the years the company expanded to meet the demands of rapidly changing technology and nonprofit needs. Starting with strategic consulting and now offering creative services, innovative technology and platform expertise, Charity Dynamics remains true to our mission.

The Charity Dynamics team is a powerful combination of experienced nonprofit veterans and technology mavens. Our industry experts focus on providing nonprofits with responsive and results oriented solutions, from concept and design through execution and analysis.

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