

swell CASE STUDY

STEEL CITY SOIREE
AMERICAN CANCER SOCIETY
BIRMINGHAM, AL

The Steel City Soiree recognizes the city's top professional men and women as ambassadors of the community. Each year the committee will choose an honoree appropriately deemed The Man, Woman, Boy, or Girl of Steel. By sharing his or her story, this honoree will inspire and encourage the ambassadors and their teams with their fundraising efforts! The 2017 Boy of Steel is six-year-old, Walker Simmons (pictured below).

6,683

VISITORS TO
EVENT WEBSITE

\$40,620

TOTAL AMOUNT
RAISED

over
\$30k

RAISED
PRE-EVENT



The Swell platform made fundraising for our event so much more efficient and much easier for the people who were raising money for Steel City Soiree!

India Bailey

Senior Manager, Community Development
South Region | American Cancer Society, Inc.



THE CHALLENGE

Kick-off an inaugural event and social media campaign with fifteen ambassadors committed to raise money for ACS. Keep activity and fundraising high before and during the event.

THE SOLUTION

Utilize Swell's event management platform to build a website, sell tickets, display ambassadors, and encourage fundraising. Use Swell's on-site apps to engage guests and create easy check-in.

HOW IT WORKS

- > Individualized event website
- > Leaderboard transparency allows ambassadors to keep track of fundraising
- > Swell Slides app increases guest activity & fundraising