You Built it.
They didn’t come
We can fix that

What You'll Learn Today

- The 3 pillars of recruitment
- **20** recruitment tactics (rated for effectiveness & budget)
- Highly interactive discussion about what tactics work for which events
- Downloadable worksheets and bonuses
- MOST IMPORTANT: We're going to work a recruiting challenge right here in session!

Have you ever experienced this?

- You feel like you're "starting over" every January from zero to recruit?
- Created an event, promoted it, and lost money on it?
- Bought bibs to a third party event that you couldn't sell, so you gave them away?
- Launched a peer-to-peer fundraising event to the sound of crickets?

Good News: We can fix that

BUT…

Less Good News:

There is no “one” right way

AND IT’S HARD WORK

Who Are These People?

Mandy O'Neill

Doesn't work from a home office

- Nonprofit Executive & Fundraiser
- Began online marketing for nonprofits in 2000 and grew with the industry—especially peer-to-peer fundraising. Convio 9 years - start-up to public company then Charity Dynamics
- ConnectedNonprofit

Jocelyn Scherr

- Event Coordinator, Team Doctors Without Borders
- Doubled growth in 2013
- Doubling again in 2014
- IRC, Habitat for Humanity, Charlottesville Area Foundation

The 3 Pillars…

1. Persona to identify your “ideal* participant
2. Blue ocean canvas your event
3. Fish where the “fish” are

YOU LEAVE TODAY WITH ACTIONABLE RECRUITMENT TOOLS

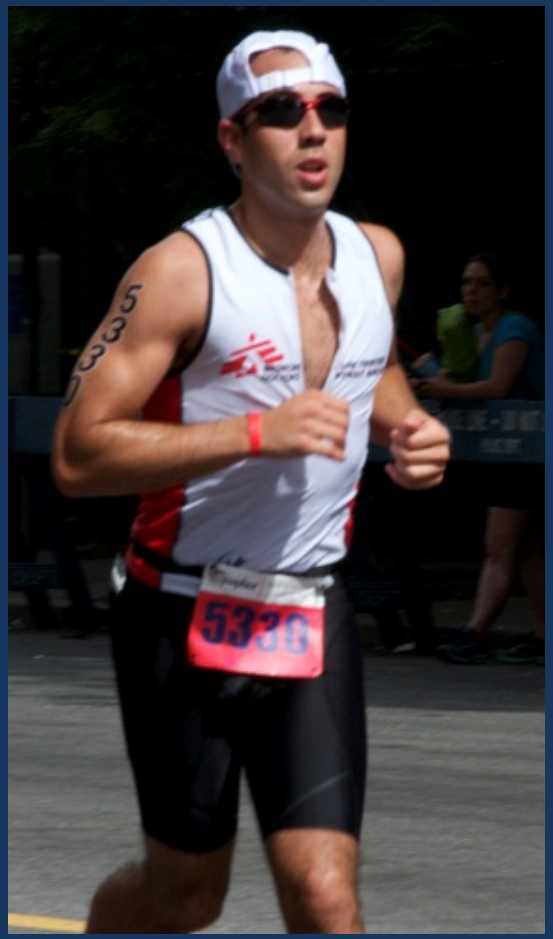
Pillar #1: Participant Persona(s)

- Who is your ideal participant?
- What matters most to them?
- What do they read?
- What blogs/websites do they follow?
- Where do they shop?

