

Versus Arthritis

Walk 10,000 Steps a Day in June Challenge

Fundraising Everywhere - Best Virtual Stewardship Award Winner
2020

VERSUS ARTHRITIS

66

We were blown away at how easily and quickly people were converted into Facebook fundraisers for our Virtual Event!

By using GivePanel it meant our new supporters were uploaded to the dashboard and ready to be thanked at the start of their fundraiser. We anticipated 300 people might register for our virtual event and we were delighted to triple that number to 1,500”.

Rebekah Payton Versus Arthritis

VERSUS ARTHRITIS

About Versus Arthritis

Versus Arthritis do everything they can to push back against Arthritis.

Together, they continue to develop breakthrough treatments, campaign relentlessly for arthritis to be seen as a priority and support the 10million people living with arthritis. Their ambition is to ensure that one day no one will have to live with the pain, fatigue and isolation that arthritis causes.

The Challenge

This Facebook Challenge was a first of its kind for Versus Arthritis and in their own words, “they entered into it blind!”

Like most nonprofits, they were trying to think of different ways to raise funds as Covid19 lockdown struck.

The challenge Versus Arthritis faced was how to get fundraisers to register for their Facebook Challenge and then track their registration all the way through to their fundraiser on Facebook and thanking them once their page was set up... and this is where GivePanel stepped in.





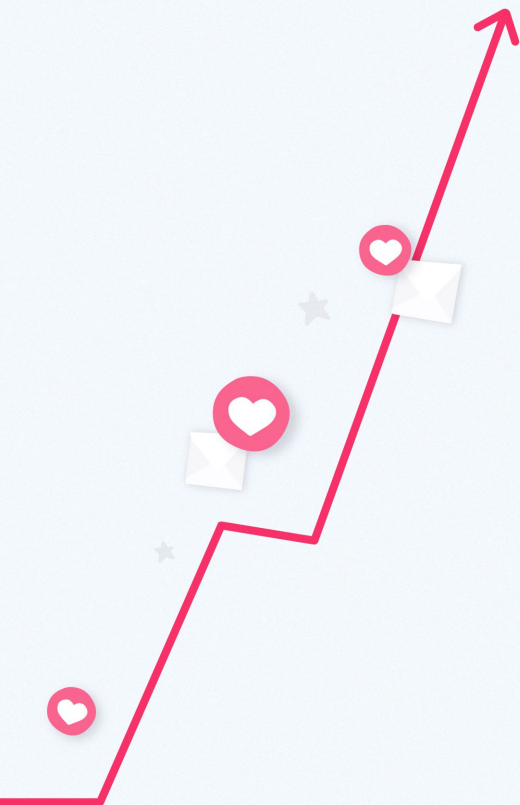
Our solution

Versus Arthritis used GivePanel's Event Registration form to register people from the Event Facebook Group. By processing all of their event participations through GivePanel, Versus Arthritis were able to see when each person set up their fundraising page using our fundraiser matching tool.

Being able to match event registrations with Facebook fundraisers saved the team a huge amount of time managing the data and enabled them to dedicate time to those who were taking part in the monthly challenge.

The VA Team preloaded two message templates into GivePanel, sent to every fundraiser. This included a 'Welcome and Thank You' posted on Facebook fundraisers pages at the start and a 'Thank You and Survey' message posted towards the end of the event.

This messaging strategy contributed to £157 average raised per fundraiser - 15% above the UK average.



Results and learning

Versus Arthritis were really happy with their results!

845

people set up Facebook fundraisers (expected 500).

£157

The average raised per fundraiser was £157 - 15% above UK benchmarks.

£135,000

The event raised over £135,000 for Versus Arthritis with a £1,900 media budget spend.

63%

success rate in moving people from registration to Facebook fundraiser set up.

VERSUS ARTHRITIS



Messaging our supporters was so easy and we loved that an unlimited number of staff could use GivePanel at the same time.

The page locks once someone is in it so staff could move on quickly to the next. Also, it was great to be able to send our fulfillment company the t-shirt order directly via a spreadsheet generated in GivePanel”.

Jack York, Versus Arthritis

givepanel

More Facebook fundraisers. Less hassle.