



How Wolverine Human Services built excitement around fundraising with CrowdRise



CROWDRISE PAGE

crowdrise.com/wolverinehs

CAUSE

Providing safety, sustenance, nurturing, and therapeutic interventions for children

CROWDRISING SINCE

2013

TOTAL RAISED ON CROWDRISE:

\$329,670 as of 2018

KEY CROWDRISE FEATURES:

- Peer-to-Peer Fundraising
- Giving Tuesday
- Success and support

"CrowdRise gave our donors a new way to donate and participate, so it started to build excitement. We've never done the same event two times in a row. We are always thinking of new ways, or being asked by CrowdRise to participate in new ways. There are always events that you can create and translate onto the CrowdRise platform with the CrowdRise team."

ABOUT WOLVERINE HUMAN SERVICES

Wolverine Human Services' purpose is to offer the most appropriate settings and most effective service providers to children, their families and their communities.

The funds they raise through their event fundraisers, like their [Last Chance Golf Outing](#) and [#GivingTuesday](#) campaign, help those in need overcome social and economic barriers, to capitalize on their personal strengths, and to contribute to their own healing.

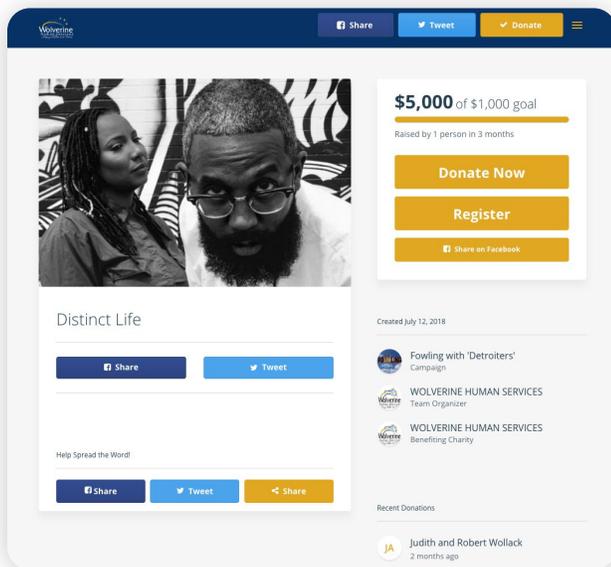
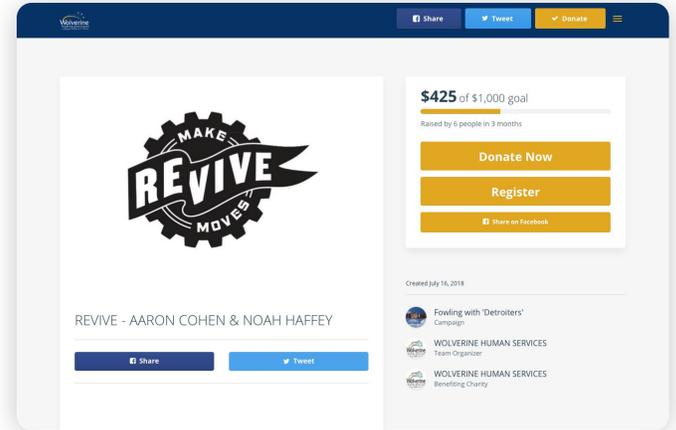
Why CrowdRise by GoFundMe?

A SYSTEM DESIGNED TO MEET THEIR GOALS

"The user interface is extremely simple, and as a result, provides extra confidence within our donors. The less steps that they have to take, the more likely that they are going to donate, and CrowdRise not only makes it an easy walkthrough, but then also allows them to share directly everything that they're doing."

A PLATFORM TO REACH NEW SUPPORTERS

"The CrowdRise platform allows us to easily communicate our unique events and allow people to easily access those unique events, as well as reach people that would never hear about us."



*"We have so much fun with CrowdRise because we get to try fun things and do things outside of the box and **engage our stakeholders in ways that they've never been engaged before.***

They're excited about those opportunities. They have a new reason to donate to us."