★ DOWNLOADABLE BONUS ★

One program; two very different participant personas

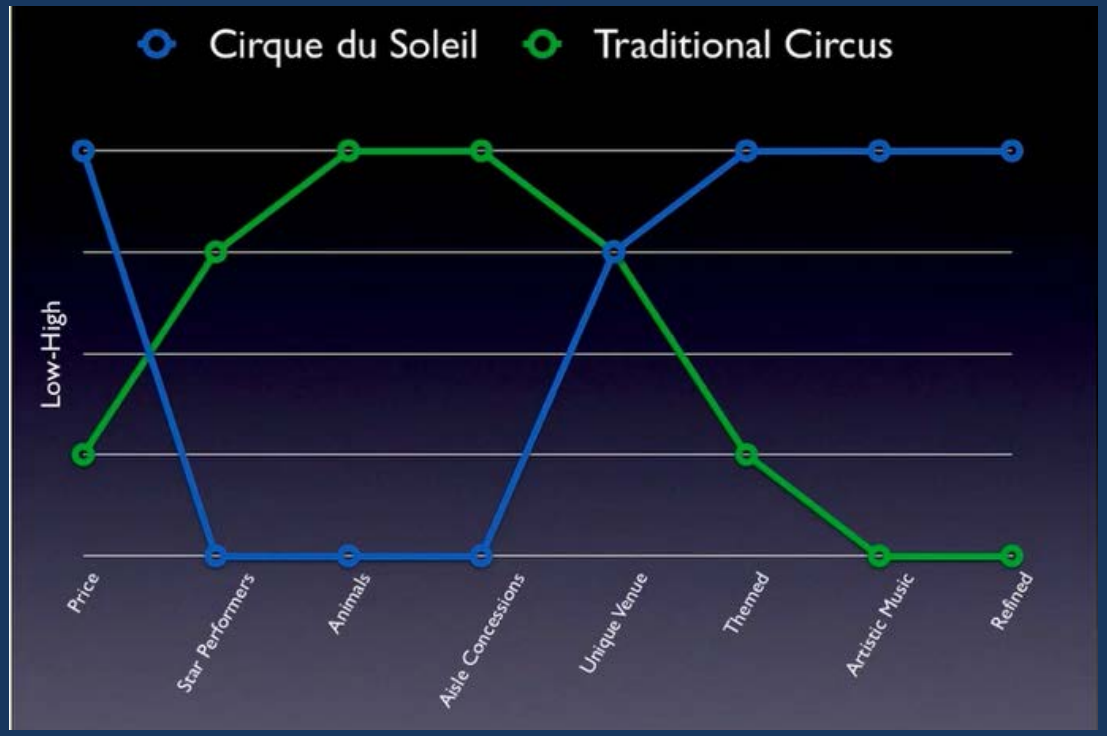
Joel



Kymberly

Pillar #2: Blue Ocean Canvas

- Creates your marketing language to use in your copy
- Competitive Differentiator



★ DOWNLOADABLE BONUS ★

Pillar # 3: Recruitment

Let's Rate Recruitment Tactics like Trip Advisor

Direct mail

Pricey but effective. 2% - 8% response rate

★★★★★

Email

Targeted multi-message - 2% - 5% response rate

★★★★★

Homepage Lightbox

Annoying but super-effective for a set time period

★★★★★

Testimonials

Social proof is everything – not just on your own site, e.g. a testimonial on Competitor linked back to you.

★★★★★

SEO

Most effective, also complex.

★★★★★

Rented email lists

Bargain, easy targeting, 1.5% - 11% response rate

★★★★☆

Advertorials

Bargain, easy targeting, 1.5% - 4% response rate

★★★★☆

Facebook Ads

Bargain, easy targeting, 2% - 8% response rate

★★★★☆

Informational Meetings

Works if you have partners and advance marketing

★★★☆☆

Display Ads - Retargeting

Expensive, Best for large programs. Retargeting performing

★★★☆☆

Brochures & Flyers

Expensive, hard to measure, must have.

★★★☆☆

List building

Stop starting over every January.

★★★★☆

Social media posting

Bargain basement, easy targeting, “share” is critical

★★★☆☆

Social media email capture

Drive traffic back to your site to capture email and build your list

★★★☆☆

Free resources/downloads

Training guides, How to Live With. Create something so valuable, people have to share

★★★☆☆

Guest blog posts

Great for building community of interest. Hard work, but worth it. Target blogs read by your target participants.

★★★☆☆

Keep a list of adjacent orgs

Figure out ways to appeal to audiences of adjacent orgs

★★★★☆

Comment thoughtfully

On Blogs that serve your audience

★★★☆☆

Get interviewed by a podcast or magazine that serves your audience

Systematic outreach

★★★☆☆

What’s worked for you?

