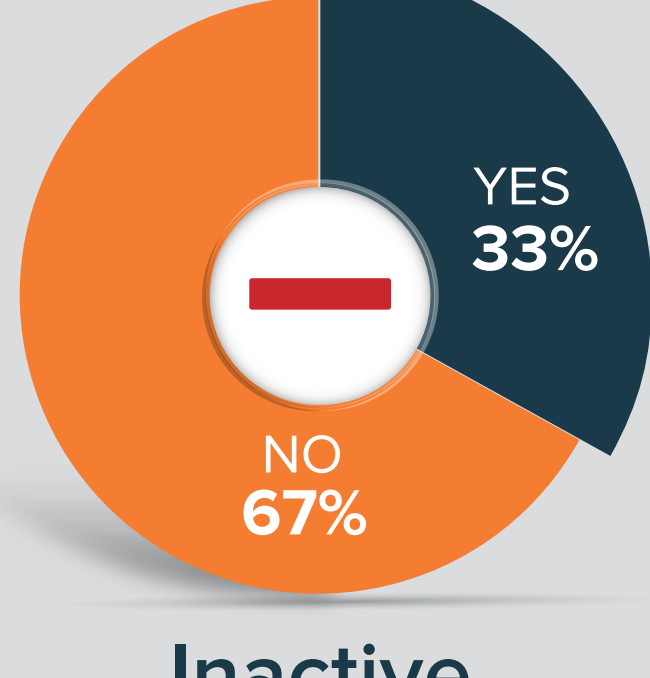
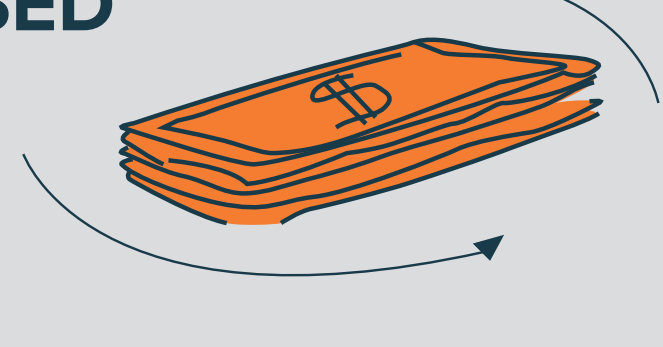