- Matthew Wollack, Vice President of Strategic Development at Wolverine Human Services



EVENT FUNDRAISING CAMPAIGN HIGHLIGHT

USING TICKET TYPES TO ENGAGE EVERY TYPE OF ATTENDEE

Campaign: Last Chance Golf Outing

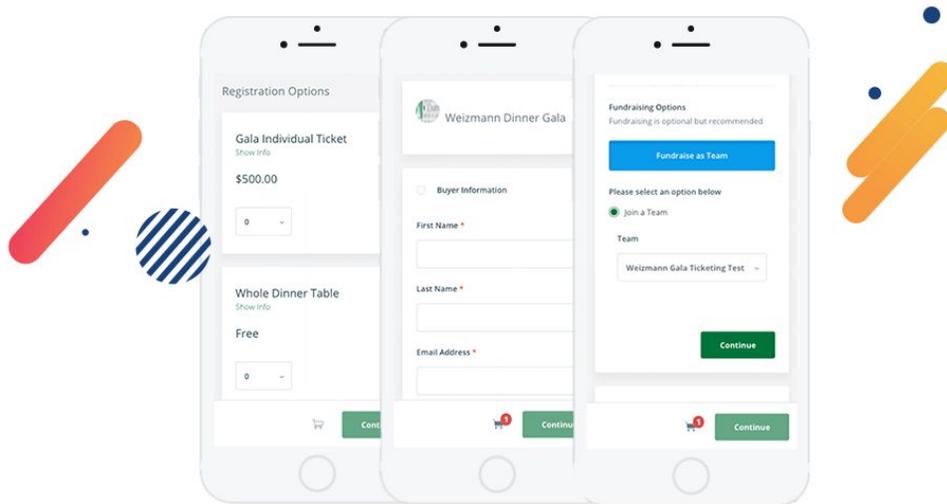
"This is the 31st year of our golf outing. Because our stakeholders are so comfortable with the CrowdRise platform and CrowdRise translates everything easily into our Salesforce system, we decided that it would be great opportunity for us to keep all that data together in one place. We want to give our donors, our stakeholders, and golfers tons of options to participate within our golf outing, and we know that's not just a basic ticket. And with the new events platform that CrowdRise has, we've been able to not only put tickets and group ticket on there, but also sell sponsorships on our page. Some people would be afraid to put a \$5,000 sponsorship or a \$10,000 sponsorship on their page because they don't think any donors would ever have the means or the ability to do that. But our donors understand that they have the means to do that, and that CrowdRise is a safe and secure platform to do it on."

#GIVINGTUESDAY CAMPAIGN HIGHLIGHT

A HOLIDAY CAMPAIGN WITH A SPECIAL CELEBRITY MATCH

Campaign: Eminem's + Wolverine = #GivingTuesday

"Eminem and the Marshall Mathers Foundation are our largest private donors, and donated \$100,000 cash to our foundation - the largest donation in their history. When Giving Tuesday came out, we asked if they wanted to join up with us and match donations. We let Eminem do his magic on Giving Tuesday, and the rap community came through, and we were able to raise I think \$75,000 in less than 24 hours on the CrowdRise platform. That was our big, 'Oh man, Giving Tuesday is this new phenomenon' moment. 'Oh, online fundraising is this new phenomenon, and we can dominate this.'"



ADDING TICKETING & REGISTRATION TO YOUR FUNDRAISING EVENTS

For most nonprofits, live events are an integral component of expanding your network, engaging your supporters, and of course, raising more money. And as you can see from from Wolverine Human Services golf event, ticketing and registration is a ridiculously easy way for your participants to register and purchase tickets for your event, as well as give them the opportunity to set up fundraisers for your cause and even share on social during the post-registration flow.

And with CrowdRise by GoFundMe's new ticketing and registration functionality rebuilt from the ground up, we're confident that we're delivering the most incredible ticketing and registration capabilities on the planet, thanks to a focus on flexibility and the registrant experience.

crowdrise
by gofundme

Ready to get started with
ticketing & registration?

[GET STARTED WITH EVENTS](#)