

CASE STUDY

COMMUNITY OF LIGHTS
JUNIOR LEAGUE
BIRMINGHAM, AL

The Junior League of Birmingham launched the Community of Lights Centennial Campaign in early 2017 with a commitment to raising \$1.25 million over the next 5 years. To celebrate and commemorate the Junior League of Birmingham's 100th Anniversary, The JLB has committed to provide One Place Metro Alabama Family Justice Center the lead gift to acquire and remodel a space for operations. This effort kicked off in partnership with 20 Torchbearers who will pass their torches to a new set of committed advocates in 2018. And the cycle will continue until The JLB reaches its' zenith in 2022 with the success of 100 Torchbearers and their supporters.

849

INDIVIDUAL
DONATIONS

623

NEW DONORS
TO THE
ORGANIZATION

56%

GIVEN BY
NON-LEAGUE
MEMEBERS



How wonderful it is to have technology to support non-profit fundraising and what a difference it has made for the JLB's current efforts!



THE CHALLENGE

Launch an inaugural online campaign and event with 20 "Torchbearers" committed to raising \$10,000 each.

THE SOLUTION

Use Swell's event management platform to build a website, accept donations and easily credit "Torchbearers" and track their fundraising.

HOW IT WORKS

- > Increases online presence
- > Allows donations to credit "torchbearers" fundraising
- > Encourages Peer-to-Peer fundraising