

# How and Why did DIY become so important to Healthcare Fundraising?

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Michael Johnston, President HJC

Jon Collins, Associate Director, Events and Partnerships,  
Parkinson Canada

bbcon<sup>®</sup> 2019



Michael Johnston

PRESIDENT AND CO-FOUNDER

HJC

@jkcnewmedia



Jon Collins

ASSOCIATE DIRECTOR,  
EVENTS AND PARTNERSHIPS

PARKINSON CANADA

@superwalk

# Our 45-Minute Agenda

## **1. Big Picture**

Trends and Patterns for DIY, p2p, and Gratitude Giving

## **2. Does DIY really work for healthcare?**

A few case studies

## **3. The formula**

And other considerations for a successful DIY program

## **4. A checklist**

And other considerations for a successful DIY program

## **5. Questions!**



Traditional  
Peer-to-Peer  
Runs  
Walks  
Biking Events



Endurance  
Fundraising



Giving Days  
Virtual Events



DIY  
Memorials  
Tributes  
Third-Party  
Events

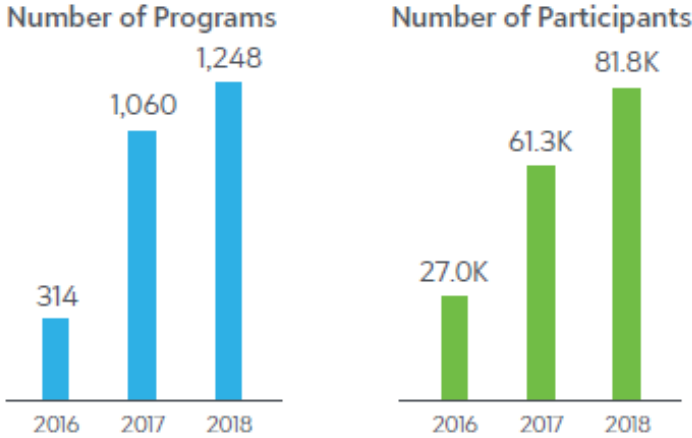


Livestreaming  
Project-based  
Fundraising



Charitable  
Crowdfunding

# Growth in DIY Fundraising Programs from 2016-2018



## Number of Events with Participants 2018



# Differentiation



How are Health Foundations the same  
and how are they different?



# Health Foundation Similarities

How are Health Foundations the **same**?

- Social (peer pressure)
- Teams/Groups
- Personal connection to mission

# Health Foundation Differences

How are Health Foundations the **different**?

- Intimate Life Altering/  
Challenging/Saving Connection
- Patients need to have a good experience (outcome not always connected to this)
- Don't always see giving as necessary/connected to patient experience