BSRF 2015

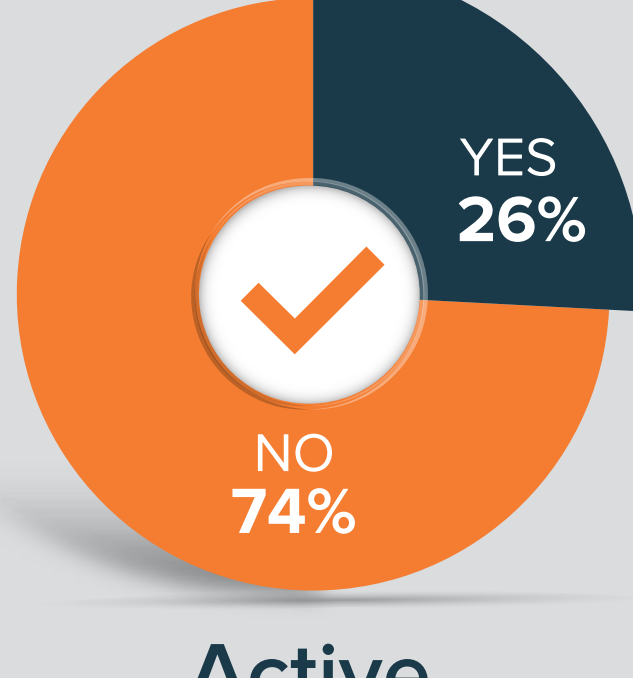
Survey Results comparison

1

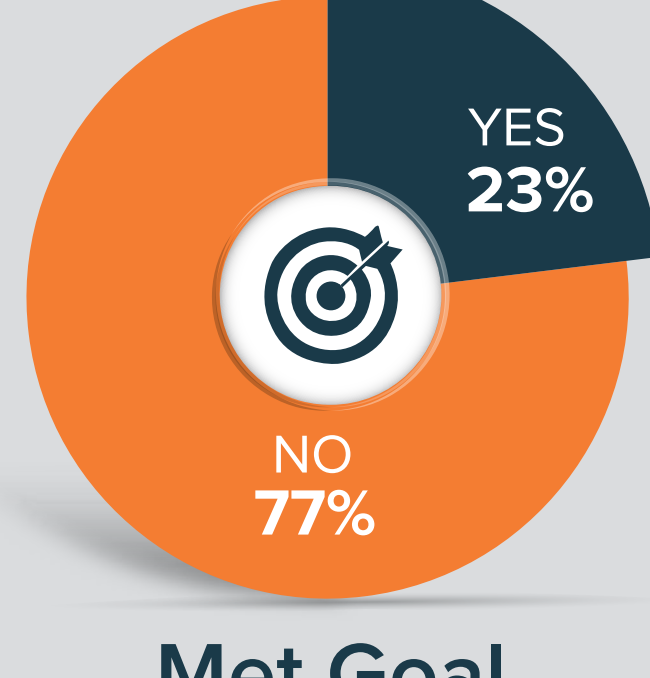
HAVE YOU PREVIOUSLY FUNDRAISED DURING BLACKMORES SYDNEY RUNNING FESTIVAL?



Inactive



Active



Met Goal

2

IF YES, HOW DID FUNDRAISING THIS YEAR COMPARE TO THE PREVIOUS YEAR/S?

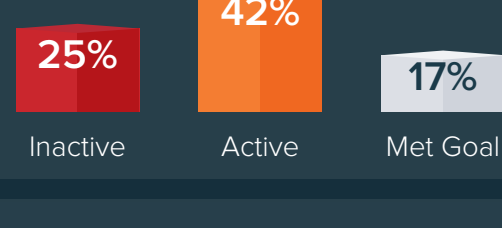


HARDER THAN PREVIOUSLY

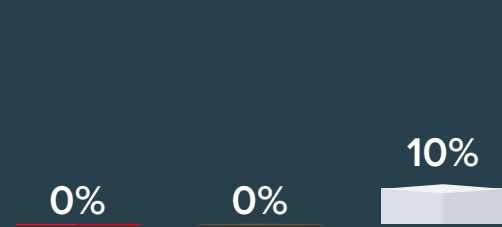
SAME AS PREVIOUSLY

EASIER THAN PREVIOUSLY

Ability to raise funds



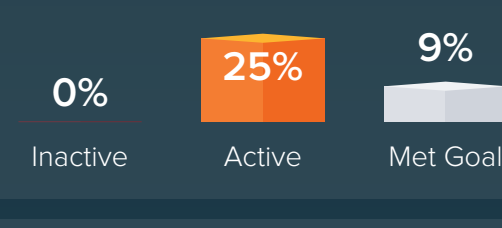
Creating your fundraising page



Willingness of friends to donate



Share with friends and social networks

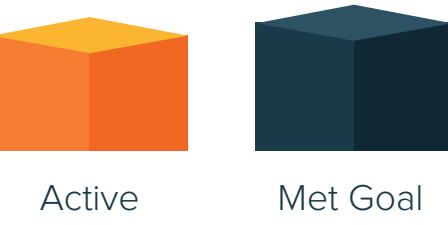


Overall comparison

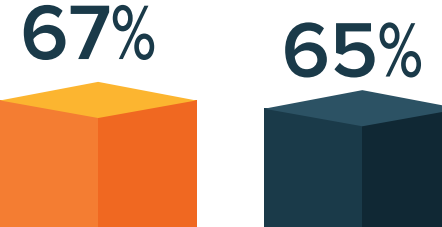


3

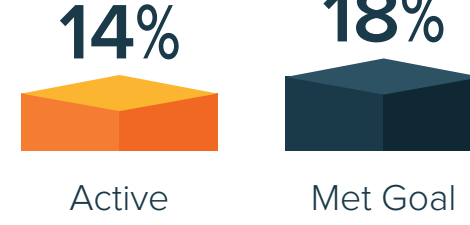
WHY DID YOU DECIDE TO FUNDRAISE AS PART OF THE BLACKMORES SYDNEY RUNNING FESTIVAL 2015? (SELECT ALL THAT APPLY)



