

CASE STUDY

PURSE AND PASSION
LUNCHEON
YWCA

The YWCA of Central Alabama hosts a strategic fundraising luncheon called **Purse and Passion**. The event is normally a 1,200-person seated luncheon utilizing a table captain model to invite guests and raise funds. The event raises between \$600K-675K annually.

1011

INDIVIDUAL GIFTS

\$636K

TOTAL RAISED

1

BUDGET EXCEEDED

eliminating racism
empowering women
ywca
Central Alabama



120

VIRTUAL TABLE
HOSTS

1,335

PRE-REGISTERED
GUESTS

1,548

ONLINE ATTENDEES

159

CITIES

THE CHALLENGE

Adapt a 21-year-old, signature luncheon event into a 100% virtual fundraiser.

THE SOLUTION

Swell Fundraising powered the YWCA table registration process and event website. When the need arose, event emails were changed to reflect the plan to use Swell's virtual fundraising module for a 100% online experience.

HOW IT WORKS

- > Easy event pre-registration
- > Accessible and user-friendly online giving throughout
- > During live event, website morphs to include a livestream, donations, and guest chat all in one location.

HOW DOES IT WORK?

The YWCA used Swell's event website and table registration process to pre-register guests for the virtual event and changed email auto-responses to celebrate virtual table hosts.

1 EVENT WEBSITE

With Swell, the YWCA of Central Alabama created the event website to accept donations and facilitate the guest registration process.

2 TABLE HOST REGISTRATION

For Purse & Passion, Table Captains registered to host a table, and used the link Swell created for them to invite guests. Each guest responded yes/no and was invited to give if they could not attend. YWCA staff communicated regularly with virtual Table Captains leading up to the event. (While the YW does not sell tickets or tables to its luncheon events, Swell can do that too!)

3 DONOR DATA AND GIVING

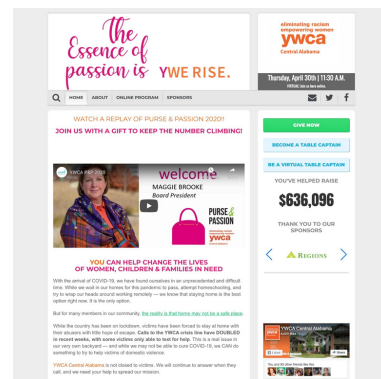
The Swell registration process automatically includes integrated giving, fundraising tracking, and peer-to-peer fundraising tools. With those tools in hand, the YWCA connected their community while motivating more sharing and giving.

4 INTEGRATED GIVING

Thanks to the table registration process, text-to-donate, and peer-to-peer fundraising, the YWCA began the luncheon with approximately \$150K in individual donations. The virtual module's integrated giving feature increased this throughout the livestreamed luncheon.

5 VIRTUAL MODULE

The YWCA engaged a firm to film their leadership and stream a program similar to the physical event. The firm provided Swell with a specific time to go live and an embed code. At the right time, the Swell website morphed into a virtual mode that includes the livestream, fundraising activity, a donation window, and a guest chat to foster a connected community that celebrates fundraising.



BE A TABLE HOST

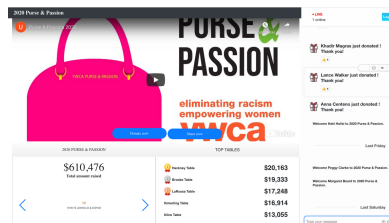
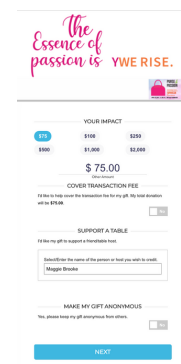
INVITE GUESTS TO YOUR TABLE

TABLE NAME: BATTLE | VIEW YOUR TABLE'S PAGE

Thank you for registering to table in 2018 YWCA Home Luncheon! Below you'll see a list of the seats at your table. To invite a guest, simply enter their name and email address in the table below. The name and email address are used to send a link to the table page to invite them to join your table. This is not a ticket to the event. You can change a seat's invitation until a seat confirms the invite.

#	Guest Name (First and Last)	Guest Email	Status
Seat 1			Not Confirmed
Seat 2			Not Confirmed
Seat 3			Not Confirmed
Seat 4			Not Confirmed
Seat 5			Not Confirmed
Seat 6			Not Confirmed
Seat 7			Not Confirmed
Seat 8			Not Confirmed
Seat 9			Not Confirmed
Seat 10			Not Confirmed

Tip: You can bookmark this page and return as many times as you need to complete the invites. If you need to remove an already confirmed guest, please send an email to info@swellfundraising.com.



WHAT DID THEIR GUESTS SAY DURING THE EVENT!

R

Rebecca McWilliams



very well done - congratulations to all of you!



C

Cynthia Lamar-Hart



Beautiful job - thanks to all for your hard work in putting together this wonderful event!



A

Adrian Peterson-Fields



What a great event!!!! Congrats LaRhonda and Y team! I am grateful for being connected!



I

Irene Blalock



What a great event! Thanks to all who produced it! Well done.

J

Jamekia Bies



Awesome event, YW!! Grateful to be apart of the team!



L

Lindsey Tanner



This is a perfect Purse & Passion. Thanks to all of the people that made it possible. Taking 'first ever' risks is tough. Appreciate the leadership of this group.



FROM THE YWCA:

"Swell was a complete life-saver for the 21st Annual Purse and Passion. When the COVID19 crisis came into the picture in March, we knew we were going to have to go virtual. Thank goodness we were already using Swell for fundraising. The platform made the transition to a virtual event basically seamless. We were able to go from a very large, in-person event to a virtual one in a matter of hours!"

- Clay Greene, YWCA Central Alabama