



Today's Hashtag:
#P2PForum

Are you connected?



@PtoPCanada

www.p2pfundraisingcanada.com



P2P Forum Canada

Peer Review Canada





Save the Date

P2P Fundraising Canada Conference

November 1, 2016 * Toronto



Brian Carney

CHIEF EXECUTIVE OFFICER
BLUE SEA PHILANTHROPY



About Coldest Night of the Year



Coldest Night: By the Numbers

92

Number of locations

2,830

Number of teams

20,200

Number of walkers

7.1

Walkers per team

Coldest Night: By the Numbers

\$190

Average raised per walker

\$1,415

Average raised per team

\$3,850,000

Total Raised in 2016

Why February?



Why You Don't Need a Big Budget

50%

Top 10 location partners
have
budgets < \$200,000

3

Top 10 locations raised
> 50% of their
annual budgets



Shelf Life Doesn't (Have to) Matter



Long-running campaigns
can still be top
performers

Moncton Youth Impact
and Ray of Hope
Had breakout years in
2016

Community Size Doesn't (Have to) Matter



Top performing locations are mix of big cities and small towns

4th best performing location has population of less than 30,000!

What Does Matter?



Organizational Leadership

Top performing locations have actively involved CEOs

Event Leadership

Stable leaders help breed successful events

Team Captain Engagement

Strong captains = strong teams

Keys to Consistency

Heavy investment in training

Regular conference calls

Staying on message

Consistent messaging and goals



Advice for National Organizers

Don't be Cheap!

Invest in cultivating team captains

Invest in training and coaching

Invest in site visits



Advice to National Organizers

Yield responsibility to chapters

Recruit strong leaders

Decentralize ownership

Give them tools to compare and compete



Advice to National Organizers

Build strong systems

Create a comprehensive guide

Connect chapters in proximity together



Advice to Local Chapters



Focus

Place your energy on a handful of high-performing events

ROI

Understand and measure to your goals

Go Long!

Think beyond the first 3 years



Get Connected

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