

SUCCESS STORY: CDC FOUNDATION

How the CDC Foundation Launched a COVID-19 Reponse in Under 24 Hours With Classy



THE CHALLENGE:

Create a customized donation form in immediate response to the COVID-19 emergency

\$1,394,352 RAISED

on Classy in FY20 and 21 for CDC Foundation's Emergency Response

7,240 DONORS

contributed to their Emergency Response via Classy

The CDC Foundation adopted Classy in 2018 to provide their team and donors with a more user-friendly fundraising solution. When COVID-19 hit, they created a customized Classy donation page in under 24 hours to support their larger Emergency Response Fund.

To achieve that quick turnaround, the team simply duplicated one of their existing Classy donation forms, refreshed the visuals, and updated the crisis language. As of June 2021, this particular campaign raised \$261,000 from 1,500 donors and is still rising. In combination with the additional campaigns supporting their Emergency Response General Fund, COVID-19, and Ebola, the CDC Foundation raised \$1,394,352 on Classy from 7,240 donors from January 2020 to July 2021.

The CDC Foundation also created individual Classy donation forms for businesses to use for their respective COVID-19 employee giving opportunities.

Their team quickly duplicated and customized a Classy donation form again in 2021 to support the India Emergency Response Fund, raising over \$86,000 to address the country's resurgence of COVID-19.

"I can create a donation page in under 30 minutes on Classy and that speed helps us respond quickly when crisis hits."

Elizabeth Patrick

CDC Foundation, Director of Advancement Services