

Classy

How to Amplify Your Endurance Event's Story with Technology and Data

Date

April 2023



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Agenda

How to Amplify Your Endurance Event's Story with Technology and Data

- 01 Introductions
- 02 All About Endurance Events
- 03 Telling Your Event's Story
- 04 Before, During, and After the Event
- 05 Beyond Your Endurance Event

Mission

Mobilize and Empower the World for Good



Meet your presenters

Decades of
nonprofit and
tech experience.



Shane Michael

CEO
Mittun



Mary Blasberg

Senior Account Strategist
Mittun

- Premium website & digital fundraising company with over 1,000+ websites launched since 2010
- Long-time Classy partner & ClassyPress developer (Mittun built the first Classy API-powered progress bar with the beta API)
- Helping hundreds of nonprofits raise millions of dollars every year through innovative design, technology and storytelling

The logo for Mittun, featuring the word "mittun" in a bold, lowercase, sans-serif font. The letter 'i' has a distinct dot above it.

Enough about us - tell us about you!
**Which best describes
your campaign?**



02

Endurance Events



Step 1: Start Running

Step 2: Don't Stop



By The Numbers

It's a new world of fundraising events.

- **Over 90%** of attendees are likely to donate in addition to the registration cost during the event
- **Over 40%** of attendees are likely to donate more than **\$100** during the event
- **91%** of attendees are likely to take further action with the nonprofit after a positive fundraising experience

Source: The 2022 Fundraising Experience Report

Common Obstacles

We Love a Good Challenge

- Isolated Data
- Working in Silos
- Consistency
- Bandwidth
- You're Stuck



The Big Benefits

In addition to those awesome stats from before

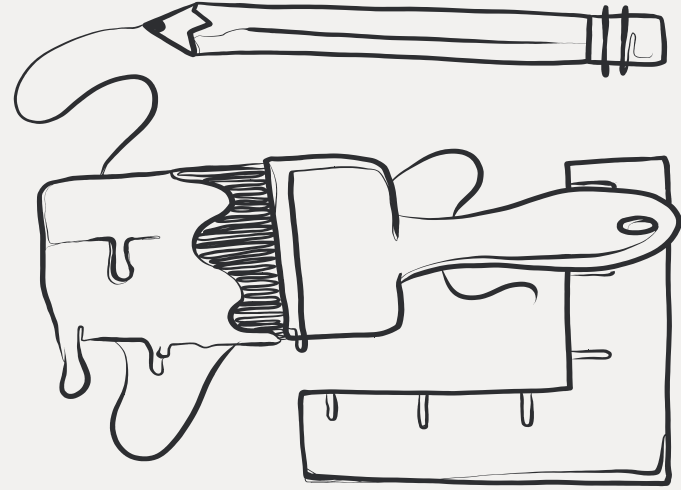
- Aggregated data
- Full team transparency and visibility
- Engaged supporters (for the event and beyond)
- Tools to do it for you
- Build your brand authority

How do you turn
those **challenges** into
opportunities?

03

Tell The Story

Stories matter. Stories Work.



It is human nature to share stories

And it's universal among marketers too.

- It deepens the relationship
- It provides insight
- It creates something from nothing



I mean, *really* tell the story

Tell the story

with design, copy etc.

