

CASE STUDY

DANCING WITH THE STARS
FIRST LIGHT

First Light hosts an annual, competitive fundraising event based on the Dancing with the Stars concept. Typically, the event is a 500-person seated theatre event with friends and supporters of the dance teams attending. Prior to Swell, the event raised approximately \$65k per year, in 2020 it raised \$97k

454

INDIVIDUAL GIFTS

\$97k

TOTAL RAISED

1

BUDGET EXCEEDED



10

DANCE TEAMS

382

PRE-REGISTERED GUESTS

435

ONLINE ATTENDEES

56

CITIES

THE CHALLENGE

Automate all aspects of a competitive team fundraising event

Provide a seamless process for in-person and virtual attendees

THE SOLUTION

Swell Fundraising provided the following:

- Hybrid Ticketing (in-person + virtual)
- Integrated Team Fundraising
- Text to Give for In-Person Giving
- Virtual Module for Online Audience
- Leaderboards

HOW IT WORKS

- > Virtual & In-Person ticketing
- > User-friendly online giving throughout
- > During live event, virtual mode includes a livestream, team leaderboard, donations, and guest chat all in one location.

HOW DOES IT WORK?

1 EVENT WEBSITE

With Swell, First Light created the event website to accept donations, create team fundraising pages, display fundraising activity, and facilitate the registration process.

2 HYBRID TICKETING

For Dancing with the Stars and so many events, First Light wanted to provide in-person tickets to family and sponsors with virtual tickets available to everyone.

Swell's hybrid ticketing system seamlessly handles in-person, virtual, complimentary and exclusive tickets.

3 TEAM FUNDRAISING

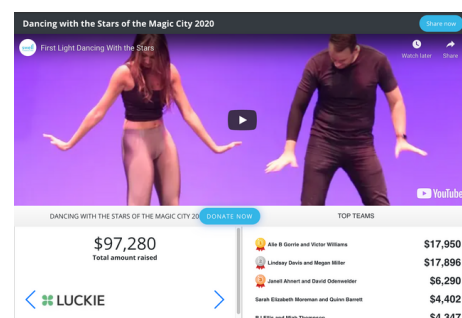
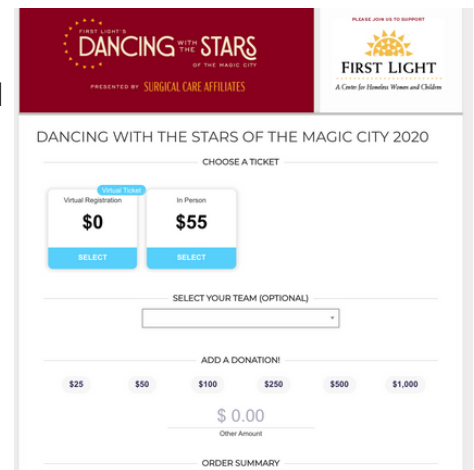
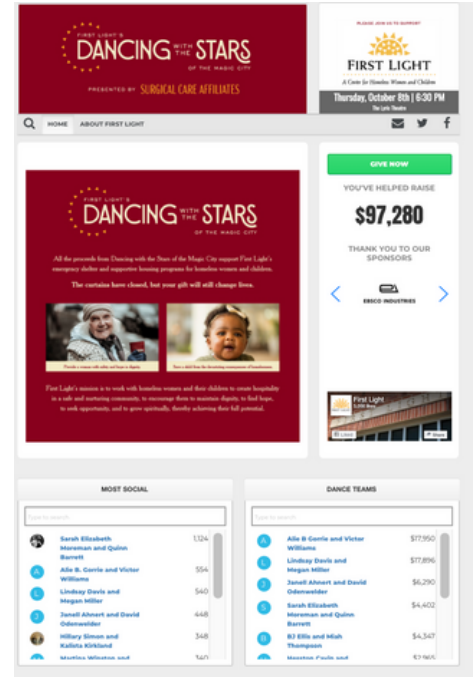
The Swell registration process automatically includes integrated giving, fundraising tracking, and peer-to-peer fundraising tools. Each team has a fundraising page and all registrants can choose a team to benefit from their ticket purchase. Leaderboards keep score.

4 INTEGRATED GIVING

With all giving connected to one source, donations can be collected from multiple sources including text to donate, online giving and donations from the virtual audience.

5 VIRTUAL MODULE

First Light engaged an AV company to broadcast the event via livestream. The Swell virtual module includes a livestream embed, welcomes pre-registered guests, handles event giving, leaderboard updates and announces donors by name as they give. It's easy to engage in-person giving real-time and keep "score" to award a Top Team.



FROM THE CLIENT:



It is always a little scary to try new things, and events are always challenging, but the team at Swell went out of their way to make sure our event went smoothly.

Our model is a little different than many others, so the flexibility of the platform and the excellent customer service were essential to our success.

Whatever the question, whatever the issue—they had our backs.

I wholeheartedly recommend the Swell fundraising platform.

- Lani Powell, First Light