

3 December 2021



One Foot Forward Fundraising Analysis

Charles Lowde, General Assembly

Introduction

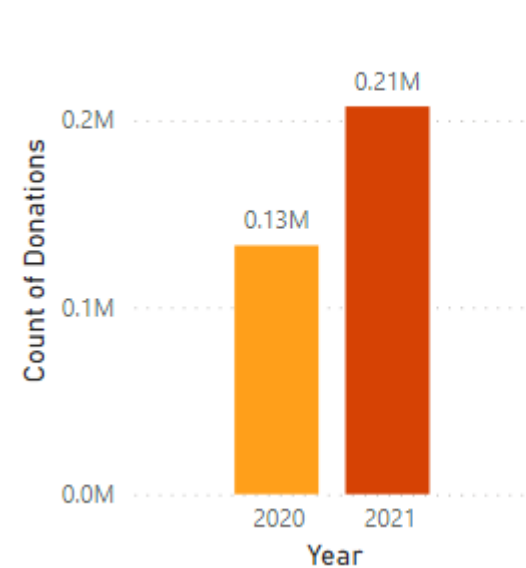
How the success of One Foot Forward can be built on further:

- How did the campaign improve year-on-year?
- Who participated?
- What were the key factors that drove the amount raised by a fundraiser?

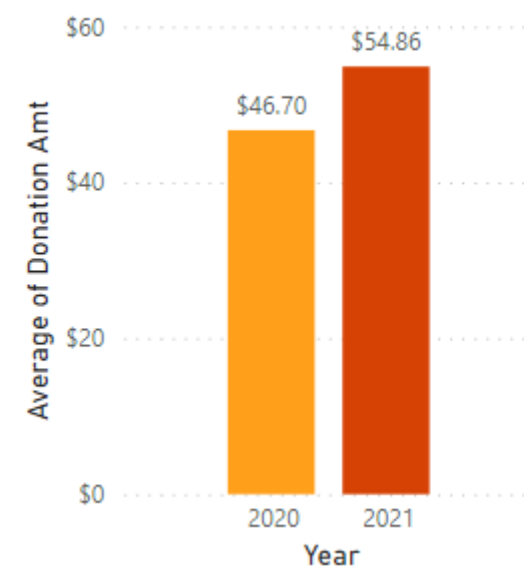
Donations by Year

- Donations increased dramatically year-on-year

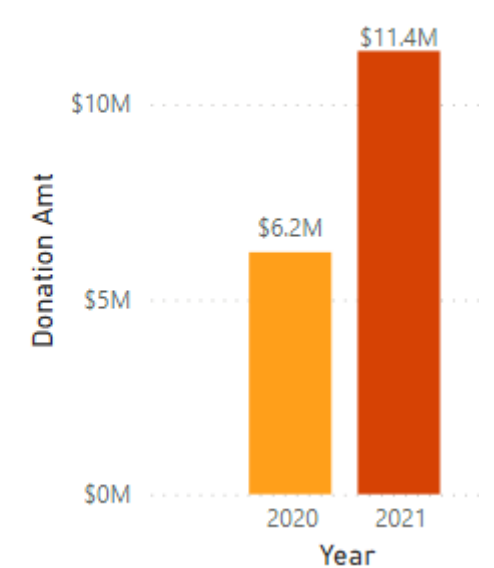
Count of Donations by Year