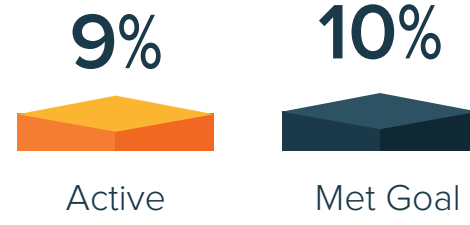
Run for a cause & run for free



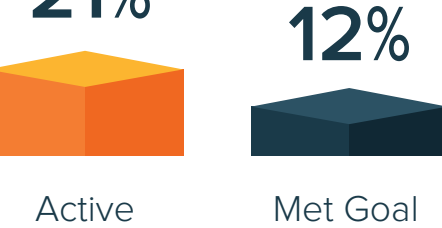
I am passionate about my charity



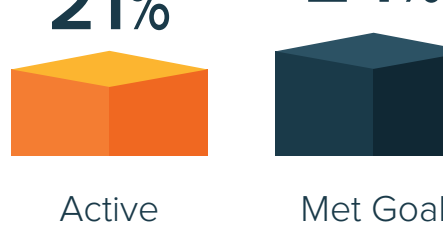
My friends or family members encouraged me to do it



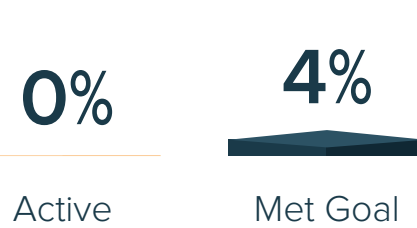
I am doing it as part of a team at work



It looked like fun



I've done it before and really wanted to do it again



I did it by accident

4

WHY DID YOU CHOOSE YOUR SPECIFIC CHARITY



The charity has helped me personally



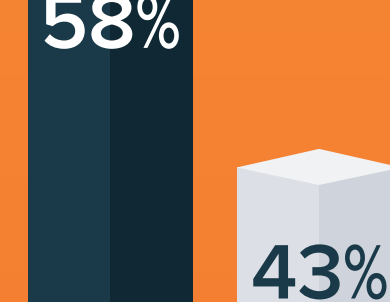
My family member or friend has been helped by the charity



I know someone who could (or could have) benefited from the work done by this charity



I've supported this charity in other ways before



They do good work in the community and I'd like to support them

5

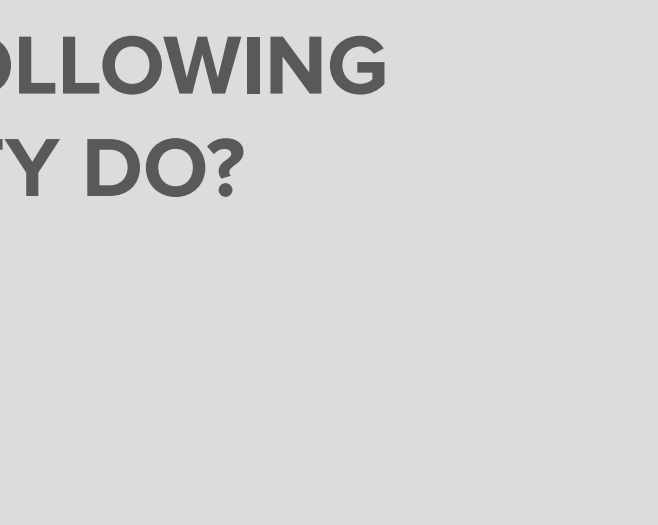
WHICH OF THE FOLLOWING DID YOUR CHARITY DO?



Emailed me once with help and information



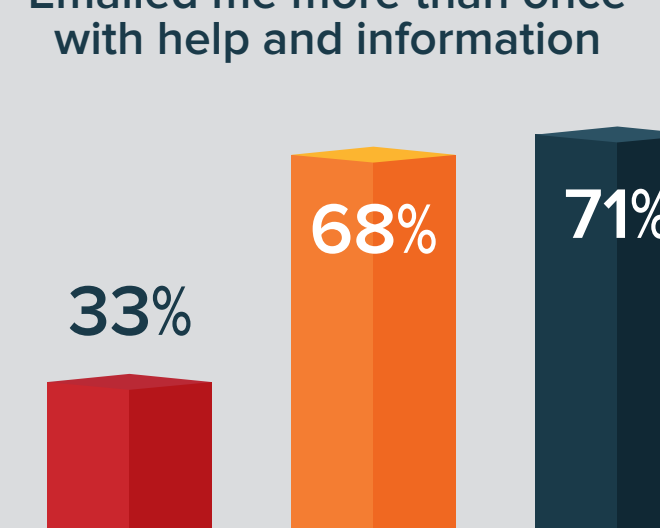
Emailed me more than once with help and information



