



DETERMINATION



# Using Research to Improve the Team DeterminiNation Experience

Quirks March 2024

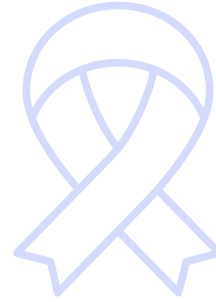




# What is Team Determination?



**DETERMINATION**



## ACS Owned and Operated

Philadelphia Bike A Thon

Pan Ohio Hope Ride

Walk & Roll Chicago

Climb to Conquer Cancer



## Third Party Events

Chicago Marathon

NYC Marathon

Berlin Marathon

runDisney Races  
*(WDW and DLR)*

# Background and Methodology

## Business Objective

Develop a **unified** and **more cohesive** DNation experience and Brand across events, that encourages participants to **join and stay** with the organization

## Research Objectives

- Understand the journey **before** Event(s) to identify barriers to initial/repeat involvement
- Understand **event weekend** experience to better streamline and enhance events
- Understand participant experience **after** events to keep ACS and DNation top-of-mind



## Qualitative

Five 45-minute **in-depth interviews** with Team Determination participants



## Quantitative

20-minute **online survey** with n=118 Team Determination participants

**60**



*ACS Owned and Operated Events*

**58**



*Third Party Events*

# Challenges with Creating Consistency Across Events



Events range in size  
(as few as 30 participants  
to up to 100+)



Varying levels of  
control/ input in the  
weekend experience



Largely volunteer-led



Cost per participant (both  
to ACS and to the  
participant) ranges from  
~\$400 to ~\$4,000



Participant expectations –  
first time vs. based on  
other events



Different experience  
for those participating  
locally vs. travelling  
to the event



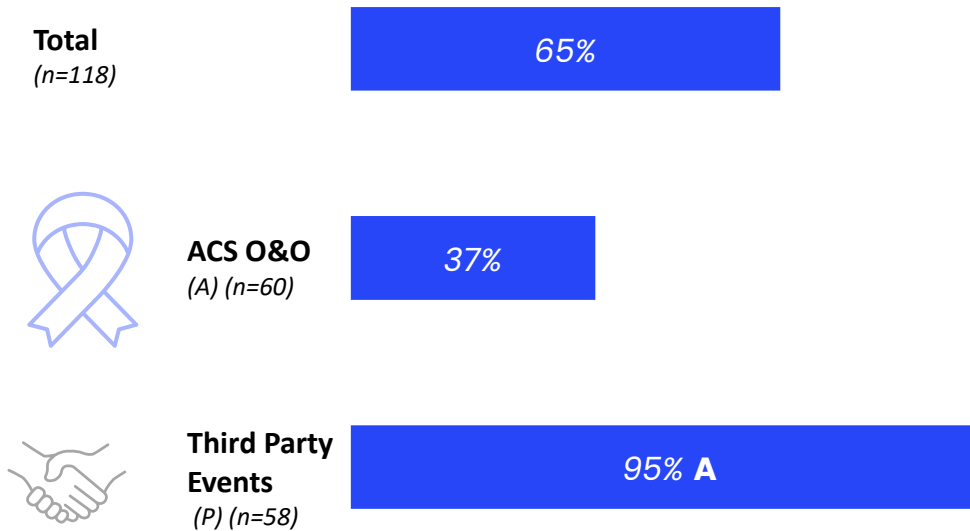
Connection to the event  
vs. connection to ACS/  
Team Determination



