



From Ordinary to Extraordinary: Creating the Ultimate VIP Supporter Experience

 SPEAKERS

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21 June 2023



Why are we here...

Challenges with people being able to give



We got talking...

**Top fundraisers raise
more money and are
seen as VIPs**



We got talking...

**How do we make everyone
feel like a VIP? 🌟**





VERY VIP, EXCLUSIVE



Two VIP Tactics

1. Creating the red carpet treatment for all your supporters
2. Investing into a targeted VIP program for high value fundraisers



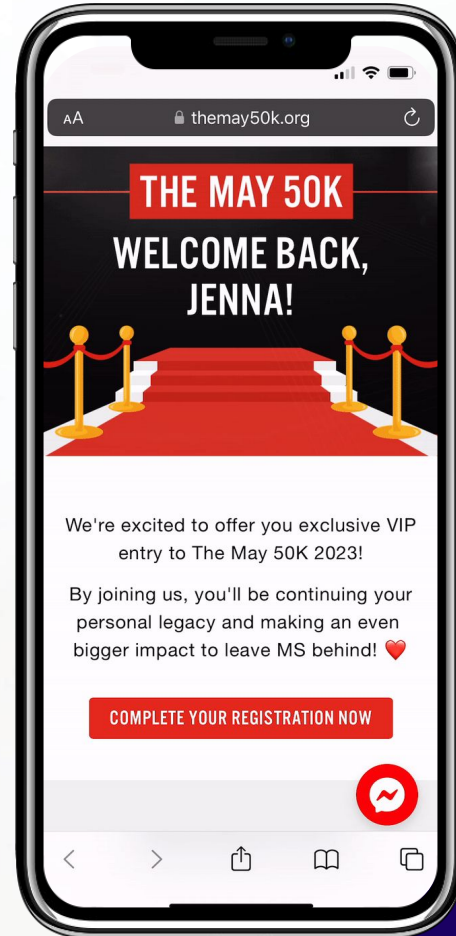
We got talking...

**How do we build a VIP Toolkit
for everyone?** 🤔



TOOLS

Personalised URLs



HUNGER DRIVE

Every \$1 raised will create 4 meals

JOIN

DONATE NOW

TOOLS

Impact

Darkness Light Pacific Impact

Find a friend | Donate | Sign Up | Login

About | Official Walks | Schools | Clubs & Communities | Companies | Fundraising | FAQs | Shop

Fundraiser

Raised €1,523 | My Goal €200

Select amount to donate

- €24 Help our caring therapists answer two more calls to our helpline.
- €45 A crisis counselling session between scheduled sessions.
- €100 The first session of a dedicated therapy session.
- €252 Help our caring therapists answer twenty-one more

In memory of my Dad

IMPACT LEVELS

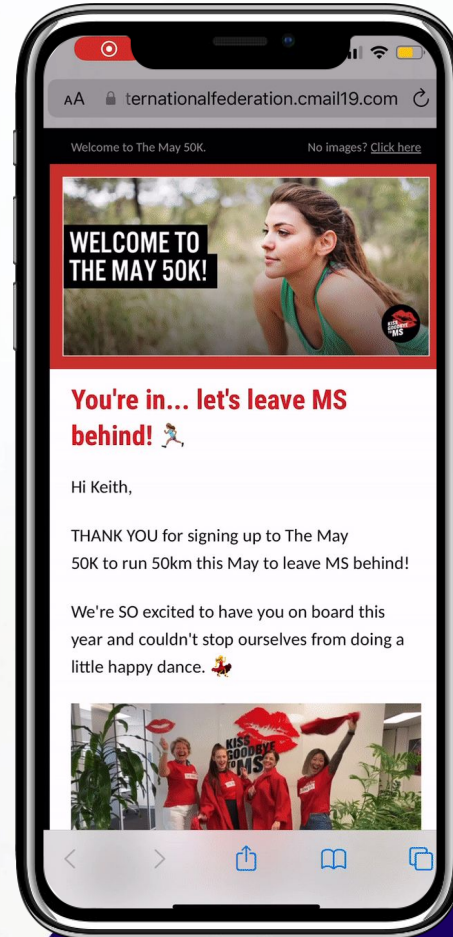
Your fundraising efforts will fund life-changing research, targeting prevention, better treatments and finding a cure for multiple sclerosis.