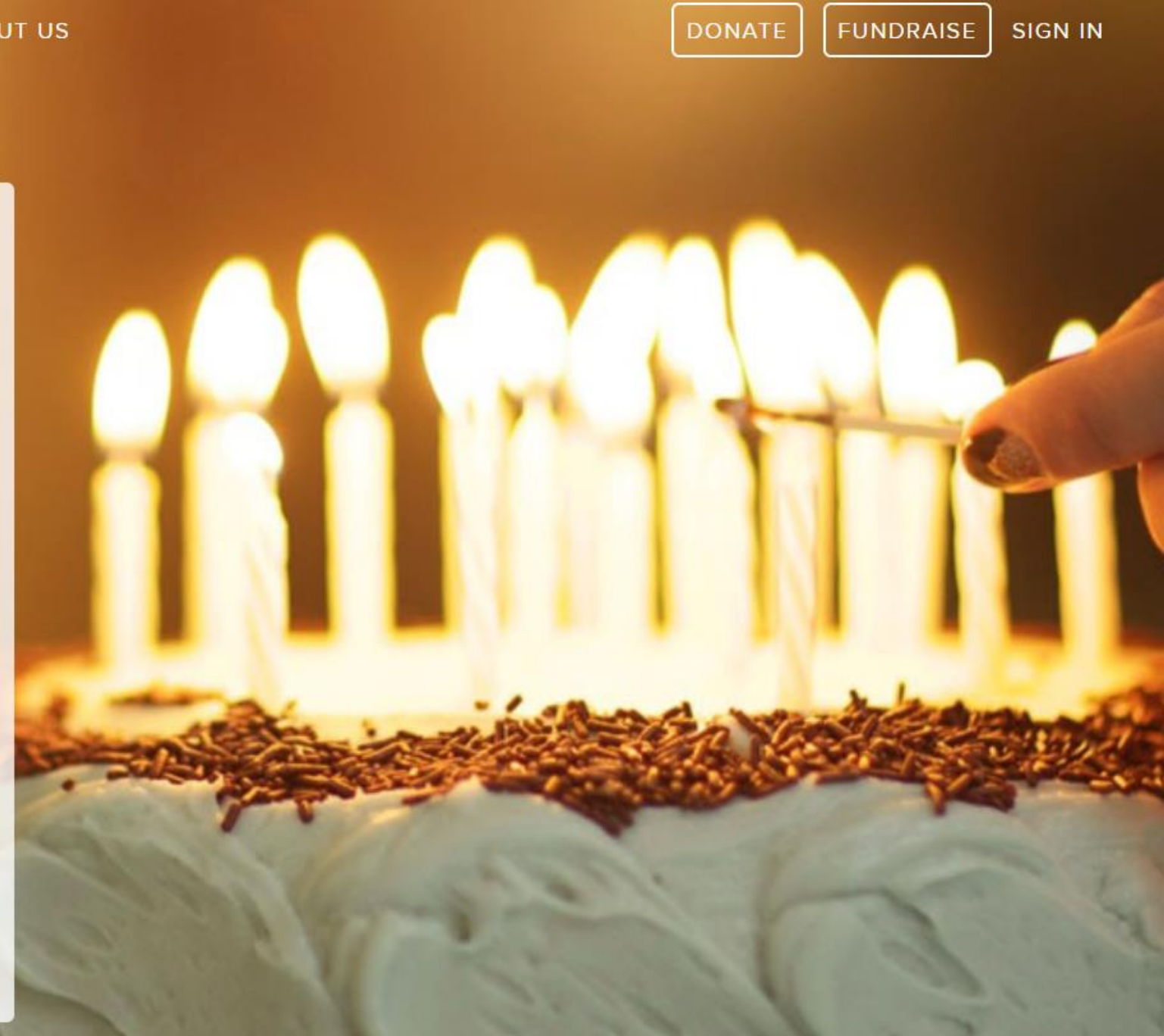
Rectangular Snip

## Pledge your birthday and help change lives.

It's easy. Instead of gifts, ask for donations.

MM	DD	YYYY
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**PLEDGE NOW**



# DONATE YOUR BIRTHDAY to cancer research

This year, make your birthday more meaningful by giving up the gifts and asking family and friends to make a donation to the BC Cancer Foundation.

It's easy simply create and personalize your birthday fundraising page, and invite family and friends to make a donation.

[Get Started Now!](#)

- [» OUR BIRTHDAY PROGRAM](#)
- [» TIPS & TOOLS](#)
- [» ABOUT BC CANCER FOUNDATION](#)



## HAPPY BIRTHDAY!



**Anthony**

has raised \$350.00



**Elissa**

has raised \$240.00



**Sarah**

has raised \$200.00



**Alexis**

has raised \$130.00

Find a Birthday Page

Enter Name



Or browse all pages

[Create a birthday page](#)

[Donate to a birthday page](#)

## Taking part is a piece of cake

1. Create a Page
2. Share it
3. Start collecting birthday gifts for cancer research



# WaterCan CHALLENGE 2012

Donate Your Special Day



LOGIN   [Sign Up](#)

Home

Register

Donate & Support

\$100,000

Campaign Goal

\$97,230.16

Raised So Far

## Donate Your Special Day

Whether it's your birthday, wedding, Mother's Day or just any old day, by donating your "special day" you can provide the gift of clean drinking water to those who need it most. One dollar, one drop at a time, you'll help create hope, health and brighter futures where none existed before.

