

PROBLEM STATEMENT

Observations

Achieved Result

A steady decline in revenue from a declining number of new participants

Disturbing Events

An increasing number of competitive cycling charities, crowded cycling space, and unstable donations

Desired Result

Within one year, **increase the number of participants by 10% including a 5% increase in new participants**, and **realise revenue growth** within three years.

Key Question

How should the organisation respond to increasing competitive cycling charities, crowded cycling space, and unstable donations to realise revenue growth within three years?

Stakeholders

NMSS organisation, Event founders, Event organisers, Event participants, Corporate partners, Consultants, People Connected to MS, and Support staff

Constraints to the Solution

- The organisation has limited expenditure
- Only ten months to develop solving strategy
- Limited cycling space and path
- Non-profit organisation safety and regulations
- Limited database provided by the organisation

Decision Criteria

- Maximise donations per participant team.
- Increasing new participants and corporate partners
- Ease of implementation within the timeframe

Number of Participants in each fiscal year 2013-1017



Old participants in particular Bike MS event

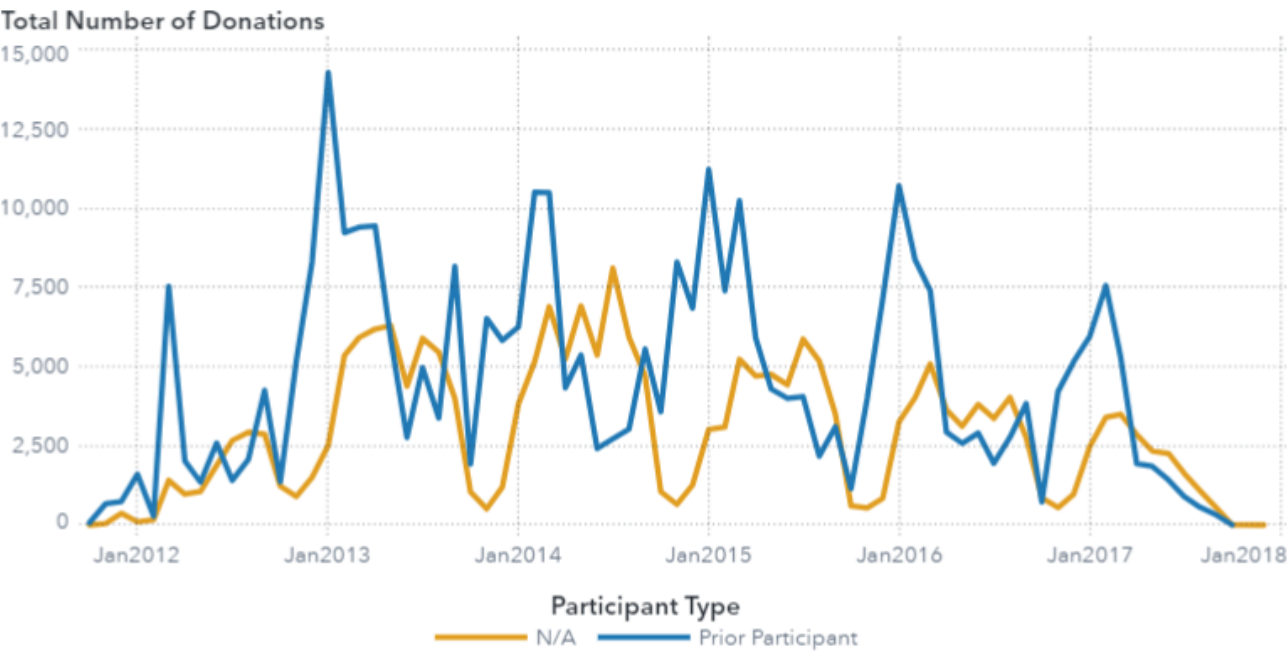
New participants in particular Bike MS event

