



## SUCCESS STORY: STACHESTRONG

# How Donor-Centered Design & Storytelling Doubled Annual Donation Goal in Just 4 Months on Classy

StacheStrong came to Classy in May of 2021 with the ambition to engage more families impacted by brain cancer.

Just four months later, they doubled their donation goal for the year with a hybrid 5K run/walk event, optimized NYC Marathon peer-to-peer page, and sleek main donation button.

Their donor-focused user interface gives supporters the stage to share personal stories with their networks however they choose. StacheStrong's powerful video documentary and seamless checkout experience powered by ClassyPay gives nearly 3,000 newly-acquired supporters and counting the ability to connect with and effortlessly support their cause.

This is just the beginning as detailed analytics point to new opportunities for StacheStrong to present donors with in the future.



The biggest driving factor to switch to Classy was our 5K run/walk event. This was our 4th year hosting and we experienced revenue growth of 2.5x from 2020's event. Nearly 100 families and over 1,500 supporters helped raise funds that we were never able to capture before. Classy makes all the difference!

### THE CHALLENGE:

Scale fundraising events with a broader reach and memorable giving experience.

### THE RESULTS:

#### **\$300K RAISED**

In first four months on Classy.

#### **2.5X INCREASE IN REVENUE**

from hosting their annual 5K on Classy.

#### **3,000+ UNIQUE SUPPORTERS**

gained since switching to Classy.