Show the story

of the event with technology

Listen to the story

the data will tell you

Like any good story, there is a beginning, middle, and end



Before the event - build excitement



During the event - peak engagement

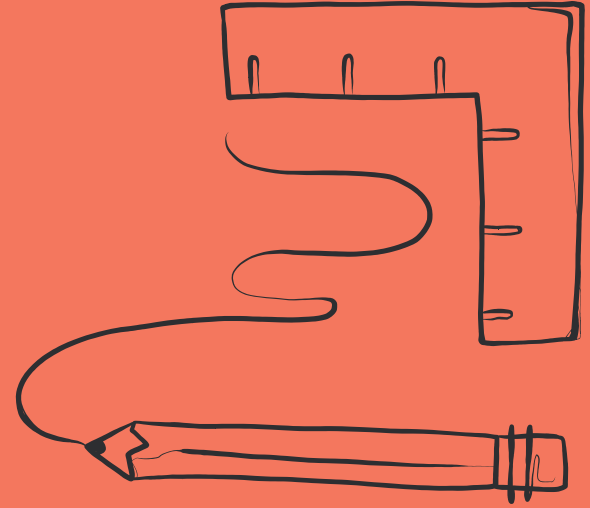


After the event - keep connected

04

Before the event

The magic doesn't make itself



Utilize past data to guide the launch

Understand where you are before you can determine which way to go

- Other events
- Main website
- Email engagement
- Social Media

Define your audiences

Different stories resonate with different audiences



**Interested in
Activity**



**Interested in
Organization**



**Close to the
Mission**



VIPs



Sponsors

Interested in Activity

The outermost circle

Give the participants only there for a good time *the best time*.



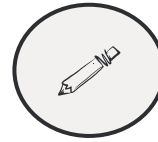
Cost



Time/Date



Location



How to Sign Up

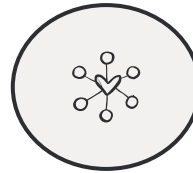
Interested in Organization

Your future supporters

Guide those who want to learn more and get involved.



Why you need their support



**How to properly
fundraise/share/promote**

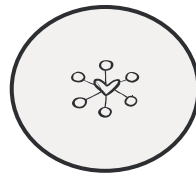


**Other ways to help the
organization**

Close to the mission

Your future VIPs

Their passion is your passion
(even if they don't know it yet).



Where is the money going



**How will this help further
the mission**



**How will this help their
struggle**

Your VIPs

The inner circle

They already support you. Keep earning their loyalty with a tailored experience.



**Invite to Early
Registration**



**Specific Impact
of Event**



**References to
Past Events**

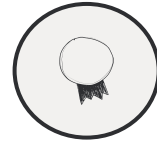
Sponsors

Your partners in the community

Create mutually beneficial opportunities that move the needle in a big way.



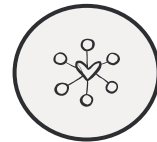
CSR - corporate social responsibility



How to leverage friendly competition amongst sponsors



Employee based fundraising / teams



Overall reach & exposure

Write stories for all your audiences



Set up your digital destination

The one stop shop for all things (insert your event here)

paws. LEADERBOARDS EVENTS FAQs IMAGES REGISTER LOG MILES DONATE

pawswalkSM
A PAWS benefit presented by Amazon Pets

Exercise Your Heart for Animals
JUNE 4 - JUNE 24

Total Dollars Raised: **\$125,000** Goal: **\$250,000**

Total Miles Walked: **8,000** Goal: **20,000**

LOG MILES DONATE

paws.
people helping people
paws.org

Countdown timer

Build up the anticipation


Days left to walk and fundraise:


3 2 : 0 4 : 5 6


Leaderboards

TEAMS INDIVIDUALS YOUTH

Top Teams - Funds Raised [VIEW ALL](#)


 **1. The Barky Bunch**







\$895 Raised (89%) 45.4 miles walked

Top Teams - Miles Walked [VIEW ALL](#)

