PROPOSAL

N M S S 'B i k e   M S'   f u n d r a i s i n g   e v e n t

National
Multiple Sclerosis
Society

SUBMITTED BY,
   ASAMA INTAKAEW – 7437031
   WASUPON ARPORNPATTANA – 7339574

SUBMITTED TO,
   MARTIN GOLD

SUBMISSION DATE,
   8 JUNE 2023

EXECUTIVE SUMMARY

This proposal outlines our business analytics research project plan, utilising analytical techniques to address the challenge of acquiring new participants and enhancing engagement in the Bike MS fundraising event, ultimately supporting the National Multiple Sclerosis Society's mission of empowering individuals affected by MS to live their best lives. By leveraging social networks, utilizing social media and traditional communication channels, and employing technology, the project seeks to increase new participants by 20%. The research objectives include identifying potential participants and understanding their demographics and reasons for engagement. The project has proposed techniques such as data visualization, cluster analysis, regression analysis, predictive analysis, social media analysis, A/B testing, and lifetime value analysis to gather insights and optimize participant engagement. The project deliverables will be completed within a specified timeline, while adhering terms and conditions of the company.

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BUSINESS RESEARCH BACKGROUND

Bike MS is the largest fundraising cycling campaign in the world where people raise money for MS with over 75 rides held annually and nearly 80,000 participants, the event has raised over $1.3 billion to support MS research, advocacy, education, and programs for individuals with MS. People diagnosed with Multiple Sclerosis (MS), a chronic degenerative nervous system disease, tend to be physically inactive because of impairments in physical and cognitive functions. The use of Physical Activity (PA) helps manage MS symptoms and slow the progress of the disease (Casey 2018 and Fasczewski 2019) as the NMSS has shown social support to increase PA behaviour in group exercise settings. Bike MS's fundraising activities promoted social engagement and support, cause awareness, fundraising, long-term physical benefits, and an overall increase in quality of life as an incentive to participate for participants and individuals with MS, to support and emphasises that they are not alone in fighting this problem and can live their best lives (Fasczewski 2020).

In addition, a background study regarding Bike MS revealed several key shortcomings that have contributed to a consistent decrease in financing year after year. The management method and the publicity of corporate events lacks motivation, thus reducing the interest of new participants, who are interested in participating. The problems, opportunities, suggestions, and other issues will be discussed in the table below.

BUSINESS RESEARCH BACKGROUND

Topics	Issues	Opportunities	Possible Solutions
Fundraising	• Unstable stream of donations • Insufficient communication channels regarding the even	Diversity income streams	• Developing crowdfunding • Introducing merchandise for sales • Offering legacy giving • Developing an email marketing • Conducting virtual or hybrid events • Sourcing funding from corporate business
Participant Acquisition	High retention of current participants, low acquisition of new participants	• Increase communication channels • Personalize engagement experience	• Raising brand and event awareness • Personalizing experience of people interested in being participants • Tailoring participants' interested activities • Offering privileges (Hommerova & Severova 2018, p.189)
Collaborations and Partnerships	A few collaborations with organizations	Partnering with more organizations	• Raising the collaboration benefits • Collaboration with brands that target customers interested
Participant Support	Insufficient training resources, fundraising guidance, personalizing needs for individuals with MS and participants	• Attribute skill-fit in staff recruitment • Increase operational efficiency by AI software	• Leveraging the enthusiasm/dedication of staff and volunteers • Utilizing volunteer/staff skills and networks • Employing software for generating automatic messages based on participant status and queries
Community Engagement	Lack of networking among participants	a virtual community for individual groups of participants	Creating an online community for participants to share experiences, seek advice, offer mutual support, and find encouragement
Event Management	• Crowded charity cycling space • Unattractive cycling route	Technology and Application	Finding new routes, prioritising crowded and less-participant route

PROBLEM STATEMENT

The significant challenge Bike MS fundraising event experiencing which should be prioritised is "**acquiring a substantial number of participants**".
Despite the relatively high participant retention, the organisation struggles to gain a significant new supporter base. This also plays a crucial role in hindering their ability to raise the potential funds to support the society's mission: "We will cure MS while empowering people affected by MS to live their best lives".