FINDINGS AND RECOMMENDATIONS

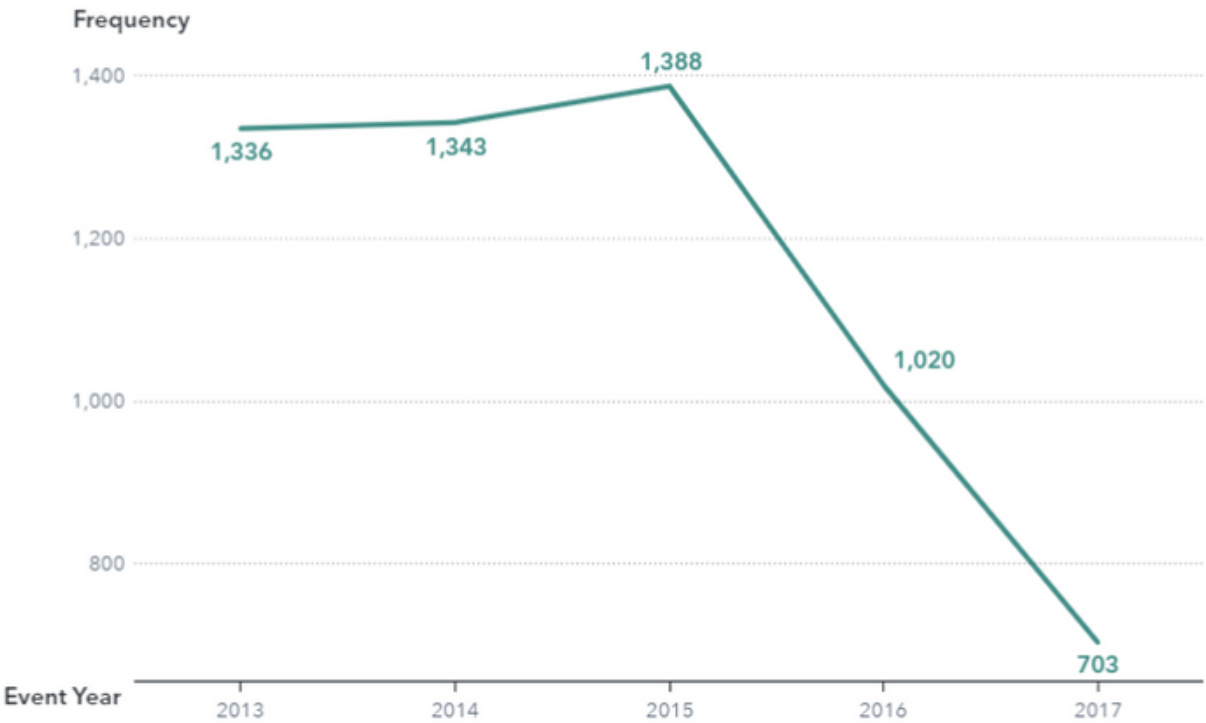


Participant Type & Demographics

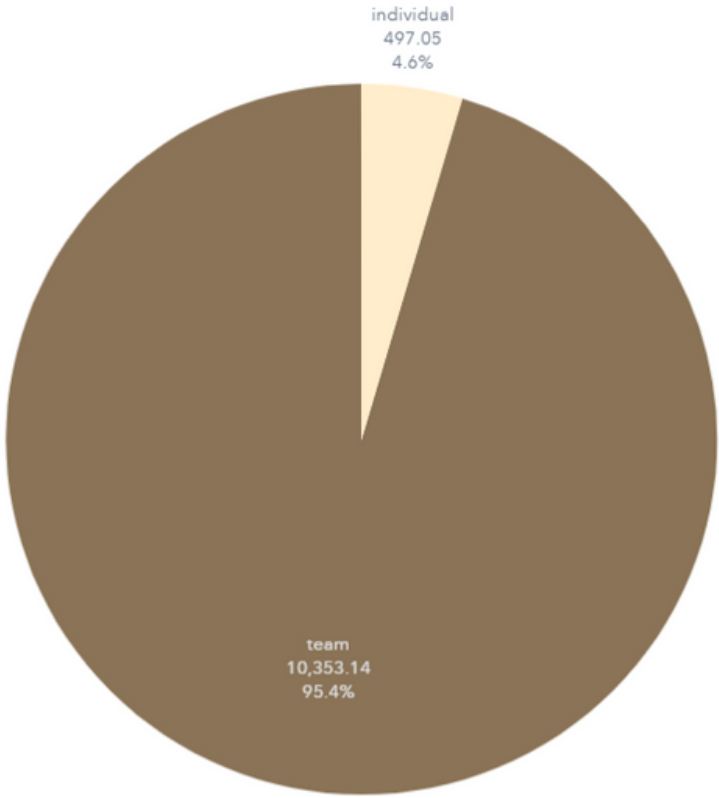
Total Number of Donations by Registration Date grouped by Participant Type



