



World Bicycle Relief

Achieving breakthrough results through a combination of strategy, execution, and technology

Challenge

World Bicycle Relief (WBR) is an international nonprofit organization that provides bicycles to those in impoverished nations who need simple, sustainable transportation as a means to access healthcare, education and economic development opportunities.

With a Development and Marketing staff of only two people, WBR relies on the Internet to reach supporters worldwide and automates much of its fundraising using Blackbaud Sphere® (formerly Kintera). In 2007, 80 percent of WBR's donors were making their donations online. However, WBR felt it had only scratched the surface of Sphere's expansive capabilities. As Jill Reid, WBR's Vice President of Development, explained, "We knew Blackbaud Sphere could help us do more online, but we lacked the people, time, and best practices know-how to take full advantage of it."

Like most nonprofits, WBR generates a significant portion of its funds through an end of year campaign. And in 2008, a generous anonymous donor agreed to match every donation made. The ability to tap the full fundraising and outreach potential of Blackbaud Sphere would thus be crucial in helping WBR maximize end of year contributions, while freeing Jill Reid to engage with major donors, foundations and corporate supporters.

Solution

WBR engaged Charity Dynamics in October 2008 to assess how it was using Blackbaud Sphere, to provide coaching on creative ways to extract more value from

the software platform, and to manage the execution of its end of year email campaigns.

To support the campaign, Charity Dynamics worked with WBR to execute a "Friends Asking Friends" email campaign to encourage WBR's existing supporters to help the organization expand its house file. Next, Charity Dynamics implemented three email appeals to be sent in November and December, each revealing funds raised to date and imparting a sense of urgency to donate before the end of the year so that matching funds could be obtained. In response to the appeal, donors could either make a one-time or recurring gift in any amount using Blackbaud Sphere's Donor Management tools, or buy one or more bicycles using the E-Commerce module for \$134 each.



Encouraging list building through a viral email campaign

“We couldn’t have done this without Charity Dynamics. Working with them gave us the insight to use Blackbaud Sphere more effectively, while freeing my staff’s time to focus on other key projects. They’re the best online fundraising consultants I’ve worked with in my ten years of experience.”

Jill Reid | Vice President of Development | World Bicycle Relief

Charity Dynamics also helped WBR set up various cards in Sphere that donors could send to others as an acknowledgement of a gift made in their honor. During the online donation process, donors could select from three options for sending a card: choose one of four e-cards that would be emailed to the recipient from Sphere; download and print a card from WBR’s website and then hand-deliver it or mail it; or ask WBR to mail the card on their behalf. To support the card offering, Charity Dynamics created custom forms in Sphere to capture recipient information, and also scripted queries that WBR could use to generate mailing lists for cards that would be mailed. In addition, Charity Dynamics provided best practices consulting around when and how to integrate cards into the online donation process.

Charity Dynamics went further to create custom reports in Sphere to help WBR track the success of their campaign, and also assisted WBR with analyzing the volumes of data they were collecting about their online donors so that they could improve the effectiveness of future campaigns.

Results

By coupling the capabilities of Blackbaud Sphere with the execution and consultative skills of Charity Dynamics, WBR was able to exceed its ambitious goal to raise \$1.2 million in the fourth quarter of 2008 by almost \$400,000—over 100 percent more than it raised in the fourth quarter of 2007.

Furthermore, the average gift amount increased by 49 percent, and almost half of all donors contributed enough to cover the cost of at least one bicycle.

About Charity Dynamics

Charity Dynamics provides comprehensive online solutions for nonprofit organizations. From strategy to implementation and beyond, we partner with clients of all sizes to deliver the services, software, and support they need to meet their objectives.

Visit www.charitydynamics.com.

	Q4 2007	Q4 2008	Year Over Year Percent Change
Donations received	\$787,296	\$1,590,790	102%
Number of donations	445	700	57%
Average gift amount	\$556	\$831	49%
House file size	1,100	3,100	282%
Number of donors giving one bicycle	172 (39%)	314 (45%)	
% of all funds raised that year	56%	71%	

And, the Friends Asking Friends campaign enabled WBR to almost triple its house file, setting it up for success in future fundraising campaigns by giving it a larger base to solicit.

About World Bicycle Relief

Founded by SRAM Corporation and Trek Bicycle in 2006, World Bicycle Relief provides comprehensive bicycle programs for healthcare, education and economic development initiatives to help people survive and then thrive. Compared with walking, the simple sustainable nature of bicycles empowers individuals, their families and their communities.

Visit www.worldbicyclerelief.org.



Promoting end of year giving with a sense of urgency