The key issues confronting the MS Foundation regarding insufficient participant engagement in the fundraising event are listed as follows:

Inadequate Value Proposition

The value and distinctive experiences that participants might expect from the event have not been adequately communicated. Potential participants might perceive the events as uncompelling or unworthwhile, resulting in a lack of motivation for engagement.

Limited Engagement Opportunities

The organisation might not offer various engagement opportunities to potential participants with different interests. This encourages the failure to appeal to a wider supporter who may be interested in participating through alternative methods.

Limited Awareness and Outreach

Due to the limited awareness regarding the fundraising event, potential participants are unable to be informed and inspired to participate and support the event's purpose. The event also insufficiently reaches the target community regarding visibility and communication.

Inefficiency Marketing and Promotional efforts

The MS Foundation struggle to effectively communicate the event's purpose, participation benefits and impact, resulting in a lack of enthusiasm and low registration numbers.

PROBLEM STATEMENT

The aforementioned issues prevent MS Foundation from attaining the Bike MS fundraising goals and fulfilling the mission effectively. There are also some potential opportunities to leverage for enhancing participant engagement in the fundraising event as follows:

Social network power

Conduct crowdfunding campaigns which leverage the power of social networks. Increase their motivation by offering participant rewards such as milestone badges for their contribution. Crowdfunding campaigns attract all generations, but younger generations tend to be motivated by activity-based rewards (Powerful Fundraising Solutions 2023).

Social media and traditional communication channels

Social media channels are a great way to welcome new supporters (Bennett 2023).
This could be used to raise awareness of the event, such as:
- Posting storytelling about the impact of the event and the event details through trendy social media platforms and streaming communities like TikTok and Twitch frequently at the most visibility time of individual platforms.
- Hiring an influencer creating content in healthcare to speak out about the campaign under the hashtag #DONTJUSTRIDE #BIKEMS.
- Conducting advertisements, such as in Google Grants which Google offers for free to non-business organisations, and billboards at various locations like parks and subways.
- Increasing efficiency of traditional fundraising communication - strong email marketing by utilising effective email marketing software such as Dotdigital
- A letter and phone calls still are right for older supporters and major donors, particularly when expressing gratitude for outsized contributions.

Technology exploitation

- Personalise engagement experience and communications to people who are interested in participating in the event such as employing software to personalise response messages based on keywords in individual queries and based on different customer segments, sending automatic personal thankful messages to participants, and self-online registration for the event.
- Tailor marketing and promotional strategies to attract new participants based on their interested activities.
- Conducting new event formats, such as virtual or hybrid events, to reach a broader audience and attract participants from different locations.
- Create a virtual community where individuals with MS, their families, and support can connect, share experiences, and offer mutual support, and for participants to engage with each other, seek advice and find encouragement, regardless of their location.

PROJECT OBJECTIVES

This project aims to increase new participants by 20% and enhance engagement among current participants in Bike MS, ensuring the continued growth and success of the event in raising funds for MS research and support. All possible participants are team captains, team members, individual racers, donors and volunteers.

RESEARCH OBJECTIVES

- To identify potential participants in the Bike MS fundraising event.
- To identify factors influencing participant engagement in the Bike MS fundraising event.

RESEARCH QUESTIONS

- What are the key demographics (such as generation and occupation) of participants in the event?
- What are the reasons for the engagement of participants?
- Are there specific trends in customer behaviour prior to participating?
- Are there specific factors that significantly affect the number of participants?
- How does participant engagement impact fundraising capability?
- Which type and team division are new participants registered?

FOUNDATIONAL THEORETICAL CONCEPTS

1 — Data Visualisation

- Derive fundraising insights by employing techniques such as graphs, charts, and dashboards.
- Visualising donation trends, donor segments, and campaign performance in an accessible and compelling manner. This can help the executive team better and faster understand the information, monitor operations progress, identify areas for improvement, encourage effective and efficient decision-making to optimise fundraising and increase stakeholder/partner engagement.

2 — Statistical Analysis and Modelling

• Cluster Analysis

Segment donors based on their giving history, interests, demographics, and engagement levels and tailor fundraising strategies for different donor segments. This could include RFM Analysis which donors can be segmented based on their donations regarding Recency of giving, Frequency of giving, and Monetary value. This could help the foundation focus on potential donors and reactivate lapsed donors, prioritising fundraising efforts.