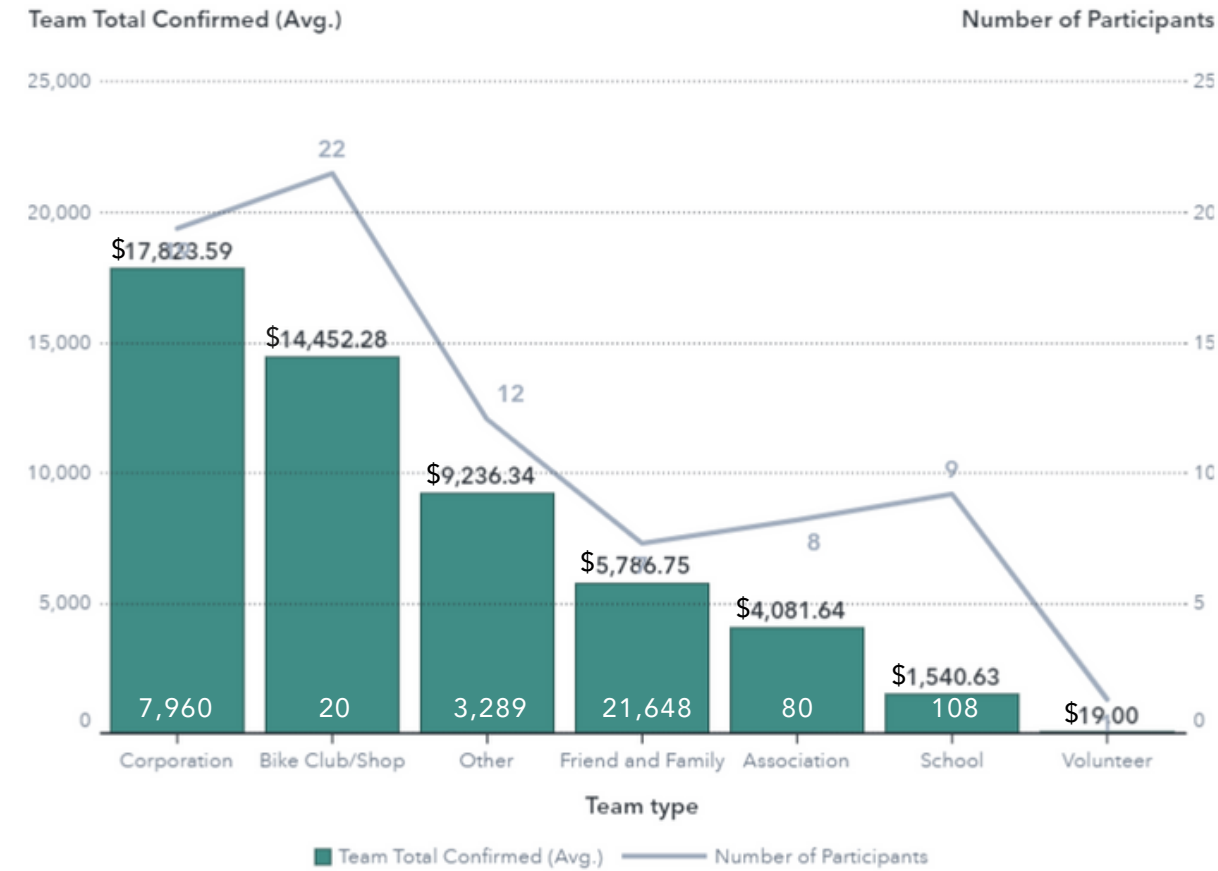
Number of Team Captain by Event Year



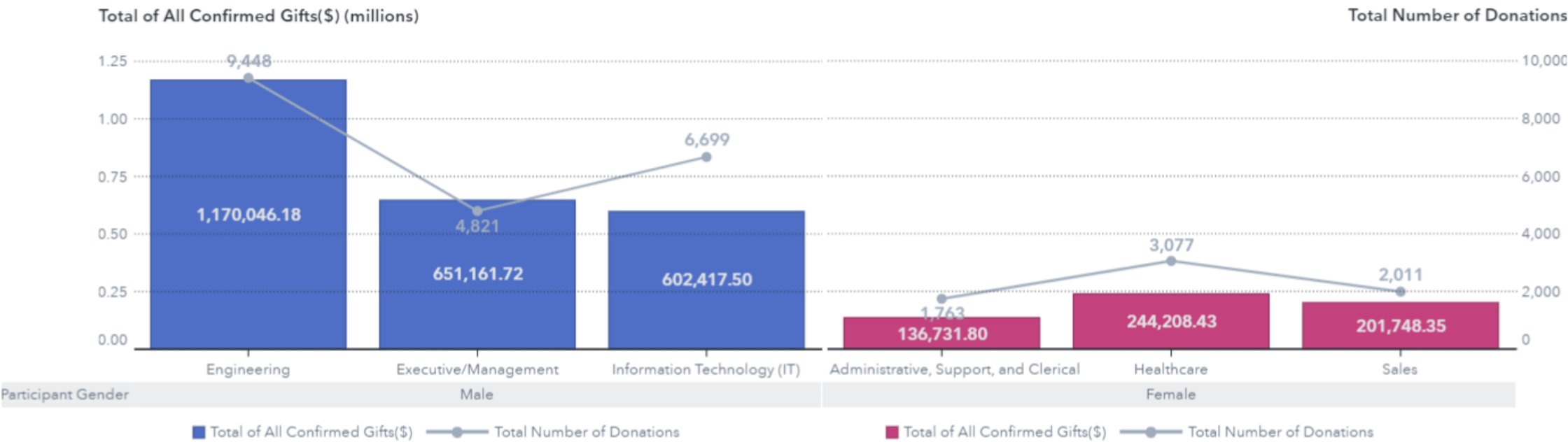
Average of Total Confirmed Donations (\$) by Number of Participants in team and individual cyclists



Average of Total Confirmed Donations (\$) and Average Number of Participants based on Team Division



Top 3 Total Donations (\$) and Number of Donations by Participant Occupation grouped by Participant Gender