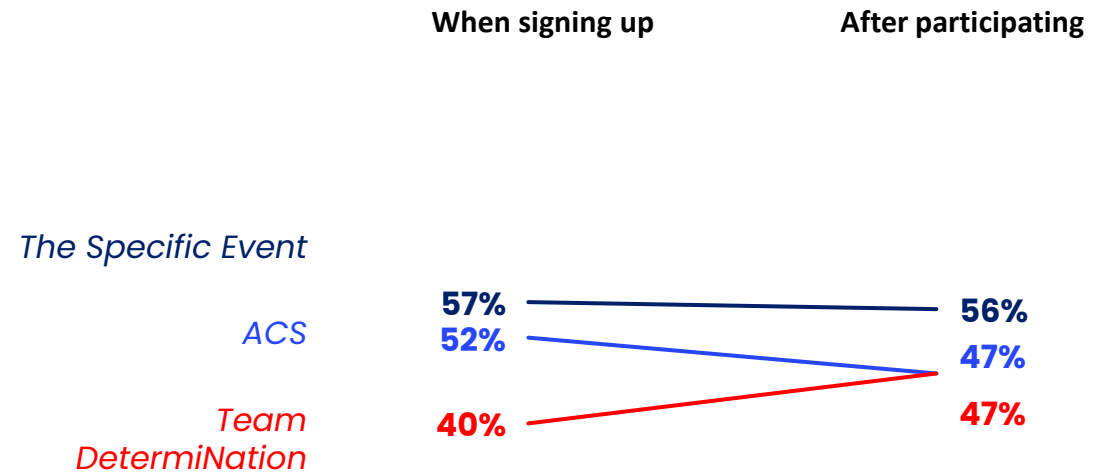
## Connection to ACS, Team Determination, and the Event

*Those who participate in Third Party events have considerably higher unaided awareness of DNation – perhaps as the events are not branded “ACS.” However, participants have a strong connection with the event itself.*

### Team Determination Unaided Awareness



### Connection with Each Group (Top-Two)

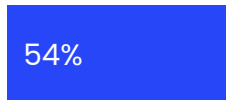


# Satisfaction with events is high and participants are likely to recommend the team to others

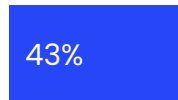
## Likelihood to Recommend ACS/Team Determination

● **Rated 10** (Definitely will recommend) on a 0-10 scale

**Total**

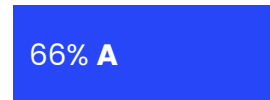


**ACS O&O (A)**



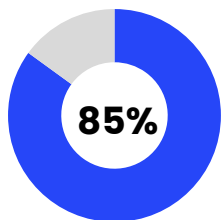
*Event Sponsor*

**Third Party Events (P)**

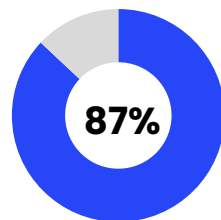


## Overall Satisfaction (Top-2)

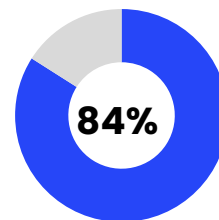
(n=153)



(n=60)

