

CUSTOMER STORY

How The Y in Central Maryland Motivated Their Community to Raise \$800K

The Y in Central Maryland develops programs and activities, with a special focus on youth and families, that promote a healthy spirit, mind, and body. Through donations, peer-to-peer fundraising, and events, the Y is able to focus on youth development, improving the health and well-being of those living in Central Maryland, and providing support to those in need. The Y empowers all generations to create positive social change, build a strong voice, and maintain a healthy and balanced lifestyle. With the help of volunteers, donors, and a full-time staff, the Y's impact has been felt all throughout the central Maryland community.

Their earnest efforts can particularly be seen in their successful annual Turkey Trot, which **raised \$781,289 in 2015**.



TOTAL RAISED
\$781,289

RACES
6

PARTICIPANTS
12,851

VOLUNTEERS
583



“We look to continuously improve...we strive every year to make the event better. So switching over to Classy and getting that process smoothed out was a huge improvement.”



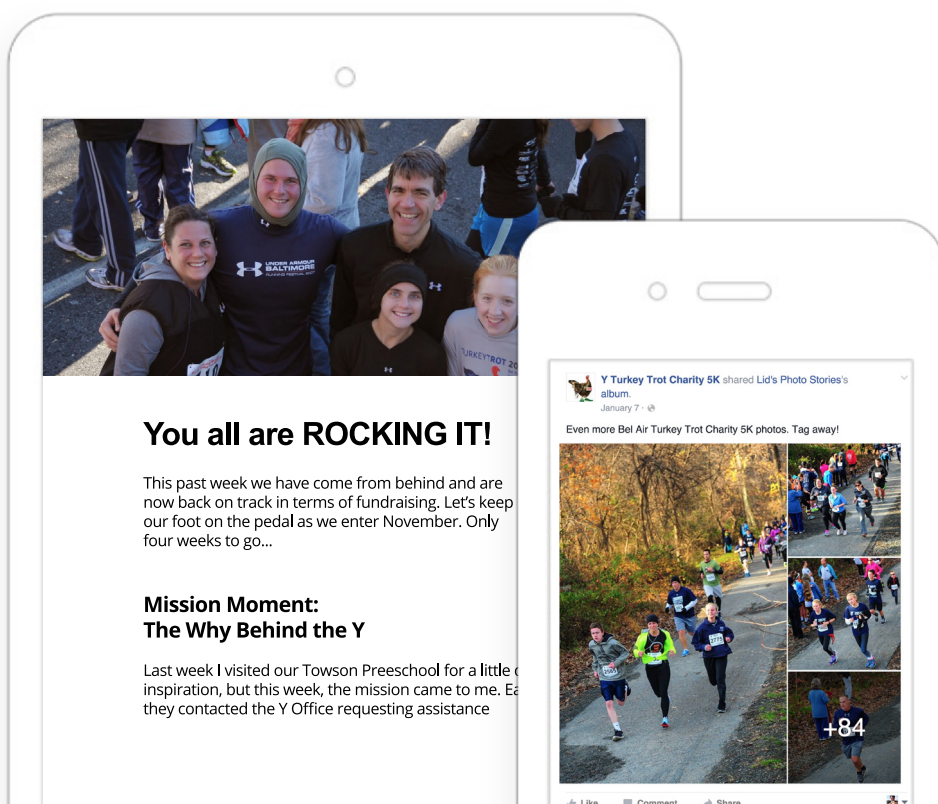
LINDSAY CRONE
Director of Philanthropy Campaigns
and Online Fundraising
The Y in Central Maryland

How Focusing on the Donor Experience Launched a Successful Charity 5K

The Y in Central Maryland's Turkey Trot Charity 5K is an annual event dedicated to raising funds so children living in poverty in central Maryland have access to life-changing Y programs. Adults and children alike participate in this event on Thanksgiving morning—walking, jogging, and trotting

3.1-miles to benefit those less fortunate. This cornerstone event started nearly 22 years ago with one location and close to 1,000 runners. Today the popularity of the event has grown so drastically they have expanded to six locations across the region and have **well over 12,000 runners participate**.

