

# 5 Million to One: Participant Communication on the Susan G. Komen 3-Day for the Cure

Tuesday, June 22<sup>nd</sup>, 2010

# Agenda

- Spotlight on 3-Day Communication Features
- Overview of Communication Plan
- New in 2010



# Spotlight on 3-Day Communication Features

- Participant Center Customization
- Virtual Personal Trainer
- Online Check-In



# Participant Center Customization

# Participant Center Customization



- Currently, Susan G. Komen 3-Day for the Cure Participant Center (PC) content is customized by:
  - Market
  - Participation Type (Walker vs. Crew Member)
  - Team Affiliation
  - PC Fundraising Activation efforts (Have they sent emails?)
  - Fundraising Balance
  - New vs. Past Participant
  - Access or Completion of Online Check-In

# Walker Participant Center



## RESOURCES

- Event Info
- Outfitters
- Clinics
- Calendar
- Training Walks
- Online Check-In
- Legacy Pins
- Toolkit
- Share List
- Widget
- Select Another Event

## NEWS

- February News
- January News

## TOP FUNDRAISERS

- Bob Scanlan
- Juanita Breeding
- Mona Bryant
- Michael Ham
- Jill McBride
- MARY ANNE NOWAKOWSKI
- Celeste Dalton

## 2010 Komen Chicago 3-Day for the Cure

Participant Center Home

Personal Page

Address Book

E-mail

Follow-Ups

My Progress

# Participant Center

The first thing you should do is customize your personal page.  
[Edit your personal page](#)

### Your Donation Form

Walker Handbook

Crew Handbook

Team Captain Handbook

[Click here to read the February News.](#)

### Next Steps:

- Send out e-mails to your friends and family asking for their support. Click the E-mail tab above and select one of our sample e-mails as a starting point.
- Download your [personalized donation form](#). Carry copies with you everywhere you go so you can pass them out to anyone you meet and talk about your participation in the 3-Day for the Cure.
- Read your [Team Captain Handbook](#). It will provide you with the information

Fundraising Goal: \$2,300.00

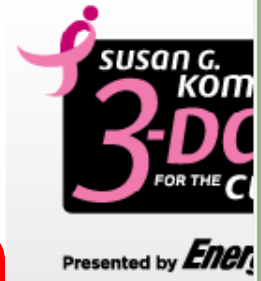
New goal:

[Update personal URLs](#)

Your donation form is currently marked as public. This means that your name will appear in the participant search list and anyone accessing the site will be able to support you.

[Make my donation form private](#) ?

E-mail me when I receive a



[Register](#)

[Request Info](#)

[Attend a Meet to Get Started](#)

[Donate to a Participant](#)



[Start Your Journey](#)

# Crew Participant Center



### RESOURCES

- Event Info
- Outfitters
- Clinics
- Calendar
- Training Walks
- Online Check-In
- Legacy Pins
- Toolkit
- Share List
- Widget
- Crew Resources**
- Select Another Event

## 2010 Komen Cleveland 3-Day for the Cure

[Participant Center Home](#) [Personal Page](#) [Address Book](#) [E-mail](#) [Follow-Ups](#) [My Progress](#)

# Participant Center

You should invite your friends to visit your personal page and either join your team or make a donation to support you. [Send email invitations.](#)

### Your Donation Form

- [Walker Handbook](#)
- [Crew Handbook](#)
- [Team Captain Handbook](#)

### Crew Assignment Form

[Click here to read the February News.](#)

### Next Steps:

- Send out e-mails to your friends and family asking for their support. Click the E-mail tab above and select one of our sample e-mails as a starting point.
- Download your [personalized donation form](#). Carry copies with you everywhere

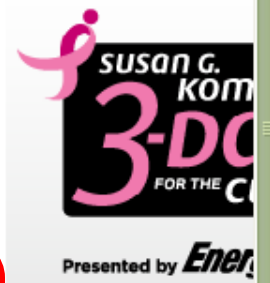
You have not set a fundraising goal. Would you like to set one?