Take action now to achieve your impact levels and unlock your rewards to leave MS behind.

BRILLIANT	AMAZING	AWESOME	SPECTACULAR
RAISED €100	RAISED €250 TO LEAVE MS BEHIND	RAISE €500 TO LEAVE MS BEHIND	RAISED €1000
A BIG THUMB UP FOR YOUR BRILLIANT EFFORTS TO LEAVE MS BEHIND!	RAISE THE ROOF FOR YOUR AMAZING EFFORTS TO CREATE A FUTURE FREE FROM MS	GIVE YOURSELF A BIG FIST PUMP TO CELEBRATE YOUR AWESOME ACHIEVEMENT!	YOU'VE FINISHED STRONG IN SPECTACULAR FASHION TO STOP MS IN ITS TRACKS
LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4

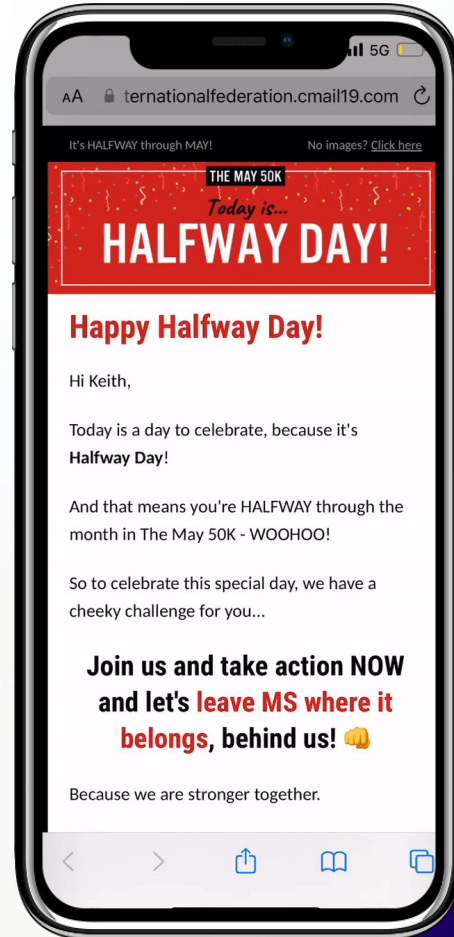
TOOLS

Emails



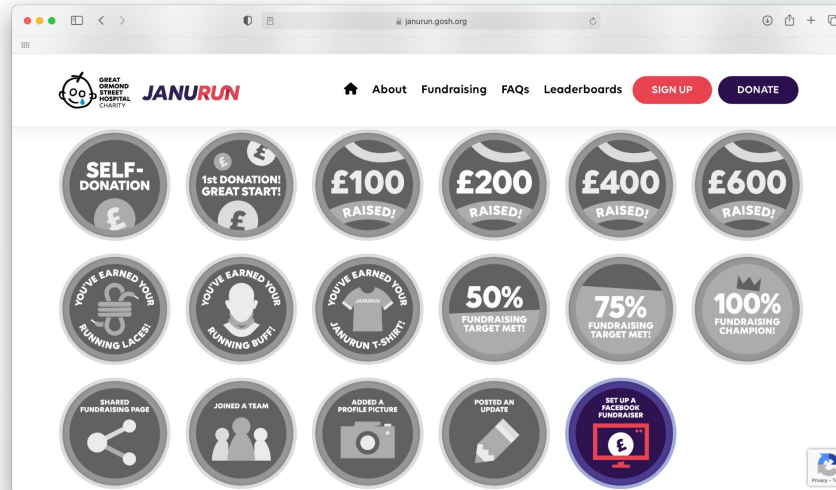
TOOLS

Emails



TOOLS

Gamification



TOOLS

Invite a Friend

MY PAGE MY TEAM REGISTER A WORKPLACE MY ACCOUNT

MY RESOURCES CHALLENGE A FRIEND REWARDS ASK FOR SUPPORT LOG MY KMS MY DONATIONS EDIT MY PAGE

FRIEND'S DETAILS

Friend's first name * Friend's last name *

Friend's email address *

SEND INVITE

MY FRIENDS

1 / 2 REGISTERED 50%

INVITE FRIENDS

REGISTERED 1

Michael Gambrellis \$0

INVITED 1

Claudia Carmuciano SEND REMINDER

MS PLUS Neuro Wellbeing

FIND US ON [Facebook] [Instagram] [Twitter]

