



SUCCESS STORY: African Community Education (ACE)

Classy Live Helps ACE's 15th-Annual Hybrid Gala Grow by ~200% YoY

THE CHALLENGE:

Grow an annual gala with a cohesive and simple-to-run hybrid experience

REVENUE GROWTH:

2019 Gala: \$60,000

2020 Gala : \$67,500

2021 Gala: \$204,700

ACE didn't let the pandemic slow down the growth of their annual gala, an incredible experience for their students and supporters to see their impact first-hand. In 2020, they brought the gala virtual for the first time in 14 years with Classy. By 2021, they enhanced it again with the [launch of Classy Live](#) to host the professional-grade, hybrid, 15th-annual ACE Gala.

Before Classy Live, ACE brought their 100% virtual gala in 2020 to life by pre-recording entertainment, tackling their own production, selling merchandise in a roundabout way, and prompting donations through link-sharing in a hectic chat.

In 2021, the Classy Live online venue gave in-person and virtual attendees access to:

- An agenda with searchable sessions and calendar blocks
- Livestreamed video and music performances
- Information to learn more about ACE
- Direct donations and merchandise sales
- Full features of all sponsors, speakers, and partners
- Links to an authentic African goods raffle
- Real-time donation progress meter
- A simple self-checkout process

Enhancing the ACE Gala With a Classy Live Experience

With Classy Live, ACE was able to partner with a local event space and production company to engage the 75% of attendees still tuning in remotely. The online venue featured high-quality livestreams of the ACE student fashion show, keynote speakers, and music performances. The gala welcomed more overall attendees from various locations with accessible ticket options and a simple-to-navigate, virtual venue.

**203%
GROWTH**

in event revenue
from 2020 to 2021
with Classy Live

The 2021 event also focused the fundraising to support a specific program that appealed to more corporate sponsors. That focus, the shift to Classy Live, and the event's ability to attract a significant major donor led to 203% growth between 2020 and 2021 alone. A successful year on Classy helped ACE reach new heights, including the purchase a new office space to continue growing their programs.



We want to engage folks with as many ways to support us as possible. Classy Live lets you do that in a way your donors respond to. We held a raffle and sold a variety of fixed-priced items with a simple self-check-out process.

Tim O'Neil

Marketing and Fundraising Manager

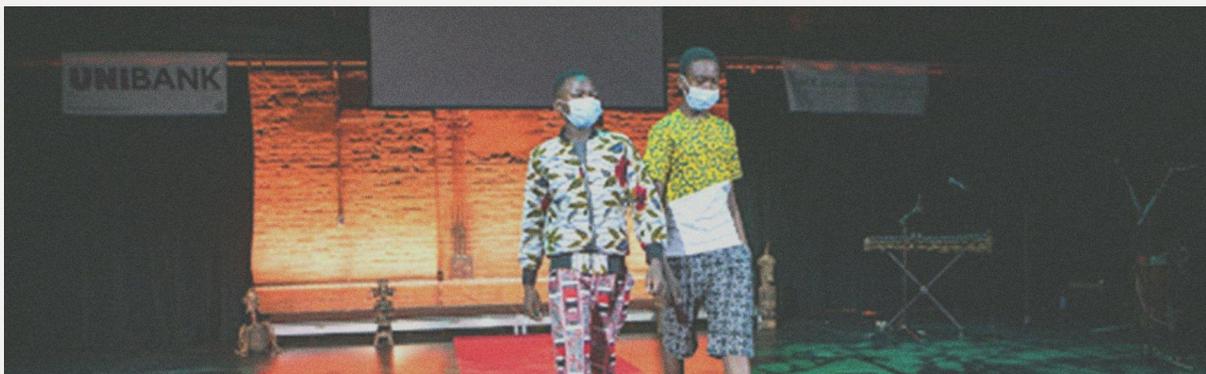


Photo by Rose Wine Photography