New goal:

[Update Goal](#)

[Update personal URLs](#)

Your donation form is currently marked as public. This means that your name will appear in the participant search list and anyone accessing the site will be able to support you.



Presented by **Energy**

[Register](#)

[Request Info](#)

[Attend a Meet to Get Started](#)

[Donate to a Participant](#)



# Team Captain Participant Center



- Online Check-In
- Legacy Pins
- Toolkit
- Share List
- Widget
- Select Another Event

### NEWS

- February News
- January News

### TOP FUNDRAISERS

- Mary Deming
- Nancy Vinci
- Janet Daley
- Dina Routhier
- Andrew Tonks
- Julie Hindman
- Lora Feldman
- Milissa Bauer
- Tracy Sargent
- Jennifer Tillson

### TOP TEAMS

- Tough Warrior Princesses
- The Pink Angels
- No More Goodbye's
- Save the Treasured Chest
- Texans for Tah-Tahs
- Breast Buddies
- The Cup Crusaders
- Second Wind

## Participant Center

### Your Donation Form

[Walker Handbook](#)

[Crew Handbook](#)

[Team Captain Handbook](#)

[Click here to read the February News.](#)

### Next Steps:

- Send out e-mails to your friends and family asking for their support. Click the E-mail tab above and select one of our sample e-mails as a starting point.
- Download your [personalized donation form](#). Carry copies with you everywhere you go so you can pass them out to anyone you meet and talk about your participation in the 3-Day for the Cure.
- Read your [Team Captain Handbook](#). It will provide you with the information you need to build and support your team.
- Join the conversation on the [Team Captain Message Boards](#).
- Attend a Get Started Meeting. At the meeting, you'll form your fundraising and training plan and learn more about what's in store. [Click here to find a Get Started Meeting on the calendar.](#)
- Let us know if you are interested in being a volunteer training walk leader by [updating your profile](#). We will contact you within the next month or so to get you on the road to posting your own training walks on our Web site.

Registered for more than one 3-Day for the Cure? [Select Another Participant Center](#)

You have sent messages asking for support to 2 of your friends who have not responded.  
[Send them a reminder](#)

### My Team

Team Name: Joellyn's Fan Club  
Team Goal: \$10,000.00  
Team Password: monkey  
[What is a team password?](#)

[Update team information.](#)

Write a special message of encouragement for your team! Members of your team will see this message when they log in to the Participant Center.

[Update Message to Team](#)

Fundraising Goal: \$2,300.00

New goal:

[Update Goal](#)

[Update personal URLs](#)

Presented by

[Register](#)

[Request In](#)

[Attend a M to Get Star](#)

[Donate to a Partici](#)

[Start Your Today Learn more](#)



# Team Captain Participant Center



February News  
January News

### TOP FUNDRAISERS

- Mary Deming
- Nancy Vinci
- Janet Daley
- Dina Routhier
- Andrew Tonks
- Julie Hindman
- Lora Feldman
- Milissa Bauer
- Tracy Sargent
- Jennifer Tillson

### TOP TEAMS

- Tough Warrior Princesses
- The Pink Angels
- No More Goodbye's
- Save the Treasured Chest
- Texans for Tah-Tahs
- Breast Buddies
- The Cup Crusaders
- Second Wind
- Pink Warriors
- Westborough Pink Sox

### SPONSORS

Presenting Sponsor of  
the Susan G. Komen 3-  
Day for the Cure:

they do not accept emails from the3day.org.