Celebrity involvement

Publicity via their email list and social media

★★★☆☆

Helpful videos on YouTube?

Series of videos on training, coping, serving, etc.

★★☆☆☆

Let’s work a recruitment challenge together…

Email Examples

From: CCFA Team Challenge <news@ccfa.org>
To: mandy@connectednonprofit.com
Cc:
Subject: Get fit, make friends, change lives -- learn how!

What happens in Vegas... changes lives!

Team Challenge ENDURANCE TRAINING PROGRAM

Team Challenge Vegas: 13.1 amazing miles!

Get fit, make friends, and change the lives of others—as part of Team Challenge, you can do all of this and more! Team Challenge is the Crohn's & Colitis Foundation of America's endurance training and fundraising program. Our next stop: the Zappos.com Las Vegas Rock 'n' Roll Marathon and Half Marathon on December 2, 2012.

Five GREAT reasons to join the Team:

- Receive **14 weeks of custom training** by professional coaches at local venues. We'll get you ready to rock the Strip!
- Experience Vegas at its finest, with **an expense-paid weekend** including accommodations, race fees, and entertainment!
- **Build new friendships** and share great memories as you train with others who care.
- **Feel a sense of empowerment** and accomplishment as you cross the finish line after 13.1 miles!
- **Enjoy an unforgettable night race** featuring the glitz and glamour of the world-famous Vegas Strip!

Our information meetings are starting in August -- meet your coach, Team Challenge mentors, and even your future teammates. **Find an info meeting near you today and join us for a great summer!**

Follow Team Challenge:

Information Resource Center: 888.MY.GUT.PAIN (888.694.8872)
Web site: http://www.ccfa.org/
E-mail: info@ccfa.org
Phone: 800-932-2423

CCFA's mission is to **cure** Crohn's disease and ulcerative colitis, and to **improve the quality of life** of children and adults affected by these digestive diseases.

Unsubscribe | Forward to a friend | Visit our web site
Crohn's & Colitis Foundation of America
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MEDECINS SANS FRONTIERES
DOCTORS WITHOUT BORDERS

RIDE WITH ME ON MAY 4th!

Dear Jocelyn,

My name is Fleuri and I love healthy fundraising! That's why **I rode on Team Doctors Without Borders in the 2013 TD Five Boro Bike Tour**. It was such an amazing experience that I'm riding on the team again this year. There are still spots available for you to join me and support the lifesaving work of Doctors Without Borders in this unique way.

Riding in the Bike Tour and fundraising for Doctors Without Borders has all the elements I like in an event: an important cause, a challenge, a reward, and good will—all rolled up, it was a very fun day on my bike.

This isn't your average bike ride. Last year, I felt the energy starting at the team reception the day before the ride, where we heard from Dr. John de Csepel, a Doctors Without Borders trauma surgeon, who had recently returned from the field. The stories and experiences that Dr. de Csepel shared with the team were very real and made us all realize how important our contributions are to Doctors Without Borders. This year, I'm looking forward to hearing more personal accounts about how my donations are helping teams in the field deliver lifesaving care.

The excitement intensifies on the day of the ride, when Team Doctors Without Borders participants start in the first wave, **leading the pack of 32,000 riders**. My most memorable moment last year was riding over the Queensboro Bridge, looking back onto the FDR and getting a glimpse of all the riders—what an invigorating feeling! The bands and cheering made the ride fun, and then the festival at the finish line was a great opportunity to reconnect with my fellow team members over lunch knowing we'd done something great—we set out together, and accomplished our goal.

To learn more about how you can join Team Doctors Without Borders in the Five Boro Bike Tour click here or email Jocelyn Scherr at teamevents@newyork.msf.org. **I look forward to crossing the finish line with you on May 4th!**

Sincerely,

Fleuri MacIntyre, Team Doctors Without Borders Rider
Doctors Without Borders/Médecins Sans Frontières (MSF)

P.S. Click here to request details about upcoming virtual and in-person information sessions.

