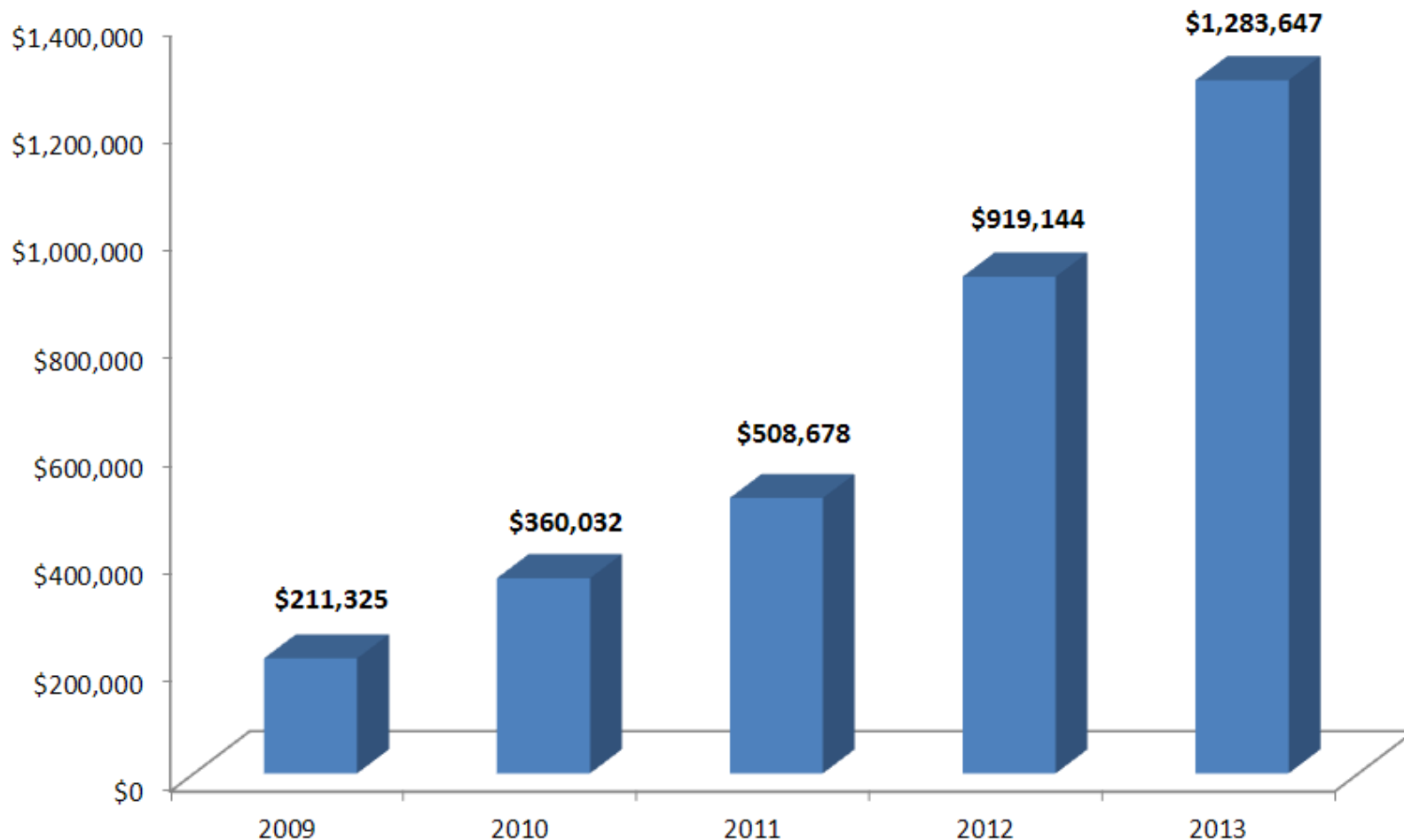


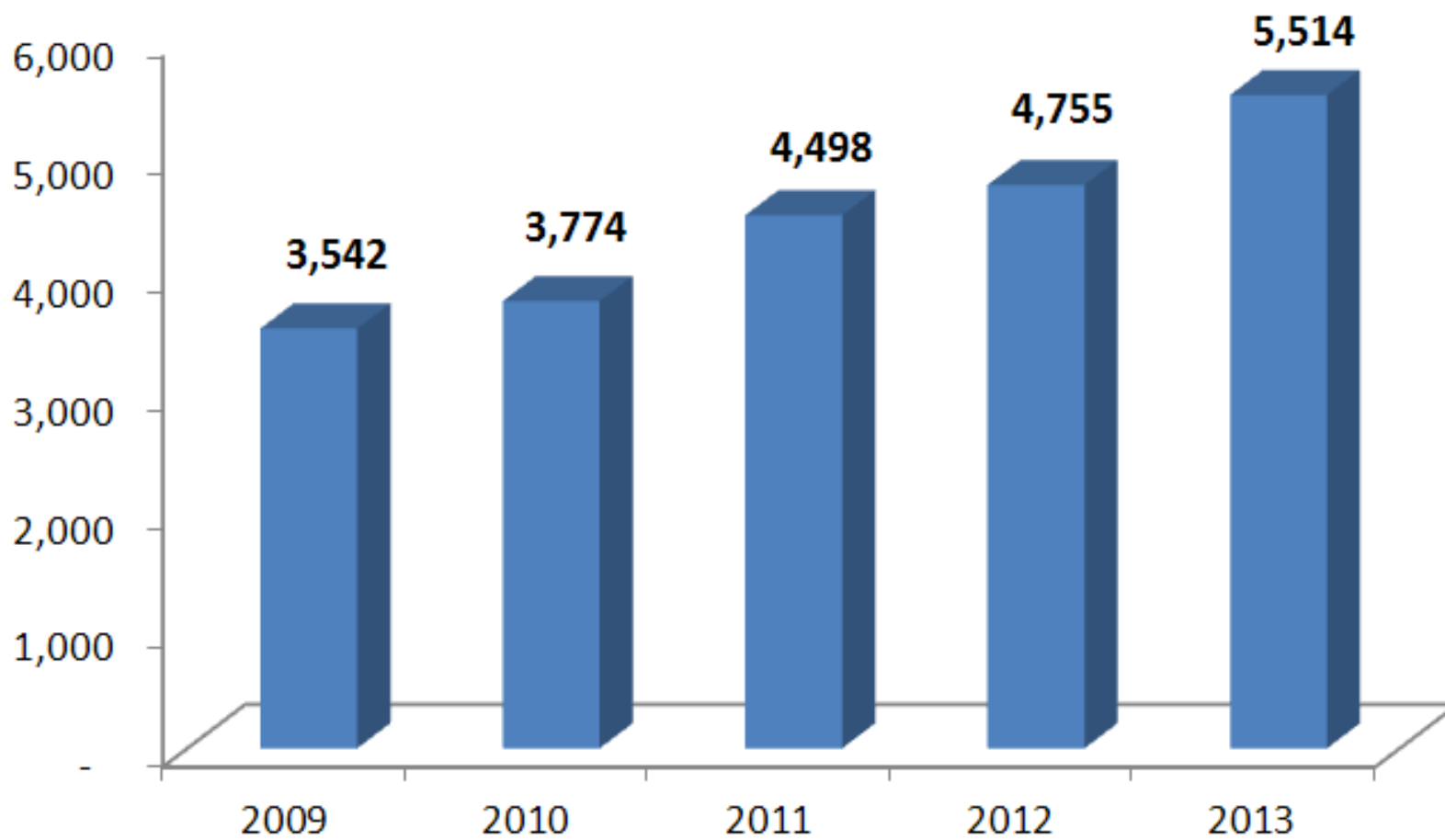
# MS Brissie to the Bay Bike Ride



# Last 5 years – over 800% growth



# Participant Growth



# How did we do it?



## Strategies for Fundraising Success...

1. Build Relationships
2. Focus on Fundraising
3. Connect to the Cause & Connect the Cause to the event
4. Email is King
5. Use your Data
6. Don't Switch Off



# 1. Build Relationships



- Deliver out of the world ‘customer service’
- Exceed expectations
- First impressions count
- Take the time to know them & make them feel special
- Don’t wait for them to ask for help – offer it first
- Seek them out on the day

## Matt Gee

Big thank you to Sarah at MS for helping me get signed up... due to problems with bank... finally signed up.. and got the Receipt books in the mail today... thank you heaps.! Question if friends donate online... do they get a receipt via online, or do I have to send them one from the receipt book?