• Regression analysis

Understanding each variable relationship regarding how the values of one or more independent variables (linear regression) or several independent factors (multiple regression) affect the value of a dependent variable. This could provide factors influencing number of participants

• Time series analysis

Analysing a set of data points over a specific interval of time. This could provide a specific period with high and low participants over the years

• Decision tree

Assisting to make the smartest decision regarding the display of potential consequences, like highest participants, and costs, like lowest acquiring costs, by evaluating all included factors

FOUNDATIONAL THEORETICAL CONCEPTS

3 — Predictive Analysis

- Use to forecast the behaviour of future donors using tools. Beginning with analysing historical data to identify trends, patterns and factors influencing donors. This could enable the foundation to identify major donors, predict the response rates of donors, and optimise fundraising campaigns.

4 — Social Media Analysis

- Examine social interactions and relationships among donors, volunteers, and stakeholders within the foundation. This focus on mapping the patterns of information flow within social networks leads the foundation to identify influential donors extending their efforts through peer-to-peer fundraising, donors' networking, and social media outreach.

5 — A/B testing or Split testing

- Use to compare two or more variations of a fundraising webpage, advertisement, email, or other marketing elements to determine which variations perform better in terms of a specific goal. The goal could be to evaluate the impact on donor response rates, engagement, click-through rates, conversion rates, and fundraising success.

6 — Lifetime Value Analysis (LTV)

To estimate the total long-term value of donors that they tend to contribute over their lifetime. The foundation could use donor acquisition costs, donor retention rates, and the average amount of donation to calculate LTV. This could help the foundation to make some decisions regarding donor acquisition, retention efforts, and resource allocation.

METHODOLOGY

Using every possibility to enhance participant engagement. It is necessary to find every connection of information. The method used is a combination to collect comprehensive and practical insights.

This research aims to utilise quantitative data that has been collected in the company, such as participant name, member IDs, types of teams, other personal information, place, and duration of the event, fundraising. The collected data will be analysed using data visualisation and statistical techniques, including descriptive statistics, to identify participant trends and patterns. These analysis outcomes will capture demographic information such as age, occupation, past engagements, and participants' motivations, interests, and barriers to participation.

On the other hand, through in-depth interviews and focus group discussions with key stakeholders, including current participants, past participants and individuals who have not yet participated in the event. These qualitative methods will better understand participants' experiences, perceptions, and recommendations for improving engagement.

Social media will also be monitored and analysed to assess online conversations and sentiment towards the Bike MS fundraising event. This will involve tracking relevant hashtags, posts, and comments on social media platforms to get real-time feedback and identify potential influencers or sponsors in order to divide and organise a group, find an appropriate target marketing, promotion and good financial plan.

The methodology steps of the research project are briefly described in the following diagram

METHODOLOGY

Defining the problem and objective

Develop Problem Statement

Data cleaning and Pre-processing

To ensure the quality and accuracy of the data and prepare the data for the analysis.

This process includes filtering out missing data, removing duplicate data, eliminating outliers, and adjusting data format.

Descriptive Analysis

To identify what has already happened

This is accomplished by organising, modifying, and interpreting raw data in meaningful way that is ready for further investigation

Exploratory Analysis

To explore patterns, trends, and correlations within the data

It could help to generate hypotheses or solutions for specific issues which consist of data mining and data visualisation

Statistical Analysis and Modelling

To identify what has already happened

- Cluster analysis
- Regression analysis
- Time series analysis
- Decision tree
- Text analysis

Predictive Analysis

To uncover future trends, outcomes, connections, causalities in the data by using the outcomes of abovementioned analysis.

Prescriptive Analysis

To recommend specific actions based on the insight of analysis

This process focuses on identifying patterns or trends and applying them to develop practical business strategies which could utilise it as an effective solution to other key sectors, such as sales, marketing, and customer experience

Visualization and Reporting

Create dashboards and interactive visualisations to support and present results effectively

PROJECT DELIVERABLES AND TIMELINE

Task	May			June				July			
	15	22	29	5	12	19	26	3	10	17	24
Draft the proposal		▉	▉	▉							
Develop a proposal according to the feedback and form the team					▉						
Data cleaning and Pre-processing					▉						
Descriptive Analysis					▉	▉					
Exploratory Analysis					▉	▉					
Research findings presentation							▉				
Statistical Analysis and Modelling							▉	▉	▉	▉	
Predictive Analysis							▉	▉	▉	▉	
Prescriptive Analysis										▉	
Verify the project's goals have been met										▉	
Visualization and Reporting, then handover final report to the client											▉

LIMITATIONS

Financial

- **Fee:** Increasing fee but plus more service for participants, vary based on different categories (Individuals, Teams, etc.), considering a reasonable amount that covers the costs of organizing the event and supports the mission.
- **Payment:** Outline the payment schedule, including deadlines for registration fees or fundraising goals. Provide options for participants to make payments in instalments. Clearly state the consequences of late or non-payment.