ENQUIRIES
events@ms.org.au
1300 733 690

QUICK LINKS
How it Works
Organisations
FAQs
About Us
MS Plus



Wall of Fame Leaderboards



The screenshot shows the top navigation bar of the Walk for Autism website, which is green. On the left is the logo, and on the right is a 'Login' link. The main navigation menu includes 'Home', 'About', 'Get Involved', 'Leaderboards', and 'Fundraising Legends'. The main content area features a red curtain background with the text 'WALL OF FAME FUNDRAISING LEGENDS'. Below this is a message: 'All the wonderful fundraisers on this page are complete legends! You have all raised at least £500. That takes hard work and dedication! Keep refreshing the page to see the confetti fly. Sit back and enjoy it, you all deserve it. You are amazing!'. At the bottom, there are two buttons: 'Fundraisers' (highlighted in green) and 'Teams'.

walk for autism

Login

Home About Get Involved Leaderboards Fundraising Legends

WALL OF FAME FUNDRAISING LEGENDS

All the wonderful fundraisers on this page are complete legends!

You have all raised at least £500. That takes hard work and dedication! Keep refreshing the page to see the confetti fly. Sit back and enjoy it, you all deserve it. You are amazing!

Fundraisers Teams



Wall of Fame Leaderboards

Great Kiwi Bookathon

Find a friend Login

About Hall of Fame Stories Fundraising Register

BEST BOOKWORMS CLUB

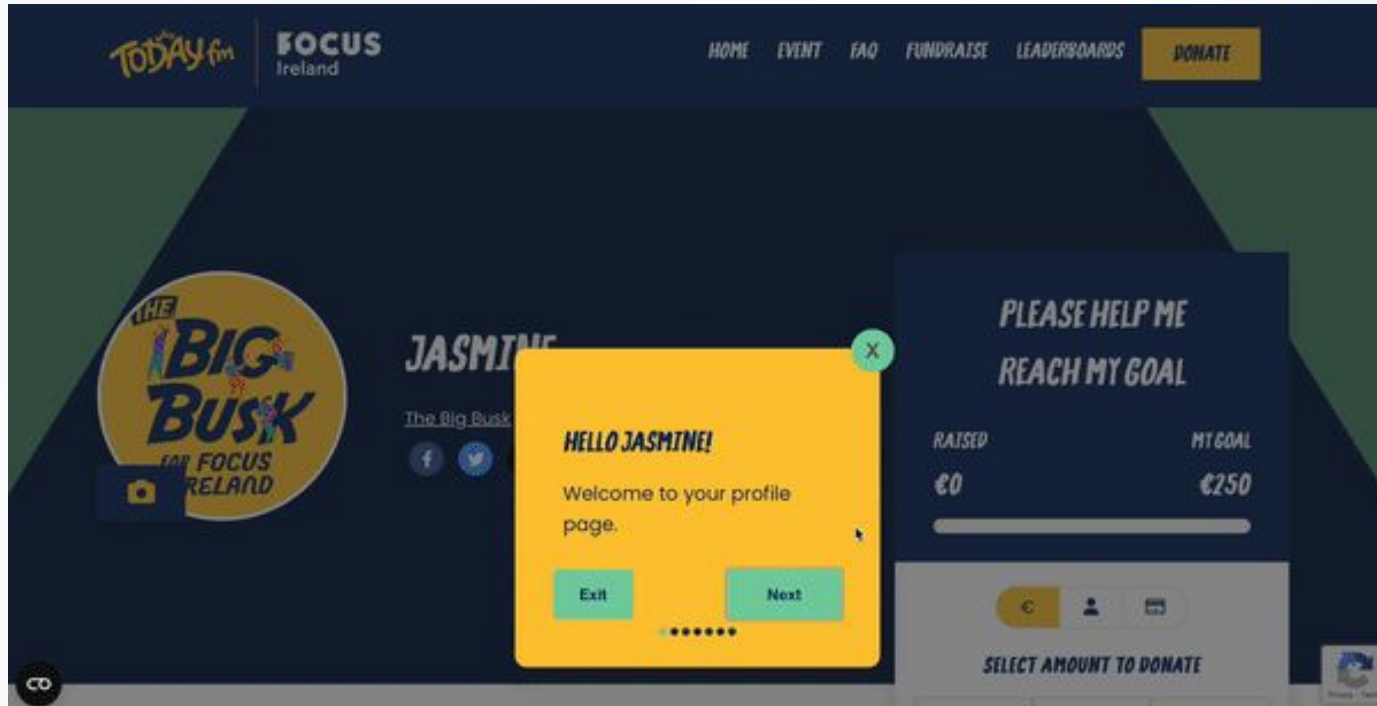