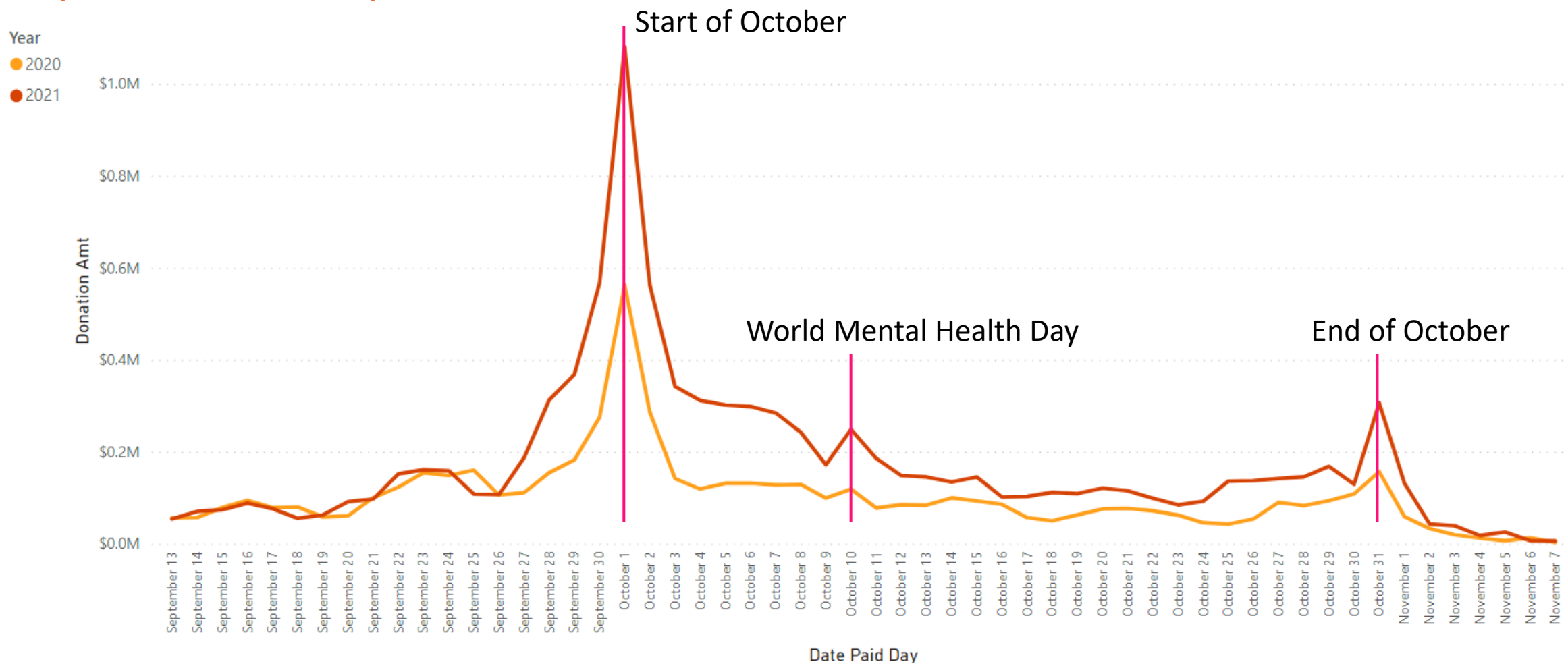
Average of Donation Amt by Year



Donation Amt by Year



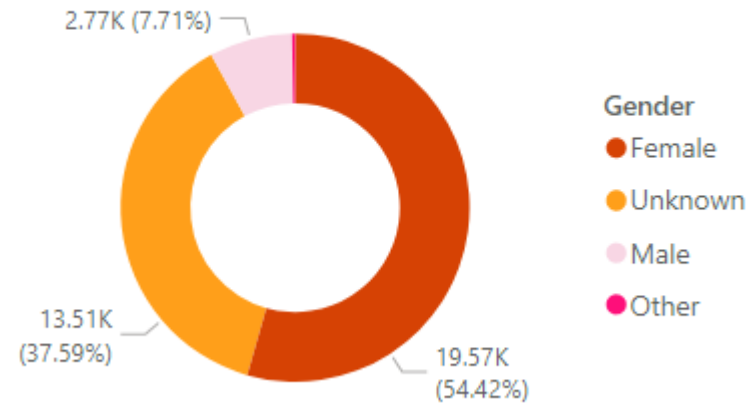
Key Donation Days



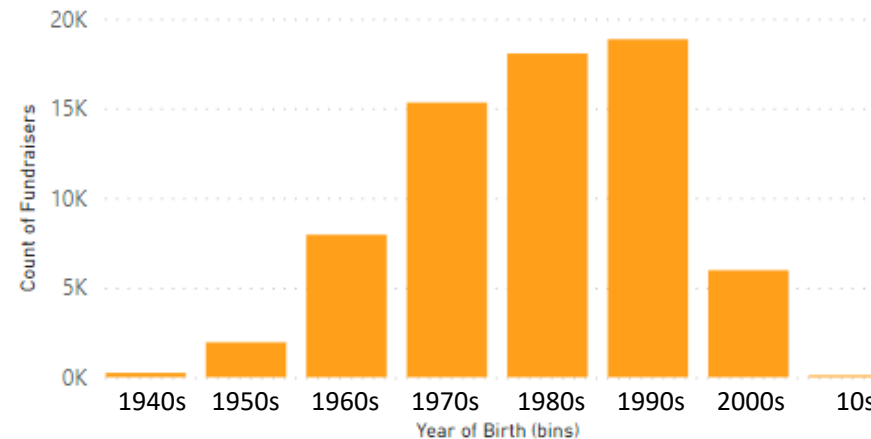
About the Fundraisers

- 7x as many identified themselves as female
- Broad distribution of ages

Count of Fundraisers by Gender in 2020



Count of Fundraisers by Year of Birth

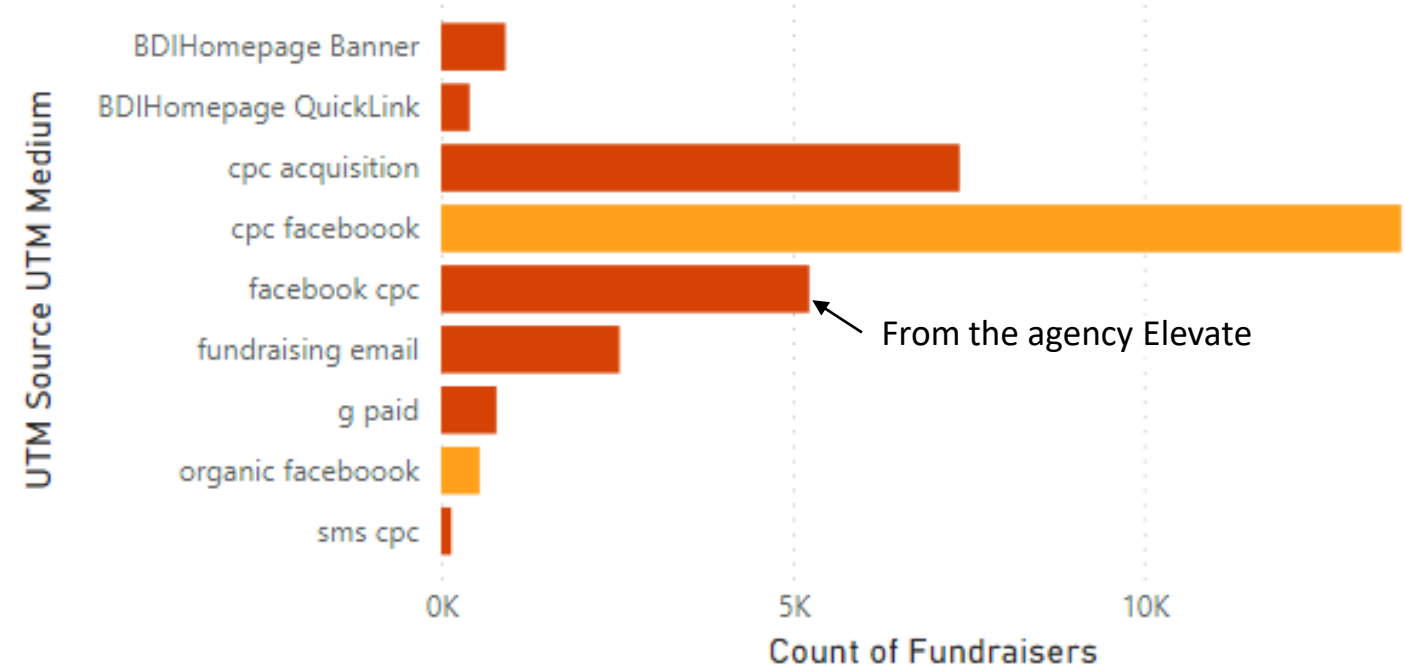


Where Fundraisers are Signing Up From

- Primarily CPC (ads)
- Facebook a major source