### Recruit Team Members

- Team Encouragement - fundraising
- Team Encouragement - pre-event motivation
- Team Encouragement - training
- Team Fundraising - family team
- Team Fundraising - neighborhood team
- Team Recruitment - family team
- Team Recruitment - workplace team

### Solicit Donations

- Sample Fundraising Letter - from a crew member
- Sample Fundraising Letter - from a first-time walker
- Sample Fundraising Letter - from a first-time walker
- Sample Fundraising Letter - from a repeat walker
- Sample Fundraising Letter - from a repeat walker
- Sample Fundraising Letter - from a student
- Sample Fundraising Letter - from a team member
- Sample Fundraising Letter - to a business/organization
- Sample Fundraising Letter - from a first-time walker (Tif's Version) [Edit](#) [Delete](#)

### Thank You

- Thank You - after the event
- Thank You - from a crew member
- Thank You - from a first-time walker
- Thank You - from a repeat walker
- Thank You - from a team member

### Other

Attend a Meet  
to Get Started

Donate  
to a Participant



Start Your Journey  
Today  
[Learn more](#)

# Editing Profile Information



- ### RESOURCES
- Event Info
  - Outfitters
  - Clinics
  - Calendar
  - Training Walks
  - Online Check-In
  - Legacy Pins
  - Toolkit
  - Share List
  - Widget
  - Select Another Event

## 2010 Komen Chicago 3-Day for the Cure

Participant Center Home   Personal Page   Address Book   E-mail   Follow-Ups   My Progress

# Participant Center

### Your Donation Form

- Walker Handbook
- Crew Handbook
- Team Captain Handbook

[Click here to read the February News.](#)

### Next Steps:

- Send out e-mails to your friends and family asking for their support. Click the E-mail tab above and select one of our sample e-mails as a starting point.
- Download your [personalized donation form](#). Carry copies with you everywhere you go so you can pass them out to anyone you meet and talk about your participation in the 3-Day for the Cure.
- Read your [Team Captain Handbook](#). It will provide you with the information

The first thing you should do is customize your personal page.  
[Edit your personal page](#)

Fundraising Goal: \$2,300.00

New goal:

[Update personal URLs](#)

Your donation form is currently marked as public. This means that your name will appear in the participant search list and anyone accessing the site will be able to support you.

[Make my donation form private](#) ?

E-mail me when I receive a

Presented by **Energy**

[Register](#)

[Request Info](#)

[Attend a Meet to Get Started](#)

[Donate to a Participant](#)

[Start Your Journey](#)

# Editing Profile Information



Personal Profile | **Additional Information and E-mail Subscriptions**

[Change/Reset Password](#)

\* = Required Fields

## Biographical Information

Name:	Title: <input type="text"/>	* First Name: <input type="text" value="Tifani"/>	Middle Name: <input type="text" value="A"/>	* Last Name: <input type="text" value="Geier"/>	Suffix: <input type="text"/>
		* User Name: <input type="text" value=""/>	5 to 60 characters		
		Date of Birth: <input type="text" value=""/>			

## Email

\* Email:

Yes, I would like to receive e-mail from the 3-Day. Important event information is conveyed via e-mail. We strongly suggest that you select this option.

## Address

Address:

\* Street 1:

Street 2:

\* City:



[Register](#)

[Request Info](#)

[Attend a Meeting to Get Started](#)

[Donate to a Participant](#)



[Start Your Journey Today](#)  
[Learn more](#)

# Editing Opt-In Settings



[Home](#) | [Learn More](#) | [Get Involved](#) | [Participant Center](#) | [Shop3Day.com™](#) | [Donate](#)

Welcome, Tifani  
[Participant Center](#) | [Logout](#) | [My Profile](#)

[Personal Profile](#) | [Additional Information and Email Subscriptions](#) | [Volunteer Profile](#)

**I would like to receive e-mail about the following selected topics:**

Expand All  Collapse All

Email Interests	Description
<input type="checkbox"/>	2010 Virtual Personal Trainer (Please pick your choice of city by expanding this directory.)
<input type="checkbox"/>	2010 Volunteer Bulletin Subscription (Please pick your choice of city by expanding this directory.)
<input type="checkbox"/>	I am interested in becoming a training walk leader.
<input type="checkbox"/>	I am interested in finding a team to join.
<input type="checkbox"/>	I am willing to open my 2010 team to new members from the public and share my contact information.
<input checked="" type="checkbox"/>	I am willing to receive text messages.
<input checked="" type="checkbox"/>	I am willing to share my contact information with other participants for forming 2010 training and support groups.
<input type="checkbox"/>	I do not wish to receive additional information from Susan G. Komen for the Cure.
<input type="checkbox"/>	I would like help starting a team.
<input type="checkbox"/>	I would like to be put on the mailing list to receive a Shop3Day.com catalog.
<input type="checkbox"/>	VolMgmt: Denver 3-Day for the Cur

