



SUCCESS STORY: BARBELLS FOR BOOBS

Barbells for Boobs' Return to Classy Mobilizes Fundraising Leaders Nationwide

THE GOAL:

Challenge the status quo using Classy's innovative peer-to-peer fundraising tools to authentically empower supporters in the fight against breast cancer

Barbells for Boobs was determined to find the best fundraising platform to scale their impact, ultimately returning to Classy in 2021 after exploring alternative options for nearly two years. Supported by Classy's ease of use, advanced functionality, and seamless integrations, the team feels confident in their ability to deliver the best experience to their supporters as their strategy expands.

Only the Best for Barbells for Boobs

Barbells for Boobs needed a platform fit to empower fundraisers worldwide to help improve the lives of women impacted by breast cancer.

Their goal is not just to raise more for their mission through [registration with fundraising events](#), but also to deliver innovative tools that supporters can leverage to become advocates, leaders, and changemakers within their own communities.

Classy's giving platform granted Barbells for Boobs the flexibility to offer a [dual registration option](#) for their 2021 *Barbells for Boobs + Grace* event. Supporters are presented with both a free registration option and the ability to register for \$50 in return for a branded swag package. Due in part to this additional revenue stream, they are on pace to beat their 2020 campaign fundraising levels by 40%.

Barbells for Boobs has been leaning into Classy's donor data to gain a clearer understanding of post-pandemic giving trends.



Their desire to continually adapt to donors' behavior changes plays a large role in their ongoing success.

Classy made it possible for fundraisers and event organizers to directly access their own supporter and RSVP lists, ultimately allowing these passionate individuals to take control of their fundraising initiatives.

This empowerment not only fuels giving, but also deepens donor loyalty and retention.

This is just the beginning for Barbells for Boobs as they strategize how to bring recurring giving to the forefront of their fundraising efforts in 2022.



After exploring alternative platforms, we're confident that Classy offers the best user experience. It's evident in the fundraising milestones our supporters have been able to achieve using Classy's tools.

Zionna Hanson

Barbells for Boobs Founder and CEO