- Some also from the BDI Homepage, and fundraising emails

Count of Fundraisers by UTM Source, UTM Medium and Year

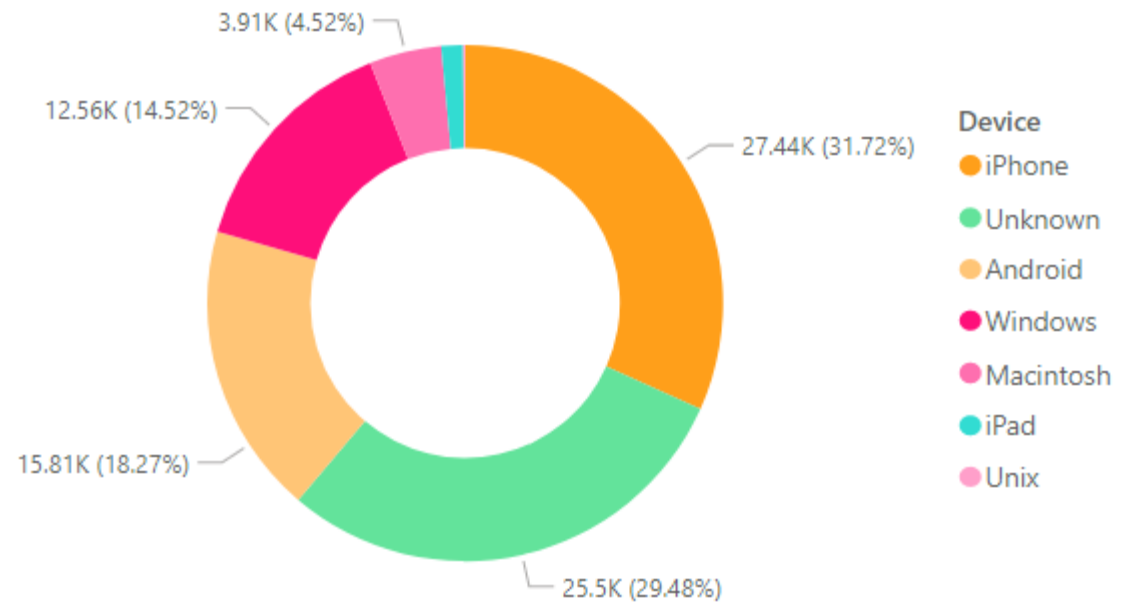
Year ● 2020 ● 2021



What Device Used in Sign Up

- 50% mobile, 19% desktop
- Both important
- Broadly similar outcomes across devices

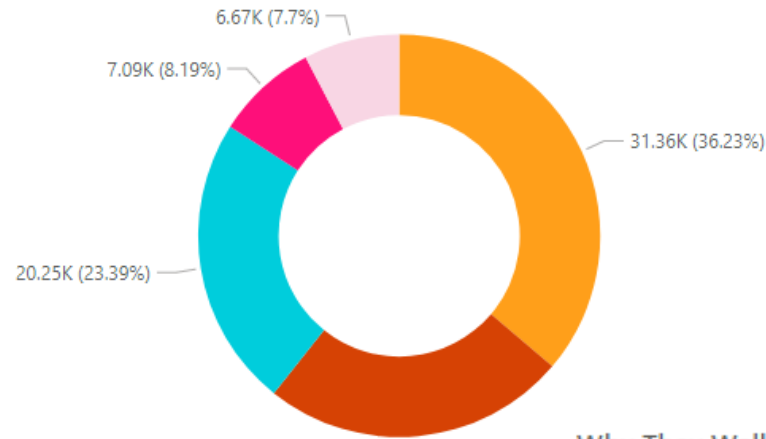
Count of Fundraisers by Device



Why They Walked

- People with no identified personal experience with mental illness still sign up and fundraise effectively
- Giving a reason is important for fundraising