**The section below is for admin use only. Please disregard.**



Presented by **Energizer**

[Register ▶](#)

[Request Info ▶](#)

[Attend a Meeting to Get Started ▶](#)

[Donate to a Participant ▶](#)

REGISTER NOW

Get a \$35 Gift Card To

\*Limited time offer

[Learn more](#)



# Virtual Personal Trainer

# Virtual Personal Trainer

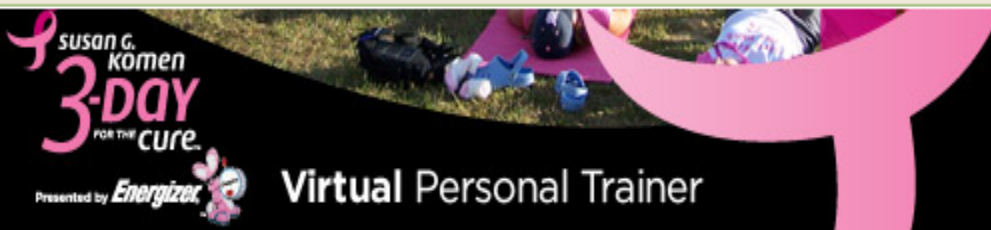


- The Virtual Personal Trainer (VPT) is our largest email campaign in any given year
- Walkers have the ability to opt-in to a VPT at the time of registration or by editing their interests on the Personal Profile tab within their Participant Center
- We offer a 24-week and a 16-week VPT to coincide with the recommended training program published within the Walker Handbook
- In 2009, 42,570 walkers (97.7%) opted in to a VPT series

# Virtual Personal Trainer



16 Week		24 Week	
16	Your Training Program	24	Your Training Program
15	Foot Care - Shoes and Socks	23	Foot Care - Shoes and Socks
14	Blister Prevention and Care	22	Blister Prevention and Care
13	Nutrition for Weight Loss & Performance	21	Nutrition for Weight Loss & Performance
12	Cross-Training	20	Cross-Training
11	Stretching	19	Stretching
10	Shin Splints	18	Shin Splints
9	Choosing New Shoes	17	Walking Technique
8	Walking Technique	16	Kneecap Pain
7	Lateral Knee Pain	15	For Those Who Are Pregnant
6	Course-Specific Training	14	Medications
5	Heel Pain	13	Course-Specific Training
4	Fluids	12	Lateral Knee Pain
3	How to Handle the Heat	11	Diabetic and Vegetarian Diets
2	Event Nutrition	10	Choosing New Shoes
1	Inner Strength (Visual Imagery)	9	Rash
		8	Asthma/Allergies
		7	Fluids
		6	Heel Pain
		5	Lymphedema
		4	How to Handle the Heat
		3	Achilles Tendonitis
		2	Nutrition
		1	Inner Strength (Visual Imagery)



## Countdown: 22 Weeks

### Your Training Schedule for This Week:

Monday	Rest	
Tuesday	3 miles	Easy walking
Wednesday	Rest	
Thursday	4 miles	Moderate walking
Friday	30 minutes	Easy cross-training
Saturday	5 miles	Easy walking
Sunday	3 miles	Easy walking



#### Energizer Bunny Beat

You've reached 5 mile Saturday! You're awesome! Take a moment and enjoy the accomplishment and give yourself a high-five. Or better yet - an ice cream cone and new outfit.

*Keep Going®*

Energizer is proud to be presenting sponsor and official battery of the Susan G. Komen 3-Day for the Cure™.