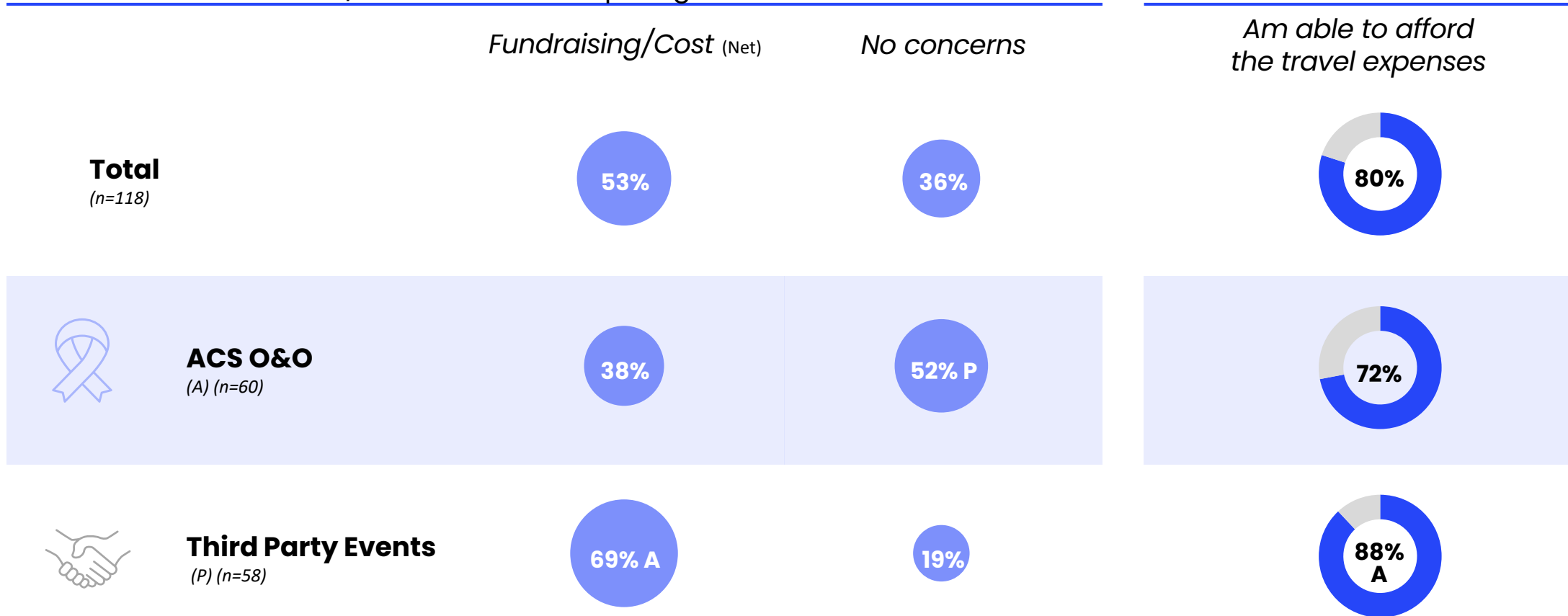


(n=93)



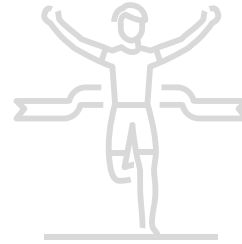
# However, fundraising is a barrier to event participation. Travel costs also impact the decision, particularly for Third Party Events.

## Barriers/Concerns to Participating in ACS Events



# While overall support is received positively, support provided during event weekend is rated the highest

Satisfaction Support Provided by ACS/Team Determination

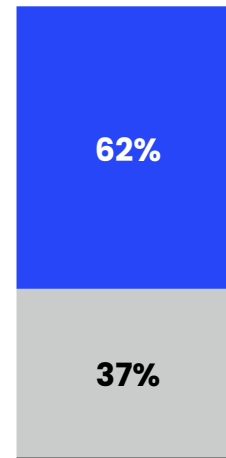
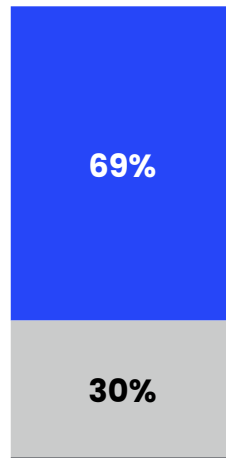
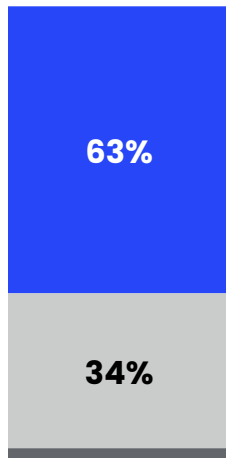


