

# Event Fundraising

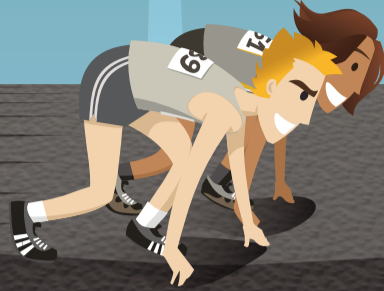
Peer-to-peer fundraising events like walks, runs and rides have become a staple for nonprofit fundraisers, often bringing in more revenue than any other fundraising campaign. This infographic breaks down some of the key metrics that event fundraisers can use to enhance coaching, recruiting and overall fundraising numbers.

## Event Types



### NON-COMPETITIVE

Walks or fun runs, participants are encouraged but not required to fundraise.



### COMPETITIVE

Typically timed 5K or 10K, usually a registration fee but no required fundraising minimum.



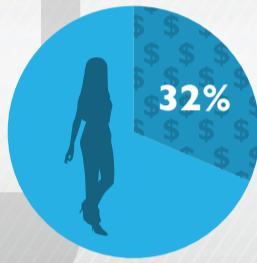
### ENDURANCE

Long-distance walks or rides, generally a higher registration fee and required fundraising minimum.

## Online Fundraising

More participants fundraise in endurance events, which often require a fundraising minimum, but non-competitive and competitive events can be great for growing your support base.

**DONATE \$**



NON-COMPETITIVE



COMPETITIVE



ENDURANCE

## Individuals vs. Teams

Across the board, team participants out-fundraise individual participants.



## Email

The number of emails a participant sends directly correlates to the amount of money they raise.

On average, a participant must send **5 emails** to secure **1 donation**

On average, team captains send out the most email of all.

NON-COMPETITIVE: 31 EMAILS  
COMPETITIVE: 25 EMAILS  
ENDURANCE: 98 EMAILS



## Returning Participants

Returning participants fundraise more than new participants.

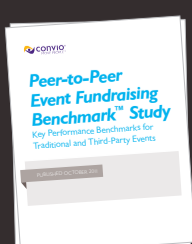
Always reach out to past participants and invite them to return – offer discounted registration or contest entry for those who return early on.



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To read more, download the Convio 2011 Peer-to-Peer Benchmark Report at [www.convio.com/p2pfundraising](http://www.convio.com/p2pfundraising).

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