HALL OF FAME

The awesome Readers below have now been inducted to our very special VIP club, The Great Kiwi Bookathon "Best Bookworms Club"

Welcome It's our way of saying "THANK YOU" to those who have gone the extra mile and hit the magic \$250 mark. There are some other cool rewards to be had for our top shelf club members and there is also plenty of space for new recruits too!



Red Carpet Page Tour



TOOLS

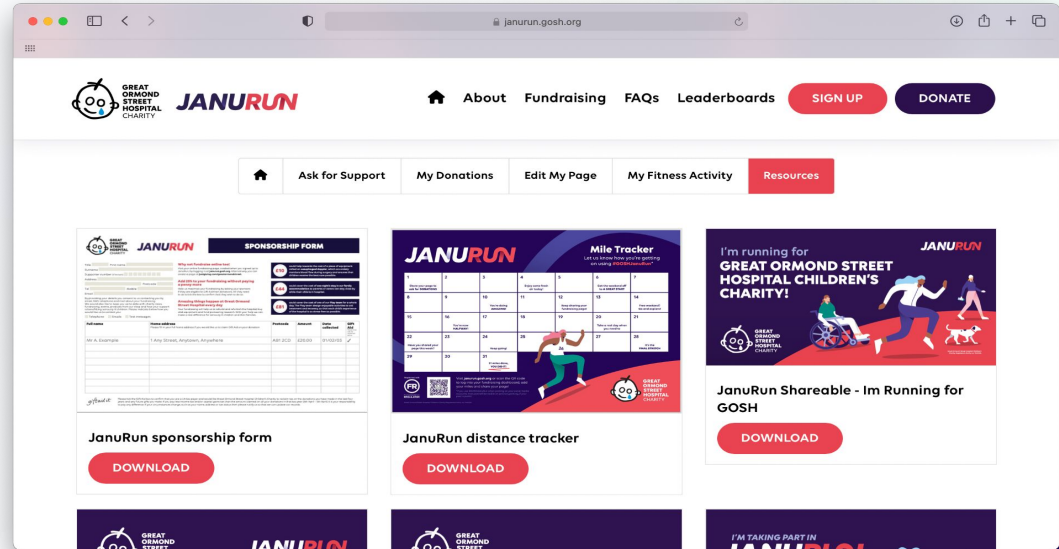
Give Awesome Exclusive Content

The screenshot shows a user profile for Michelle Jensen on the Coastrek website. The profile includes a circular profile picture of a smiling woman, her name 'MICHELLE JENSEN', and a fundraising goal of '\$156' raised of a '\$500 goal'. The background of the profile is a scenic view of a beach and ocean. The website header features the Coastrek logo with the tagline 'WILD WOMEN ON TOP', a search bar, and navigation links for 'EVENTS', 'MAPS', 'FUNDRAISING', 'VOLUNTEER', 'MORE', 'REGISTER', and 'DONATE'. Below the profile picture, there is a 'My Page' link and a URL. A 'MY ACHIEVEMENTS' section displays a row of icons representing various accomplishments: 'I'm doing Coastrek!', 'Upload Profile Picture', 'Add a Blog Post', 'Shared Page', 'I'm training for Coastrek!', 'Received First Donation', and four 'Team Raised' achievements with amounts of \$2000, \$4000, \$8000, and \$12000. A 'Help' button is visible in the bottom right corner.