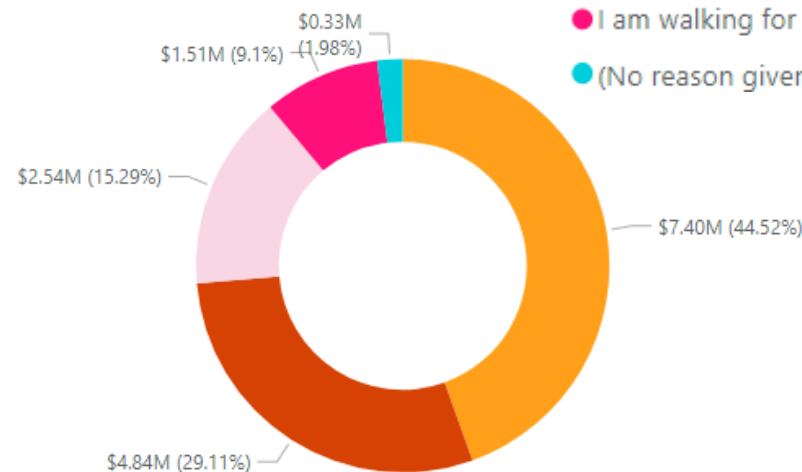
Count of Fundraisers by Why They Walked



Why They Walked

- To support Australians living with mental illness
- I have experienced mental illness
- I am walking in memory of someone
- I am walking for someone living with mental illness
- (No reason given)

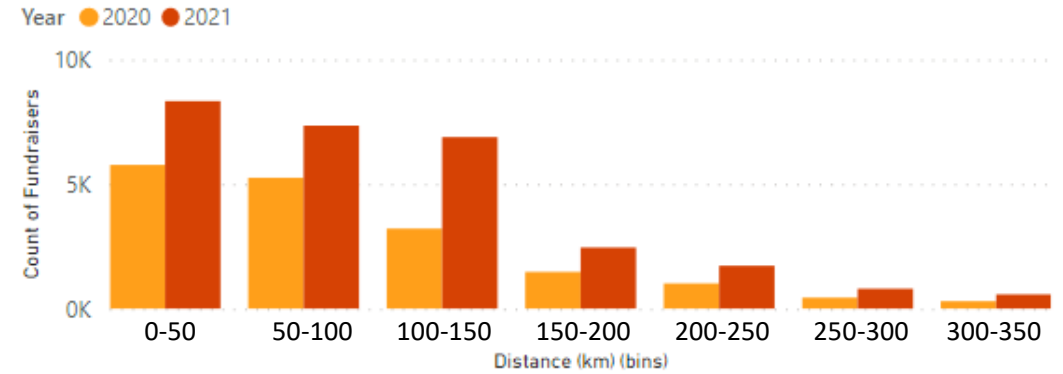
Amount Raised by Why They Walked



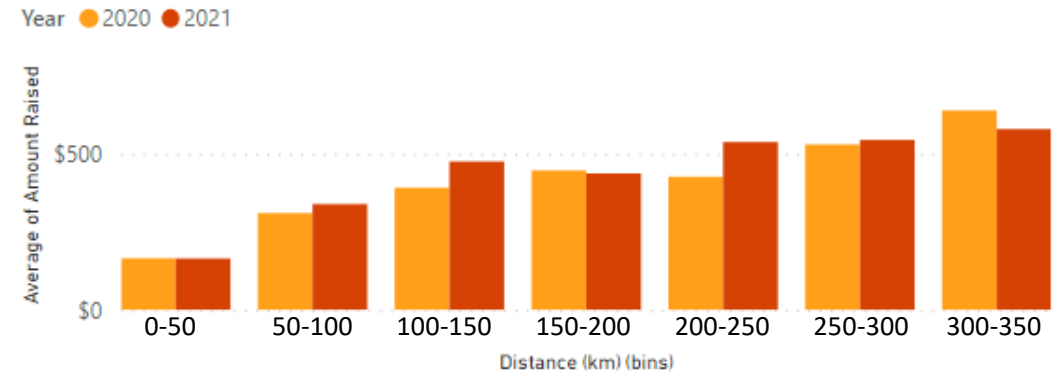
How Far They Walked

- Many more people hit 100km in 2021.
- 100km is a great goal, as the average raised increased significantly up to this mark.
- This made a big difference to the 2021 total amount raised