This email was sent to jocelyn.scherr@gmail.com from the U.S. section of Doctors Without Borders/Médecins Sans Frontières (MSF), an international independent medical humanitarian organization that delivers emergency aid to people affected by armed conflict, epidemics, natural and man-made disasters, and exclusion from health care.

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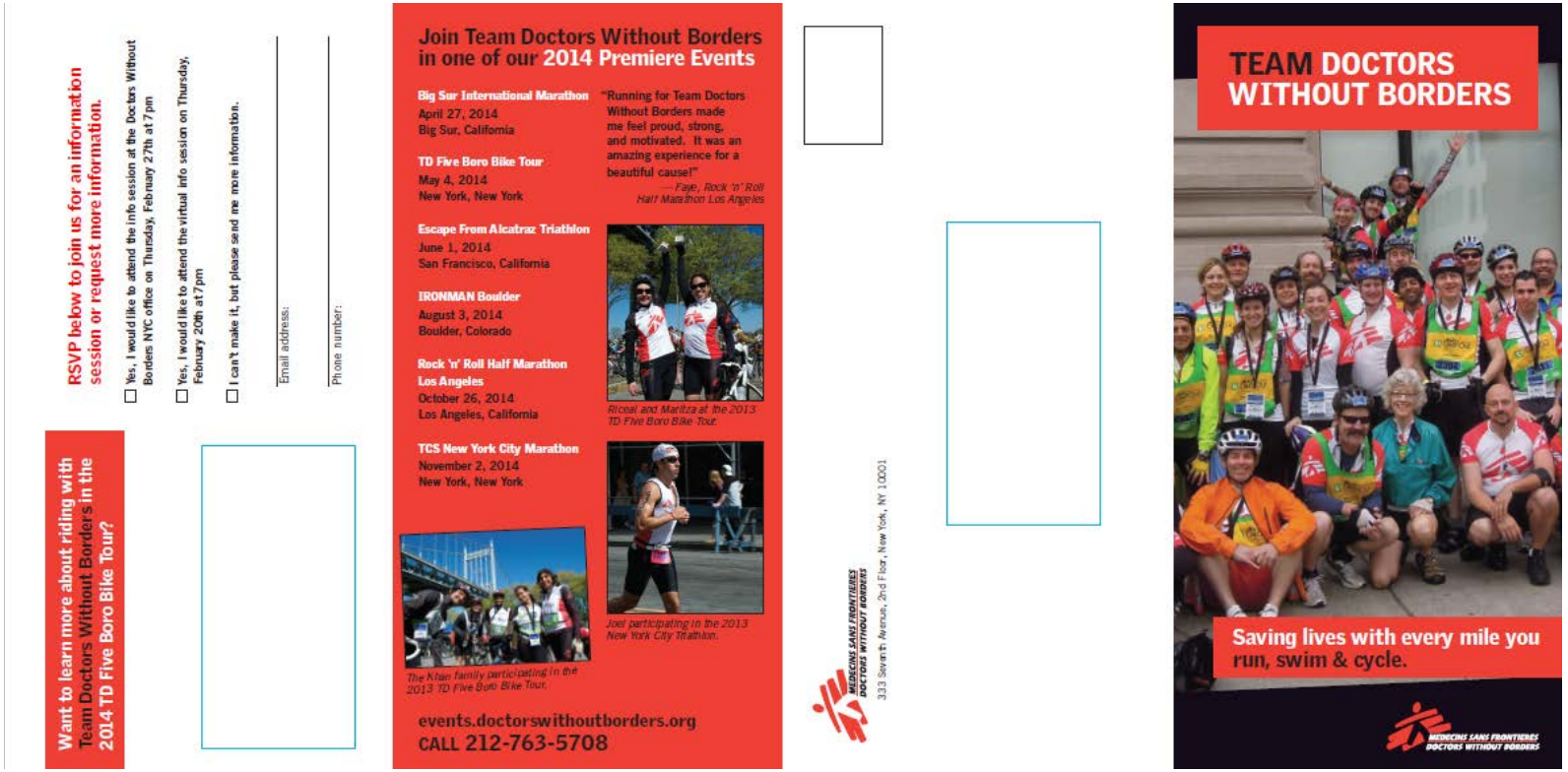
Email Examples