### Training Tip of the Week: Blister Prevention and Care

The direct result of a friction rub, blisters can be caused by pressure in the shoe or moisture from perspiration. Staying well hydrated throughout the





# Online Check-In

# Online Check-In



- The Online Check-In application takes a participant through all of the steps required to receive their on-event credential:
  - Verifying personal profile information
  - Submitting medical history form
  - Viewing safety video and completing safety video quiz
  - Purchasing towel service
  - Reviewing fundraising balance
  - Selecting tenting preference and submitting tentmate request

# Online Check-In Communication Plan



	Event Date	OCI Open (all participants)	Mailed Medical Form Received	Missing medical information (mailed in med form and missing info)	Reviewed & Cleared (needed dr note, now cleared)	Team Captain Checklist (all team captains)	Team tenting reminder (all team captains)	OCI Reminder (have not completed OCI)	Team Tenting Deadline
Boston	7/23	4/14	4/14	4/14	4/14	5/14	6/8	6/8	6/23
Cleveland	7/30	4/21	4/21	4/21	4/21	5/21	6/15	6/15	6/30
Chicago	8/6	4/28	4/28	4/28	4/28	5/28	6/22	6/22	7/7
Michigan	8/13	5/5	5/5	5/5	5/5	6/4	6/29	6/29	7/14
Twin Cities	8/20	5/12	5/12	5/12	5/12	6/11	7/6	7/6	7/21
Denver	8/27	5/19	5/19	5/19	5/19	6/18	7/13	7/13	7/28
Seattle	9/24	6/16	6/16	6/16	6/16	7/16	8/10	8/10	8/25
SF	10/1	6/23	6/23	6/23	6/23	7/23	8/17	8/17	9/1
DC	10/8	6/30	6/30	6/30	6/30	7/30	8/24	8/24	9/8
Philadelphia	10/15	7/7	7/7	7/7	7/7	8/6	8/31	8/31	9/15
Atlanta	10/22	7/14	7/14	7/14	7/14	8/13	9/7	9/7	9/22
Tampa Bay	10/29	7/21	7/21	7/21	7/21	8/20	9/14	9/14	9/29
DFW	11/5	7/28	7/28	7/28	7/28	8/27	9/21	9/21	10/6
AZ	11/12	8/4	8/4	8/4	8/4	9/3	9/28	9/28	10/13
SD	11/19	7/22	8/11	8/11	8/11	9/10	10/5	10/5	10/20

KEY

One-Time Email

Recurring Email

Deadline Date (not an email)

# Online Check-In Communication Plan



	Event Date	Late Check-In (have not completed OCI, including not medically cleared)	Batch 1 Credentials Created	Credential Available	Published OCI Deadline	OCI Closes	Batch 2 Credentials Created	Credential Reminder	DSP Email
Boston	7/23	7/6	7/14	7/16	7/18	7/20	7/21	7/21	8/20
Cleveland	7/30	7/13	7/21	7/23	7/25	7/27	7/28	7/28	8/27
Chicago	8/6	7/20	7/28	7/30	8/1	8/3	8/4	8/4	9/3
Michigan	8/13	7/27	8/4	8/6	8/8	8/10	8/11	8/11	9/10
Twin Cities	8/20	8/3	8/11	8/13	8/15	8/17	8/18	8/18	9/17
Denver	8/27	8/10	8/18	8/20	8/22	8/24	8/25	8/25	9/24
Seattle	9/24	9/7	9/15	9/17	9/19	9/21	9/22	9/22	10/22
SF	10/1	9/14	9/22	9/24	9/26	9/28	9/29	9/29	10/29
DC	10/8	9/21	9/29	10/1	10/3	10/5	10/6	10/6	11/5
Philadelphia	10/15	9/28	10/6	10/8	10/10	10/12	10/13	10/13	11/12
Atlanta	10/22	10/5	10/13	10/15	10/17	10/19	10/20	10/20	11/19
Tampa Bay	10/29	10/12	10/20	10/22	10/24	10/26	10/27	10/27	11/26
DFW	11/5	10/19	10/27	10/29	10/31	11/2	11/3	11/3	12/3
AZ	11/12	10/26	11/3	11/5	11/7	11/9	11/10	11/10	12/10
SD	11/19	11/2	11/10	11/12	11/14	11/16	11/17	11/17	12/17