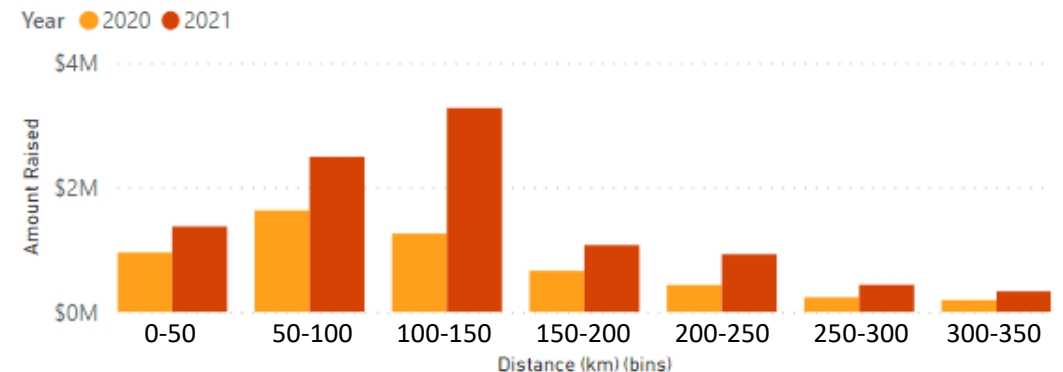
Count of Fundraisers by Distance



Average of Amount Raised by Distance



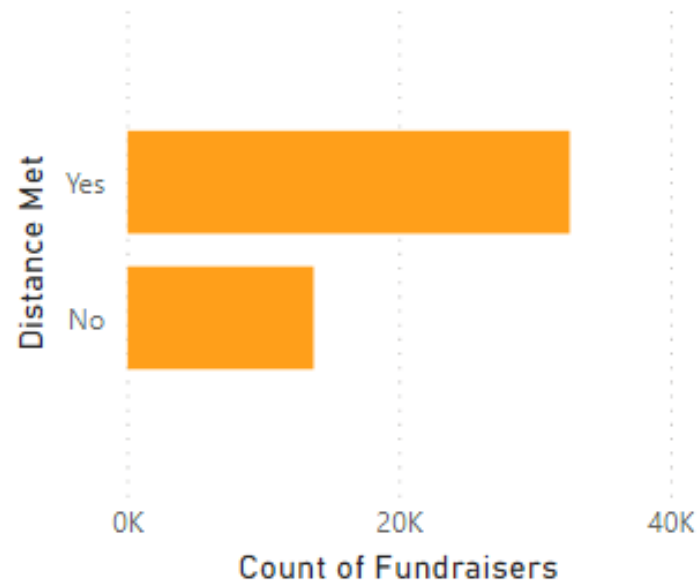
Amount Raised by Distance



Was It How Far They Aimed to Walk?

- The majority of people delivered on their target distance.
- A 100km pledge is a great start.

Count of Fundraisers by Distance Met



What Made a Successful Fundraiser

- Using social systems are the biggest indicator of a successful fundraiser
- The introduction of the Solidarity Wall has been effective

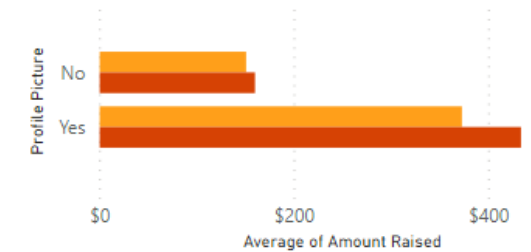
Shared Page

Year ● 2020 ● 2021



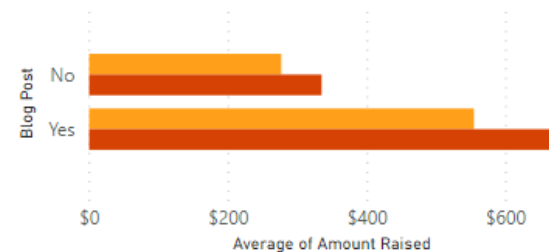
Profile Picture

Year ● 2020 ● 2021



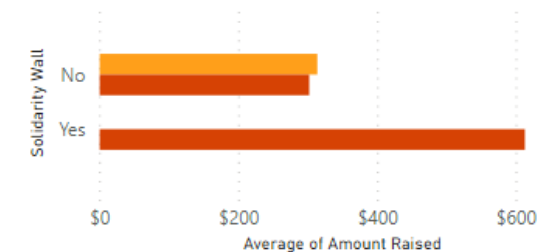
Blog Post

Year ● 2020 ● 2021



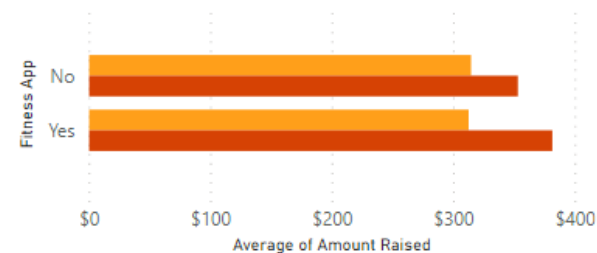
Solidarity Wall

Year ● 2020 ● 2021



Fitness App

Year ● 2020 ● 2021

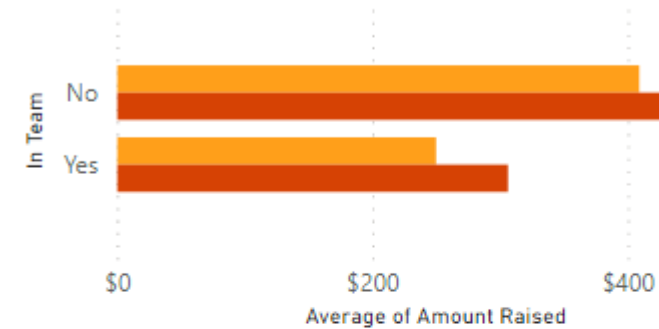


Teams and Organisations

- On average, people in teams and organisations raised a little less each.