Be part of the solution

Registered!

3889

People Served

382

Wells/No. of Cans

-105

Cups Left

Share

Share on Facebook



Birthday



Get Started Now!

Holiday



Get Started Now!

Walks/Runs



Get Started Now!

Life Changers



Get Started Now!

Water Workplace



Get Started Now!

Any Day's Special



Get Started Now!



Top Water Warriors

David McInnes  
\$2,000.00

WaterCan Coverdale Run  
\$1,628.48

30% of healthcare institutions **DON'T** have online tools for DIY & Peer-to-peer fundraising

DIY 3rd Party P2P Healthcare Fundraising Survey

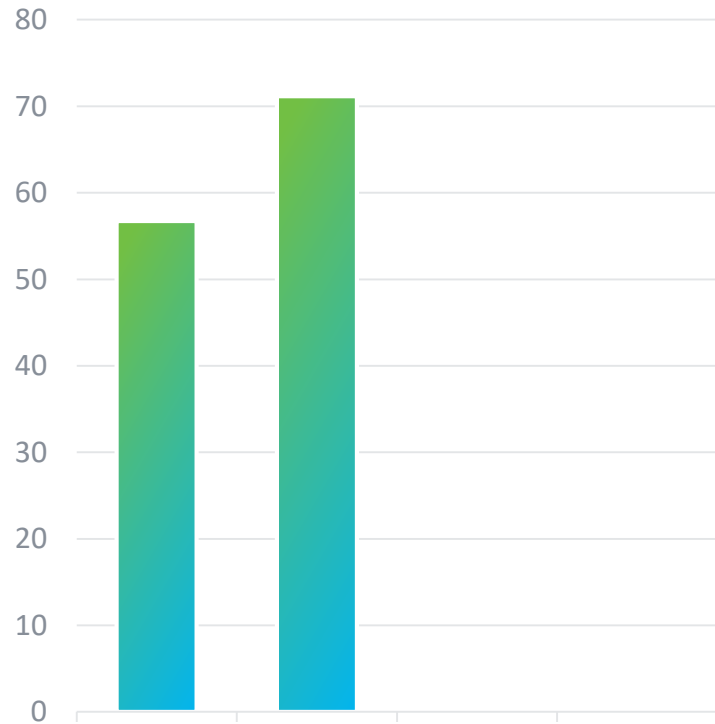
1. Does your organization have a digital tool or destination that allows individuals to create their own event/fundraiser to raise money for your organization?

- YES
- NO

Why DIY?

