

swell

CASE STUDY

CAJUN COOKOFF
GIRLS INC.
BIRMINGHAM, AL

Girls Inc. of Central Alabama hosts one of the biggest events in the city and has done so for seven straight years! The Annual Cajun Cookoff event is not to be missed with 23 cook teams in Birmingham's favorite outdoor venue, Railroad Park. Girls Inc., strives to inspire all girls to be **strong, smart, and bold**. They help girls reach their full potential by providing gender-specific, age-appropriate programming that teaches life skills and promotes healthy life choices. The Girls Inc. organization has been named one of the Top Five Youth Serving Nonprofits by Philanthropedia, a Guidestar publication.



With the peer-to-peer fundraising component of Swell, our supporters have a simple way to help us promote the event and encourage their friends to come!

**girls
inc.**



THE CHALLENGE

Host an outdoor "team-oriented" event focused on easy giving, competition and good food. Give fundraisers the opportunity to purchase and create their own teams online.

THE SOLUTION

Utilize Swell's event management platform to build an event website and create and sell teams while encouraging competition through leaderboards and social media. Make donating easy!

HOW IT WORKS

- > Allows guests to create teams and invite members
- > Fundraising transparency encourages competitive fundraising
- > Easy giving online and on-site