Fighting Breast Cancer with the Strength of Peer-to-Peer Fundraising

With one in eight women contracting breast cancer in their lifetime, the fight against this disease is personal. When Zionna Munoz’s best friend was diagnosed at only 26 years old, she decided to create a non-profit to fund screenings for people who might otherwise slip through the cracks. Barbells for Boobs allows their fundraisers to create personalized donation pages and events to support breast cancer detection services for all, regardless of age, sex, or ability to pay.

Through their partnership with CrossFit, Barbells for Boobs uses the power of peer-to-peer fundraising to reach beyond event participants into the athlete’s network of family and friends. Having recognized the possibilities of individual fundraising pages, Barbells for Boobs began their research on the various peer-to-peer fundraising options to find the fastest, easiest, and most effective platform. Classy came up number one on the list.

They Need a Platform that Works as Hard as They Do

Kettlebells flying overhead. Barbells clanking to the ground. Sweat beads on skin marked with names of survivors and those who have been lost to breast cancer. This is the scene at hundreds of Barbells for Boobs events hosted by CrossFit affiliates around the country. Athletes use their strength and stamina to draw attention and much-needed funds to breast cancer detection.

Barbells for Boobs began their partnership with CrossFit in 2009. Beginning with just three CrossFit affiliates and hosting its first event in a parking lot, they now have over 1,100 affiliates organizing fundraising teams. The campaign runs throughout the year, which allows CrossFit affiliates to participate on their own schedules. Then each October, the Barbells for Boobs crew embarks on the “Pink Bra Tour,” a coast-to-coast series of events at the top fundraising CrossFit gyms.

Because it relies so heavily on peer-to-peer fundraising, Barbells for Boobs needed a user interface that made it easy for anyone to create a page or make a donation. They tried several different online platforms and wound up contending with bugs, complicated multi-step donation processes, and outdated user interfaces.

“THEN WE FOUND CLASSY, A FUNDRAISING PORTAL THAT SEEMED TO BE LIGHT YEARS AHEAD OF THE TOOLS WE HAD BEEN USING.”

Chris Hanson
Creative Director
Barbells for Boobs

<table>
<thead>
<tr>
<th>AVERAGE DONATION SIZE</th>
<th>ANNUAL ONLINE DONATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$20-$30</td>
<td>$1.2 M</td>
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<tr>
<td>$40-$50</td>
<td>$2.1 M</td>
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By making it simple to customize pages, Classy’s platform allows Barbells for Boobs’ fundraisers to post photos, form teams, and reach out to friends and family through email and social media. To add some healthy competition, Barbells for Boobs has used the Classy API to incorporate a fundraising leaderboard directly into its website. Another one of the features the organization has relied most on is the real time integration with Salesforce, which has allowed the team to track donations and award prizes from sponsors.

By all accounts, it’s been a great match so far. As Hanson puts it:

“WE WOULD HIGHLY RECOMMEND THE USE OF CLASSY TO ANY ORGANIZATION AND WE HAVE ALREADY POINTED A FEW UP AND COMING ORGANIZATIONS TOWARDS CLASSY FOR ANY FUNDRAISING NEEDS.”