**What makes DIY attractive? But what are the challenges too?**

# Average Gift

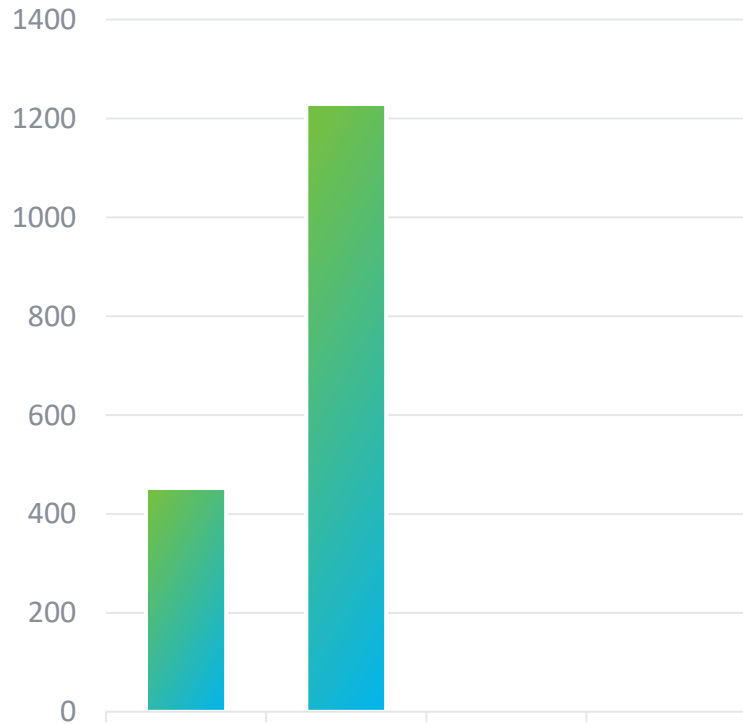


\$56.73 non 3<sup>rd</sup> party event  
average gift

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\$71.14 3<sup>rd</sup> party event average  
gift

# Average Gift



\$453 non 3<sup>rd</sup> party event  
average fundraising

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\$1,230 3<sup>rd</sup> party event average  
fundraising



Does it really work?



# BC Cancer Foundation

- Launched in 2012 with Personal Fund Module but went to customized TR in 2016
- Staff provide some support but it does mainly ‘run itself’

The screenshot displays the BC Cancer Foundation website interface. At the top left is the BC Cancer Foundation logo. To the right are social media icons for Facebook, Twitter, and Instagram, along with links for 'BLOG', 'SUBSCRIBE', and 'LOGIN'. A teal navigation bar contains the following menu items: 'ABOUT US', 'WAYS TO DONATE', 'WHY GIVE', 'EVENTS', 'NEWS AND MEDIA', and 'CONTACT US'. Below this is a section titled 'DONATE TO A FUNDRAISER' with a sub-section 'EVENTS OR FUNDRAISERS'. A text prompt asks users to enter a name or team to find a fundraising page. There are two tabs: 'Individual' (selected) and 'Team'. Below the tabs are input fields for 'First Name' and 'Last Name', and a 'FIND' button. Another section, 'IN MEMORY, TRIBUTES AND WEDDINGS', prompts users to search for a page created in memory. It features a 'SEARCH FOR:' field with the placeholder 'Event or Name', and two buttons: 'FIND A PAGE' and 'SHOW ALL PAGES'. The footer contains the Charitable Registration Number #11881 8434 RR0001, contact information (604.877.6040 or Toll Free 1.888.906.2873), copyright notice (©2019 BC Cancer Foundation), and links for 'Privacy Policy', 'Complaints Policy', 'Terms of use', and 'FAQs'. A 'SUBSCRIBE' button and social media icons are also present in the footer.

# BC Cancer Foundation

- Average revenue from a PFP page was \$2,338 vs. Workout to Conquer Cancer at \$284.
- Average PFP gift was \$126, while the average gift to WTCC was about \$75.
- 2019 Revenue is approximately \$300,000. It rose considerably once they moved to TR
- Future: Thinking of adding JustGiving to support someone who runs a 40-hour twitch stream.

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## How does Children's Hospital Los Angeles (CHLA) Measure Up?

### Average Gift

- \$56.73 – DIY
- \$71.14 – P2P
- \$132 – CHLA DIY

### Total Raised

- \$453 – DIY
- \$1,230 – P2P
- \$3,192 – CHLA DIY

*2013 Blackbaud P2P and DIY Benchmark Study*



“

*"I figured in this day and age, it should be a pretty simple thing to do... I did a little bit of research and found a couple of options until [someone] suggested I look at the Hospital's website.*

*It turns out they had an easy way to do it and the money went straight to them."*

