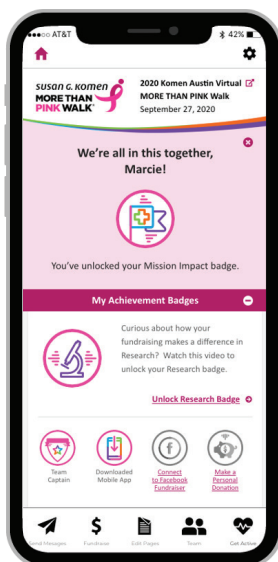


Mission Possible! Elevating Susan G. Komen's Mission During the Pandemic



Susan G. Komen energized their long-running event with Mission Badges in their Boundless Fundraising™ mobile app

Walk and run events are a popular peer-to-peer fundraising activity, and Susan G. Komen's MORE THAN PINK Walk/ Race for the Cure are no exception. In addition to being an important fundraiser for the organization, Susan G. Komen also leverages these in-person events as an opportunity to educate participants on its mission and breast health awareness.

In order to deliver this important educational content in a remote environment, Susan G. Komen implemented mission badges through its fundraising app to keep their fundraisers engaged and share important information about their mission.

Objectives

- **Evolution:** Transition annual event to virtual while still delivering an educational event experience.
- **Mission-Based:** Reward participants as they learn more about the organization's mission.
- **Togetherness:** Provide fundraisers a way to feel connected to the Komen mission and community.

6.7X MORE

Participants who earned mission badges raised 6.7x more than those who didn't.

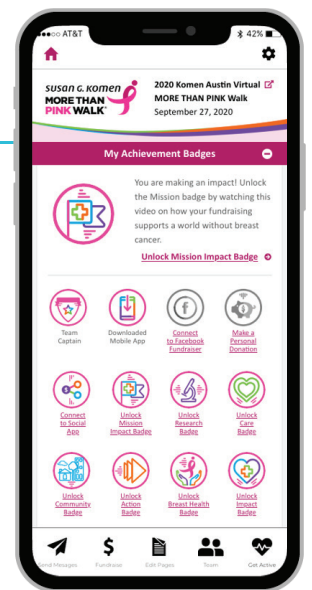
“As we worked with Charity Dynamics, we realized the mobile app gave us the opportunity to encourage our participants to fundraise by continuing to build on their knowledge of the importance of their dollars and to feel good about what they were funding. The mission badges have been a great way to achieve that.”

Carrie Niemiste Stovall
VP of Peer-to-Peer Fundraising, Susan G. Komen



Challenges

- Along with most organizations, Susan G. Komen was forced to pivot their annual MORE THAN PINK walk and Race for the Cure events from in-person to virtual due to the COVID-19 pandemic.
- In order to set themselves apart from the abundance of similar endurance events slated for Fall 2020, it was necessary to implement a unique way to engage and motivate their participants.
- Being remote meant Susan G. Komen needed to find a way to demonstrate their mission to fundraisers creatively and in a fun manner.



Approach

- Susan G. Komen wanted to deliver important breast health information and motivate participants to fundraise through inspirational and educational mission content.
- The organization implemented badges around its four mission pillars: research, care, community and action. Badges could be unlocked by watching videos and taking quizzes to learn more about Komen's mission and how their fundraising dollars will help.
- Providing mission badges through the app gave participants another reason to engage with the mobile fundraising app. Every time a participant opened the app to earn a new mission badge, they also could see their progress to their fundraising goal and have access to the full suite of fundraising tools.



The walk is important, but it's not the whole reason they come. They want to be around community. They want to experience that they're recognizing someone who they lost or celebrating someone who has survived with breast cancer."

Carrie Niemiste Stovall, VP of Peer-to-Peer Fundraising, Susan G. Komen

Results

- **75% of participants** who earned mission badges also fundraised as opposed to 25% of participants who did not.
- Participants who earned mission badges raised **6.7x more** than those who didn't.
- Active fundraisers who earned mission badges in addition to other key fundraising actions (making a self-donation, updating a personal page, sending emails, etc) raised **\$374 more** than those who did not.