

SUCCESS STORY: HAYMAKERS FOR HOPE

# Haymakers for Hope Launches Subscription-Based Running Group to Incentivize Recurring Donors



**THE CHALLENGE:** Haymakers for Hope sought to develop a creative incentive to acquire recurring donors

When the COVID-19 pandemic forced Haymakers for Hope to cancel their charity boxing events, they knew they needed a reliable stream of recurring giving revenue.

To acquire and incentivize recurring donors, Haymakers launched a unique program: Haymakers Harriers, a subscription-based running community of supporters working to stay in shape while contributing to the organization’s mission to knock out cancer.

With a minimum \$25 monthly donation, members gain access to private coaching from team member and accomplished runner Brian Schroy, Olympic hopeful in the marathon.

In addition, members receive early registration access to charity races (like the Boston and New York City Marathons), and are invited to a

private Strava group and Slack channel where they receive weekly workouts.

Haymakers’ recurring giving page on Classy leverages custom text blocks to highlight the program’s value, and seamlessly drives visitors to a donation form that offers digital wallet and ACH payment options to optimize the mobile giving experience.

*“We wanted to create a recurring giving program that gave alumni something special and personalized that they can’t find elsewhere, and Classy gave us the platform to do that.”*

**Brian Schroy**  
Haymakers for Hope, Regional Fight Manager