

# swell CASE STUDY

BIRMINGHAM-SOUTHERN COLLEGE  
ATHLETIC DEPARTMENT



\$91,522

TOTAL RAISED

50%

INCREASE  
VERSUS OTHER  
PLATFORM

16

TEAMS,  
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 student-athlete 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.

# ABOUT



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

**FUNDRAISING... AT ITS FITTEST**  
A CAMPAIGN FOR OUR ATHLETIC TEAMS

February 10th | March 10th

Q HOME ABOUT FUNDRAISING B-FUND

**1. FIND YOUR TEAM BELOW**  
**2. DONATE!**  
**3. SHARE ONLINE**

**MEN'S LACROSSE** **WOMEN'S LACROSSE** **MEN & WOMEN'S GOLF**

**FOOTBALL** **CROSS COUNTRY & TRACK/FIELD** **SWIM & DIVE**

**MEN'S BASKET** **WOMEN'S BASKET** **MEN & WOMEN'S**

**GIVE NOW**  
**BECOME A FUNDRAISER**

YOU'VE HELPED RAISE  
**\$33,613**

**TOP FUNDRAISERS**

Type to search		
d davis thompson	\$3,080	
Click to donate		
B Braden McCombs	\$2,000	
Click to donate		
C Carlee Petro	\$1,840	
Click to donate		
C Casey Kear	\$1,625	
Click to donate		
A Ansley Turley	\$1,525	
Click to donate		

**MOST SOCIAL**

Type to search		
C caylor slivka	189	
Spencer Scofield	182	
Alexis Eisenberg	170	
T Trevor Oakes	149	
C Cole Marell	128	
N Nick Kretnner	100	
Billy Swanson	93	

**TEAMS**

Type to search		
M Men Lacrosse Team	\$13,018	
F Football Team	\$7,800	
M Men and Women Tennis	\$6,450	
W Women Lacrosse Team	\$2,630	
V Volleyball Team	\$2,525	
S Softball Team	\$880	
Men and	\$170	

# THE 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



## GET STARTED WITH SWELL

**1**

VISIT OUR WEBSITE:

<https://www.swellfundraising.com/>

Search....



**2**

JOIN A DEMO + SCHEDULE A CALL



**3**

SPEAK WITH ONE OF OUR  
AMAZING SUPPORT SPECIALISTS



**4**

SIGN UP + LAUNCH A GREAT CAMPAIGN!



ENGAGE. EXPAND. EXCITE. | #DOMOREGOOD