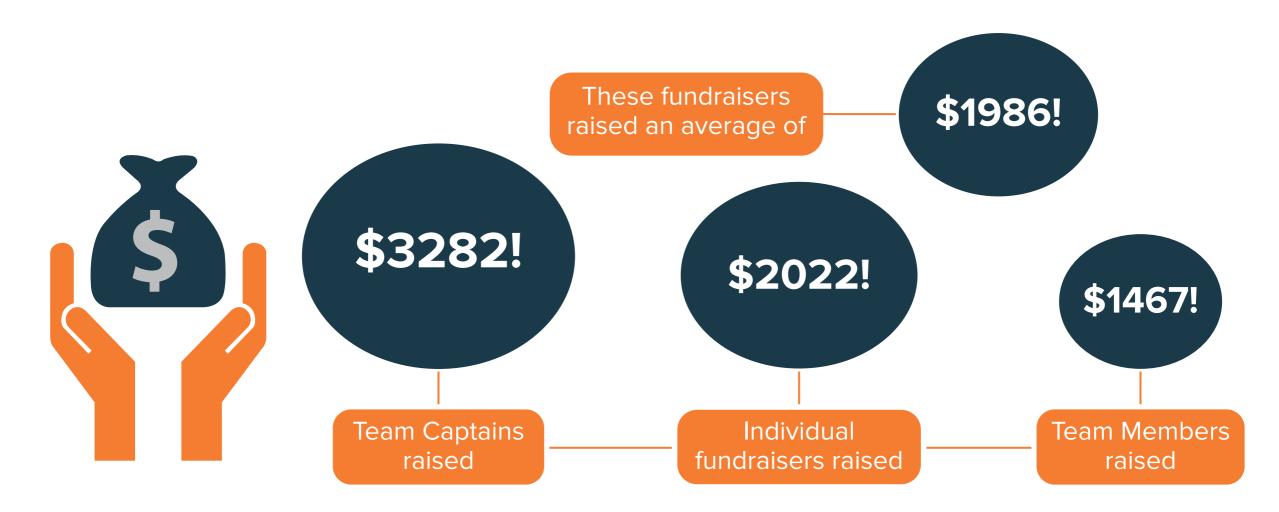
GoFundraise DIY Fundraiser Survey



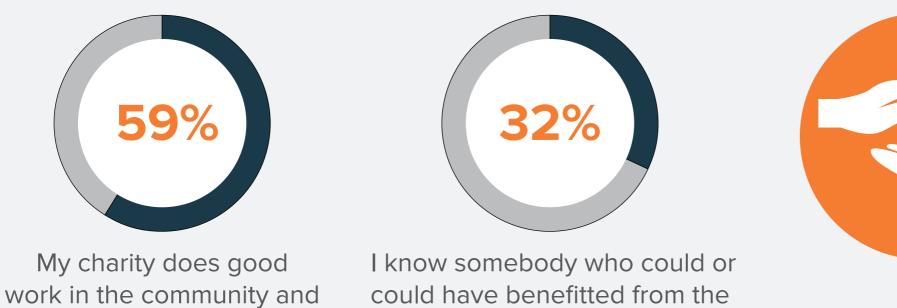
We surveyed 100 DIY fundraisers to learn more about their fundraising experience. These are the results.

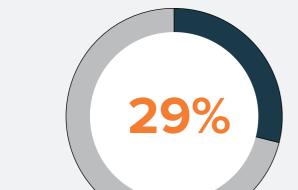
How much have these DIY fundraisers raised?



them to fundraise for their charity?

What did fundraisers say motivated





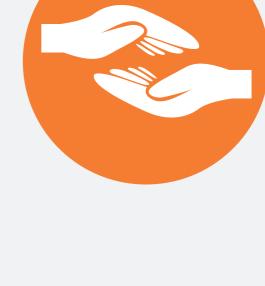
I wanted to support them

I've supported this charity in other ways before



me personally

My charity has helped



13% My charity had helped a friend or a family member

Which type of motivation

made the best fundraiser?

*Fundraisers were allowed to select multiple options



Motivation

Average Raised \$2501

\$2247

\$1790

\$1694

friend or a family member I know somebody who could or could have benefitted from the work done by my charity

community & I wanted to support them

My charity does good work in the

My charity has helped me personally

My charity had helped a

Cause affected fundraisers raised the most!

I've supported this charity

in other ways before

\$1296



How much contact do charities have with

fundraisers while they're fundraising?