Direct mail


Want to learn more about riding with Team Doctors Without Borders in the 2014 TD Five Boro Bike Tour?
RSVP below to join us for an information session or request more information.
☐ Yes, I would like to attend the info session at the Doctors Without Borders NYC office on Thursday, February 27th at 7pm
☐ Yes, I would like to attend the virtual info session on Thursday, February 20th at 7pm
☐ I can't make it, but please send me more information.
Email address:
Phone number:
Join Team Doctors Without Borders in one of our 2014 Premiere Events
Big Sur International Marathon
April 27, 2014
Big Sur, California
TD Five Boro Bike Tour
May 4, 2014
New York, New York
Escape From Alcatraz Triathlon
June 1, 2014
San Francisco, California
IRONMAN Boulder
August 3, 2014
Boulder, Colorado
Rock 'n' Roll Half Marathon Los Angeles
October 26, 2014
Los Angeles, California
TCS New York City Marathon
November 2, 2014
New York, New York
"Running for Team Doctors Without Borders made me feel proud, strong, and motivated. It was an amazing experience for a beautiful cause!"
— Faye, Rock 'n' Roll Half Marathon Los Angeles
Ricoal and Marilza at the 2013 TD Five Boro Bike Tour.
Joel participating in the 2013 New York City Triathlon.
The Khan family participating in the 2013 TD Five Boro Bike Tour.
events.doctorswithoutborders.org
CALL 212-763-5708
MEDECINS SANS FRONTIERES
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333 Seventh Avenue, 2nd Floor, New York, NY 10001
TEAM DOCTORS WITHOUT BORDERS
Saving lives with every mile you run, swim & cycle.
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DOCTORS WITHOUT BORDERS

Social Media

Doctors Without Borders/ Médecins Sans Frontières (MSF)
January 14

Know a triathlete with a passion for Doctors Without Borders? We have charity entries in the sold-out 2014 IRONMAN Boulder. Join our team today! http://bit.ly/19mkKEr

Like · Comment · Share 21

103 people like this. Top Comments

Doctors Without Borders/ Médecins Sans Frontières (MSF)
January 7

Check out the exciting Team Doctors Without Borders event lineup for 2014! Reserve your spot on our team and save lives with every mile you run, swim and cycle. Click here for more information: http://bit.ly/1bOA7sA

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Advertorial

KAISER PERMANENTE
COLFAX MARATHON
DENVER, CO

Colfax Marathon

May 17-18, 2014
26.2 miles with a run through Mile High Stadium. 13.1 miles with a run through Denver Zoo. Marathon relay, 10 miler, 5K. 100+ charities to run for. **Register now!**

02/28/2014 - **US Road Running - Virtual 5K,...** - New York, NY
03/01/2014 - **Aloha Run 2014 by Subaru of...** - Las Vegas, NV
03/15/2014 - **Erin Go Braugh 7.77k** - Westminster, CO
03/22/2014 - **Awesome 80s Run 5K Las Vegas** - Las Vegas, NV
05/18/2014 - **Santa Fe Century 2014** - Santa Fe, NM
05/24/2014 - **Atkinson Festival of Races 1st...** - Atkinson, NE
06/14/2014 - **Utah Valley Marathon, Half...** - Provo, UT
11/22/2014 - **SPA GIRL TRI - Phoenix** - Phoenix, AZ

Advertise your event here

Over 775,000 "**active**" people have already joined the Active.com **Facebook** page. Come see why.

Brochure

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Big Sur International Marathon
April 27, 2014
Big Sur, California

TD Five Boro Bike Tour
May 4, 2014
New York, New York

Escape From Alcatraz Triathlon
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San Francisco, California

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Joel participating in the 2013 New York City Triathlon.

The Khan family participating in the 2013 TD Five Boro Bike Tour.

