# swell CASE STUDY

#### BIRMINGHAM-SOUTHERN COLLEGE ATHLETIC DEPARTMENT



\$91,522 TOTAL RAISED 50% NGREASE DANNE 

ONE

CAMPAIGN



Swell allows all of our programs to fundraise at once and get the most out of social media and sharing.

We're able to reach farther down a coach or players network to let those people know of the great things our athletes are doing, and in return get support from those people.

> Kyndall Waters Athletic Director Birmingham-Southern College

#### THE CHALLENGE

Create an online fundraiser to run for one month periods in the fall and spring. Drive competition between teams to raise awareness for their programs, and engage donors and supporters to join the community of athletes on campus.

### THE SOLUTION

Use Swell's site template for campaign homepage. Encourage athletes to fundraise with incentives, leaderboards, and individual athlete fundraising pages.

### HOW IT WORKS

Swell hires and trains a studentathlete as an intern to manage the campaign. The total cost is generally less than fees incurred by SnapRaise and other comparable products. This provides skills to a student and reduces the workload on coaches.



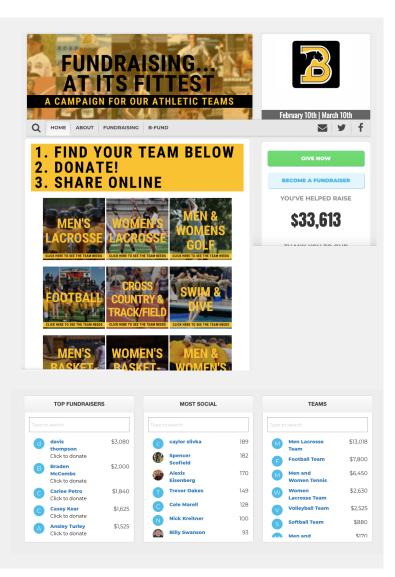
## **99**

It is great to have technology that allows us to have one fundraising campaign with all sports involved where they could individually push their own personal fundraising efforts.

## HOW IT WORKS

### MAKE IT EASY. MAKE IT FUN!

- Swell hires and trains a student-athlete intern
- Workload reduced for coaches
- Individual fundraising pages for athletic teams
- Individual fundraising pages for athletes to encourage competition within the team
- Transparency of leaderboards encourages competitive fundraising between teams and athletes



### ТНЕ RESULTS

**INCREASE ONLINE PRESENCE** 7,232 visits to fundraising pages



### **ONE WEBSITE, ONE POINT OF CONTACT**

16 all teams and athletes



**RAISE AWARENESS + CAPTURE NEW DONORS** 778

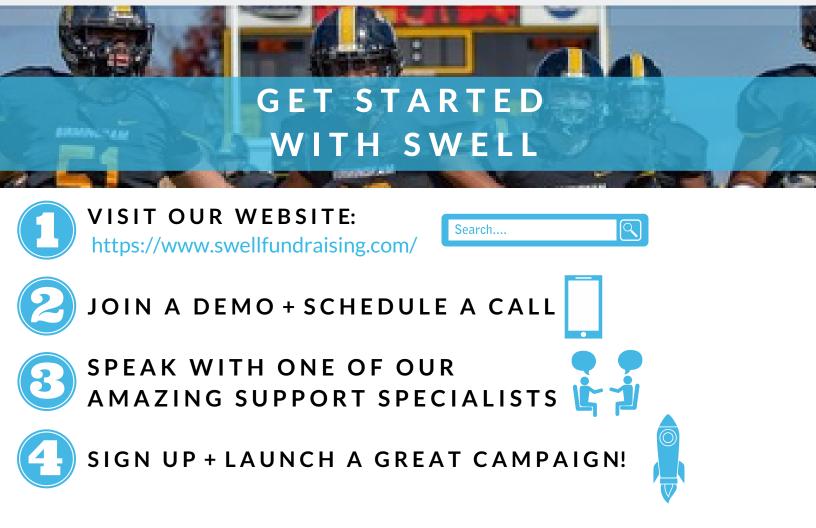
posts on social media



MAKE DONATING AS **EASY AS POSSIBLE** 615

individual donations





### ENGAGE. EXPAND. EXCITE. | #DOMOREGOOD