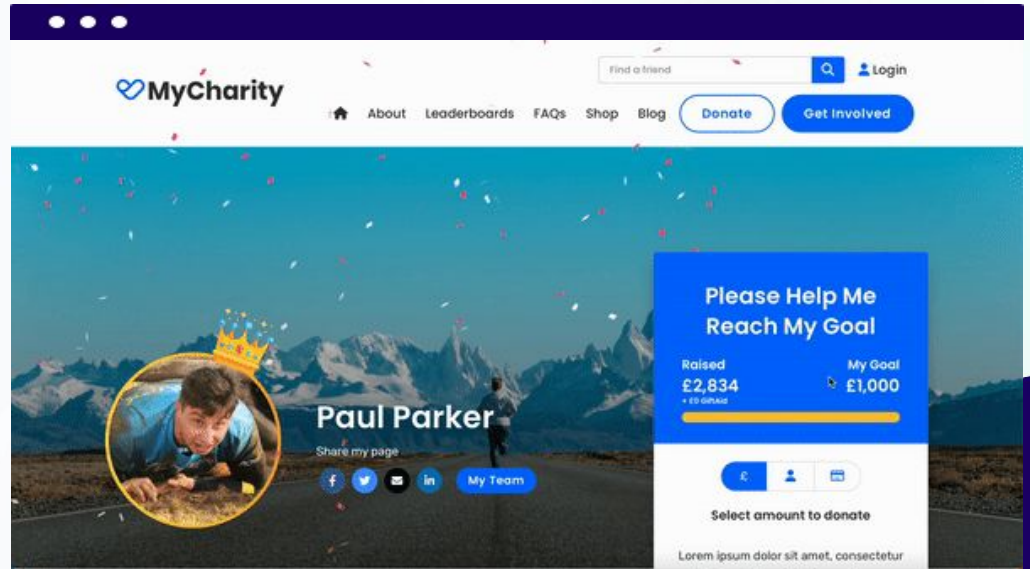
TOOLS

Give Awesome Exclusive Content



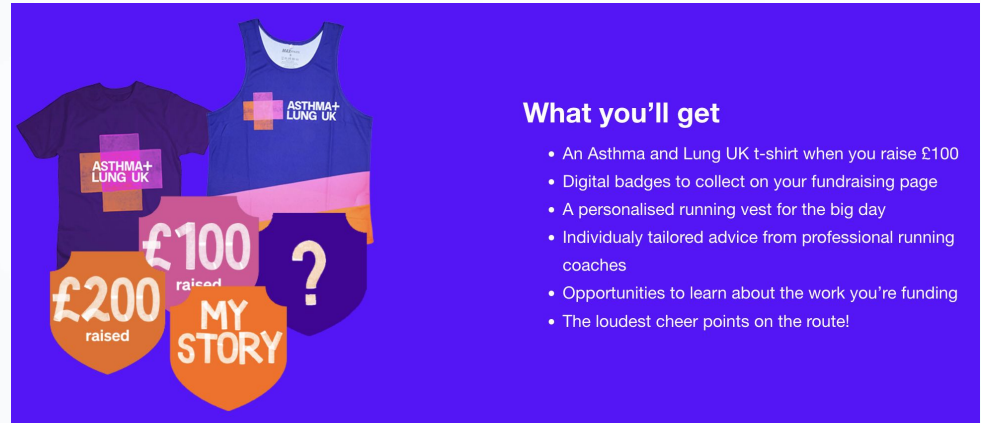
TOOLS

Rewards, Recognition and Prizes



TOOLS

Rewards, Recognition and Prizes



What you'll get

- An Asthma and Lung UK t-shirt when you raise £100
- Digital badges to collect on your fundraising page
- A personalised running vest for the big day
- Individually tailored advice from professional running coaches
- Opportunities to learn about the work you're funding
- The loudest cheer points on the route!



<p>■ YOUR FIRST DONATION</p> <p>Receive an Operation Blitchley pencil (Berlin or The Balkans) to start scribbling away and get cracking those codes.</p>	<p>■ RAISE £50</p> <p>to receive your Operation Blitchley codecracking puzzle book (Berlin or The Balkans).</p>	<p>■ RAISE £100</p> <p>to receive your Operation Blitchley Week Shirt (Berlin or The Balkans).</p>
<p>■ RAISE £150</p> <p>to receive your Operation Blitchley T-shirt (Berlin or The Balkans).</p>	<p>■ RAISE £250</p> <p>to receive your Operation Blitchley commemorative pin badge (Berlin or The Balkans).</p>	<p>■ SUCCESSFULLY COMPLETE</p> <p>Your mission and deliver the coded message on time to receive an official Operation Blitchley: Berlin or The Balkans medal and certificate</p>