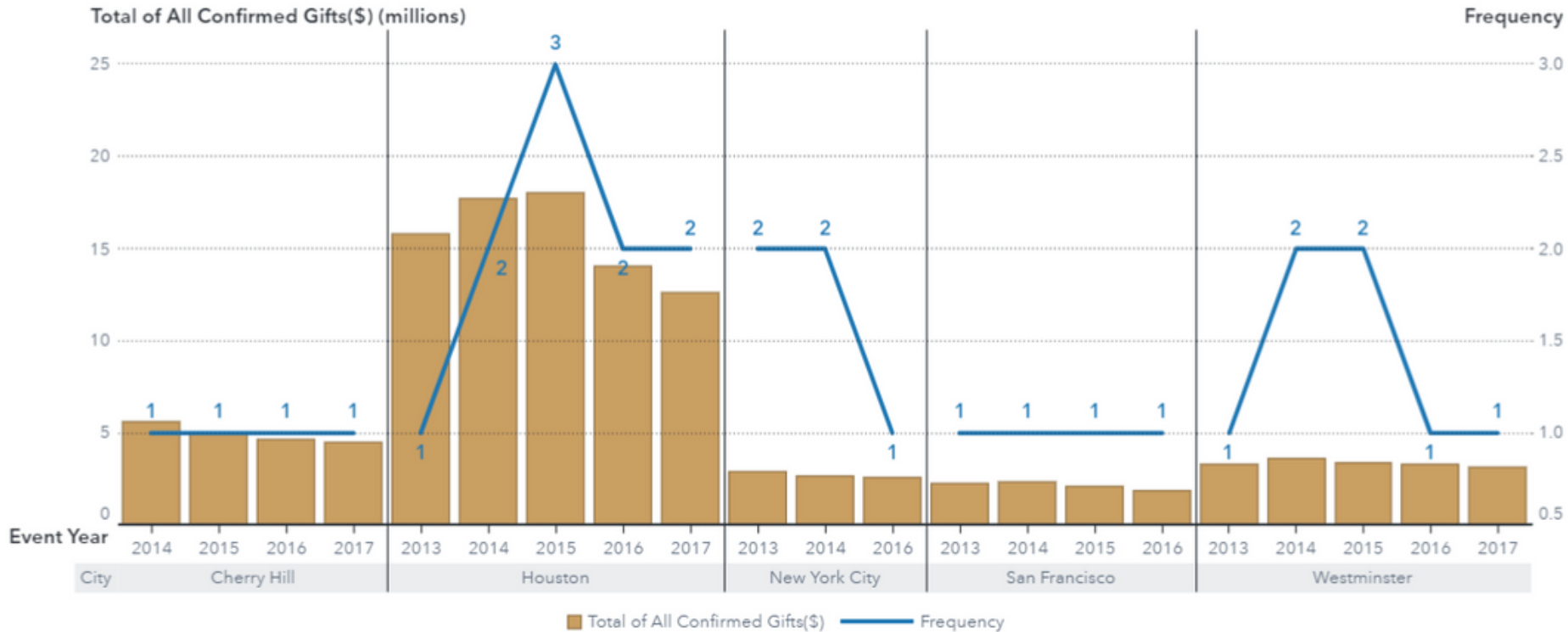


FINDINGS AND RECOMMENDATIONS