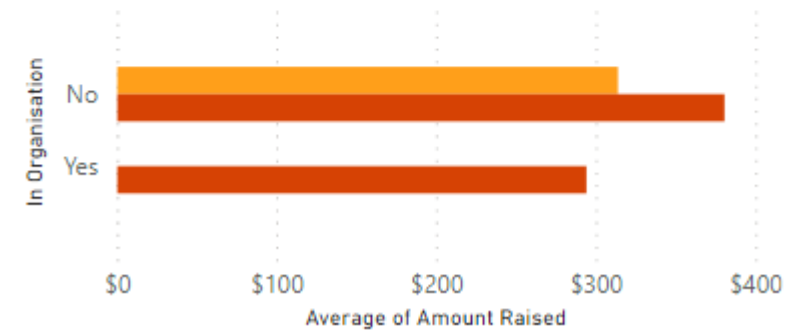
In a Team

Year ● 2020 ● 2021



In an Organisation

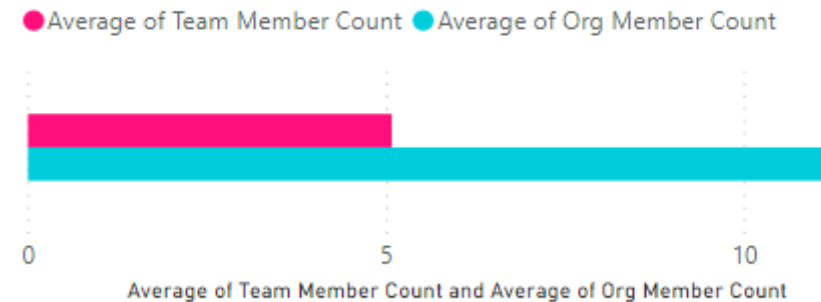
Year ● 2020 ● 2021



Teams and Organisations

- Teams and organisations may result in individuals participating who otherwise wouldn't.
- Viewed in this light, organisations are particularly effective at getting people involved, with over double the average membership of teams in 2021.

Team vs. Org. Average Member Count in 2021



Countries That Donations Come From

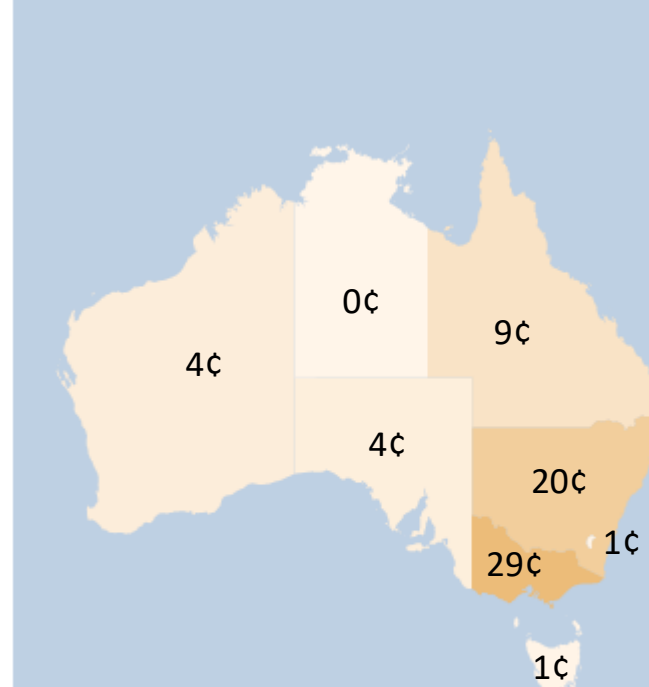
- Primarily “Anglosphere” nations
- Driven by friends and family, so can infer fundraiser demographics.



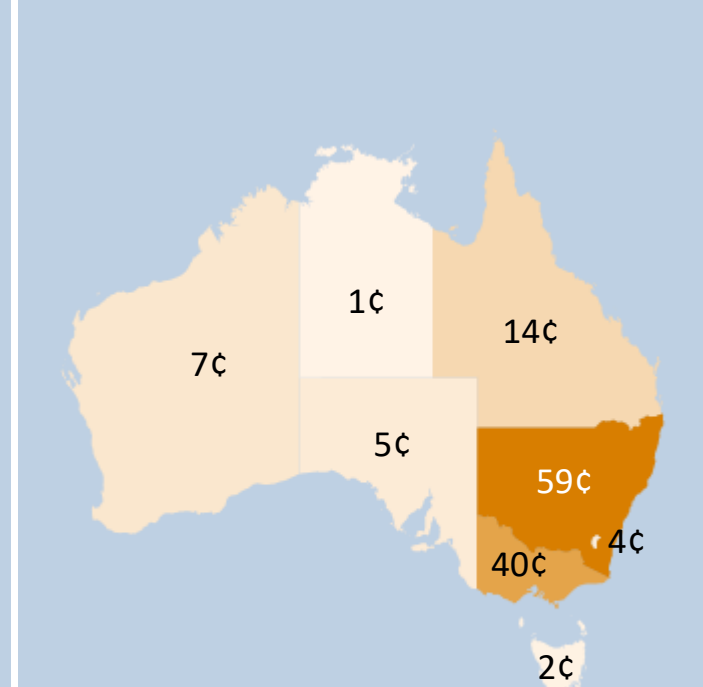
Where Money Raised (States)

- Heavily concentrated in NSW and Victoria
- Nearly 3x raised in NSW year-over-year
- Proportions of donations by state follow very closely