[Like](#) · [Comment](#) · February 13 at 9:12pm



## 2. Focus on Fundraising



- Build a fundraising culture
- Use incentives wisely
- Integrate fundraising in all comms
- Provide updates and progress
- Reward top fundraisers
- Share achievements / celebrate milestones
- Thank, thank and thank again!



## 2. Focus on Fundraising



### \$1,000 Club

**Raise \$1,000+** and you will join the **MS \$1,000 Club**.

You will receive a **FREE T-SHIRT**, an invitation to our **Top Fundraisers Thank You** function and will be recognised through the event.

[View the members of the \\$1,000 Club >](#)



### Bronze

**Raise \$2,500+** and you become a **Bronze MS Legend!**

As an MS legend, you will receive your **FREE MS LEGENDS JERSEY** (pictured) and your bronze level patch to tell everyone about your awesome efforts to fight MS!

When you become an MS Legend you will also receive **FREE ENTRY** into the 2014 ride, **recognition through the event** and **your name will be added to the website as an official bronze MS Legend.**



**\$1,283,647**  
raised to Fight MS!

Our fundraising goal is  
**\$1,200,000**

#### Top 10 Individuals

George Ahlatis	\$31,122.00
Mark James	\$29,850.00
Megan Conlon	\$15,987.00
Alyssa Martin	\$10,154.00
Brian Cronin	\$9,441.00
Daniel Casey	\$9,265.00
Tas Moulis	\$9,060.00
Anthony Conias	\$8,879.00
Michael Arvanitakis	\$8,500.00
Tony McIntosh	\$8,475.00

#### Top 10 Teams

Neo Pizza	\$113,874.00
GJI	\$112,687.00
Brookfield Multiplex	\$26,517.00
Monadelphous Engineering	\$22,771.00
Kingaroy Cruisers	\$21,430.00
Team Enerflex	\$16,088.00
Birdwood Bikers	\$15,869.00
Coffee Beings	\$15,255.00
Thiess	\$14,840.00
Team Toll NOX	\$13,965.00

## 2. Focus on Fundraising



**\$1,271,514**

July 24

The final fundraising figure is in...YOU raised \$1,271,514 through the MS Brissie to the Bay bike ride.

This is an incredible result and more than we thought possible...it is fantastic.

Because of YOU, we can continue to fight MS!

From the staff, carers and people living with multiple sclerosis...THANK YOU!



Like 139 Comment 5

**MS Brissie to the Bay Bike Ride**  
May 13

Another week, another group of ABSOLUTE LEGENDS riding to fight MS!

Here are this week's newest \$1,000 Club members - THANK YOU for your fundraising efforts to support people living with MS.

Let's give them a 'THUMBS UP' from the B2B community!

Check out all our legends->

<http://www.brissietothebay.com.au/fundraising/2013-fundraising-legends>



Like · Comment · Share

Like 74 Comment 5



**MS**  
**Brissie to the Bay**



### 3. Connect to the Cause & Connect the Cause to the event



- Tell inspirational stories
- Make it personal
- Inspire and empower people to support the cause
- Take yourselves out of the equation
- Use social media to engage
- Build a community that encourage clients to take part
- Let them share their journey



# 3. Connect to the Cause & Connect the Cause to the event



## Brendan's Story

Hi,

Before I start, I want to say a huge **THANK YOU** for your fundraising efforts to help people living with MS.

You have no idea how amazing it feels to know that there are people out there helping you to fight this terrible disease.

**It really does help me to continue my personal fight to beat MS...and it means more to me than you could ever imagine.**

Before I was diagnosed with MS I worked as a mechanical engineer and lead a very active lifestyle. I loved water sports such as water-skiing, kayaking and surfing.

I was officially diagnosed with MS 6 years ago when I was just 35 years old.

I still remember it like it was yesterday.

My first neurologist said to me, 'just wait 3 years and see what happens'...

