



SUCCESS STORY: SPECIAL OLYMPICS MARYLAND

Maryland Exceeds \$5M in Donations, Setting the Bar for 30 Fellow Special Olympics Locations on Classy

THE FOCUS:

Inspire fundraisers, athletes, and other locations with a strong ticketed fundraising event strategy.

\$5,483,193 RAISED

since switching to Classy in 2019.

\$1M IN DONATIONS

raised solely through virtual events in the wake of COVID-19.

\$150 INCREASE

in amount raised per fundraiser through registration with fundraising..



Special Olympics Maryland is one of 30 locations in North America that leverage the Classy platform to host engaging events with a trusted [registration with fundraising](#) model.

Maryland's robust program hosts 27 sports and numerous local competitions. Large-scale online events that unlock the power of peer-to-peer fundraising allow them to expand and take action to support their core focus: ***"Through sport, creating a world where opportunity is not limited by disability."***



69 CAMPAIGNS
run on Classy since 2019.

Each year, Maryland hosts the popular Polar Bear Plunge which attracts roughly 10,000 attendees who fundraise on the organization's behalf. Between 2020 and 2021, virtual events with attendee fundraising helped them raise \$1M, despite the pandemic.

Events are simple for donors, thanks to key success factors like campaign templates, design ideas, and fundraiser toolkits, all of which are shared with other Special Olympics locations to inspire similar success on Classy.



Classy is incredible. It's a user-friendly platform that still allows for customization. Compared to our fundraising on TeamRaiser, our donations and volume have skyrocketed. Over the last two and a half years, we've racked up \$5,483,193.

Alexa Carney

Vice President of Marketing & Communications, Special Olympics Maryland

The organization's VP of Marketing and Communications shared, "**Less is more. You want people to know the details of your event and why they're raising money, but too much turns them off. Keep it simple with a donor-centric experience.**"

Classy features that make it happen:

- Campaign page customization
- Automated milestone emails
- Donation matching with Classy's [Amplify integration](#)
- Social sharing with [Classy for Facebook](#)
- Real-time progress wheel
- Monthly donation option
- Impact blocks