

CUSTOMER STORY

How Mama Hope Empowers Individuals to Fundraise \$20k

MAMA HOPE

IN OPERATION SINCE

2007

NUMBER OF EMPLOYEES

< 10

PROJECTS COMPLETED

50+

COUNTRIES SERVED

4

LIVES IMPACTED

150,000

A For-Impact Organization That's Impacted 150,000 Lives

Mama Hope does not define themselves as a nonprofit, but rather a for-impact organization. How does this distinction differ? For starters, instead of fundraisers, Mama Hope has “impact entrepreneurs.” This, coupled with their truly innovative peer-to-peer fundraising model has helped Mama Hope to become a leader in the social impact space.

With the help of their impact entrepreneurs, known as Global Advocates, and their partnerships with visionary leaders in developing countries, Mama Hope tackles pressing issues faced by communities struggling with poverty. Their projects vary from providing clean water to building schools to establishing health clinics. Their end-goal: to create an alliance of global change makers who work to solve today's social problems. To date, Mama Hope has completed **over 50 projects and positively impacted 150,000 lives** in developing countries such as Kenya, Tanzania, Uganda, and Ghana. And they're not stopping there—they plan to expand into other countries outside of Africa in the near future.

“The solutions to our projects aren't one size fits all. They require a multidimensional, holistic approach. The end game is for these communities to become sustainable and the key access point into that is really through our Global Advocate Fellowship.”



HANNAH BEAVERS
Director of Development & Strategy



Storytelling Masters

Great storytelling, time and time again, contributes to the success of nonprofit peer-to-peer campaigns. Mama Hope believes it's vital for impact entrepreneurs to craft a genuine, thoughtful story in order to communicate their passion for the cause. With a personal story, their network is able to see firsthand their dedication, determination, and willingness to help a noble cause.

But storytelling isn't just limited to Mama Hope's peer-to-peer campaigns. It also comes into play in the blog posts written by Global Advocates once they arrive in the developing country they're assigned. Each Global Advocate is asked to create a personal blog and contribute content regularly to share their experiences: what they learn, how they help, and the difference they

make. This content often translates into receiving more donations even after they've reached their \$20,000 fundraising goal because it drives readers back to their fundraising page. When they broadcast their life-changing experiences to their friends and family through blog updates, photos, and videos, they are able to communicate the need for funds in a way that brings their network closer to the cause.

“Two important elements in our Global Advocate Fellowship is fundraising and really connecting the numbers to their why. Why are they here? What is inspiring them to go out and do this work? Then connecting them to other people who have the courage to take on this larger than life commitment, it becomes very personal.”



HANNAH BEAVERS
Director of Development
& Strategy

How the Right Software Supports Massive Peer-to-peer Fundraising Campaigns

Mama Hope invests in Classy to help manage their online donation forms and peer-to-peer fundraising pages for their Global Advocate Fellowship. The platform allows each of their global advocates to create individual fundraising pages to collect donations from their personal networks. With these customizable pages they can:

Share compelling visuals

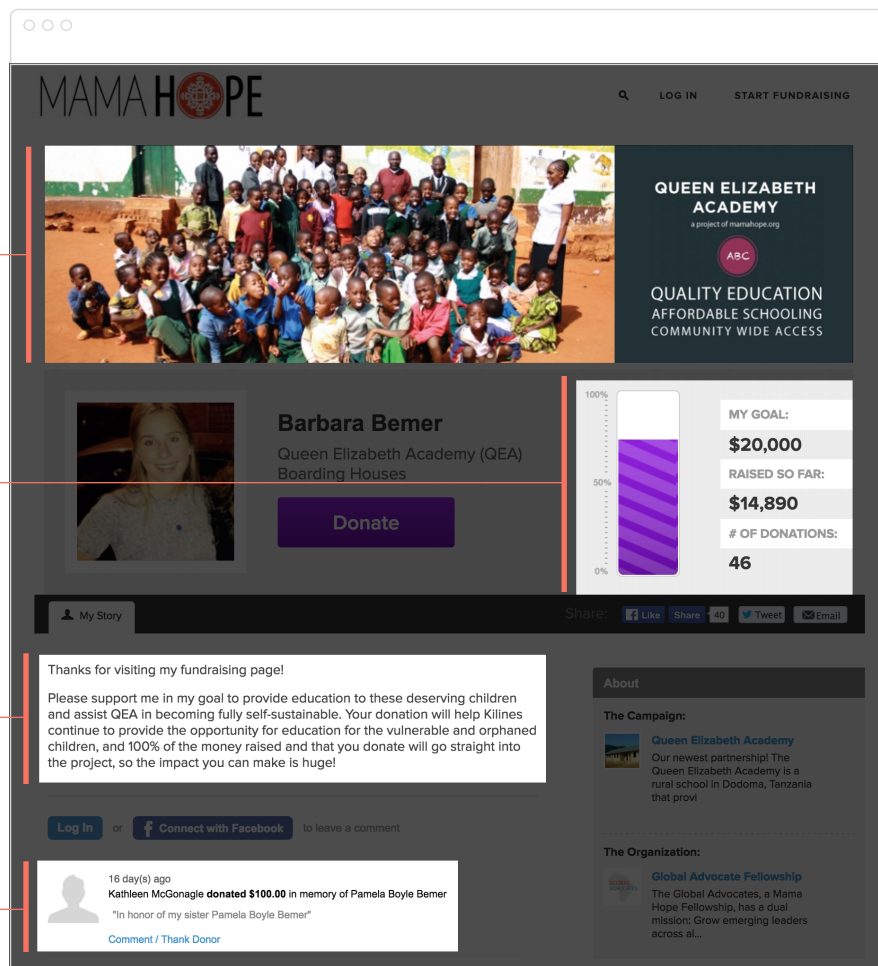
Feature a donation progress bar

that shows how close they are to hitting their goal

Share why they are fundraising

for Mama Hope

Thank their supporters



With Classy, Mama Hope's Global Advocates can also connect with others who are working on projects within the same community in their designated country. Classy enables the Global Advocates to add links on their P2P fundraising pages to the overarching campaign so donors have the opportunity to see and support other initiatives that fall under the same campaign. This partnership between Global Advocates assists both parties in gaining more exposure and reaching new prospective donors. Ultimately the hope is their networks' generosity extends to other fundraising campaigns, and so far this tactic has proven to encourage greater giving.

“The power of peer-to-peer fundraising is that each person's story connects to the stories of people that are seemingly so different across the world, but really they share humanity together.”

HANNAH BEAVERS

Director of Development and Strategy

How Mama Hope Empowers Their Impact Entrepreneurs to Raise \$20K

Some organizations find it nerve-racking to ask their supporters to raise \$500 for a campaign.

Mama Hope asks all of their impact entrepreneurs to raise at least \$20,000 through peer-to-peer (P2P) fundraising. But not without extensive training first. Mama Hope's Global Advocate Fellowship program takes six months to complete. In the first three months of the program, the Mama Hope Team and past Global Advocates teach the participants how to fundraise and master the art of storytelling. Advocates are then matched with a project that will benefit a community in Africa. Possible project focus areas include things such as clean water, agriculture and food security, health care, and education and youth development.

After Global Advocates complete their three-month training and successfully fundraise \$20,000, they then put their skills and training to use by spending three

months in a developing country. Their \$20,000 contribution benefits the project and community they've been matched with.

Mama Hope's impact entrepreneurs aren't your typical fundraisers. They all share something in common beyond raising money: they want to apply their business skills and make a difference in the world. Many also look to grow their networks and gain hands-on experience in international development. The Global Advocate Fellowship allows these individuals to do all three of these things while they gain experience that makes them highly desirable candidates for careers in the social good sector.

To date, Mama Hope has trained over 60 global advocates who collectively raised \$1.3 million.

With staggering growth in donation volume, this number only stands to flourish as their Global Advocate Fellowship program and countries served expands.

“\$20,000 is a high number to fundraise. To see people start passing that goal and ask in a comment if they can raise \$50,000 instead, that goes to show how great the training and our software platform are for our organization.”

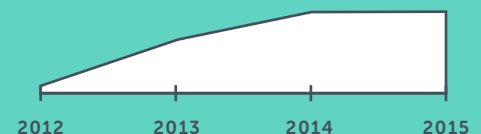
KATRINA BORATKO
Communications Manager

LONG TERM GROWTH

Since Mama Hope first implemented Classy, they have seen long-term scalable growth. With a lofty fundraising goal set for each of their Global Advocates, their organization has been exposed to many different individuals. As a result of this and the expansion of their Global Advocate Fellowship program, the number of online donations, new donors, and total dollars raised online has drastically increased from 2012-2015. One metric that truly demonstrates their growth is their total amount of money raised online, growing four-fold since 2012. Additionally, they have acquired 4,228 new donors through online fundraising over the past 4 years.

\$571,352.02

FUNDRAISED ONLINE SINCE 2012



Get to know the
#1 online & mobile
fundraising platform.

[Get a personal tour →](#)