The key to the Turkey Trot's growth has been Y in Central Maryland's focus on putting their event participants first. This meant shifting their focus. To enhance the runners' experience, they worked to make the registration and fundraising process as simple as possible. To do this, they limited the number of fields participants were required to fill out on their registration forms, communicated event-specific details up to the day of the race, and **sent follow-up emails to participants** in regards to the event and fundraising. Y in Central Maryland also recognized that their engagement with participants doesn't end the day of the event. They keep in contact with their constituents even after the race by **sharing photos of the event on social media**, sending thank you notes, and connecting with their Twitter followers on an individual basis.



"We have great communication and a strong relationship with the Classy Customer Success and Account Management teams. Classy has raised the bar not only with their customer service, but also with their accessibility and transparency."

LINDSAY CRONE

Director of Philanthropy Campaigns and Online Fundraising
The Y in Central Maryland



WHAT'S AN ACCOUNT MANAGER?

Unique to Classy, pro customers work with a dedicated account manager to maximize their fundraising strategies.

Technology Investment Grows Fundraising Efforts

Peer-to-peer fundraising has proven to be a powerful tool for Y in Central Maryland. Allowing their fundraisers to raise money online for the event not only instilled a sense of competition, but also brought in additional money for the campaign.

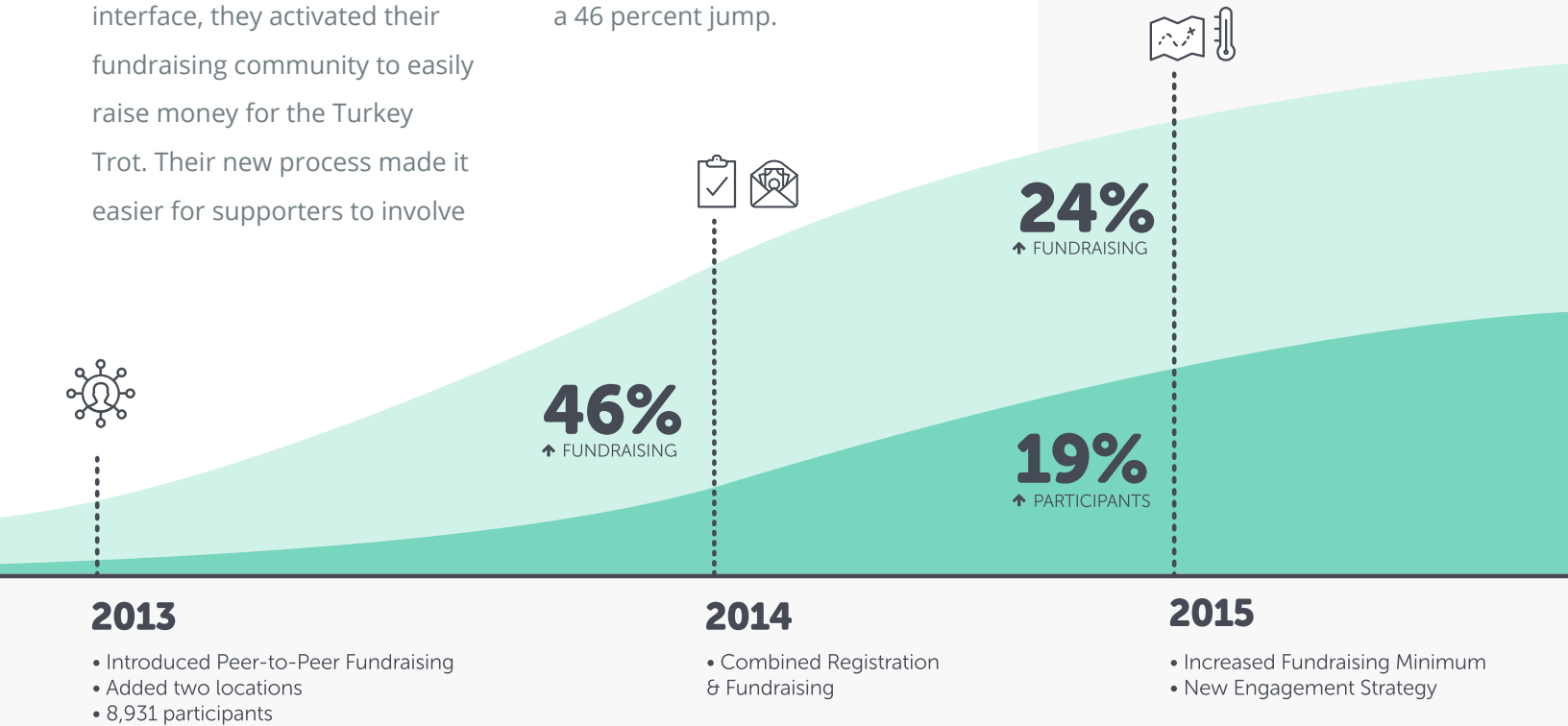
Prior to using the Classy platform, the Y in Central Maryland had not implemented a solid peer-to-peer fundraising strategy and therefore were missing out on potential funds. In 2012, they raised just \$500 in peer-to-peer dollars. By switching to a software platform that was easy for their fundraisers to use and had a clean, intuitive interface, they activated their fundraising community to easily raise money for the Turkey Trot. Their new process made it easier for supporters to involve