Preparing for the event

Weekend of the event

After the event

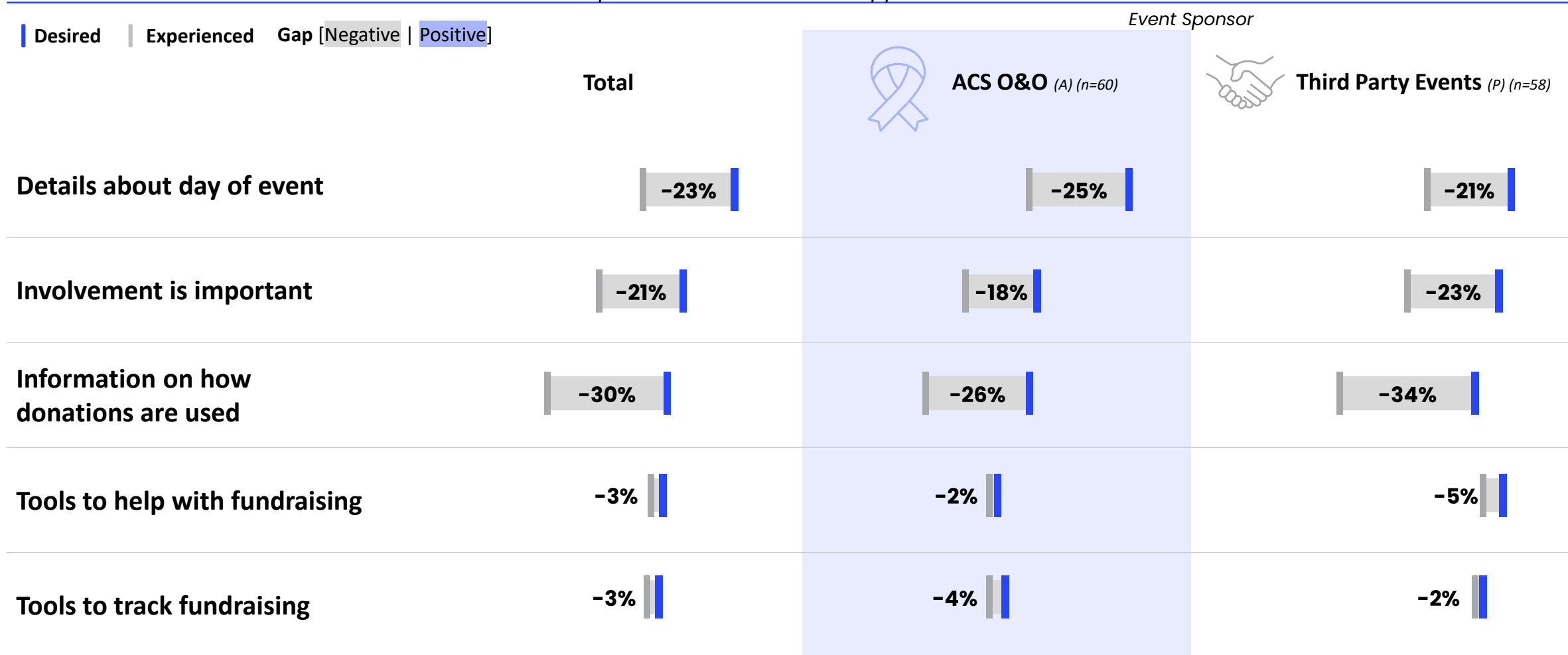
- Satisfied
- Neutral
- Dissatisfied





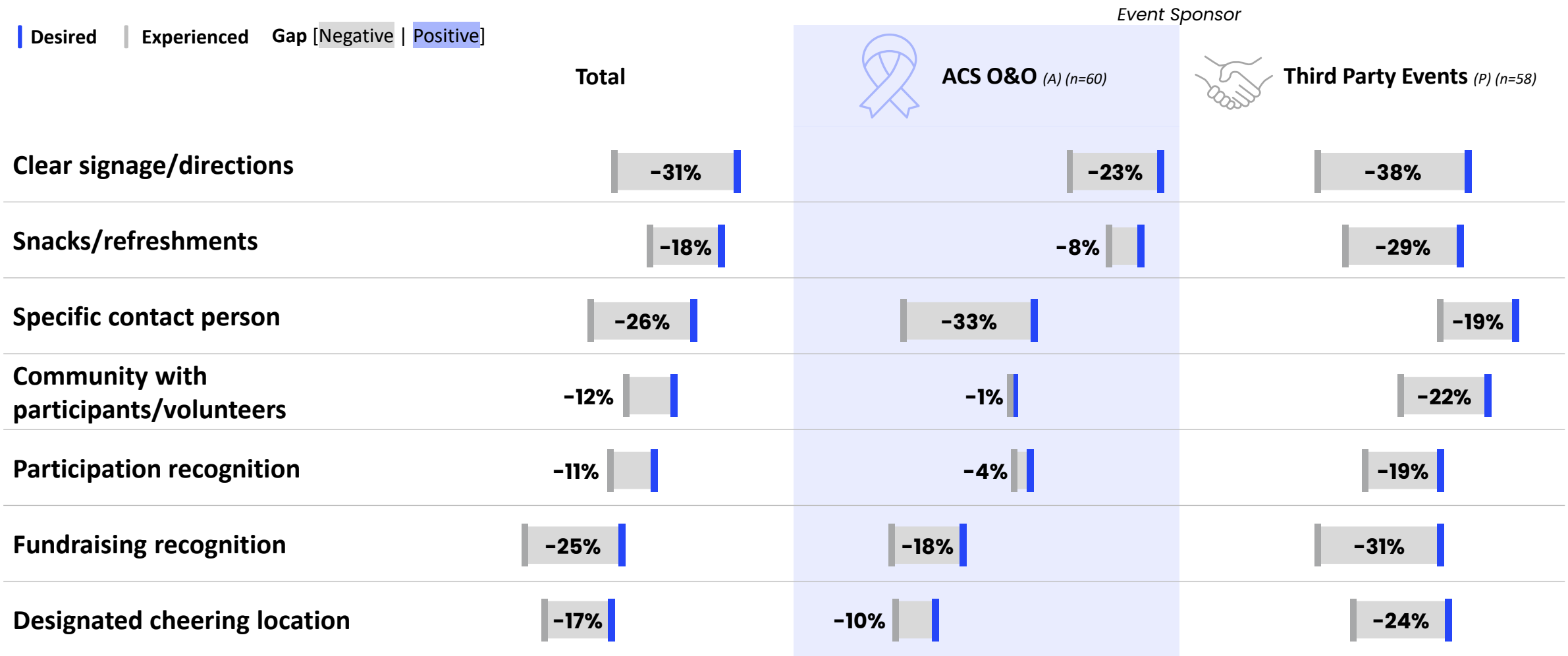
## Logistics and Education are most needed before the event