Control

- **Procedure for Contingencies:** Clearly outline the process for communicating the changes to participants. Identify management methods and alternatives when an unforeseen situation arises such as a refund, or job cancellation.

General terms & conditions
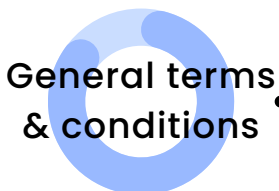
- **Legal Compliance:** State that all participants throughout the event must follow all relevant laws, rules, and regulations. To protect the non-profit from future legal claims, including liability releases and acceptance of risk agreements.
- **Ethical Conduct:** Stress the significance of ethical behaviour, respect for others, and adherence to event regulations. During the event, no harassment, discrimination, or unlawful acts are permitted. Declare the penalties for breaking the code of conduct, which may include expulsion from the event.
- **Intellectual Property:** Specify Bike MS owns event-related intellectual property, such as logos, trademarks, or copyrighted materials, as well as who has permission to use it. Make it clear to participants that they may not use or replicate these materials without previous written authorization.
- **Privacy and Data Security:** Explain how participant data will be gathered, handled, and utilised in compliance with applicable privacy regulations. Declare unequivocally that participant information will be used only for Bike MS purposes and will not be shared with other parties without specific authorisation.

PROFILE OF CONSULTANCE FIRM

ABOUT US

Blue Diamond Consulting Group or simply known as BDCG is a management consulting firm that offers various consulting services for companies.
We focus on quality and integrity when it comes to working with all types of clients.

Blue Diamond Consulting Group
134 Bulwara Rd, Pyrmont, NSW 10540
088-888-8880
hello@bluediamongconsulting.com
bluediamondconsulting.com

Our Vision

Making company management available to everyone through expert solutions and a deep understanding of the problems that people are facing in many industries.

Our Mission

To see opportunity in every endeavour and adversity our clients are facing and advise them with the right solutions through customized and effective answers that are the most useful to them.

Our History

Began as a sole proprietorship, after years of effort in the management consulting business, we have grown and chosen to work with different people who have helped us on our road to success. With this right decision, we have become one of the biggest management consulting firms in the world.
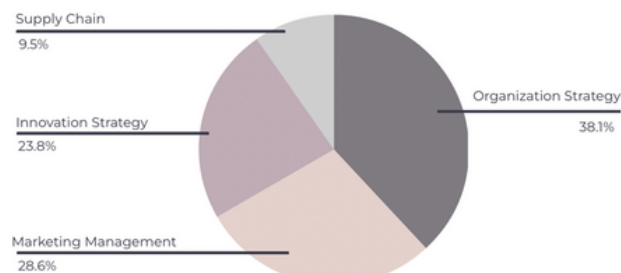
Our Service

Our management consulting company offers you various services that are fast, simple, and convenient for anyone who needs them.

Business's Performance
Sales ■ Cost ■ Profit ■ ROI

Company's Revenue
Revenue Per Service (2022)

Supply Chain 9.5%
Innovation Strategy 23.8%
Marketing Management 28.6%
Organization Strategy 38.1%

Dream Team

Asama Intakaew
Executive Consultant
Speciality: Production Planer, Business Analyst, Marketing director, Social activist

Wasupon Arpornpattana
Executive Consultant
Speciality: Business Analyst, Social Worker, Psychologist

Customer Testimonials

"Their specialists not only have extensive industry experience, but they also took the time to understand our specific difficulties."
—David Jess, Customer Since 2020

"Their attention to detail, remarkable problem-solving abilities, and capacity to overcome obstacles were genuinely amazing."
—Michael Smith, Customer Since 2021

"We achieved remarkable outcomes and positioned ourselves for long-term success thanks to their skill and devotion."
—Bruce Rogers, Customer Since 2022

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