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TIM JOHNSON

RAISED \$29,148 ON HIS CHLA FUNDRAISING PAGE

# Joe's Team – when to boost a third party/DIY with a bi more....

The screenshot shows a website for 'Joe's Team' with a navigation menu on the left: MEET JOE, PARTICIPATE, PLEDGE, DONATE, GIVE THE GIFT OF STOCK, TRAINING AND RACE INFO, LATEST NEWS, PARTICIPANT LOGIN. The main header features a triathlete and the text: 'ON JULY 5 AN EVENT THAT WILL CHANGE YOU, AND THE LIVES OF OTHERS. JOE'S TEAM AMAZING THINGS HAPPEN WHEN YOU TRI.' Below this is a 'WELCOME TO KRISTI DEAN'S PERSONAL PAGE' section. It includes a 'SPONSOR ME!' section with donation levels: NO ORDINARY JOE (\$5,000.00), IRONMAN (\$2,500.00), HALF IRON (\$1,000.00), OLYMPIC (\$500.00), and SPRINT (Any amount). A 'MY GOAL' section shows a progress bar for Kristi Dean at 35% towards a \$4,000.00 goal, with \$1,425.00 achieved. A 'MY HONOUR ROLL' section lists donors: John Hawes (\$50.00), Mary Durocher (\$50.00), and Pamela Cross (\$50.00). There is also a 'SHARE THIS PAGE' section with options for Facebook and Email to Friends. The footer includes logos for SWISS CHALET, cnibi, and The Princess Margaret Hospital Foundation, along with contact information and a copyright notice.

Third Party event for cancer research, started by a 50+ cancer survivor.

Triathlon, “try a tri”, people sign up and fundraise in teams

Feeling of community. He leveraged his friends and family

It was branded to the boomer, Joe, not the charity

Raised \$600,000 from 56 participants in the first year

The charity provided technology, branding, design, and web assistance to Joe to get it off the ground. They calculated his well-heeled circle would raise a lot of money

# The Evolution of a DIY Hub

The screenshot shows the Parkinson Canada website's 'DIY Hub' for fundraising events. At the top, there is a navigation bar with links for 'About', 'How it Works', 'Fundraiser Tools', 'FAQ', 'Past Events', and 'Find Event'. Two prominent buttons are 'Create Event' and 'Donate'. Below the navigation, there are two filter sections: 'Event Types' and 'Tools in your kit'. The 'Event Types' filter has options: 'Any', 'General', 'Active' (selected), 'Eat', 'Get Together', 'Tournament', and 'Celebration'. The 'Tools in your kit' filter has options: 'Any' (selected), 'Posters', 'Forms', 'Templates', 'Information', and 'Checklists'. The main content area displays a grid of ten red cards, each representing a different tool available for download or use. The cards are arranged in two rows of five. The first row includes: '4 Week Cycling Training', '10km Training Guide', '14 Week Cycling Training', 'Event Entry Ticket', and 'Fun Run Finisher Certificate'. The second row includes: 'Fun Run Planning Checklist', 'Poster - Crown Emblem, Customizable, Style 1', 'Poster - Crown Emblem, Customizable, Style 2', 'Poster - Crown Emblem, Customizable, Style 3', and 'Poster - Crown Emblem, Customizable, Style 4'.