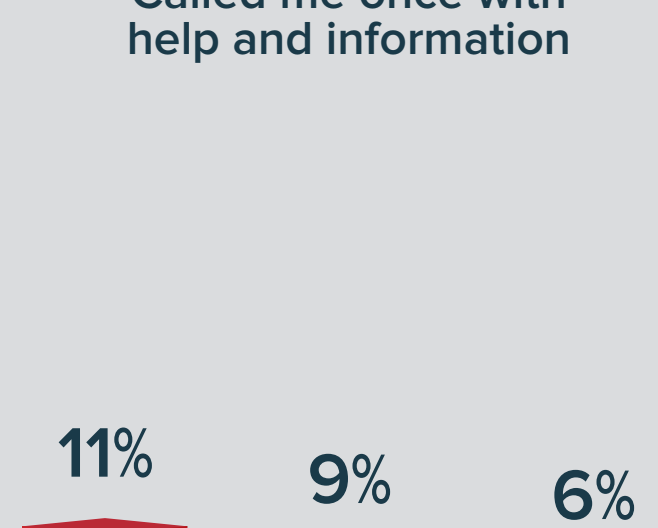
Called me once with help and information



Called me more than once and information



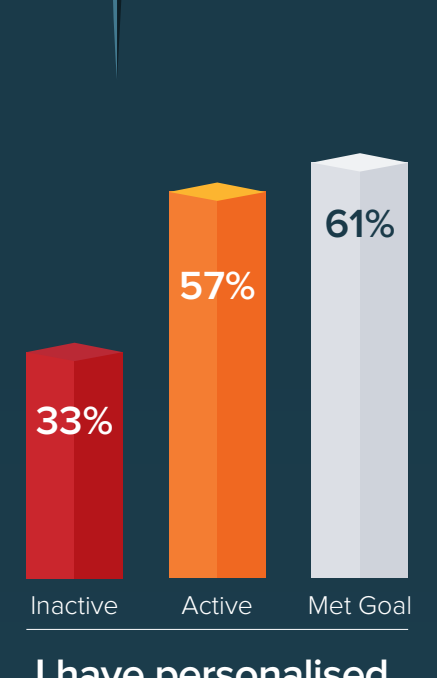
Thanked me for my efforts



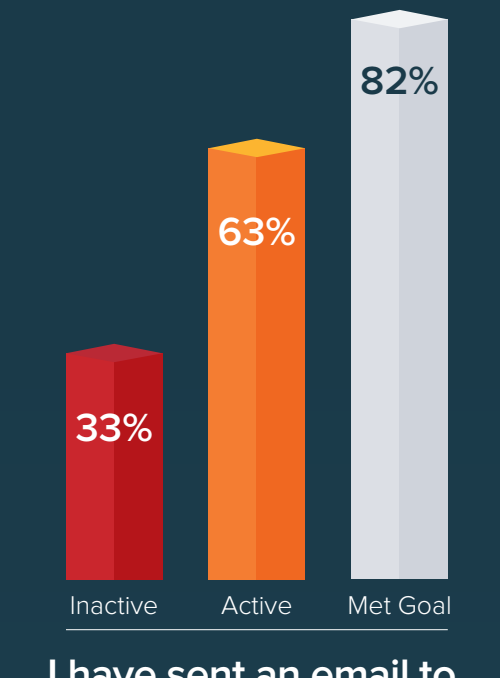
I never heard from my charity

6

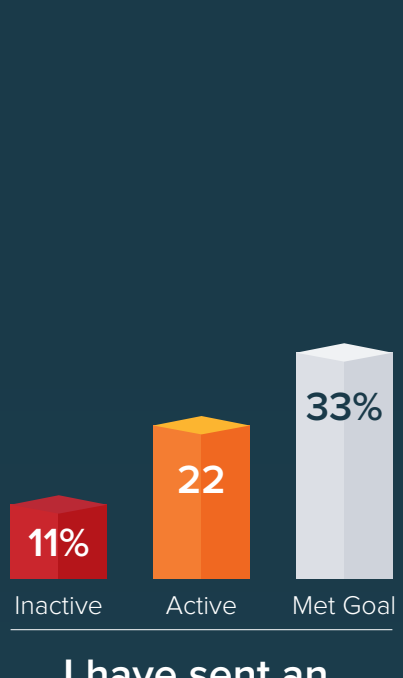
WHICH OF THE BELOW DID YOU DO DURING YOUR FUNDRAISING CAMPAIGN? (PLEASE TICK ALL THAT APPLY)