Raised per Capita by State, 2020

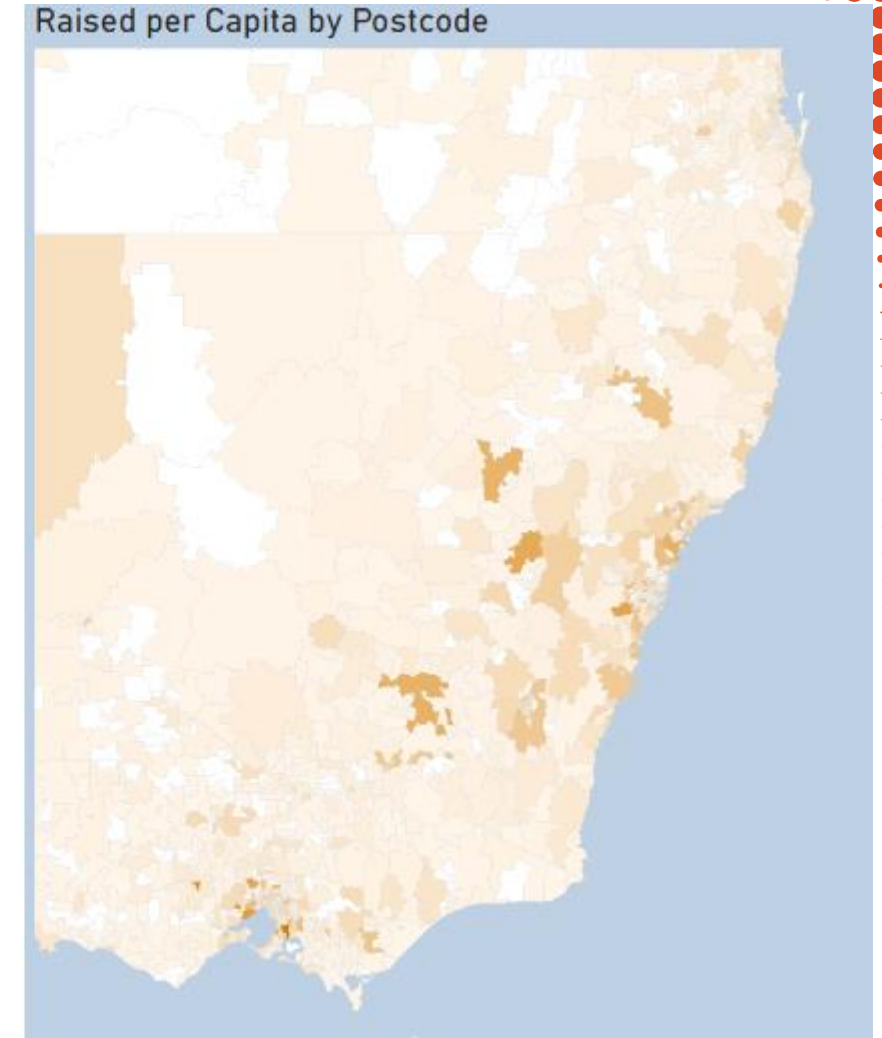
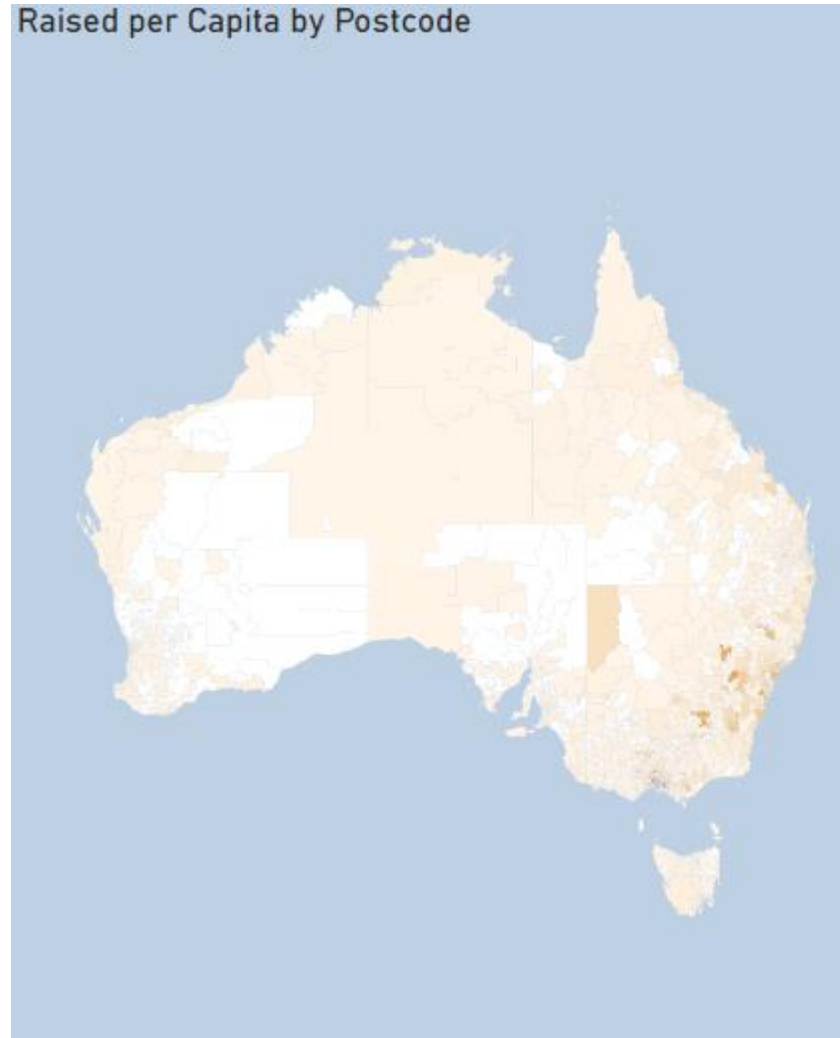