their networks through personal campaigns, social media exposure, and online donation forms.

In Y in Central Maryland's first year using peer-to-peer fundraising on Classy they raised \$41,000. After such great success they realized they could take their fundraising efforts one step further—they took advantage of Classy's registration plus fundraising pages and combined these two processes. Now participants were able to register for the Turkey Trot and raise money for the event, further simplifying the overall process for participants. They saw success once again with an increase in fundraising, this time by a 46 percent jump.

Investing in the right technology to streamline The Y in Central Maryland's registration and fundraising for the annual Turkey Trot has helped them increase their fundraising efforts year over year. The proof is in the numbers.

46%
 YEAR *-over-* YEAR
GROWTH
 IN
FUNDRAISING

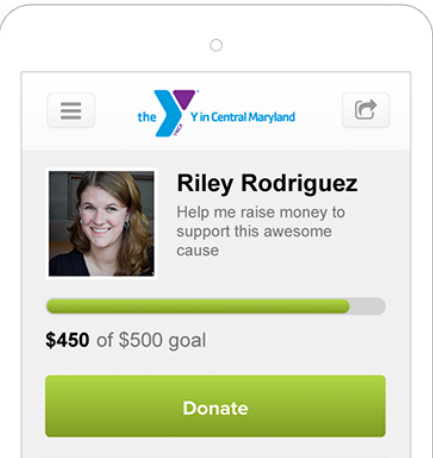
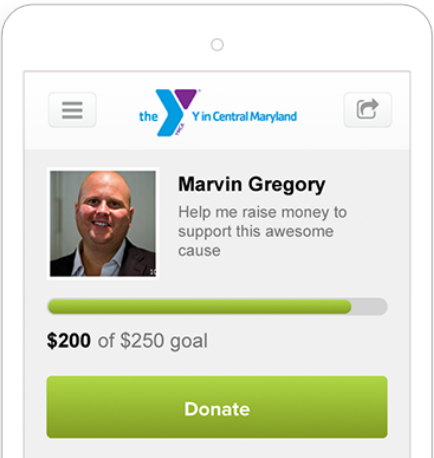


Strong Asks Yield More Donations

In 2014, with the implementation of registration plus fundraising, every runner was asked to raise \$100 to participate in the Turkey Trot. The Y in Central Maryland wanted to set the bar a little higher and suggested runners should raise \$250 in 2015. By asking participants to also fundraise and increasing the amount they need to fundraise they were able to substantially

increase their donation volume year over year. In the next few years, they plan to make their ask even stronger and will ask participants to raise \$500. By connecting with other nonprofit organizations, such as the Texas Mamma Jamma Ride, The Y in Central Maryland learned that lowering the fundraising minimum leads to raising less money overall. Stronger asks ended up yielding more donations overall.

“It may seem daunting to give people a higher fundraising goal but it’s achievable. People are more inclined to give to an individual’s fundraising page if they see it’s a little bit higher of a goal, because they think...



“Hey, they need my help, I’m going to donate.”

THE FUNDRAISING STRATEGY
PROVEN TO

Grow an Annual 5K

WATCH NOW

