



## CASE STUDY

How a nonprofit turned a fundraising event into a more money maker with logos, and images.



## PROBLEM

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When the Hispanic League contacted us to help them complement their gala with an online event we knew the challenge of getting Latinos to make donations as it is not part of their culture.

The organization had been doing the same activities year after year and suffered from a mental block to generate new ideas. They had the typical raffle that raised on average \$ 1,500 with a huge effort.

After talking to the staff, we learned that the event celebrated 40 students who would receive scholarships. The gala was approaching. The place, the food, the sound, everything was already in place. But stress began to rise to very high levels because despite all the efforts of that year, sponsorships fell, and money was missing for three scholarships. To complete the daunting situation, the organization had only one volunteer who could be in charge of the online fundraising event.

## SOLUTION

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So PixGift started brainstorming how to connect the disconnected, and how to encourage Latino people to give.

We came up with the idea of giving a spin on the tired raffle by turning it into a treasure hunt board. A prize of \$ 500 would be hidden on the giving board and the person who would have bought that space would be the winner.

Given that the organization also planned to present a new logo during the gala, that part of the program was incorporated into the strategy. The new logo will be unveiled as part of the same visual element that would show the location of the prize inside the board and would be projected on a large screen during the night of the gala. In order to increase participation and attract a larger donor base, the revenue stream was divided into 3 mini fundraising series: one by the board members, another of the students who were to be awarded and a third from advertising companies that served the Latin market that could use the board as a new marketing avenue by inserting their logos, information and links to their respective web pages.

The board was in charge of participating with donations during the pre-launch stage ensuring that the board was not shown empty at the time of launch. Between members, and friends the board was covered by 20%.

Since the organization had so many students, the burden of fundraising was largely distributed among all of them. Each was asked to sell at least 10 tiles and those who sold more would have free access to an after party. Additionally, everyone was willing to cooperate aware that one of the students could be left without the desired financial aid. Everyone would work for the common good by releasing the workload of the single volunteer. The volunteer was in charge of following up each student and motivating them during the event.

Finally and to encourage even more participation the organization got a matching gift 1: 1.

Small businesses saw the opportunity to create brand awareness and be at the forefront of an audience aligned with their services. Restaurants, medical services, laundromats, one by one was buying spaces large enough to be noticed on the board. Many companies contributed promotions that were also used as hidden prizes on the board.

## RESULTS

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- Thus, in a short time the board was filled with selfies, emoji, logos and photos multiplying by six what had previously been collected through the raffle.
- The first prize was won by a company that decided to donate it back to the organization by increasing the collection.
- The organization tied the unveiling of the new logo and a live event to an online event.
- The organization sent the resulting collage to all donors as part of a thank-you note and reused it in their newsletter providing more exposure to corporate sponsors.

## WHY IT WORKED

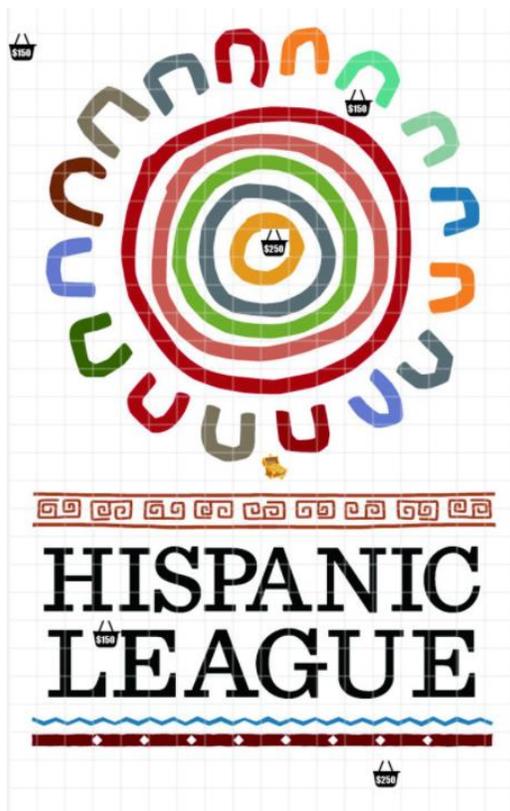
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- PixGift Giving Board was an effective tool for crafting strategies that could connect with the emotions of donors at different levels.
- The campaign was a new experience, easy to do, visual, and most importantly, fun!
- The giving board made the campaign more observable capturing the tendency to imitate.
- It was personal but also created a great sense of community.
- It embraced any demographic. People could relate that small gifts were able to make a difference.
- Participants could see that they were part of something bigger.
- In the literal sense, each person was a part of a visual storytelling of generosity.
- The campaign was not about the organization, but about the donors and the people they served.

- When we care, we share. By making it easy for donors to share the giving board on social media, it provided an opportunity to stay with social currency.
- It was linked to a specific time frame that provided a sense of urgency.
- The visual art created by the giving board recognized each contributor and left residual behavior towards the future.
- The organization has a passionate volunteer determined to infuse energy to all participants.
- They had a cause-related project to fund and a good story to tell.
- They had volunteers that acted as ambassadors and spread the word.

## THE VISUAL STORYTELLING

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THE HIDDEN GIVING BOARD



THE STARTING FOUNDATION



THE END

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