 **1. Who let the dogs out?**





81.5 Miles (81%) \$200 Raised

Maps & event locations

Connect something larger to their home

List Map

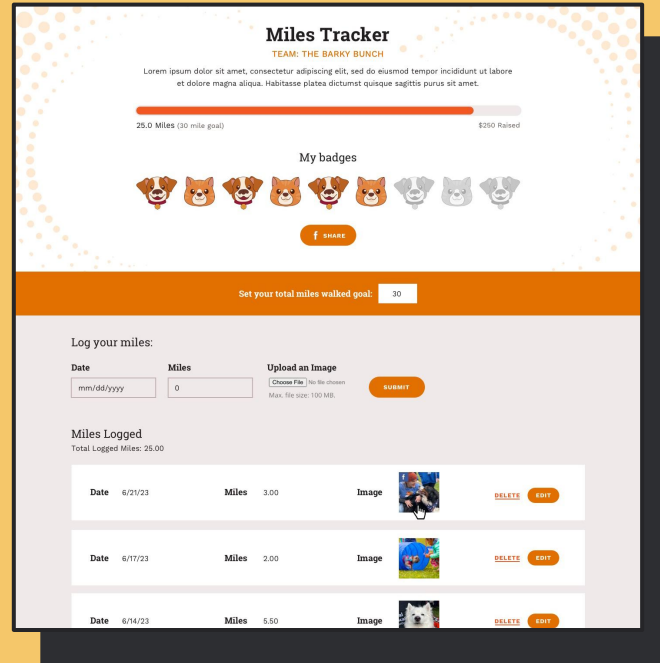
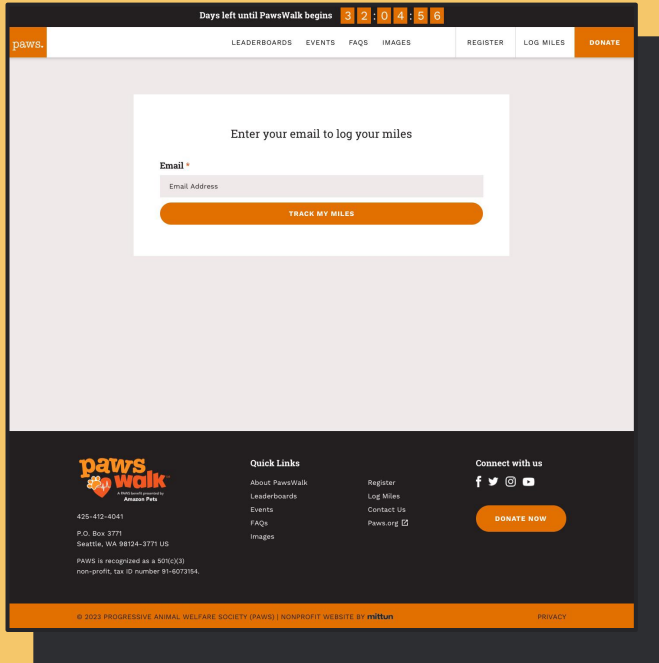
<p>Virtual Frozen SK Ongoing</p> <p>REGISTER</p>	<p>Manistee TBD</p> <p>REGISTER</p>	<p>Super Plunge Fri, Jan 21 Sat, Jan 22</p> <p>REGISTER</p>	<p>Monroe Sun, Jan 23</p> <p>REGISTER</p>
<p>Jackson Sat, Jan 29</p> <p>REGISTER</p>	<p>Muskegon Sat, Jan 29</p> <p>REGISTER</p>	<p>Lansing Sun, Jan 30</p> <p>REGISTER</p>	<p>Fenton Sat, Feb 5</p> <p>REGISTER</p>
<p>Southwest Michigan Plunge Sat, Feb 5</p> <p>REGISTER</p>	<p>Turk Lake Sat, Feb 5</p> <p>REGISTER</p>	<p>Holland Sat, Feb 5</p> <p>REGISTER</p>	<p>Lake City Sat, Feb 12</p> <p>REGISTER</p>
<p>Macomb Sat, Feb 12</p> <p>REGISTER</p>	<p>Mt. Pleasant Sat, Feb 12</p> <p>REGISTER</p>	<p>Munising Sat, Feb 12</p> <p>REGISTER</p>	<p>Oakland County Sat, Feb 12</p> <p>REGISTER</p>
<p>Kalamazoo Sun, Feb 13</p> <p>REGISTER</p>	<p>Grand Rapids Sat, Feb 19</p> <p>REGISTER</p>	<p>Grand Traverse Bay Sat, Feb 19</p> <p>REGISTER</p>	<p>Great Lakes Bay Sat, Feb 19</p> <p>REGISTER</p>
<p>Washtenaw County</p>	<p>Alcona</p>	<p>Benzie</p>	<p>Westland County</p>