Charity

emailed once

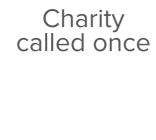
How does contact from a charity

Charity

emailed more

than once

52%



13%

than once

Charity

called more

16%

Charity

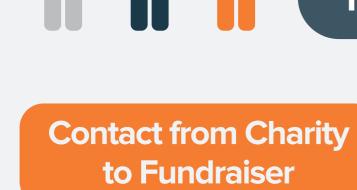
thanked

fundraisers

64%

Charity never contacted fundraisers

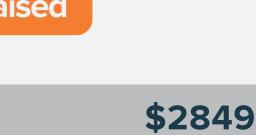
9%



Average Raised

\$1075

impact on the amount raised?



Called once **Emailed multiple times**

Called multiple times

Emailed once

the fundraiser increased contact from charities to fundraisers raised the most!

No contact with

Thanked the fundraiser

Communication by charities to fundraisers

\$2051

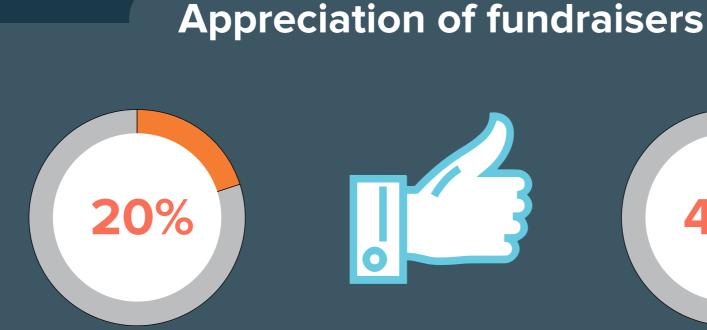
\$1992

\$1989

\$2311

of fundraisers said it could have been easier for them to discover how to fundraise for their chosen charity

of fundraisers said they would have raised more if they had received more contact from their charities



of fundraisers said they did not feel appreciated by their charity when they were fundraising

of community fundraisers said they

are extremely likely to fundraise for



∠ I /0

said they are extremely likely

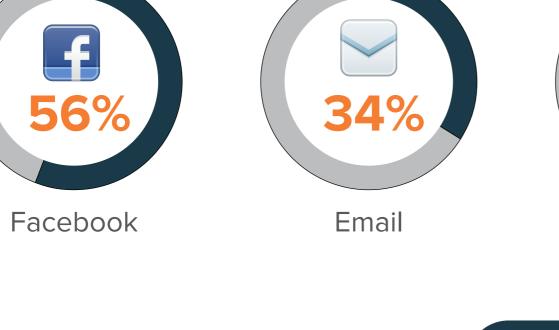
to fundraise for a different

charity again

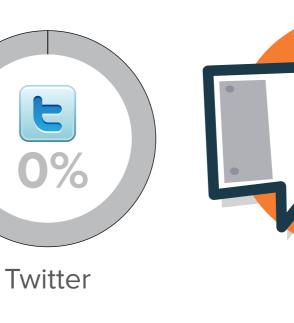
the same charity again

What do fundraisers say is the most

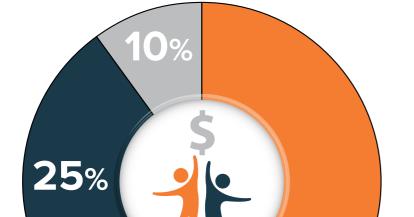
successful way to promote their page



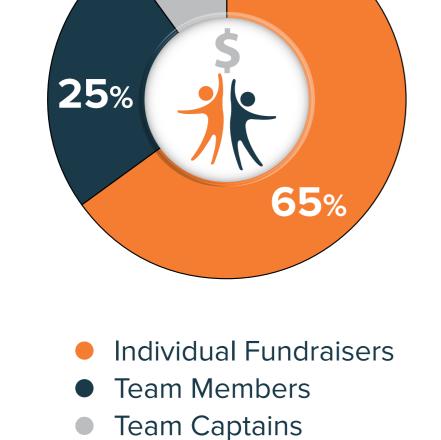
Fundraisers Surveyed



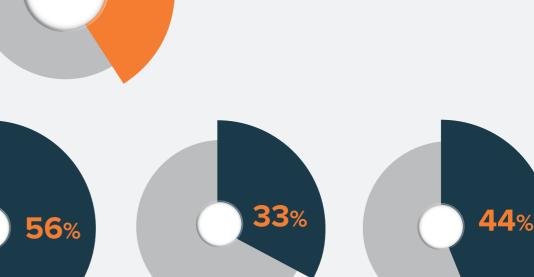
What percentage of these fundraisers met their target?



Types of







of Team of Team Members met Captains reached

their target

of Individual Fundraisers met their target their target