



CUSTOMER STORY

How Broadway Cares/Equity Fights AIDS Fosters Competition

PHOTO: ANDREW ECCLES



IN OPERATION SINCE
1992

NUMBER OF EMPLOYEES
< 50

Broadway Cares/Equity Fights AIDS (BC/EFA) is one of the nation's foremost fundraising and grant-making organizations that works to support individuals affected by HIV/AIDS. Their funding provides treatment and support to those in need and is also used to increase public awareness. BC/EFA funds additionally support the programs of the Actor's Fund, an organization providing social services for any individuals working in the entertainment industry.

Diversified Fundraising Model

Unlike many nonprofits who provide direct services, BC/EFA works as a middleman of sorts, harnessing their fundraising power to support organizations providing those direct services. "We, in a nutshell, raise as much money as we possibly can every year and then give it away and start over again on October 1st, when our financial year begins. We are in a continuous fundraising mode and semi-continuous distribution mode," said Lane.

Each year BC/EFA raises money primarily through events, however, over time their fundraising model has evolved and now includes an important mix of efforts.

- Large Signature Events
- Peer-to-Peer Fundraising
- Recurring Donors
- Online Merchandise Store
- Nationwide Fundraisers
- Annual Flea Market and Grand Auction
- Affiliate Organizations

"More than half the money we raise every year goes toward more than 450 AIDS and family service organizations in all 50 states. In total last year we awarded about \$10.6 million in grants. That's ensuring folks are receiving life saving medications, health care, nutritious meals, emergency financial assistance, counseling, all of those things that...service organizations provide on a day to day basis to the most vulnerable among us."



LANE BEAUCHAMP
Marketing Manager,
BC/EFA

The Power of Peer-to-Peer Fundraising & the Stripathon's Success

Despite the grandeur of many of their shows, BC/EFA events proudly follow an 80/20 rule. Eighty percent of the revenue raised from every event goes back out to support their cause, **keeping administrative costs to a low 20%**. This impressive feat is only possible through the generosity of BC/EFA's supporters and volunteers.

One of their largest annual events is Broadway Bares, a two-night-only burlesque and striptease show involving about 200 dancers. For the 2015 Broadway Bares, *Top Bottoms of Burlesque*, dancers and actors put a sexy spin on the musical 42nd Street. The Stripathon element of Broadway Bares was born when BC/EFA started to look for additional ways to generate revenue from the event. In the first Stripathon, dancers performed their own solo strip tease dance and raised extra money for the cause by collecting tips. The event has evolved over the years and now incorporates a peer-to-peer-fundraising component, a strategy BC/EFA has utilized since 1999. Now, donors can sponsor their favorite dancer in the show by making a donation to their individual fundraising page.

BC/EFA was quick to recognize the power of peer-to-peer fundraising. They found their dancers were eager to get even more involved and help fundraise for the organization and raise money from their friends and family.

"Even though they are committing to rehearsals and committing to the show, when we presented them with an opportunity to do more, they said, 'Well yes, of course,'" said Lane.

Part of what makes the Stripathon so successful is the psychology behind it. It's an opportunity for participants to show their commitment to the cause and to take part in a friendly competition to be cast in the show. Top fundraisers are recognized at the end every year. "They get to stand up in front of 3,000 people. To get singled out in front of everyone else is a pretty cool experience, particularly for actors and dancers who like to be recognized," said Lane.

To build a friendly competition, participants in the show are encouraged to get involved in the online fundraising portion of the event. There is such a large demand to be in the show that BC/EFA actually uses previous year's online fundraising results as part of their casting criteria. Now, if you want to have the opportunity to perform in the show, you also have to show you can leverage your network to support the cause.