Find a Plunge Near You

Lansing
Sun, Feb 5
Register

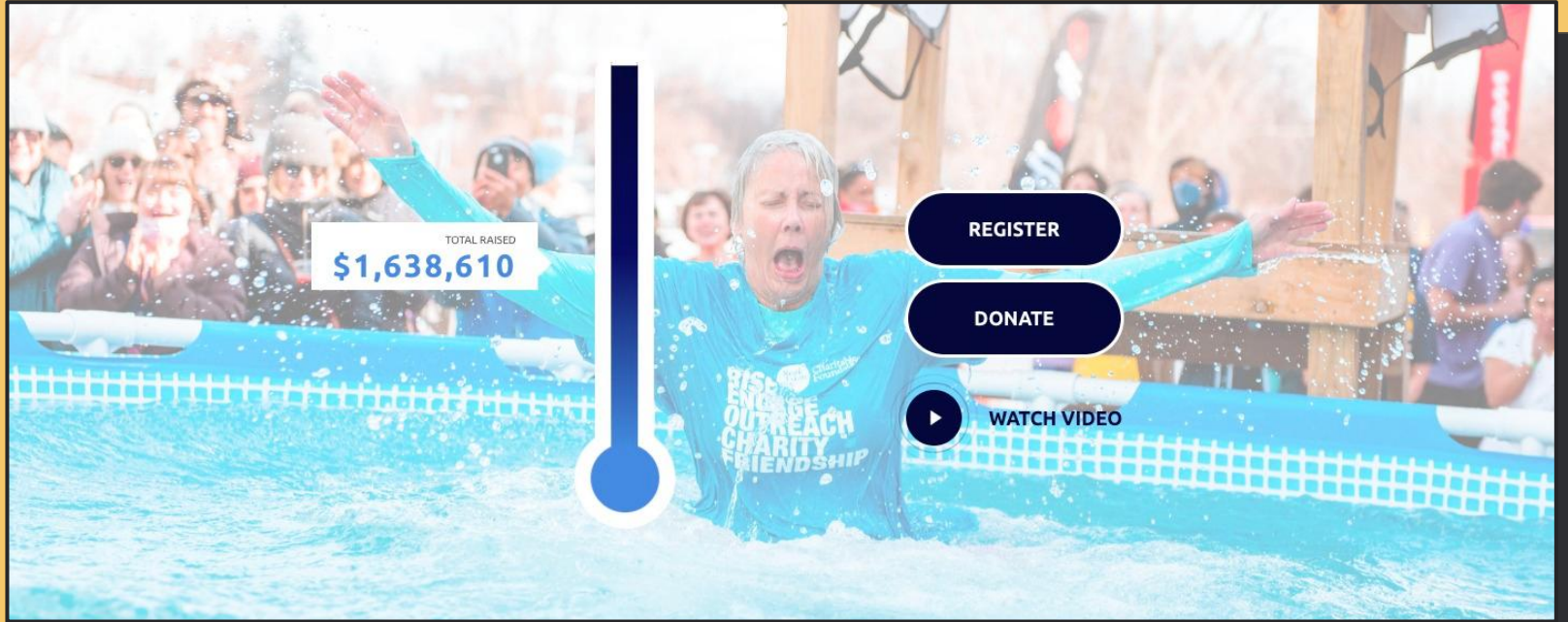
Registration and Login

Make it simple, especially when it's not



Hype Video

Show them just how awesome it will be





Back to Basics

The “must haves” for any digital experience



Soft-launch

Why wait to make a difference?



Get real-time data

Keep making iterations toward greater success



Read the data like a map

And then keep running in the right direction



Manufacture the excitement

If you build it, they will
come ← NOPE



Maximize encouragement

Turn personal excitement
into community support

Be Prepared

Hope for the best,
prepare for the worst

- Bad weather?
- Last minute venue changes?
- Last minute sponsor pull out?
- Last minute cancellations that affect the campaign?
- Have the “backups” ready to go