**Well, that was a very long wait.**

It's weird, one minute you have all your aspirations and dreams and all it takes is one phone call and you're left thinking, 'I'm going to be in a wheelchair and my life is over'.

**I was in a very bad place.**

After that 3 year wait I saw the psychologist at MS QLD which was a real turning point for me, he grabbed me at just the right time.



Brendan and his partner Lucy

## Wenda's Story

Hi, my name is Wenda. I have MS.

I used to be a fit, career driven research scientist who didn't have time for sickness. I had my whole life planned – I was going to be a lecturer and have a little family of my own.

But little did I know that a small loss of coordination and some numbness in my feet would change all that...

After experiencing these symptoms, I saw my GP who immediately sent me to a neurologist. After many MRIs, it was evident something was wrong.

There were lesions on both my spine and my brain.

**I was diagnosed with MS at just 30 years of age.**

And I still remember that day like it was yesterday...I didn't know much about MS, but my uncle had passed away from complications arising from primary progressive MS.

Thousands of questions started running through my head 'Will I end up in a wheelchair like my uncle?' 'Can I still have children?'

I was terrified and I needed answers...fast.

So I sought help from MS QLD straight away about my mobility. I started attending physiotherapy sessions and they were my first point of contact for any concerns.

I soon started to see things in a more positive light and everything seemed to be getting better.

Then nine years later, the most wonderful thing happened...

I gave birth to my beautiful daughter, Belinda. She is now 3 years old.



Wenda and daughter Belinda



**Brissie to the Bay**

# 3. Connect to the Cause & Connect the Cause to the event



## Meet Riders with MS

Here are some inspirational riders taking part in the MS Brissie to the Bay bike ride, who would like to share their stories with you all.



[Click here](#) to read Josie's story.



[Click here](#) to read David's story.



[Click here](#) to read Alyssa's story.



[Click here](#) to read John's story.





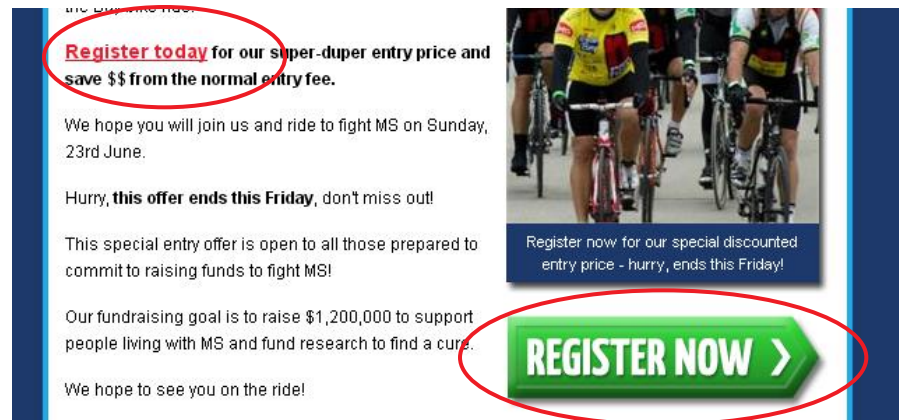
# 3. Connect to the Cause & Connect the Cause to the event



# 4. Email is King






- Give it the attention it needs
- Segment your audience
- Focus on improving each element
  - From name
  - Subject lines
  - Personalisation
  - Calls to action
  - Time of send
  - Segmentation



# 5. Use your Data



- Create personalised communications
- Segment to maintain relevance
- Understand your audience (clicks, engagement)
- Test, test, test
- Tag, measure, analyse, optimise

<u>b2b13 fundraising incentive 01 f r100 ro100 ru300</u> 	323	60%	22.92%	<input type="checkbox"/>
<u>b2b13 fundraising incentive 01 nf f ru100 b</u> 	1,121	57.39%	16.01%	<input type="checkbox"/>
<u>b2b13 fundraising incentive 01 nf f ru100 a</u> 	1,120	48.74%	15.71%	<input type="checkbox"/>





## 6. Don't Switch Off



- Thank, thank and thank again!
- Communicate the outcome
- Retention starts immediately
- Lead collection
- Update your website



THANK YOU!