## KEY

One-Time Email

Recurring Email

Deadline Date (not an email)

# Agenda

- Spotlight on 3-Day Communication Features
- **Overview of Communication Plan**
- New in 2010



# Overview of Communication Plan



## Audience Groups

- RFls
- Walkers
- Crew
- Participants (Walkers + Crew)
- Team Captains
- Volunteers
- Donors

# Types of Communication



- Email!
  - Auto-responder messages
    - Auto-generated emails based on website interaction (completion of form)
- Mailed Pieces
  - Walker Registration Kit
  - Walkers with no email or bad email also are mailed copies of:
    - Registration Confirmation
    - Online Check-In Announcement
    - Travel Planner
    - Pre-Event Newsletter
    - Post Event Thank You
- Outbound Calls
  - Welcome Calls
  - RFI Conversion Calls
  - Crew Assignment Calls
- Content on The3Day.org
  - 2010 web site currently has 167 pages of content

# Volume Generated via Convio



	Unique Emails	Total Emails Sent
<b>2009</b>	2,129	5,974,290
<b>2008</b>	1,921	5,036,812

In 2009...

- Virtual Personal Trainer emails accounted for approximately 30% of the unique emails created within an event season
- Season Announcement emails and general RFI emails about incentives comprised 41% of the total emails sent



# Reporting: 2009 Email Stats by Count



Campaign Results by Count	Unique Messages	Total Emails Sent	Hard Bounce	Soft Bounce	Delivered	Open rate	Click-thrus	Un-subscribe
2009 Crew News	128	49,349	221	19	49,109	29,607	6,991	30
2009 Crew Team Assignments	325	6,006	53	3	5,950	4,035	187	2
2009 Donor communications	4	20,049	308	2	19,739	9,231	2,781	25
2009 OCI	243	392,782	753	105	391,924	222,468	94,593	155
2009 Participant Communications - general	316	905,924	3,032	337	902,555	372,158	73,798	1,052
2009 RFI communications - general	56	1,417,531	34,388	1,531	1,381,612	189,260	32,373	5,763
2009 RFI GSM invites	98	738,204	11,128	516	726,560	121,733	11,896	4,040
2009 Season Announcements	12	1,019,271	27,789	5,149	986,333	135,616	13,339	3,448
2009 Virtual Personal Trainer	616	859,152	2,417	220	856,515	295,089	20,262	394
2009 Volunteer Bulletins	85	72,954	909	62	71,983	27,822	5,958	389
2009 Walker News	246	493,068	1,327	129	491,612	222,809	55,120	202

**TOTAL**

**2,129 5,974,290**

# Reporting: 2009 Email Stats by Percentage



Results by %	Unique Messages	Total Emails Sent	Hard Bounce	Soft Bounce	Delivered	Open rate	Click-thrus	Un-subscribes
2009 Crew News	6.0%	0.8%	0.45%	0.04%	99.51%	60.29%	14.24%	0.06%
2009 Crew Team Assignments	15.3%	0.1%	0.88%	0.05%	99.07%	67.82%	3.14%	0.03%
2009 Donor communications	0.2%	0.3%	1.54%	0.01%	98.45%	46.77%	14.09%	0.13%
2009 OCI	11.4%	6.6%	0.19%	0.03%	99.78%	56.76%	24.14%	0.04%
2009 Participant Communications - general	14.8%	15.2%	0.33%	0.04%	99.63%	41.23%	8.18%	0.12%
2009 RFI communications - general	2.6%	23.7%	2.43%	0.11%	97.47%	13.70%	2.34%	0.42%
2009 RFI GSM invites	4.6%	12.4%	1.51%	0.07%	98.42%	16.75%	1.64%	0.56%
2009 Season Announcements	0.6%	17.1%	2.73%	0.51%	96.77%	13.75%	1.35%	0.35%
2009 Virtual Personal Trainer	28.9%	14.4%	0.28%	0.03%	99.69%	34.45%	2.37%	0.05%
2009 Volunteer Bulletins	4.0%	1.2%	1.25%	0.08%	98.67%	38.65%	8.28%	0.54%
2009 Walker News	11.6%	8.3%	0.27%	0.03%	99.70%	45.32%	11.21%	0.04%

