



**SUCCESS STORY: SAPREA
(FORMERLY THE YOUNIQUE FOUNDATION)**

How Saprea Increased Giving Tuesday Donations by \$40,000 Year Over Year



THE GOAL:

Combine storytelling with a stellar donor experience for an optimal Giving Tuesday crowdfunding campaign

THE RESULTS:

456% INCREASE	RECURRING BOOST
year-over-year donation volume	113 new recurring donors

[Saprea](#) (formerly The Yunique Foundation) is committed to the eradication of child sexual abuse and its effects. The organization sought a way to reach more donors with their story during the peak giving period around Giving Tuesday. Classy's crowdfunding campaign, design tools, and dedicated coaching helped Saprea increase their Giving Tuesday campaign donation volume by an incredible 456%.

The campaign—showcasing Saprea's brand front and center—spotlighted powerful statistics, a video of a survivor's journey using

Saprea's healing services, and impact blocks illustrating the power of offering different gift amounts.

Donors could choose to give one time or monthly, which resulted in 113 new recurring donors. They could also choose from [a variety of payment options](#) to easily give on mobile. A live activity wall allowed Saprea to acknowledge individual donations. As a result, Saprea increased their Giving Tuesday donation volume from \$9,000 in 2019 to \$50,000 in 2020.