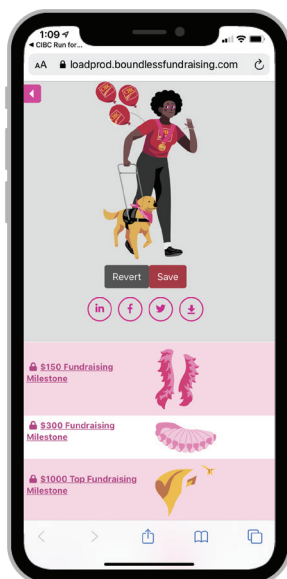


The CIBC Run For The Cure event program saw its active participants *raise 22% more* in 2020!



Canadian Cancer Society spiced up its virtual event with Custom Avatars from Boundless Motion.

Virtual events are the way of the future and the future is now with custom avatars. The Canadian Cancer Society (CCS) implemented custom avatars for its annual CIBC Run for the Cure event – a 5km run or 1km walk held in over 56 communities across Canada, making it the largest single-day, volunteer-led event in Canada in support of the breast cancer cause.

Since the CIBC Run For the Cure event transitioned from in-person to virtual, CCS needed a way to continue to engage participants to fundraise and to maintain a sense of community while not being able to physically gather together. The Canadian Cancer Society decided to introduce the idea of a customized virtual runner/avatar as a way to help achieve these objectives.

Objectives

- **Engagement:** Create a virtual atmosphere that is fun and personalized for participants.
- **Performance:** Unlock fundraising accessories as milestones are reached.
- **Inclusivity:** Provide various options to ensure diversity and inclusion for event participants.

36%

Percentage of participants who created and customized their own Boundless Motion Avatar



Initially, we assumed activity tracking would be our focus for this year's event but realized that virtual runners, or avatars, would be a unique and engaging opportunity to complement our event and incentivize fundraisers."

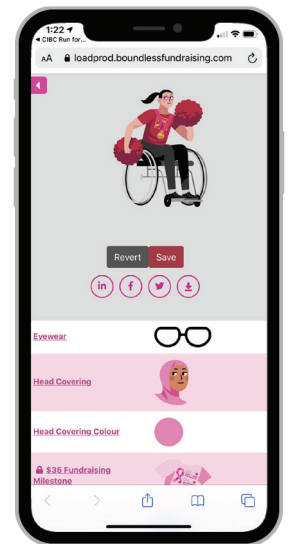
Lesla O'Brien

Vice President, Digital
Canadian Cancer Society



Challenges

- As it did for many organizations, the COVID-19 pandemic forced a transition of the CIBC Run for the Cure program from an in-person to virtual event.
- With competing virtual fundraising events, the Canadian Cancer Society needed a way to differentiate itself within the sector and generate excitement among participants, volunteers and staff.
- Given the new virtual format, the Canadian Cancer Society and their longstanding national partner, CIBC, had to creatively provide sponsorship opportunities in an online format.



Approach

- Canadian Cancer Society wanted to engage its participants virtually and create the spirit of an in-person walk/run event by implementing custom avatars through Boundless Motion for its fundraisers to interact with.
- By offering a wide range of customizable options, CCS allowed participants to uniquely personalize their avatars upon registration and share their virtual runner on social media.
- To help drive fundraising and offer gamification with their event, CCS also provided unique accessories that were made available to participants when fundraising milestones were achieved.

"We needed to transition one of our largest, cross-country, in-person events to a virtual model and continue to provide a unique experience for people. With the help of Boundless Motion and custom avatars, we were able to deliver that unique experience online, engage our participants and volunteers, and exceed our revenue goal during such a challenging time."

Results

- Participants who created a custom avatar **raised 4.5x** more than those who didn't, and those who created a custom avatar AND used the mobile app **raised 5.8x** more than those who did neither.
- Active fundraisers (participants who make a self-donation, send emails and update their personal fundraising page) who also created an avatar raised an additional \$404 on average, and those who created an avatar AND used the app **raised an additional \$523 on average**.
- With the addition of the avatar in 2020, the fundraiser activation rate **grew to 38%** and the average raised per fundraiser **grew by 22%**.
- **36% of total participants** customized their virtual run avatars.