**TOTAL**

**2,129 5,974,290**

# Email Stats by Constituent



Message Name	Message Subject	Date	Opened	Clicked	Acted	Forwarded
Happy Holidays - 2009 participants not reg for 2010 (except SD)	'Tis the Season to Share the Spirit	Dec 7, 2009 10:06:54 AM				
DSD charge cancelled - PL	Your Breast Cancer 3-Day Fundraising Account	Oct 21, 2009 6:28:07 PM	Yes	Yes		
reminder - 2009 PL participants	Join the 2010 Susan G. Komen 3-Day for the Cure for free	Oct 21, 2009 4:01:30 PM				
PL Thank You - Walkers & Crew	Thank You	Oct 19, 2009 1:38:37 PM				
Sunday Details - PL	Additional details about Sunday's event	Oct 17, 2009 6:27:18 PM				
Event FAQ - PL	Answers to your questions about the Philadelphia Breast Cancer 3-Day	Oct 16, 2009 5:33:35 PM	Yes			
Congratulations - \$2,300 - PL	Congratulations on meeting your fundraising requirement	Oct 16, 2009 10:16:54 AM	Yes			
Relo - PL	An important message about the Breast Cancer 3-Day	Oct 15, 2009 5:53:10 PM	Yes			
Weather Update - PL	Event Update	Oct 14, 2009 4:10:11 PM	Yes			
Last-Minute Reminders - PL	Important Reminders from the Breast Cancer 3-Day	Oct 12, 2009 7:01:30 AM	Yes			
Credential Available - PL	Your official event credential is ready to print	Oct 9, 2009 1:59:23 PM				
New Balance October	The fight has always been personal. Now, it's personalized.	Oct 7, 2009 2:04:36 PM	Yes	Yes		
October News - PL	October Philadelphia Report	Oct 4, 2009	Yes	Yes		

# Agenda

- Spotlight on 3-Day Communication Features
- Overview of Communication Plan
- **New in 2010**



# New in 2010: Digital Handbooks



- The digital handbook user experience is similar to reading a magazine from your computer screen
- The user can
  - Print the entire issue or selected pages
  - Forward the entire issue or selected pages to others
  - Bookmark pages
- Reporting Abilities
  - Page Level stats
  - Issue Level stats
  - Zoom Points
  - Link Performance
  - Search Terms

# Digital Handbook Reporting



As of 6/21/10	# Unique Views	% of Total	Link Clicks	Searches	Emails / Shares	Downloads	Bookmarks
<b>Walker Handbook</b>	27,402	70.4%	1,170	828	525	6,504	25
<b>Team Captain Handbook</b>	6,716	62.0%	99	63	65	1,659	1
<b>Crew Handbook</b>	3,290	51.0%	78	38	16	690	0

- Insight into handbook usage
  - The average time someone spends on a page ranges from 30 seconds – 2 minutes



Questions?

# Thank you



- Contact Information
  - Tifani Geier  
Director of Participant Acquisition  
[tgeier@event360.com](mailto:tgeier@event360.com)
  - Jono Smith  
Vice President of Sales & Marketing  
[jsmith@event360.com](mailto:jsmith@event360.com)
- Visit the Event Fundraising Blog at [www.event360.com/blog](http://www.event360.com/blog)