## Parkinson Canada

### Average Gift

- \$130.76 – DIY
- \$80.44 – Walk
- \$132 – Ride

### Total Raised

- \$478.10 – DIY  
(158 participants YTD)
- \$370.71 – Walk
- \$1089.08 - Ride



How Peer-to-peer & Grateful Patients  
can be beautiful partners



# Meet Peter and Dave

Lifelong friends

Cycling enthusiasts

One's father; one's friend diagnosed with Parkinson's at a similar time



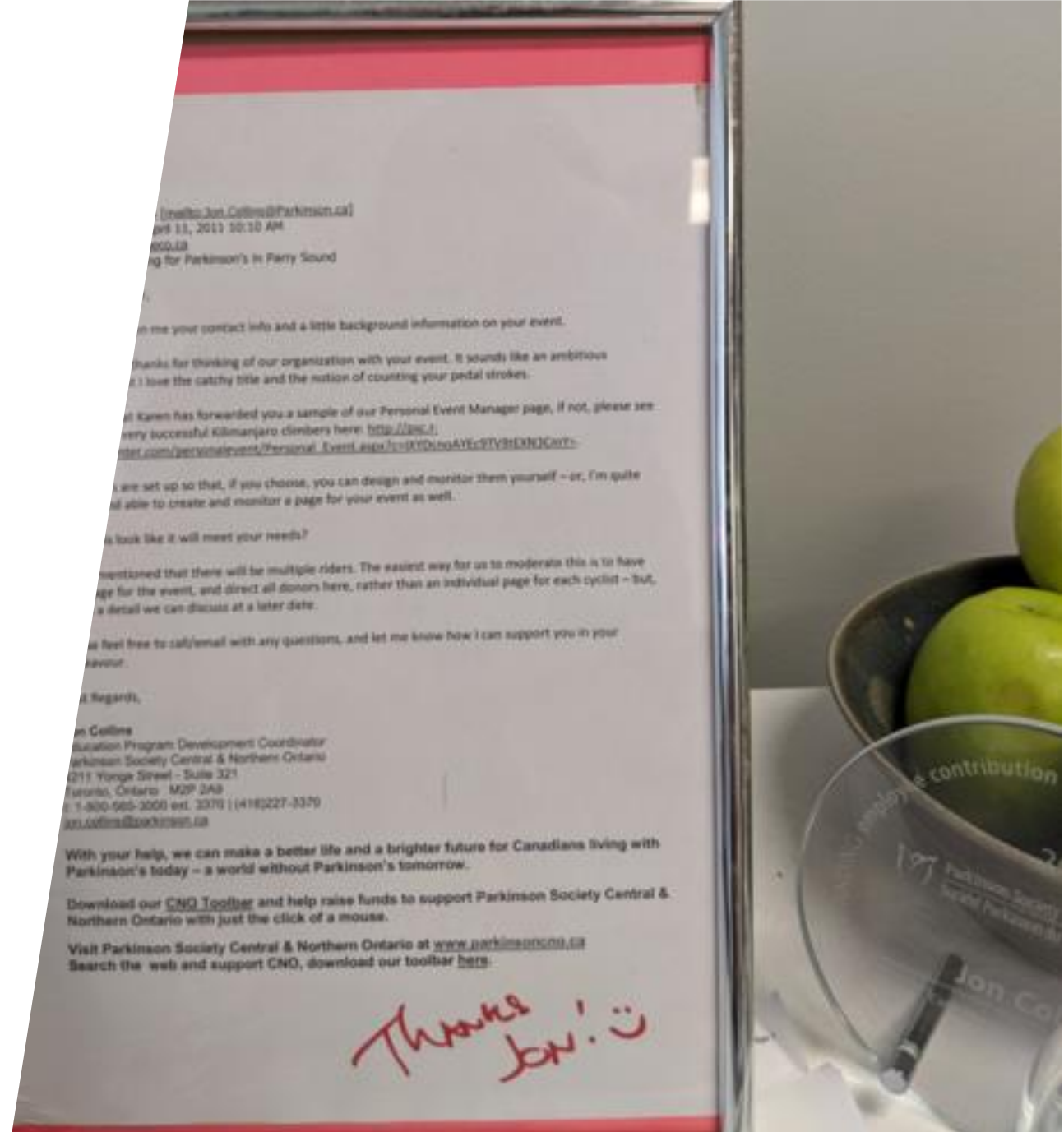


# Where to Start?

All started with outreach

Prepared to respond

Tools in place to activate



## Year One

A handful of participants

\$17,000 raised

A lot of enthusiasm







 Parkinson Canada

Pedaling for  
parkinson

HealthWealth





## Meet the Rigid Riders



# A Team of Reluctant Cyclists





## Rudy's Run

Marina Erfle, 28

Father Rudy, diagnosed with Parkinson's in 2008

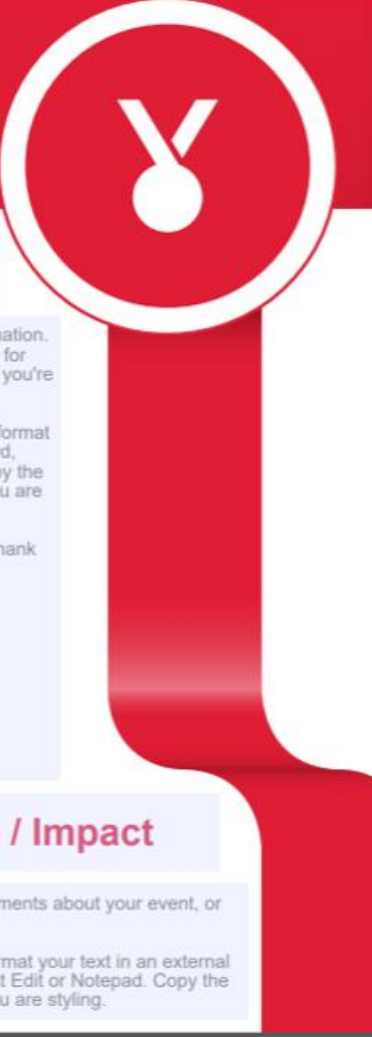
Marina: energy, time and a drive to make an impact

Rudy: well connected in Pointe-Claire, QC community



## Made Use of Tools

- Promotional Posters
- Pledge Forms
- Pre-filled certificates
- Planning Guide



**Headline / Event name**

**Subheading / Date Information**

**Page subheading Information**

Input event details, location, contact or transit information. Contextual statements about why you're fundraising for Parkinson Canada. Perhaps a few lines about why you're fighting Parkinson's disease.


If you require more unique text styling, you can pre-format your text in an external text editor like Microsoft Word, Google Doc, Apple Page, Text Edit or Notepad. Copy the text from that editor and paste it into the text field you are styling.

Thank you for supporting Parkinson Canada. And, thank you for using Fundraising Your Way.

**Lower Page subheading / Impact**

Input details, event information. Or Contextual statements about your event, or why you're fundraising for Parkinson Canada.

If you need more unique text styling, you can pre-format your text in an external application like Word, Google Doc, Apple Page, Text Edit or Notepad. Copy the text from that editor and paste it into the text field you are styling.

 Parkinson Canada | Fundraising Your Way  