THE BROADWAY BARES STRIPATHON SAW A

35% YEAR OVER YEAR

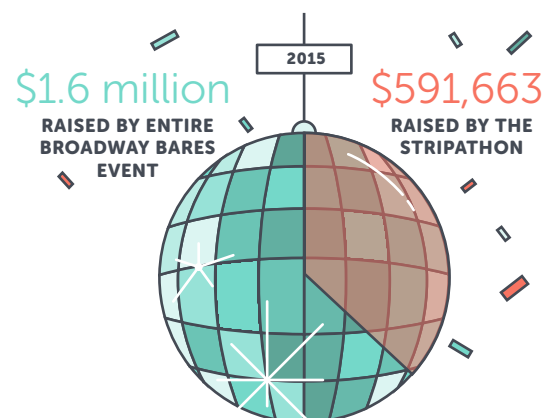
increase in peer-to-peer fundraising.



2014



2015

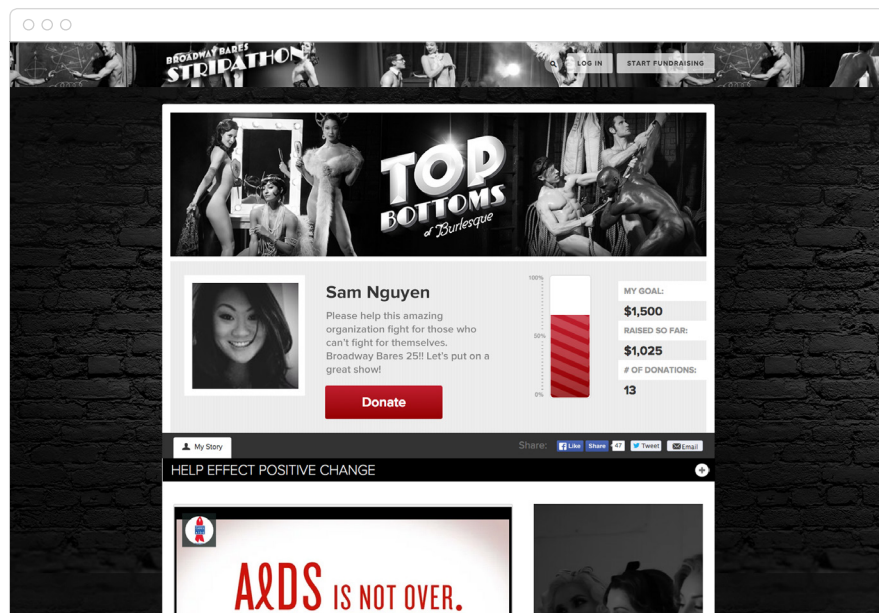


Layering in a Level of Creativity

To the thrill of the audience, Broadway Bares' theme is completely reimaged each year, which takes a great deal of work behind the scenes and on the stage. But with Classy's customizable donation and peer-to-peer fundraising pages, they are able to reinvent the look and feel of their pages with ease.

"We want [donors] to be surrounded by the same kind of messaging and imaging whether they are buying a ticket to the event or making a donation to their favorite dancer," said Lane.

"We evolved to Classy as we recognized the need to really find a lead niche product that is super easy for the folks participating in the fundraising and...looking to donate, that would also allow us to layer in a level of creativity."



A Focus on Fundraising — Not Software

After BC/EFA made the switch to Classy they were able to free up the time of one of their producers. When questions about the platform did surface, Classy was there to help. "Classy customer service is among the most responsive of any vendor/partner that we've worked with."

"One of our producers...is pretty much 24/7 on top of the fundraising efforts. The switch to Classy has dramatically improved her life because she is able to spend much less time dealing with problems and she is working with the fundraisers on new ideas and better solutions for raising more money."

LANE BEAUCHAMP
Marketing Manager, BC/EFA

BC/EFA is currently in the process of setting up Salesforce. Lane says, "The end result will be phenomenal. Classy was really the first step in...moving one component off of our former system onto something new, and its integration with Salesforce was one of those key components that helped us make the decision to go with Salesforce and Classy."

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