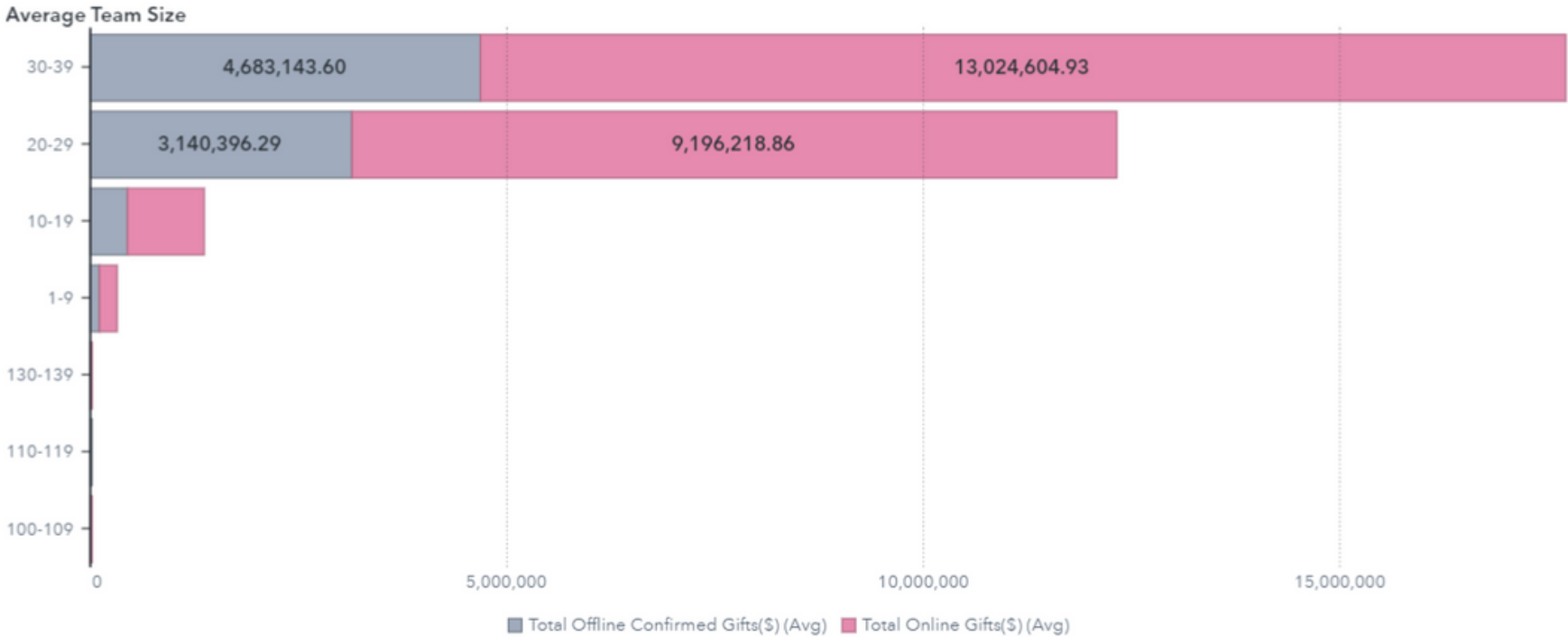
Location, Donation Channels & Registration