05

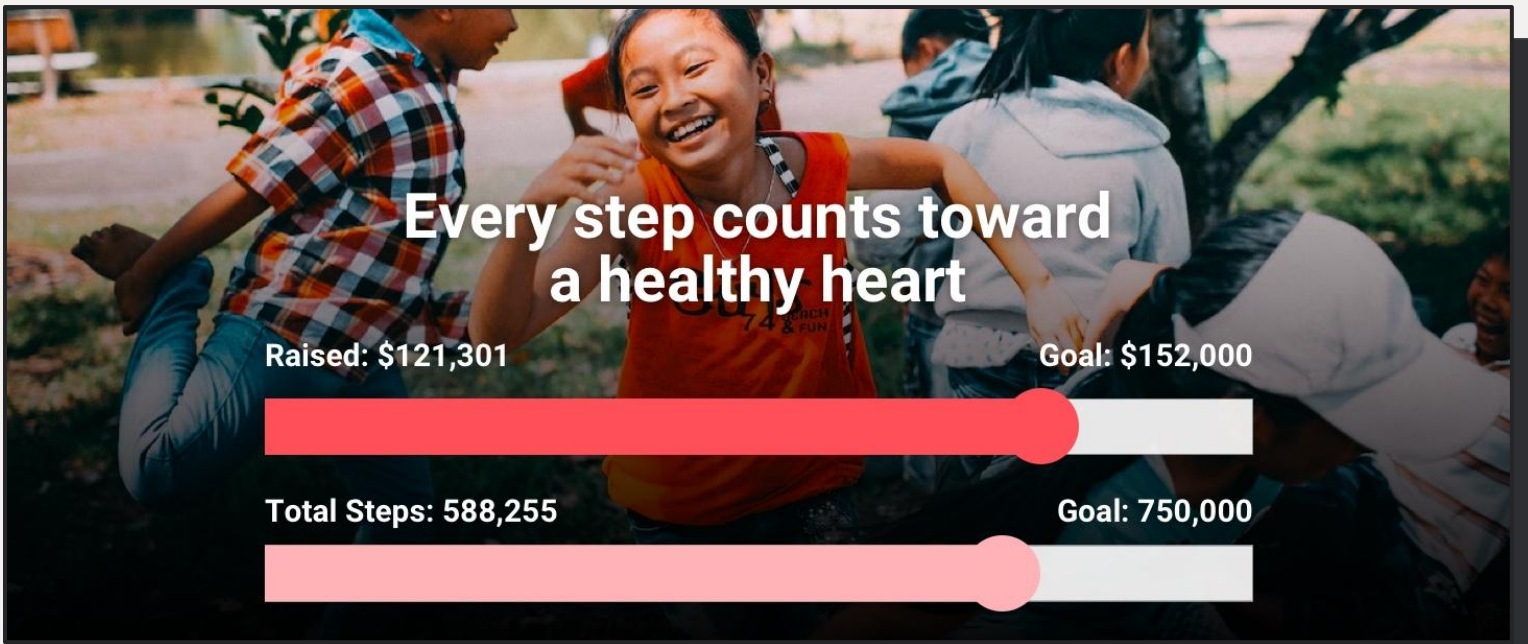
During The Event

Make it the book they just can't put down



Highlight the Impact

Leverage Classy API to bring it combine data and share the impact in real time




Leaderboards


Motivate fundraisers with public praise (or even trophies!)




Top Teams - Funds Raised [VIEW ALL](#)


- 


1. The Barky Bunch



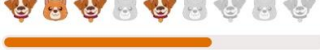
\$895 Raised (89%) 45.4 miles walked
- 


2. Walks-n-wags




\$760 Raised (76%) 36.9 miles walked
- 


3. Paw Posse




\$650 Raised (65%) 21.5 miles walked
- 

4. Dynamic Dogs



\$400 Raised (40%) 18.35 miles walked
- 


5. Kibble Krew




\$390 Raised (39%) 16.82 miles walked




Top Teams - Miles Walked [VIEW ALL](#)


- 


1. Who let the dogs out?






81.5 Miles (81%) \$200 Raised
- 

2. PAWfessional Walkers


77.1 Miles (77%) \$193 Raised
- 


3. Canine Collective


68.0 Miles (68%) \$175 Raised
- 

4. Unleashed



55.52 Miles (55%) \$150 Raised
- 

5. Crate Escapes



51.02 Miles (51%) \$125 Raised

Custom Challenges

Keep up the excitement across your audiences

Every gift made today to MitRun will be matched dollar for dollar up to \$100,000

