

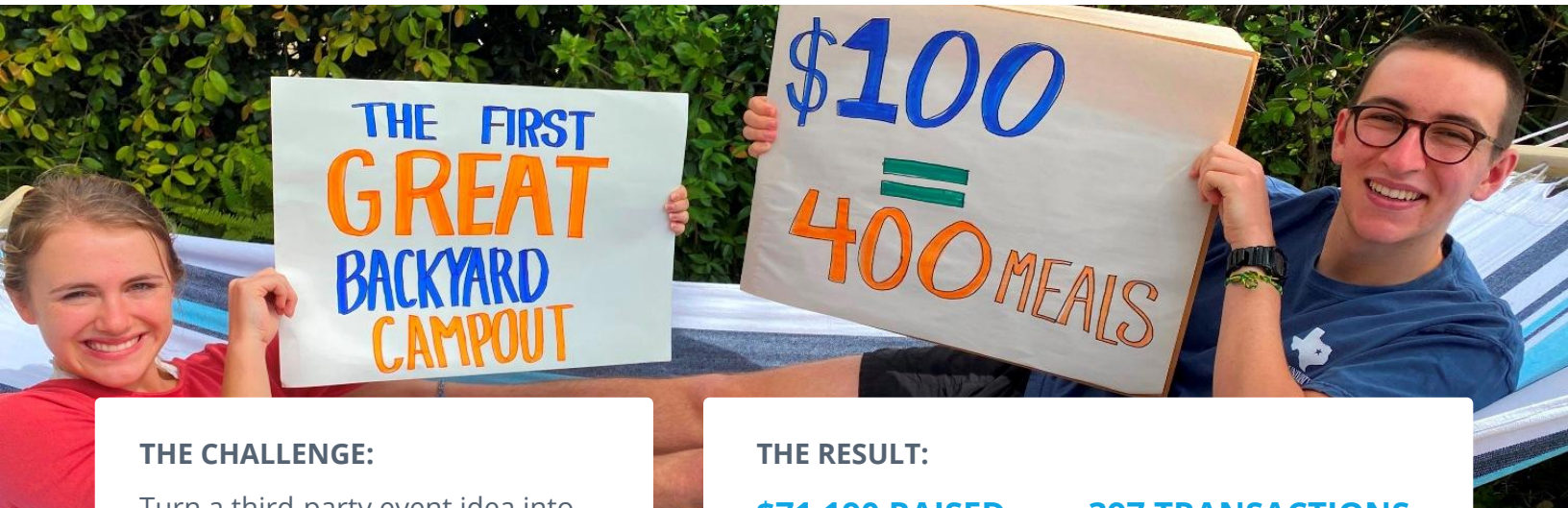


WESTSIDE
FOOD BANK



SUCCESS STORY: WESTSIDE FOOD BANK

Westside Food Bank Quickly Creates a Registration with Fundraising Campaign and Raises \$70K



THE CHALLENGE:

Turn a third-party event idea into a registration with fundraising campaign in less than a week

THE RESULT:

\$71,190 RAISED
at the First Great
Backyard Campout

397 TRANSACTIONS
on their Classy
campaign page

When a Scout troop wanted to host a backyard campout fundraising event on behalf of Westside Food Bank (WSFB), the organization built on this creative idea and launched a larger registration with fundraising campaign on Classy in less than one week to engage their entire community.

After securing a \$10,000 match from the troop, the original one-day campout grew to become a season-long event, spanning from May to July 2020. Participants were asked to donate \$25 or more per family to reserve a spot, and then commit to raising additional funds through a Classy fundraising page.

The ability to quickly create and promote a professional, beautiful campaign on Classy allowed WSFB to quickly run with this creative idea, gather immediate support from key partners, and raise over \$71,000—more than **three times** their original goal.

“The visual appeal of our Classy campaign attracted new and returning supporters to participate in our event, and also gave us the confidence to ask key partners for their support.”

GENEVIEVE RIUTORT

Deputy Director and CDO, Westside Food Bank