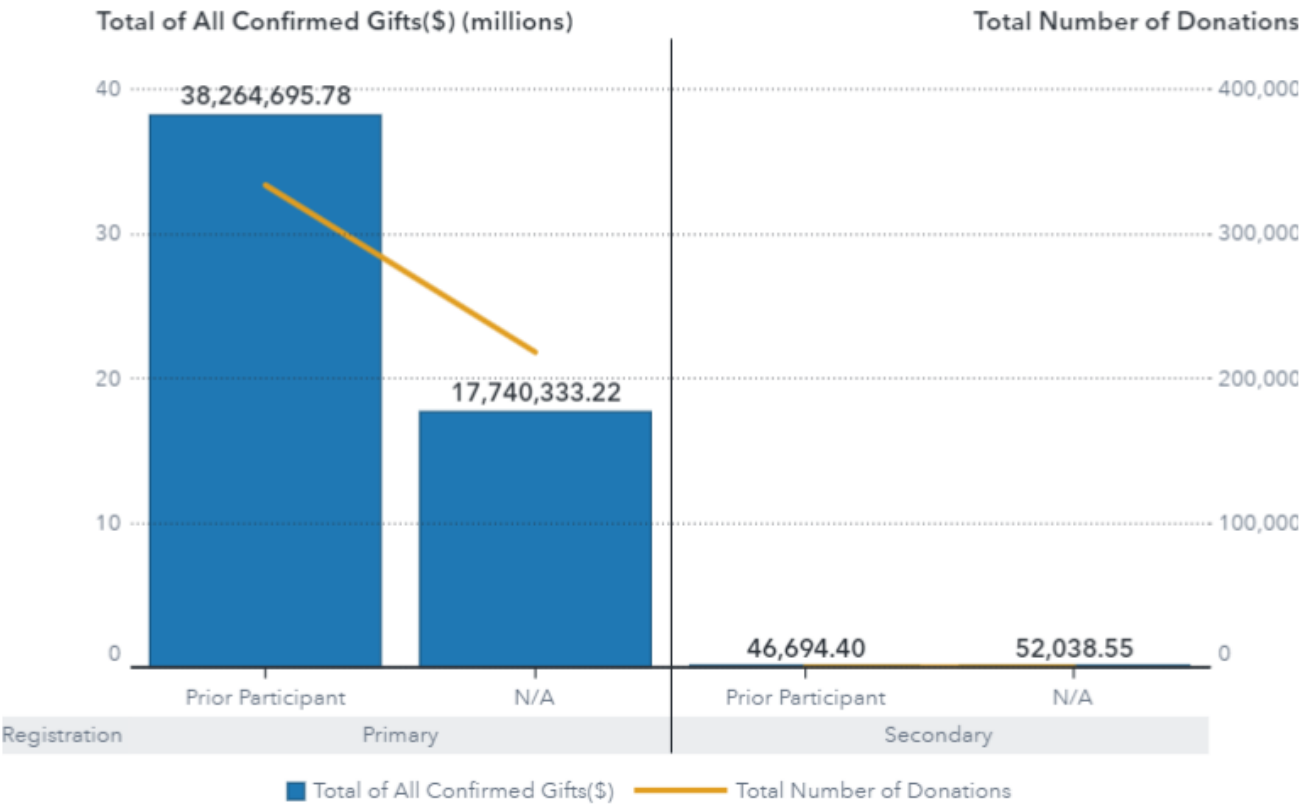
Top 5 Total Donations (\$) and Number of Events per year grouped by City