Raised per Capita by State, 2021



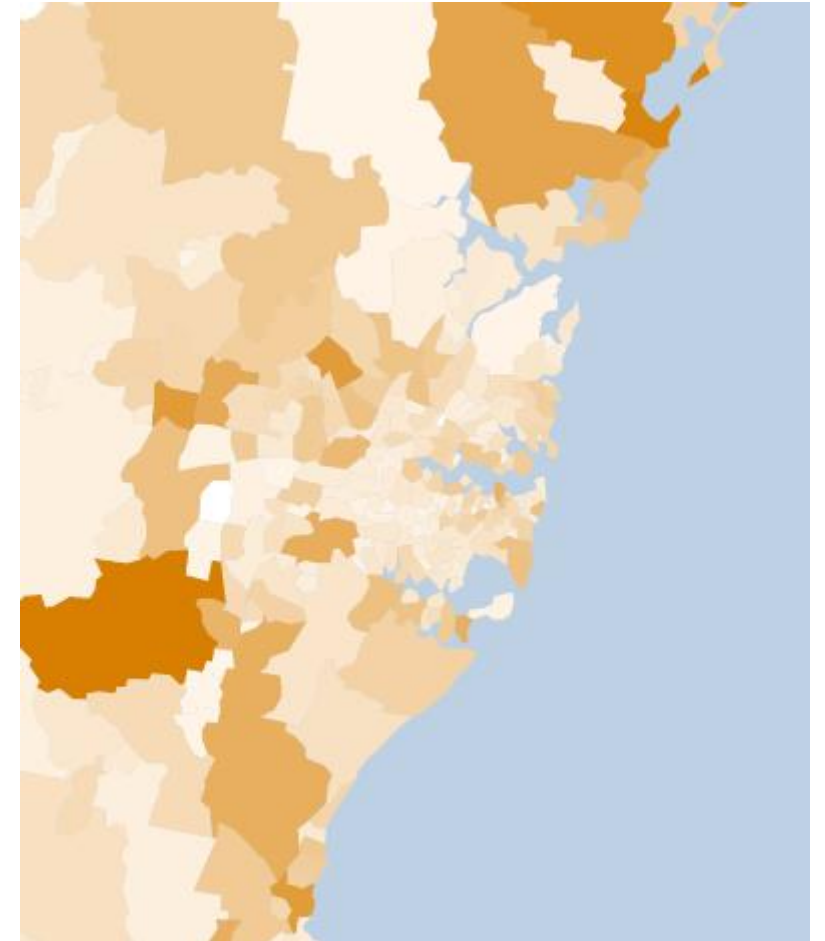
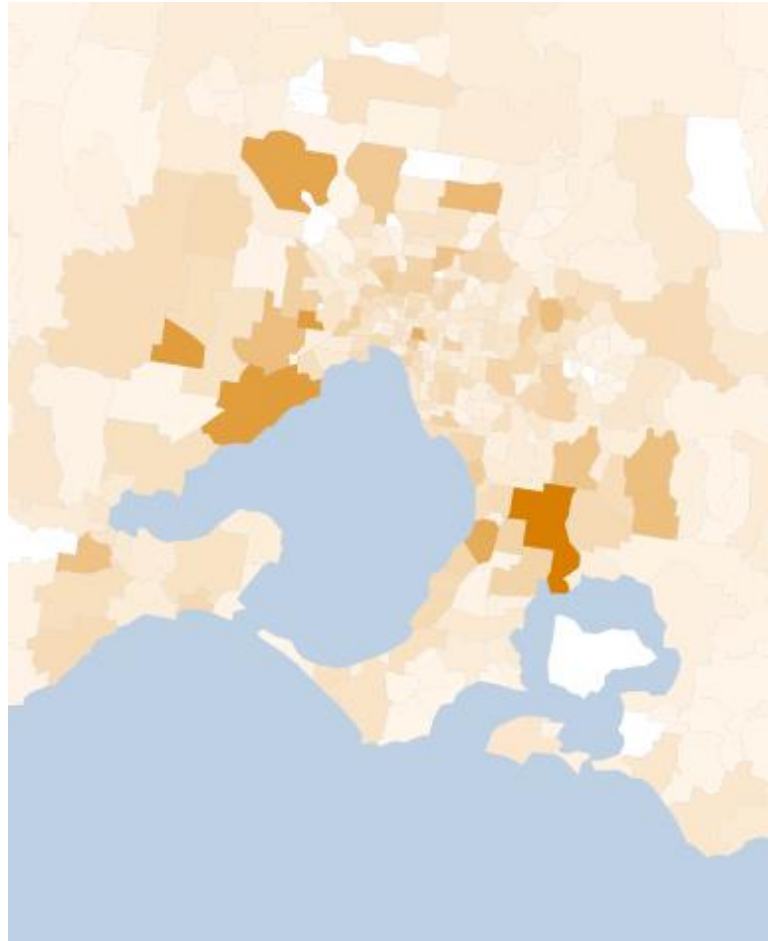
Where Money Raised (Postcodes)

- Postcodes of rural centres had some of the most success per capita.
- Cities still raised more overall.



Where Money Raised (Postcodes)

- Postcodes in Melbourne and Sydney were relatively uniform.
- Some less populous postcodes on the outskirts performed particularly well.



Recommendations

- Encourage social interactions.
- Encourage aiming for 100km.
- Market into less engaged states.
- Leverage local community success.

Thank you



Black Dog
Institute

