

# everydayhero® Virtual Events

Virtual events are the next evolution in peer-to-peer fundraising, allowing individuals to combine their fitness obsession with their passion for your cause.

## The way we engage with causes is changing.

Driven by advancements in digital, social media, mobile, and wearable tech, virtual events are a *new, easy, and exciting* way to bring fundraising, fitness, and communities together around a good cause. By removing all physical barriers and making your event virtual, you can create unparalleled engagement and turn your supporters into passionate advocates.

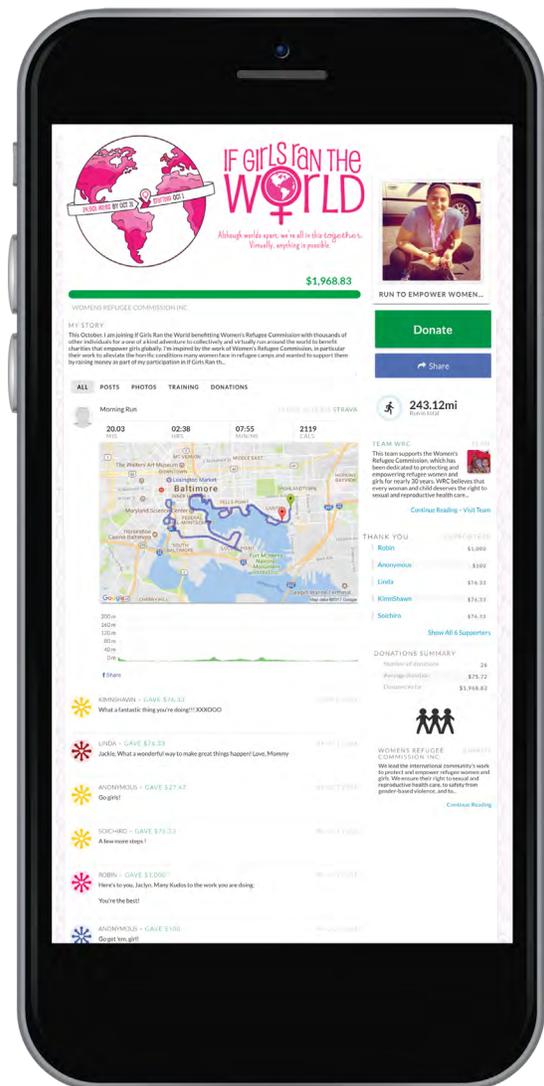
## Wherever they live. Wherever they train.

**Get people excited with a brand new type of event.** You decide the event. If you can track it, we can create it—whether it's an extension of an existing walk, run, or ride or an entirely new concept. Challenge individuals to ride 100 miles over the course of a month or the community to collectively ride the distance to the moon. Easily engage individual change agents and re-engage lapsed participants by offering an exciting new event type that allows participants to join on their own terms and leverages the apps and social networks they already love.

**Keep participants engaged with tracking capabilities.** everydayhero integrates with leading fitness apps, including Strava™, MapMyFitness®, and Fitbit® and allows fundraisers to track their progress and see and share all that they're giving: time, effort, energy and voice. From logging miles around their neighborhoods to completing cycling courses, your fundraisers share their journey with friends and family all while raising funds for your cause.

**Increase fundraising participation by removing barriers.** Before, during, and after your event, virtual event participants can share their supporter pages with friends and family. When participation is easy to do, more supporters will join and can fundraise whenever and wherever it works for them.

**Connect your supporters on social.** Your virtual event participants will want to share their progress and results with their social networks, which will increase the reach of your event and create more interest for participation and donations. With just a few clicks or posts, your event can unite supporters around your cause and build overall mission awareness with lasting results.

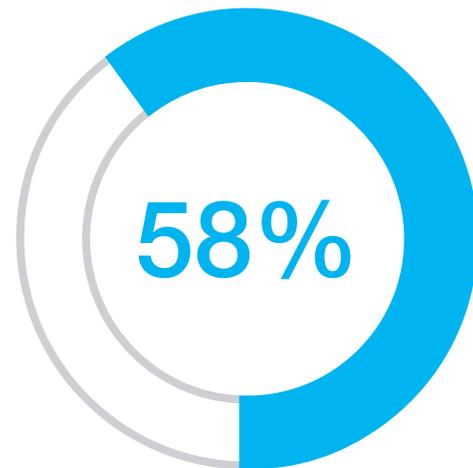


Learn more >

## Virtually anything is possible.

Thanks to integrations with leading fitness tracker apps, everydayhero® allows you to unite your fundraisers in epic virtual fundraising challenges, with none of the risk or headache of physical events.

- **STRATEGY AND PLANNING:** The everydayhero team will host an implementation planning session with your team and guide the strategy and planning for your virtual event. We're committed to your success!
- **FULLY BRANDED CAMPAIGN:** The everydayhero team will create a fully branded peer-to-peer fundraising campaign, ensuring your brand is reflected throughout.
- **WEBSITE BUILD:** We'll take care of producing a mobile-first responsive website with dynamic widgets, leaderboards, and course maps to visualize your supporter's progress.
- **FITNESS TRACKING:** Seamless integrated and manual fitness tracking allows you to capture and showcase your participants' efforts no matter where they are.
- **DYNAMIC MAPS:** Customized courses and dynamic maps bring your virtual event to life and rank your supporters' efforts while they log miles and support your cause.
- **SUPPORTER ACQUISITION:** We'll provide the messaging you need to get the word out to recruit your organization's loyal supporters.
- **AUTOMATED BEHAVIORAL COMMUNICATIONS:** Maximize fundraising performance through behavioral-based communications, fully customized to reflect your cause and fundraising journey. everydayhero will create and execute your entire campaign using our data-driven expertise.
- **DASHBOARD REPORTS:** Keep your virtual event's data at your fingertips with access to our dynamic and always up to date dashboard reporting tools.
- **CAMPAIGN REVIEW:** After your event ends, we'll work with you to review your campaign's performance and make recommendations for its ongoing growth and optimization.



Individuals who connect their fitness apps raise 58% more than those who don't.

— everydayhero monthly stats

*“everydayhero gave us a wealth of functionality that other platforms really couldn't provide, which allowed us to create something truly unique for our supporters through our virtual event.”*

— Kenneth Foreman, Sporting Event Manager  
Alzheimer's Research UK



### About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud provides software, services, expertise, and data intelligence that empowers and connects people to advance the social good movement. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, and the individual change agents who support them.