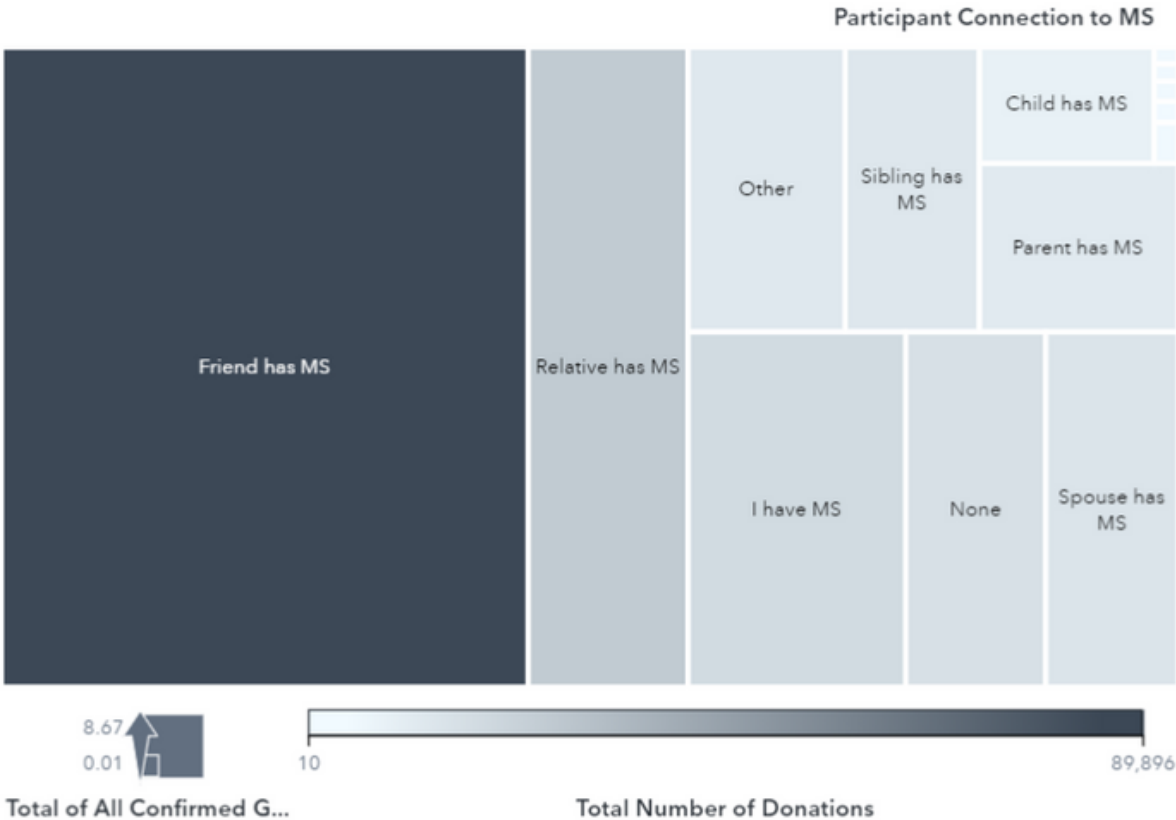
Average of Total Donations (\$) by Average Team Size grouped by Donation Channels



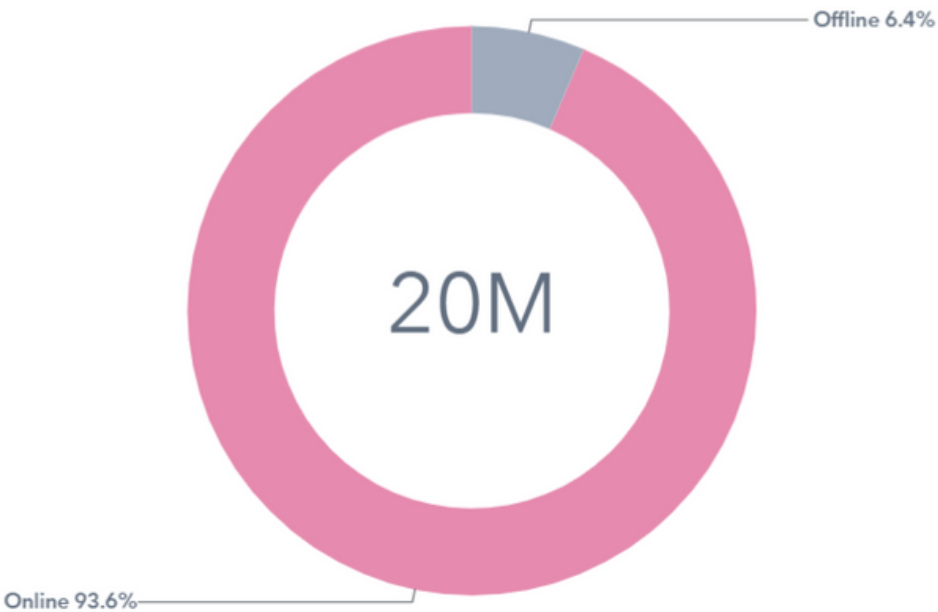
Total Confirmed Donations (\$) and Number of Donations by Participant Type grouped by Registration Status



Total Donations (\$) and Number of Donations by Participant Connection to MS



Total Confirmed Donations (\$) by Registration Channels



REFERENCES



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Number of Participants in each fiscal year 2013-2017

