

ANALYZING EVENT RESULTS TO FINE-TUNE APPROACH

American Brain Tumor Association Fundraising Events

A Case Study

The American Brain Tumor Association relies on events of all sizes to raise money in support of the organization's mission. ABTA staff members organize a few large events, but volunteer organizers put on the vast majority with support from ABTA.

Part of that support consists of event Web sites hosted on Convio's TeamRaiser platform. In seeking technical assistance as well as fundraising expertise using online media, ABTA joined forces with Cathexis Partners. The partnership aimed to ensure efficiency and maximize fundraising in support of the ABTA mission to subsidize brain tumor research and assist those dealing with brain tumors.

Part of the project was an in-depth analysis of several fundraising events' performance in registration, fundraising and use of the TeamRaiser tools. Cathexis Partners studied data for 11 events, including three years of the organization's central event, Path to Progress.

The numbers were compiled to show overall trends as well as trends for each event. For example, the analysis showed that most participants registered less than two months in advance of an event. However, the further in advance they signed up, the more

successful their fundraising efforts were.

This information, while interesting, only has meaning if an organization uses it to tweak its practices to better serve its mission.

Cathexis Partners turned the data into recommended goals for future events and strategies to meet those goals. Each recommendation can be seen as fine-tuning current practices to enhance results for the organization.

"You can simply resolve to raise more next year, but it is the smaller numbers behind the big numbers that tell you what you really need to know," said Mark Becker, founding partner of Cathexis Partners. "If your adjustments are supported by data, you have a reasonable expectation that they will have the effect you are hoping for."

One goal that came from the project was to get people to sign up earlier. Cathexis Partners recommended a communications strategy to not only accomplish that, but to get participants to form teams and to use the TeamRaiser tool, two more factors that were generally found to boost fundraising success.



Turning NPO data analysis into action

Other recommendations took aim at helping ABTA streamline its internal processes and incorporating best practices into language available for volunteer organizers' use in fundraising messages.

"Sometimes consultants recommend changes that seem to be simply for the sake of doing something different. It was refreshing to have Cathexis Partners conduct a thorough analysis of our actual data and base their recommendations on our own prior results."

*Kerri Mink
Director, Business Operations
ABTA*

ABTA and Cathexis Partners are now working together to implement the changes suggested by the analytical findings. By taking the time to study the organization's data and find trends to determine areas for improvement, ABTA put itself in a position to make changes that stand the best chance of helping the organization raise more money to benefit people with brain tumors.

Cathexis Partners helps non-profit and other socially minded organizations raise funds, expand house files and spread the word about their mission more strategically and effectively.

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