This match is made possible thanks to the generosity of
4 anonymous donors in our community

\$50,001



50%

Matched

\$50,001

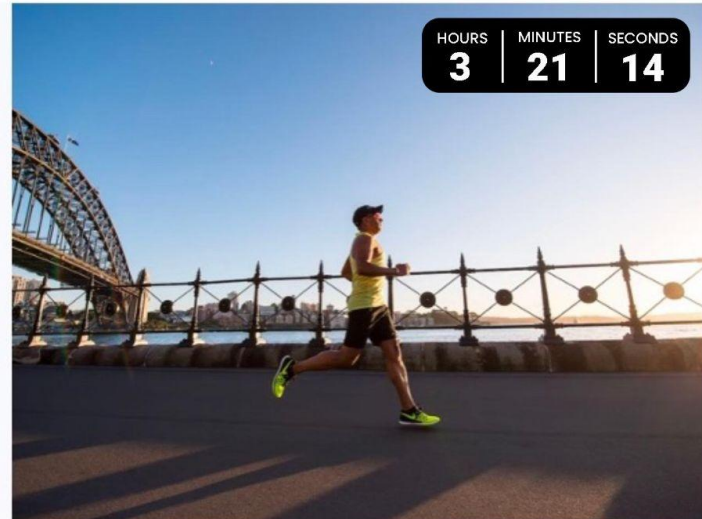
Donated

612

Donors

[GIVE TODAY](#)

[f SHARE](#)



HOURS | MINUTES | SECONDS
3 | 21 | 14

Donor Honor Roll

Create a community people want to be a part of



Olga donated \$100.00 from TX, U.S.A.

1 min ago



Emily donated \$30.75 from CA, U.S.A.

I'm so happy to be able to contribute to this cause today!

5 mins ago



Jarrod donated \$100.00 from NY, U.S.A.

Couldn't love this cause more!

8 mins ago



\$102.50 was donated anonymously from QC, Canada

12 mins ago



Chet donated \$50.00 from CO, U.S.A.

This cause is a great one to support!

12 mins ago



LOAD MORE

Tracking miles/minutes/activity

Give them the tools to participate (and share)

Date **Miles** **Upload an Image** No file chosen
Max. file size: 100 MB.

Miles Logged
Total Logged Miles: 25.00


Date	6/21/23	Miles	3.00	Image		DELETE <input type="button" value="EDIT"/>
Date	6/17/23	Miles	2.00	Image		DELETE <input type="button" value="EDIT"/>

Badges / Achievements


Keep the streak

TEAMS
INDIVIDUALS
YOUTH


Top Teams - Funds Raised [VIEW ALL](#)




1. The Barky Bunch



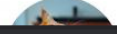
\$895 Raised (89%) 45.4 miles walked



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Top Teams - Miles Walked [VIEW ALL](#)




1. Who let the dogs out?




81.5 Miles (81%) \$200 Raised



2. PAWfessional Walkers



77.1 Miles (77%) \$193 Raised



3. Canine Collective

Show that they are part of something bigger

Think outside the leaderboard box

INDIVIDUALS	LAW ENFORCEMENT / CORRECTIONS / LETR	SPECIAL OLYMPICS ATHLETE / AREA / DELEGATION
\$6,129 Scott Wehler Michigan State Police	\$7,635 Michigan State Police	\$3,014 YAC Pack
\$3,204 Tim Adams Jackson In Action	\$2,573 Trash Pandas	\$210 Ice Cubes
\$982 Kayla Kuczynskij YAC Pack	\$1,271 ROCKFORD PUBLIC SAFETY	\$131 Team Mary
COLLEGE / UNIVERSITY GROUP	CORPORATE - SMALL (LESS THAN 250 EMPLOYEES)	RESTAURANT / BAR
\$2,443 GRCC Police Academy	\$278 Northland Area Federal Credit Union	\$781 The FirePlace Plungers
\$1,146 Team Diesel	\$194 Weesies Brothers	\$0 Olson's freezin for the reason!
\$305 Adrian College	\$126 ExpertCare	\$0 Watermark Brewing Co.
K-12 SCHOOL / YOUTH GROUP	CORPORATE - LARGE (MORE THAN 250 EMPLOYEES)	COMMUNITY TEAM / OTHER

Make it easy for them to Find a Fundraiser

Excitement for the event

Search for a Fundraiser to Support

Looking for a specific individual or team to support? Search for them below!