316 - 4211 Yonge Street, Toronto, ON, M2P 2A9  
1 (800) 565-3000  
Charitable Registration Number 10809 1786 RR0001

[donate.parkinson.ca/yourway](http://donate.parkinson.ca/yourway)

 Parkinson Canada | Fundraising Your Way  
**Event Toolkit**

**Certificate of Completion**

This certificate is awarded to \_\_\_\_\_ for completing the Fun Run.  
Thank you for your participation!

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Hosts Name, and Position: \_\_\_\_\_

 Parkinson Canada  
316 - 4211 Yonge Street, Toronto, ON, M2P 2A9  
p: 1 (800) 565-3000 | w: parkinson.ca

 Parkinson Canada | Fundraising Your Way

  
[donate.parkinson.ca/yourway](http://donate.parkinson.ca/yourway)

**Fun Run Planning Checklist**

BEGINNING OF PLANNING

- Establish the objective of the Fun Run
- Select a date and time
- Determine a budget, sponsorship, and donation needs

## Rudy's Run Retention

2019: Named research grant

Modest web revisions  
Continued custom / customer support

2020: Grant acknowledgement;  
further investment;  
new tools

The screenshot shows the website for Parkinson Canada's 'Rudy's Run for Parkinson's' fundraising page. The top navigation bar is red and contains the Parkinson Canada logo, the text 'Fundraising Your Way', and login fields for 'username' and 'password' with a 'LOGIN' button. A 'Français' link is also present. Below the navigation bar is a black menu with links for 'Rudy's Run Home', '2018 Event', and 'Sponsors'. The main content area has a blue background with a large orange banner that reads 'RUDY'S RUN FOR PARKINSONS' in yellow, with a sunburst icon and a running shoe icon. Below the banner, it says '5k and 10k run/walk'. A red bar below the banner contains four buttons: 'Click here to register as an individual', 'Click here to form a team', 'Click here to join an existing team', and 'Make a general donation'. The bottom section features the title 'Rudy's Run for Parkinson's' and a progress bar. The progress bar shows '96% of Goal' and '\$28,838 Raised' towards a '\$30,000 Goal'. Below the progress bar, there is a red bar with a white progress indicator.

