

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

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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



ABOUT

CENTENNIAL CAMPAIGN

To celebrate and commemorate the Junior League of Birmingham's 100th Anniversary, [The JLB] will provide **One Place Metro Alabama Family Justice Center** the lead gift to acquire and remodel a space for operations.

The commitment to One Place is a minimum of \$1.25 million over the next 5 years.

This effort kicked off in 2017 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.



JUNIOR LEAGUE BHAM

We improve the lives of women and children through original League-owned programs and by working with community agencies to deliver services and assistance to those in need. To ensure consistency and a concentrated level of service, JLB Community Projects focus on four areas : Education, Financial Stability, Health, and Safety and Crisis Intervention. We currently dedicate resources and volunteers to more than 36 Community Projects.

The JLB's goal is to eradicate pressing issues within the community, create advocates and community trustees (trained League members) who are passionate about issues, and make a positive impact on the community through systemic change and strategic partnerships.

This fundraising campaign cultivated 623 new donors to the organization and drove over 18,000 people to the online fundraising site platform, hosted by Swell.

THE CHALLENGE

WILL OUR USUAL
DONORS PARTICIPATE
ONLINE?

- Launch an inaugural event
- Create an interactive online campaign
- Capture new donors
- Raise \$250,00
- Shift from Online Campaign to Ticketed Event
- Make donating easy

THE SOLUTION

MAKE IT EASY.
MAKE IT FUN!

- Utilize Swell's peer-to-peer fundraising tools and event platform to create a fun and personal online campaign + event
- Allow donors to credit their gift to someone specific
- Accept donations pre-event, during the event and post-event (online + credit card swipes)
- Capture new donors

THE RESULTS

INCREASE ONLINE
PRESENCE

18,386



Visits to campaign website

RAISE AWARENESS +
CAPTURE NEW DONORS

56%



Of campaign given by non-league members

ENCOURAGE PEER TO PEER
FUNDRAISING

623



First-time donors

MAKE DONATING AS
EASY AS POSSIBLE

849



Individual donations