



Life Teen Stays Face-to-Face by Going Peer-to-Peer

The youth groups operated by Life Teen provide a faith-based community for teens all over the country. With 41 full-time missionaries, the organization has grown tremendously since its founding in 1985. Like many nonprofits, however, Life Teen has struggled to fully infuse its mission and personality into its fundraising efforts.

“Our ministry is based on ‘face-to-face’ interaction, but our donations process was not consistent with that,” explains Ministry Development Assistant, Jon Givens. Classy’s unique peer-to-peer fundraising platform has

helped Life Teen bridge this gap, breathing new life into the organization’s online fundraising efforts.

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JON GIVENS
MINISTRY DEVELOPMENT ASSISTANT



Online donations increase 211% year-over-year

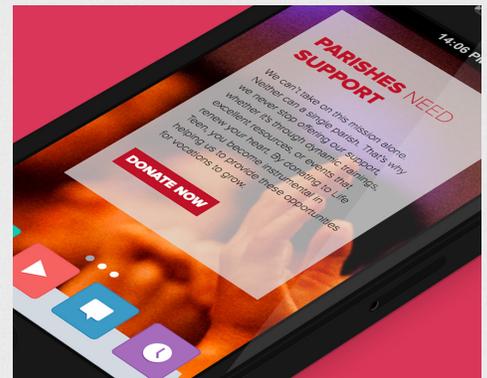
Classy’s platform has made it easy for individual missionaries to create fundraising pages, personalizing the donation process, and bringing in a wider network of potential supporters. Board members and donors are then able to visit these pages to see the impact their gifts are making. “The passion we have for our mission now shines through our donations process,” said Givens.



This new streamlined process has also produced some impressive results. Since teaming up with Classy in the last five months of 2012, Life Teen’s funds from online donations have increased by 211% over the same period in 2011. Perhaps even more impressive is the 276% increase in the total number of online donations over the same five-month period in 2011.

And even though Life Teen only implemented Classy towards the end of 2012, the organization was still able to increase the total number of donations for the year by 29% and the total amount raised by 47%. “The simplicity and safety of donating through Classy has impressed all of our donors and has helped to keep them coming back,” Givens said.

With Classy, Life Teen has also been able to nearly triple its number of online monthly donors in five short months. With more monthly donors coming on board, and their higher retention figures, Life Teen will see lasting improvement in its online fundraising efforts.



Moving its fundraising to the 21st century

Classy’s online fundraising software has removed geographical borders for the nationwide organization. The switch has resulted in increasing participation from existing fundraisers and wider exposure for the cause. As Givens puts it, “Classy has revolutionized the way that our nonprofit organization looks at fundraising.”

For questions, contact us at
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