Justin

- JC Justin Cole
- JG Justin Garcia
- JA Justin Abrams
- JV Justin Van Nuil
- JR Justine Ruszkowski
- JT JUSTIN THIEL
- JT Justin Thiel

PRESENTED BY MICHIGAN LAW ENFORCEMENT



Don't forget the goal

Stay focused and keep it simple

- Easy to fundraise
- Easy to donate
- Easy to share the story

Aggregate the data

WHY we are really doing this!

OUR FOCUS AREAS

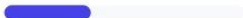
Your donation supports the whole mission.
Your selection moves one closer to the finish line.



Ocean

\$75,000
RAISED

803
DONORS



\$200,000 goal (37%)

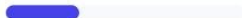
SUPPORT THIS FOCUS AREA



Wildlife

\$58,456
RAISED

712
DONORS



\$200,000 goal (29%)

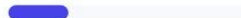
SUPPORT THIS FOCUS AREA



Forests

\$51,670
RAISED

645
DONORS



\$200,000 goal (25%)

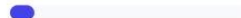
SUPPORT THIS FOCUS AREA



Climate

\$31,567
RAISED

587
DONORS



\$200,000 goal (15%)

SUPPORT THIS FOCUS AREA

04

After the Event

Make them want a sequel



Keep Showing the Story!

It's not over when the last person crosses the finish line



Flip the page to celebrate as a community

Your digital destination can show the success and impact

The screenshot shows the mitRun website's 'THANK YOU!' page. The header includes the mitRun logo, navigation links for LOCATIONS, RUN INFO, RESOURCES, and SHOP, and buttons for REGISTER and DONATE. The main content area features a large 'THANK YOU!' heading and a message: 'A huge thanks for helping us reach our goals for the 2023 Mitrun!'. Below this, two progress bars are displayed, both at 100% completion. The first bar shows 'Raised: \$1,000,000' and 'Goal: \$1,000,000'. The second bar shows 'Donor Count: 50,000' and 'Donor Goal: 50,000'. At the bottom, there are two buttons: 'VIEW LEADERBOARDS' and 'VIEW PHOTO GALLERY'.

mitRun

LOCATIONS RUN INFO RESOURCES SHOP REGISTER DONATE

THANK YOU!

A huge thanks for helping us reach our goals for the 2023 Mitrun!

Raised: \$1,000,000	Goal: \$1,000,000
Donor Count: 50,000	Donor Goal: 50,000

VIEW LEADERBOARDS VIEW PHOTO GALLERY

Media Hub

“I think I see my left shoe!”

 @mitrun
10 min



It's so amazing to see everyone here to support such a great cause. 🙌 Let's keep the momentum going and make a difference! 🏃‍♂️🏃‍♀️ #MitRun #Fundraiser #SpreadLove ❤️

👁️ 47 👍 2 💬 0 ➦


 @mitrun
22 min



🌱 I am so excited to be involved in Mitrun, a fundraiser that supports the environment! 🌍💚 I can't wait to make a difference and contribute to a greener future. Let's all unite and raise funds for our planet! 🌍💚 #MitRun #Fundraiser #SaveThePlanet #Excited #GreenFuture 🌱👉

👁️ 47 👍 2 💬 0 ➦

 @mitrun
34 min



So grateful for all the support and've received so far! 💕 just wanted to share with you all that I'm having an absolute blast raising money for the environment in the MitRun 🏃‍♂️🏃‍♀️

👁️ 47 👍 2 💬 0 ➦

 @mitrun
50 min





Get ready to run for a cause! 🏃‍♂️🌍 Join us for mitrun, a 5k event to raise money for oceans, wildlife, forests, and climate 🌍🌱💧 This is your chance to make a difference while having fun and staying active. 🙌 Don't miss out on this amazing opportunity to support our planet! 🌟 #mitrun #5kevent #fundraisereitheplanet #oceans #wildlife #forests #climatechange

👁️ 47 👍 2 💬 0 ➦

 @mitrun
1 hr




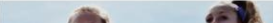
 @mitrun
1 hr



 @mitrun
2 hr



 @mitrun
2 hr



Impact Stats

What did you all achieve together?