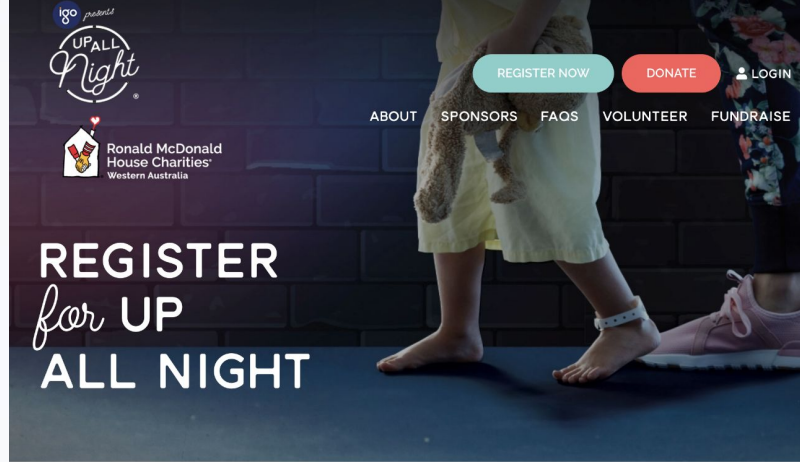


Targeted **VIP** Programme

- Introduced a club for high value fundraisers
- Use a motivator, not just a reward
- Set goal at \$1,500 / £800 to become a member
- Treat high value participants as high value from the start



Up All Night



- YOUR DETAILS ✓
- ADDITIONAL QUESTIONS ✓
- YOUR PAGE
- TEAM
- PAYMENT

Last year Up All Night participants raised on average \$750.
Perhaps you could set this as your fundraising target!

← Social norming target

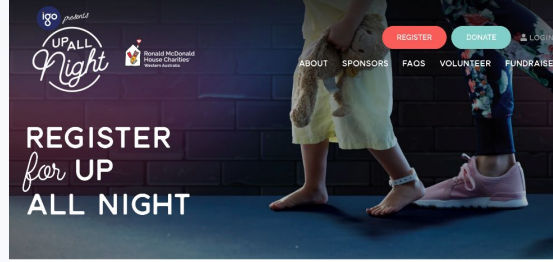
Tangible dollar handles with images →

Set your fundraising goal		
		
\$500	\$750	\$1500
\$500 - Provides a home cooked meal every night for a family staying at Ronald McDonald House for three weeks	\$750 - Covers the cost of a child attending our in-house learning centre every day for two weeks	\$1500 - provides 7 nights supported family accommodation at Ronald McDonald House

Or enter own amount






Up All Night



YOUR DETAILS ▼ ADDITIONAL QUESTIONS ▼ YOUR PAGE ▼ TEAM PAYMENT

Last year Up All Night participants raised on average \$750.
Perhaps you could set this as your fundraising target!

Set your fundraising goal

 \$500 \$500 - Provides a home support meal every night for a family staying at Ronald McDonald House for three weeks.	 \$750 \$750 - Covers the cost of a child attending our in-house learning centre every day for two weeks.	 \$1500 \$1500 - provides 7 nights supported family accommodation at Ronald McDonald House.
--	---	--

Or enter own amount

\$ 750

Thanks for setting a fundraising goal of \$750

We'd like to extend a special invitation to join our VIP club - The Shining Nights. To join, all you have to do is commit to fundraise \$4,500 over the next few months. There's a huge range of benefits:

 Your very own Hoodie	 Recognition along the course	 A special McDonald's queue jump	 A glass of sparkling to enjoy with a hot breakfast
 Special VIP badge	 VIP bib to wear on the night	 Private tour of Ronald McDonald House with other VIP's	

Why \$4500? That provides a WA family 7 nights supported accommodation at Ronald McDonald House - you're giving them a home away from home - a place to feel comfortable and welcome.

We'll be here to support you every step of the way. Please join the Shining Nights today. All you need to do is click the button below to say you're in and we'll update your fundraising goal. Thank you.

