

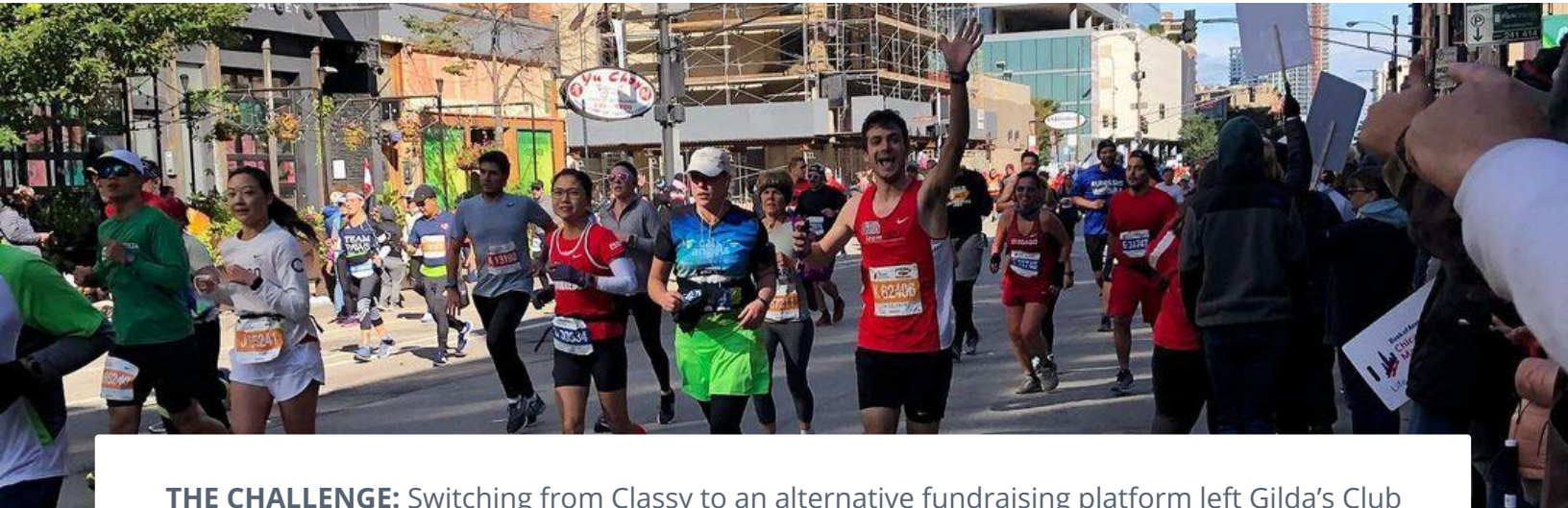


An Affiliate of the
CANCER SUPPORT COMMUNITY



SUCCESS STORY: GILDA'S CLUB CHICAGO

Gilda's Club Chicago Returns to Classy to Optimize Their Peer-to-Peer Fundraising Potential



THE CHALLENGE: Switching from Classy to an alternative fundraising platform left Gilda's Club Chicago feeling unable to empower passionate supporters to fundraise on their behalf.

Major pain points with their online fundraising software hurt the giving experience for Gilda's Club Chicago. They needed intuitive tools to expand peer-to-peer fundraising, which led them back to Classy in 2021.

Each year, supporters are encouraged to run and raise money for Team Gilda in the Bank of America Chicago Marathon. It's easy for runners to create their own individual fundraising pages with specific goals and get their communities involved with Classy's customizable design.

The ease of adding personalized images and copy to their fundraising pages allows Team Gilda's runners to spend more time networking with potential donors.

Gilda's employees get similar time-saving benefits from Classy's dedications feature.

When enabled, this setting automatically sends a notification email to the dedication contact a supporter provides.

The Gilda's Club Chicago team is grateful for the time they got back in their day due to Classy's intuitive design, and plan to strengthen their recurring giving program and nurture donor relationships with the extra hours they've gained.

"Classy's intuitive design allows our team to dedicate more time to the important things, like fostering and strengthening our donor relationships."

Bradford Newquist

Gilda's Club Chicago Director of Development