

CUSTOMER STORY

Athletes 4 Cancer Takes Flight for Survivors



IN OPERATION SINCE
2007

NUMBER OF EMPLOYEES
< 10

NUMBER OF YEARS ON CLASSY
3

Athletes 4 Cancer Ends Their Wait List With 10th Annual Kiteboard Derby

Athletes 4 Cancer (A4C) hosts outdoor camps for young adults struggling with the disease, where they can leave behind their fear and focus on the thrill of activities like paddle boarding, canoeing, surfing, and snowboarding. But one of their biggest fundraising events revolves around the extreme sport of kiteboarding.

In 2016, Athletes 4 Cancer partnered with CauseMic to take their Kiteboard 4 Cancer peer-to-peer fundraising campaign to new heights. “This year was the 10th anniversary of Kiteboard 4 Cancer,” said Noelle Smith at CauseMic. “We knew it was going to be a big year and we really wanted to increase funds big time.”

With CauseMic’s marketing and engagement expertise and Classy’s peer-to-peer fundraising platform, A4C rallied their community and increased their campaign revenue by 55.9 percent. Although Kiteboard 4 Cancer has been using peer-to-peer fundraising for several years, the average amount raised by fundraisers grew 23.5 percent.

55.9% ↑

A4C increased their campaign revenue by 55.9 percent with Classy’s fundraising platform and CauseMic’s marketing expertise.





PHOTO COURTESY OF RICHARD HALLMAN

A Concrete Campaign Theme

One of A4C's greatest assets in their peer-to-peer campaign was a tangible theme to mobilize supporters and keep them motivated. "Our theme this year was #nowaitlist and our goal was to eliminate all of the 112 survivors that were sitting on a waitlist to go to an Athletes 4 Cancer camp, so it was super tangible," said Smith.



A4C used a simple graphic to show the progress they were making toward their goal of funding all 112 people waiting to attend a camp.

Another smart step they took to build excitement for the event was to create a fun, action-packed video for Facebook. This small organization was able to garner more than 9,300 views of the video.

The theme also impacted how much fundraisers decided to raise. A4C used Classy's Fundraise for Entry campaign to ensure that each participant raised at least \$500. But many of the nonprofit's peer-to-peer fundraisers were inspired to increase their goal to \$1,500—the cost of taking one cancer survivor off the waitlist and sending them to camp.

Tracking Progress to End the Waitlist

A4C's ability to track donations in real time made it easy to keep their supporters updated on how they were progressing toward their campaign goals. As individual kiteboarders worked to hit their \$500 fundraising minimum or even fund an entire survivor's experience, A4C could monitor their overall funds raised and update the wider community on social media and through email.

On the day of the event, A4C finished with a live auction that brought them within striking distance of their goal to fund all 112 survivors. They could easily add offline donations to their campaign on Classy. With only a couple of people left on the list, Matt Scott of CauseMic took the mic to ask a few final donors to help A4C reach not just their goal, but an organizational milestone.

"We also had this other motivating factor out there: to reach the million dollar mark—a million dollars raised over the last 10 years," said Smith. The live auction audience proved to be the perfect crowd to help A4C reach the finish line. Donors who had been outbid made some final crucial donations and Kiteboard 4 Cancer 2016 raised \$192,429, breaking that million dollar mark on their 10th anniversary.

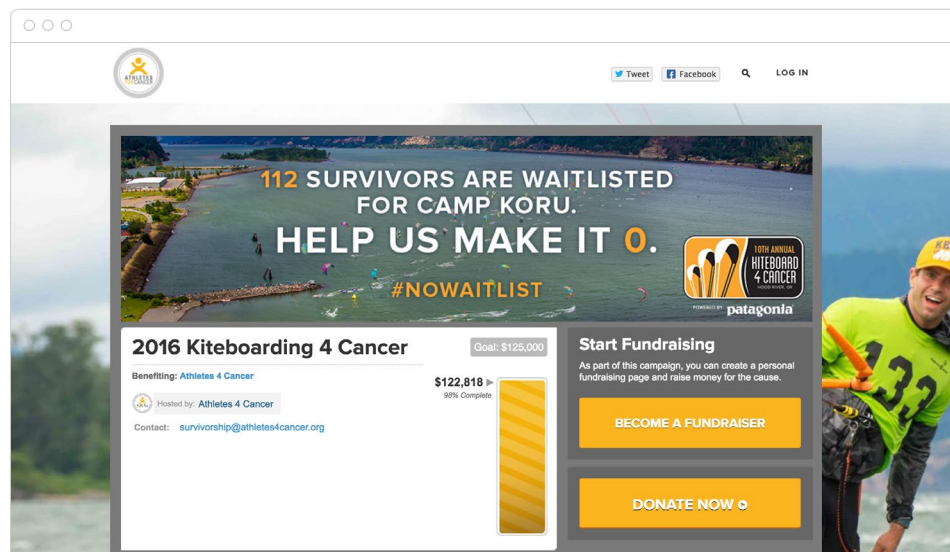
Tools and Tips for Peer-to-Peer Fundraisers

All athletes are at their best when they have a great coach and team behind them. That's why A4C worked to give all of their peer-to-peer fundraisers the support and encouragement to succeed. While social media was helpful for recruiting fundraisers, A4C used a series of emails to keep their kiteboarders on track.

“A lot of the fundraisers just get more and more comfortable year after year using the Classy platform and navigating and honing how to reach out to their friends and family.”



NOELLE SMITH
Account Strategist, CauseMic



“We were the little cheerleader in their ear, telling them to keep going,” said Smith. To maximize open rates and engagement, A4C focused on using clickable subject lines and creating beautiful emails incorporating the natural imagery their audience loves. In the past, staff at A4C had emailed with fundraisers one-on-one, but their move to an automated email series helped them activate and encourage their whole community.

“We also did a weekly email with different challenges that included prizes,” said Smith. “Sometimes the fundraiser to get the most donors

this week would win whatever prize we had available. One week, we did the fundraiser with the most creative video appeal that they sent out to their friends and family. We just had the most money raised within one week, and somebody received a prize for that.” Incentives like these gave A4C’s peer-to-peer fundraisers a little extra motivation to get creative and reach out to their networks. With Classy’s peer-to-peer fundraising pages, it was easy for them to update their pages with new content and share them on social media.

PHOTO COURTESY OF RICHARD HALLMAN