I WANT TO COMMIT




NOT TODAY

Upsell fundraising goal



Up All Night

Set your fundraising goal

 \$500 \$500 - Provides a home cooked meal every night for a family staying at Ronald McDonald House for three weeks	 \$750 \$750 - Covers the cost of a child attending our in-house learning centre every day for two weeks	 \$1500 \$1,500 - provides 7 nights supported family accommodation at Ronald McDonald House
---	--	--

Or enter own amount

Thanks for setting a fundraising goal of \$750

Thank for current goal

We'd like to extend a special invitation to join our VIP club - The Shining Nights. To join, all you have to do is commit to fundraise \$1,500 over the next few months. There's a huge range of benefits:

Upsell fundraising goal

Give visuals



- Your very own Hoodie
- Recognition along the course
- A special McDonald's queue jump
- A glass of sparkling to enjoy with a hot breakfast
- Special VIP badge
- VIP bib to wear on the night
- Private tour of Ronald McDonald House with other VIP's

Give a reason

Why \$1500? That provides a WA family 7 nights supported accommodation at Ronald McDonald House - you're giving them a home away from home - a place to feel comfortable and welcome.

We'll be here to support you every step of the way. Please join the Shining Nights today. All you need to do is click the button below to say you're in and we'll update your fundraising goal. Thank you.

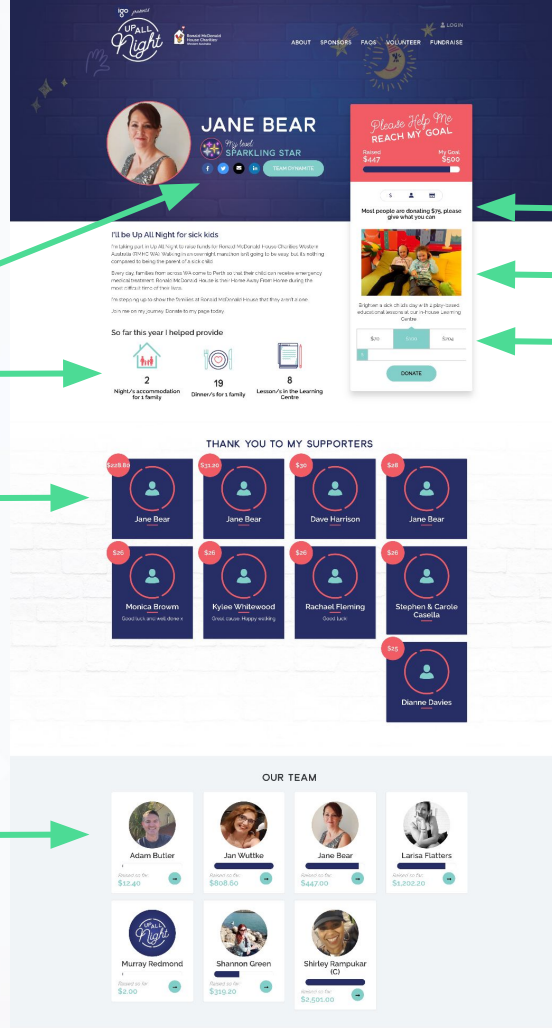
Opt in or out

I WANT TO COMMIT

NOT TODAY



Up All Night



Fundraising tier

Impact of fundraising

Branding of donor profiles

Branding of team profiles

Social norming donation

Dollar handles with images

Default to second one



Up All Night

Recognition of
previous
participation

UP ALL Night
Fundraising for Ronald McDonald House Charities Western Australia

ABOUT SPONSORS FAQS VOLUNTEER FUNDRAISE LOGIN

PETER BRADFORD
VIP SHINING Night's
You've raised \$17,596.26 over the past 2 year/s

Facebook Twitter YouTube LinkedIn TEAM GO

Please Help Me REACH MY GOAL
Raised \$10,010 My Goal \$10,000

Most people are donating \$25, please give what you can

I'll be Up All Night for sick kids
It's a real joy to be part of Up All Night or raise funds for Ronald McDonald House Charities Western Australia (RMHC WA). Nothing in our fundraising insurance is going to be easy, but it's nothing compared to being the parent of a sick child.
Every day, families from across WA come to Perth so that their kids can receive temporary medical treatment. Ronald McDonald House is their home Away - near Home, during the most difficult time of their lives.
It's stepping up to show the families at Ronald McDonald House that they aren't alone. Join me on my journey. Donate to my page today.