Before the Event Weekend — Support Provided and Support Desired  
 Top 5 Attributes Based on Support Desired



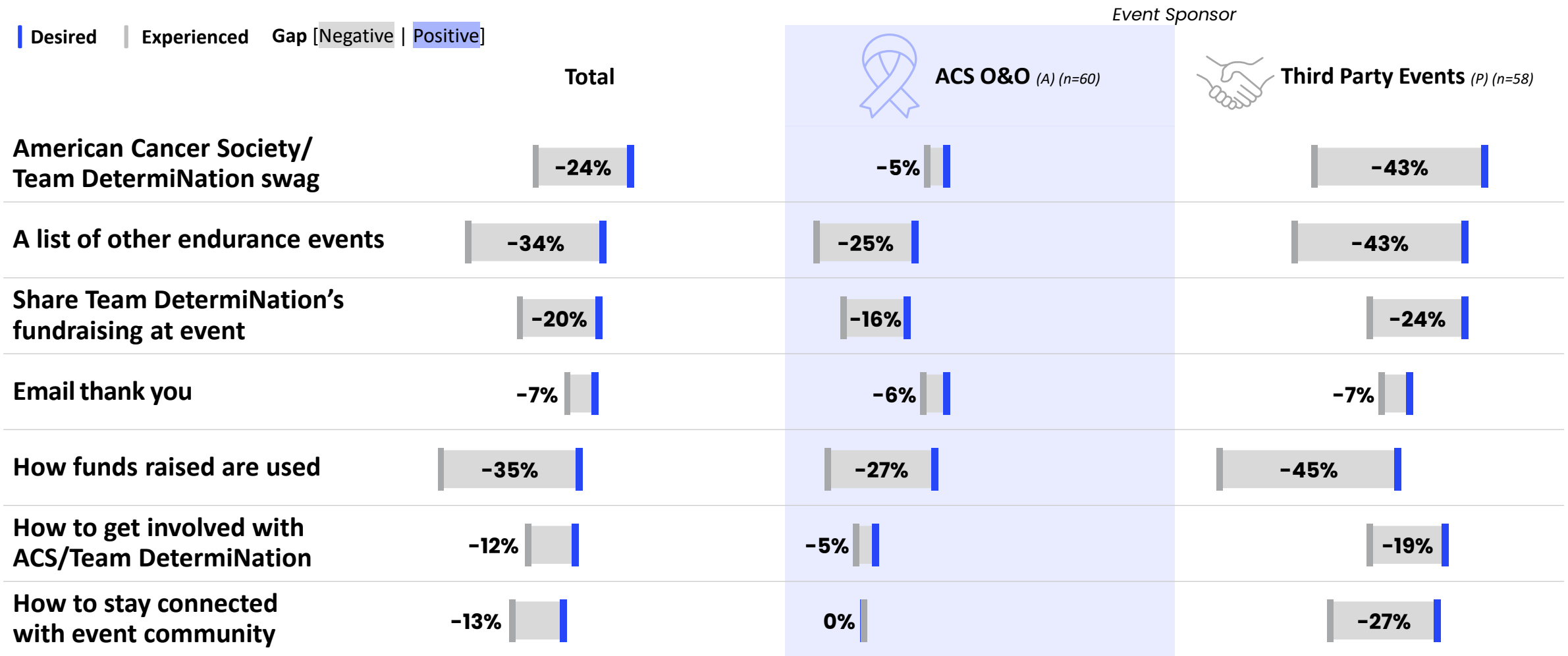
## During event weekends, DNation participants are most focused on logistics