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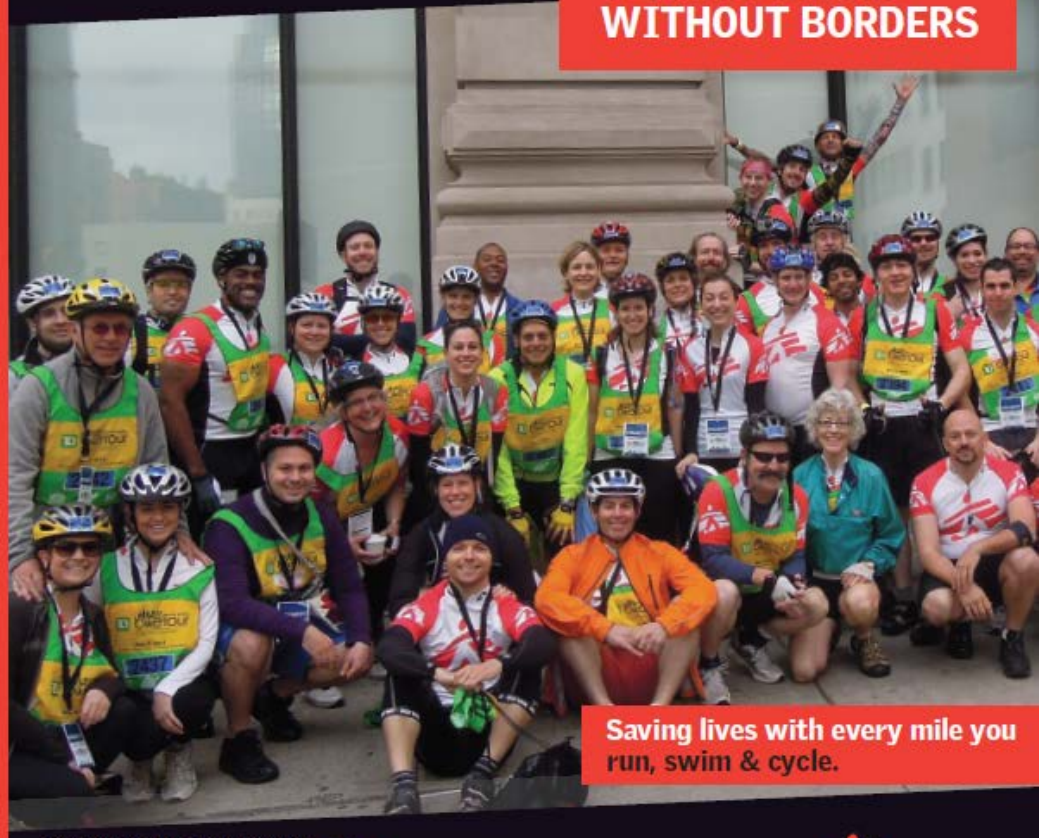
CALL 212-763-5708

TEAM DOCTORS WITHOUT BORDERS

TEAM DOCTORS WITHOUT BORDERS



Saving lives with every mile you run, swim & cycle.

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CALL 212-763-5708

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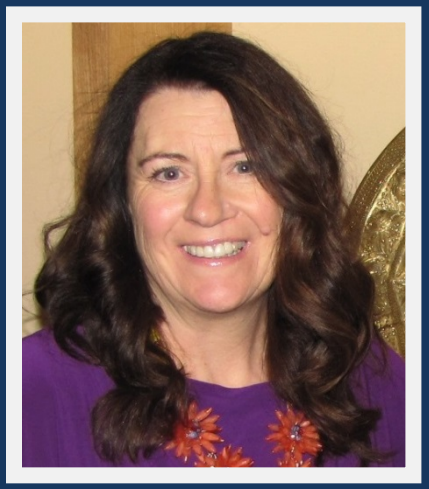
Stop “starting over” every January: List building tactics

- ✓ Sign-up form on your website
- ✓ Opt-in forms on Facebook
- ✓ Opt-in forms
- ✓ Lightbox
- ✓ Free resources/downloads
- ✓ Guest blog posts
- ✓ Competitive or adjacent groups
- ✓ Comment on blogs
- ✓ Run profile stories in magazines/blogs/listservs your target audience reads



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