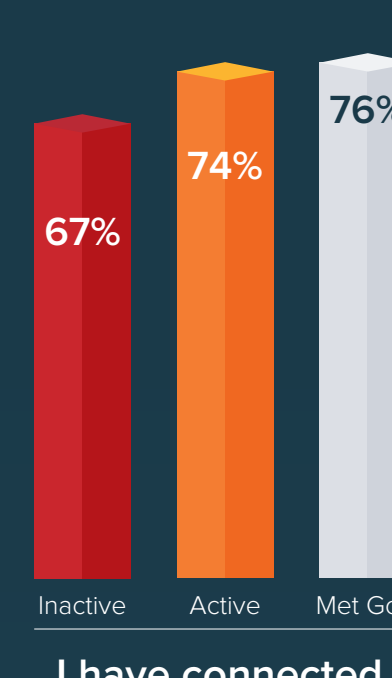
I have personalised my fundraising page with photos, information or updates



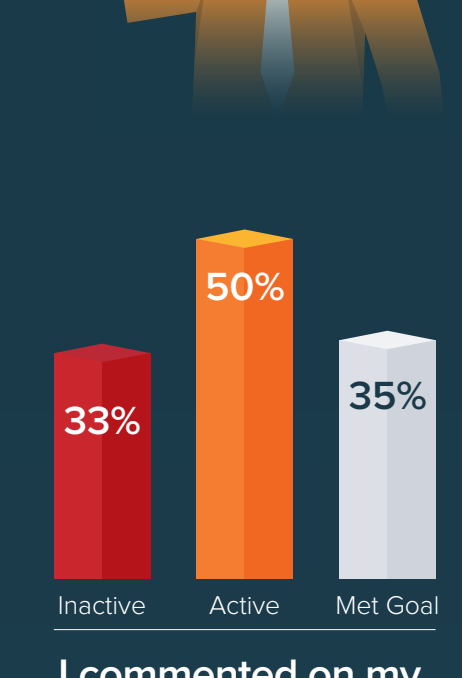
I have sent an email to my close family and friend has been helped by the charity



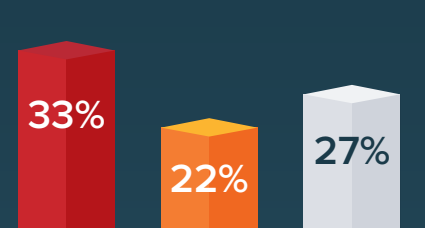
I have sent an email to everyone I know asking them to donate



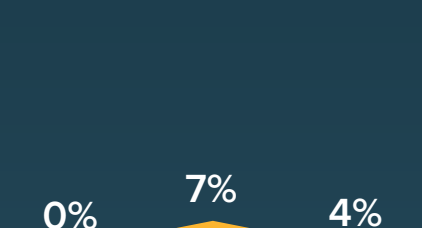
I have connected my fundraising page to Facebook



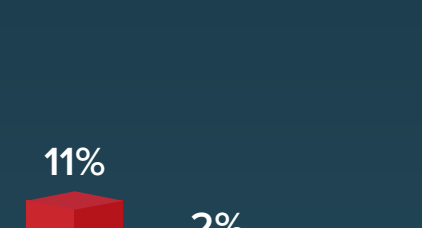
I have commented on my Facebook Comment box on my fundraising page