Parkinson Canada | Fundraising Your Way

username password LOGIN

Français

Rudy's Run Home | 2018 Event | Sponsors

**RUDY'S RUN FOR PARKINSONS**

5k and 10k run/walk

Click here to register as an individual | Click here to form a team | Click here to join an existing team | Make a general donation

**Rudy's Run for Parkinson's**

Run or walk the track or come out and support Rudy and Parkinson Canada. All are welcome to enjoy live music, food (complimentary BBQ and snacks), a raffle

Progress toward our new \$30,000 Goal

96% of Goal | \$28,838 Raised



# The Formula

AND OTHER CONSIDERATIONS

# The Formula for DIY Success

Had a great conversation with our doctors



**CHAMPIONS**

Identified a need for specialized equipment



**OPPORTUNITY**

Called our Foundation



**FACILITATORS**

# Challenges



Keeping up with the fundraisers



Varying levels of support needed by fundraisers



Ensuring you have the right tools & infrastructure



Staff to support DIY & activate fundraisers



Aligning efforts with fundraising priorities

# Considerations



Outline support that your Foundation can provide

- Guidelines for fundraisers
- Push out story via traditional and social media channels
- Templated emails, social posts to help fundraiser raise funds
- Coaching emails/scheduled check ins with the fundraiser
- Ideas to inspire fundraisers: pub nights, non-events, birthdays

Steward both organizer and donors

- Reporting back on funds raised and impact!
- Renew/reinvigorate campaigns

# Pros and Cons of DIY for Healthcare Institutions

## Pros

- Low barrier to entry
- Engages valuable supporters:
  - Reach out to personal network
  - Raise more per donor
  - More likely to give to other areas e.g. monthly giving, middle donor, etc.
- For Hospital and Healthcare, can serve Grateful Patients, Third Party Events, Hospital Departments, etc. under one branded, evergreen site

## Cons

- Don't return year to year like event fundraisers
- BUT if they do, they outperform new fundraisers
- Less predictable and scalable than annual event

# Launching your healthcare DIY site



## A Checklist

- Establish communications plan for site launch (internal and external)
- Document policies and procedures
- Document FAQs for staff
- Draft an email that major gifts staff can send to their donors
- Hold internal meetings to educate staff on new site
- Send an all-organization email/communication, if possible
- Share on your web/social media presences, email list, etc.



# Questions to Ask – Healthcare DIY Newbies

Have you met with internal stakeholders to understand areas of opportunity/needs from different teams?

Have you carefully considered institutional needs e.g. funding (research, medical specialties), hospital departments/divisions/programs?

Do you have the right staff, with the right skills?

Do you have the right technology, both for the site itself and data transfer to your donor database, if designations will be used?

Have you gathered the necessary information to calculate ROI?

# Questions to Ask – Existing Healthcare DIY

Have you carefully considered how to find, and motivate, different generations?

Have you thought of DIY initiatives that provide once-in-a-lifetime experiences?

Have you connected multiple channels e.g. telephone, mail and digital with your DIY opportunities?

Have you introduced innovations to your DIY space? E.g. crowdfunding, no-go galas, etc.?

Have you created a marketing plan for promoting the site, including content development of fundraiser and grateful patient stories?

# LEARN MORE

To learn more about one organization's multi-year journey with DIY:

[Check out this webinar](#)

**And I've been involved with almost 100  
DIYs... bug me!**

# LET'S CONNECT



@hjcnewmedia



facebook.com/michael.johnston.9883739



linkedin.com/in/mike-Johnston-hjc

linkedin.com/in/collinsjon/

INSPIRED?  
WIRED?  
FIRED UP?

Tell us in a session survey on the mobile app, and you'll be entered to win a complimentary pass to bbcon 2020 in Seattle, WA!

-Q-U-E-S-T-I-O-N-S-

**THANK YOU!**

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