So far this year I helped provide

- 49 Night's accommodation for 1 family
- 418 Dinner's for a family
- 189 Lesson's in the Learning Centre

THANK YOU TO MY SUPPORTERS

\$10,030
Anonymous



Up All Night

UP All Night
Ronald McDonald House Charities
SHANNON
ABOUT SPONSORS FAQS VOLUNTEER FUNDRAISE

SHANNON GREEN
My Lead
SPACE STEPPER
Your Page
Share My Page

MY ACHIEVEMENTS

FUNDRAISING PROGRESS

DONATION STATS

LEADERBOARDS

MY FUNDRAISING TIER

Name	Raised
Darren Newhill	\$322
Ida Bourmann	\$321
Shannon Green	\$319
Natalie Crosswell	\$315
Courtney Kennedy	\$314

Tier	Progress
MOON WALKER	Raised 15% - 25% of your fundraising goal.
SPACE STEPPER	Raised 26% - 50% of your fundraising goal.
COMET CRUISER	Raised 51% - 75% of your fundraising goal.
SPARKLING STAR	Raised 76% - 90% of your fundraising goal.
BLAZING METEOR	Raised 91% - 95% of your fundraising goal.
SUPERNOVA SUPERSTAR	Raised 96% and over of your fundraising goal.

Fundraising tier

Badges

Progress summaries

Comparison to others

Leaderboards - you in relation to those around you

Fundraising tier progress



Up All Night

The screenshot shows a fundraising profile for Susanne Woodall on the Up All Night website. The profile includes a circular photo of her running, her name in large gold letters, and a fundraising goal of \$1,664 out of a \$1,500 goal. It also features a 'MY ACHIEVEMENTS' section with ten circular icons representing various milestones.

UP ALL Night
Ronald McDonald House Charities Western Australia

REGISTER FOR 2024 | DONATE | SUSANNE

ABOUT | SPONSORS | FAQS | VOLUNTEER | FUNDRAISE

SUSANNE WOODALL

\$1,664
Raised of \$1,500 goal

SHINING Night
You've raised \$3382.08 over the past 2 years

<https://www.upallnight.org.au/fundraisers/susannewoodall/up-all> View

Facebook | Twitter | Instagram | LinkedIn

MY ACHIEVEMENTS

- First participant
- 100% complete
- Updated profile picture
- Made a cash donation
- Share on social
- Reached 5000
- Reached 5700
- Reached 6000
- Reached 6500
- Reached 7000
- Reached 7500
- Reached 8000
- Reached 8500
- Reached 9000
- Reached 9500
- Reached 10000
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- Reached 99000
- Reached 99500
- Reached 100000



The Result

- 32% of fundraisers become shining nights (51% activation rate)
- 71% increase from previous event (VIPs)
- On average they raised \$2,497 (overall average was \$1,241)
- They raised 60% of income
- 70% increase of income YOY



Summary

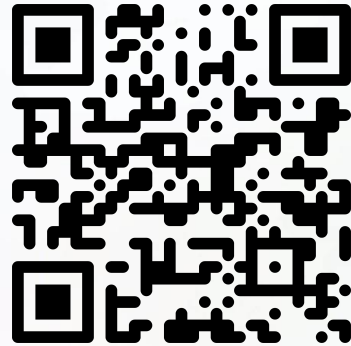
Tools which make up a VIP Toolkit

- PURLs
- Service and Impact Levels
- Awesome Emails
- Gamification
- Referral/Invite a Friend
- Wall of Fame Leaderboards
- Red Carpet Page Tours
- Rewards, Recognition and Prizes
- Exclusive Content
- Dedicated VIP Programme



Meet us at the CIOF Fundraising Convention in London 🙌

3-4 July, **Stand 18**



Any questions? 🙋

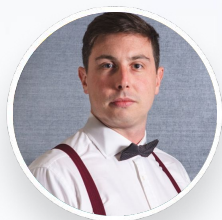


Share your feedback!



Thank you

Keep an eye out for the full recap and recording in your inbox early next week!



paulp@funraisin.co

Chat with Paul



victoria@funraisin.co

Chat with Victoria



[**funraisin.co**](https://funraisin.co)