### Event Weekend — Support Provided and Support Desired



# After event weekends, there is an overall opportunity to keep participants more engaged through acknowledgement of performance, thank you's, and ACS swag

## Post-Event Weekend — Support Provided and Support Desired



# Impact of the research on future event planning



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**Inform how new events are built**



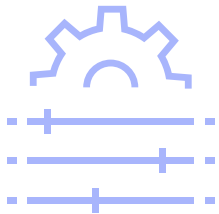
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**Focus on building relationships/rapport** through communication throughout the event



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**Prioritize the race weekend,** especially when fewer participants are local



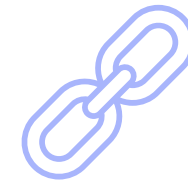
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**Tailor pre and post event interactions** based on type of event as well as whether participant is local vs. travelling



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**Say thank you:** “People remember how you make them feel”




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**Be sensitive to strong connections** to the event specifically while building connection to the ACS and Team Determination brands




# Appendix

# Respondents represent a mix of generations, income, and location, and are mostly Caucasian/white




ACS-owned event participants have directionally HH income that is more disparate (more top and bottom but less in the middle)

<b>INCOME<sup>+</sup></b>	Total (n=84)	ACS-O&O (A) (n=40)	Third Party Events (P) (n=44)
Less than \$50,000	4%	8%	<1%
\$50,000 - \$99,999	23%	25%	21%
\$100,000 - \$149,999	27%	20%	34%
\$150,000+	46%	48%	45%
Prefer not to answer <sup>†</sup>	29%	33%	24%




ACS-owned event participants are also older than those who participate in Third Party events

<b>GENERATION</b>	Total	ACS-O&O (A)	Third Party Events (P)
Gen Z	12%	3%	21% A
Millennials	24%	12%	36% A
Gen X	34%	36%	33%
Boomers	30%	49% P	10%
<b>Mean</b>	<b>49</b>	<b>56 P</b>	<b>42</b>




**PERSONALITY**

Extrovert	45%
Introvert	37%
Unclear/don't know	18%



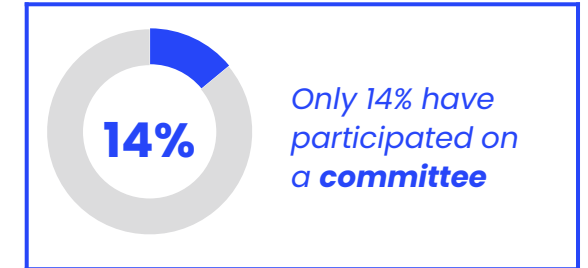
**ETHNICITY**

Caucasian or White	86%
Hispanic or Latino/Latina	4%
Asian or Native Hawaiian or Pacific Islander or South Asian	3%
Black or African American	3%
Indigenous American or Alaska Native	1%
Middle Eastern or North African	1%
Prefer not to answer	4%



**REGION**

Northeast	57%
Midwest	20%
South	16%
West	6%



*Note: Profiling data is based on those who responded to the survey invitation. It may or may not be representative of the universe of Team Determination participants.*

## Overall, gender is split evenly among those who completed the survey



**However, females are more likely to have participated in a Third Party event while males are predominantly represented in the ACS Owned and Operated events.**

*Note: Profiling data is based on those who responded to the survey invitation. It may or may not be representative of the universe of Team Determination participants.*