The screenshot shows the mitRun website's impact statistics page. At the top left is the mitRun logo, which includes a red heart icon. To the right of the logo are navigation links: LOCATIONS, RUN INFO, RESOURCES, and SHOP. Further right are two buttons: REGISTER (in a rounded rectangle) and DONATE (in a solid red rounded rectangle). A search icon is located to the right of the DONATE button. The main content area features a large heading "Together we made a big difference." followed by the subtext "You helped us reach all of our goals, that's pretty awesome!". Below this are three columns, each with an icon, a large red number, and a label: 1. A hand icon with coins above it, the number "\$1,000,000", and the label "Raised". 2. A heart icon, the number "50,000", and the label "Donors". 3. A sneaker icon, the number "20,000", and the label "Miles Walked/Run".

Metric	Value
Raised	\$1,000,000
Donors	50,000
Miles Walked/Run	20,000

Keep listening to the Story!

Analyze the data

- Survey audiences
- Compile key takeaways for next year's event
- And next season's campaign!

05 TL;DR

SAVE THE DATE!

8 DAYS | 13 HOURS | 37 MINUTES | 42 SECONDS

[RESERVE MY SPOT →](#)

BE BOLD, GET COLD!

[▶](#)



TOTAL RAISED \$538,635

[REGISTER](#)

[DONATE](#)

[▶ WATCH VIDEO](#)

WELCOME TO THE 2023 POLAR PLUNGE

The Polar Plunge is a series of events on ice ponds to raise the cost for the children of Special Olympics Michigan.

- 1. REGISTER**
Sign up to Plunge as one of our 30k athletes or support from on-ice like the pros and Plunge, benefit friends and family to join your team!
- 2. FUNDRAISE**
Raise the money you'll need to get in! Be an officer of Special Olympics Michigan - Get there and raised to make a special moment in time a memory to be treasured.
- 3. PLUNGE!**
Jump into the water, get wet and look to give generously!



THANK YOU!

Because of you we met our goal!

TOTAL RAISED \$1,638,884

[VIEW RECAP →](#)

2023 LEADERBOARD

INDIVIDUALS	LAW ENFORCEMENT / CORRECTIONS /	SPECIAL OLYMPICS ATHLETE / AREA /
	LETR	DELEGATION
\$20,290 Officer Breason Warren/Midland Police Department	\$29,025 Midland Police Department	\$25,626 Team MSD
\$16,002 Tim Adams/Jackson In Action	\$26,430 Rockford Public Safety (TYSD)	\$6,290 Team Mary
\$11,488 UAW Local 500 President Ryan Hutchins/UAW LOCAL 500	\$24,976	\$4,123 The "X" Team
COLLEGE / UNIVERSITY GROUP	CORPORATE - SMALL (LESS THAN 250)	RESTAURANT / BAR

06

Beyond Your Endurance Event

Catch your breath, and keep going.



Amplify **ALL** Your Efforts



**Giving
Tuesday**



**Other Days
of Giving**



Annual galas



**Virtual
Events**



**Any ticketed
event**



**Addressing
a disaster**

Recycle your efforts

Don't recreate the wheel every year.

- Look at the results and data
- Tweak the framework as necessary



mittun

Your Digital Partner

We are an extension of your nonprofit

- Fundraising Solutions
- Graphic Design
- SEO & Storytelling
- Email Marketing
- Google Ads & Google Ad Grants
- Website Redesigns
- Landing Pages & Microsites
- Customized plugins
- Branding & Creative
- Tech Support

Learn More

mittun.com/classy

On your mark, get set, GO!

- Professional Resources
- Exclusive Free Consultation
- Promo Code for ClassyPress

Questions?