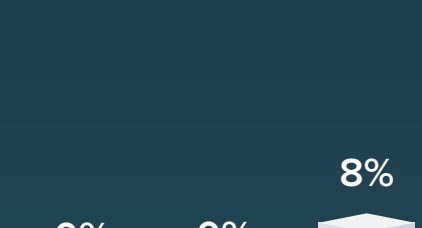
I liked my page



I have held an event to raise money



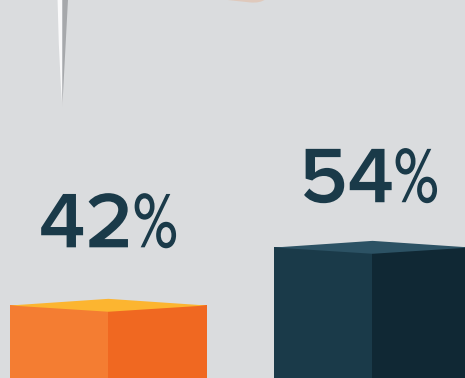
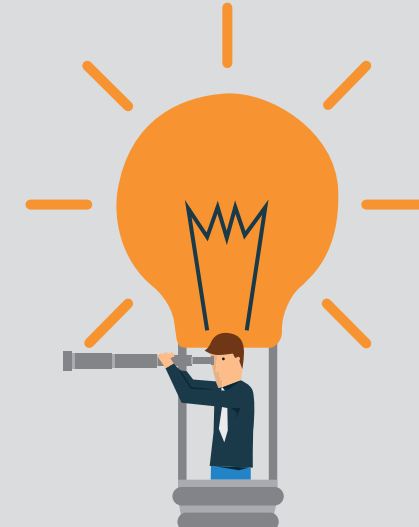
I didn't do anything



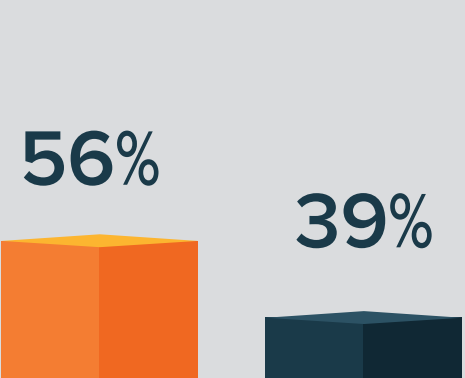
I have promised to do something crazy if I reach my target

7

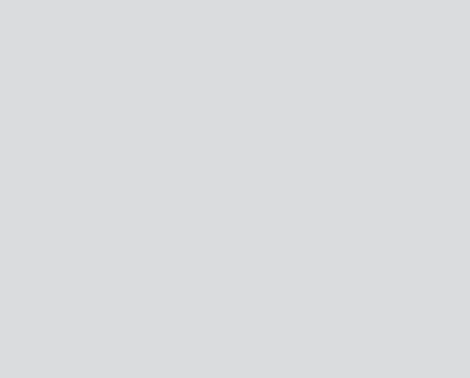
WHICH METHOD OF PROMOTING YOUR PAGE DID YOU FIND TO BE THE MOST SUCCESSFUL?



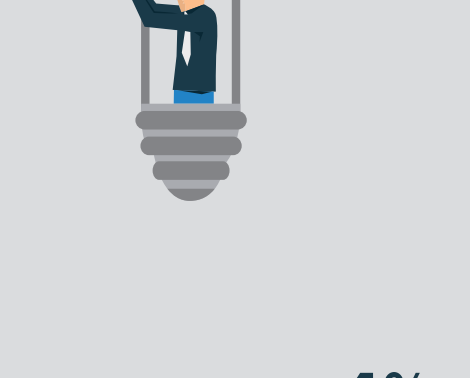
Email



Facebook



Twitter



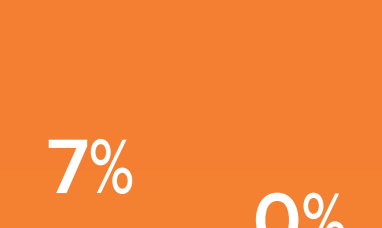
Other

8

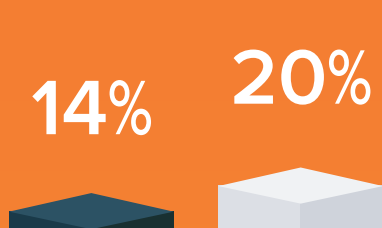
HOW APPRECIATED BY YOUR CHARITY DID YOU FEEL WHEN YOU WERE FUNDRAISING?



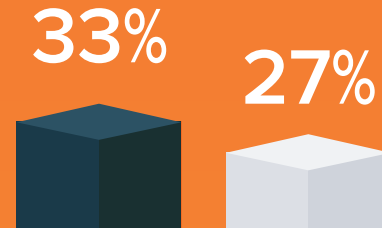
Not at all appreciated



Not very appreciated



Neutral



Appreciated



Extremely appreciated