



United Way of Lake County (UWLC) is preparing our children to succeed in a changing world by focusing on education and building safe and stable families. UWLC focuses on four key educational programs: Success By 6 Program—prepare for kindergarten; Reading Success Program—read at grade level; Stay in School Program—graduate high school; and the Safe and Stable Families Program—empowering families. UWLC is overcoming reading and educational barriers by reaching children, from preschool through high school, through these key programs. The overall effect and benefits are multiplied by the strong collaboration with agencies and UWLC’s community partners.

CHALLENGE

In some areas of Lake County, 75 percent of incoming kindergartners had no knowledge of books. In order to address these literacy issues, United Way of Lake County (UWLC) teamed up with a local book bank to create “Page it Forward: Lake County’s Biggest Book Drive”. The goal of the book drive was to give 100,000 books to low-income children in Lake County via a summer-long celebration of reading.

AN INNOVATIVE MULTI-CHANNEL CAMPAIGN

Throughout the summer, UWLC hosted six drop off events (three corporate challenges and three community events) where people could donate their new and gently used children’s books. UWLC also encouraged other local organizations and families to start book drives of their own to support the cause.

With such an ambitious target, UWLC decided to put a contemporary twist on the traditional book drive concept by offering several platforms where individuals could “Page it Forward” in their own unique way. In addition to direct mail and e-blast communications, UWLC presented mobile text-to-give options, and created a Facebook page where sponsors donated one book per “like” on the page. To generate a sense of urgency around the drive, the organization also created the “Catch the Truck” peer-to-peer fundraising campaign using Convio Personal Fundraising, where one of UWLC’s employees reached out to friends and family to help her collect as much money in donations as the “Page it Forward” book collection truck did in books that same day.

QUICK SUMMARY

- Launched a multi-channel campaign which incorporated email, direct mail, mobile giving and social media to put a contemporary twist on the traditional book drive concept
- Used Convio Personal Fundraising to allow one UWLC employee to raise money from friends and family; the individual collected \$2,000 in 24 hours
- Created a follow-on personal fundraising campaign that raised more than \$16,000 in five 24-hour periods
- Collected more than 154,000 books over the course of the campaign, exceeding their target by more than 50 percent

“Convio Personal Fundraising helped us to fully realize the power of peer-to-peer to spread the word about our campaign, and tap into the personal networks of our four team champions to raise more than \$16,000 in five days. By the end of the ‘Page it Forward’ campaign, we had collected 154,489 books, exceeding our goal by more than 50 percent.”

RESULTS

Within 24 hours, the employee had collected nearly \$2,000 from 50 different donors. After seeing the success from this “Page it Forward” personal fundraising appeal, UWLC organized another appeal and named it the “Virtual 10K Relay.” Four fundraising champions were identified to raise funds, and had a collective fundraising goal of \$10,000. Each champion was assigned a 24-hour period where they attempted to meet their personal goal before “handing over the baton” to the next champion the following day. The team of champions raised a combined total of more than \$16,000 in five 24-hour periods, surpassing their goal.

By taking such a creative multi-channel approach to its fundraising efforts and leveraging peer-to-peer fundraising, UWLC collected 154,489 books, exceeding its goal of 100,000 books by more than 50 percent! The success of their broad-reaching interactive campaign also brought out the creativity of local individuals who held book parties over the summer, purchased books from the library, and collected books in lieu of presents for birthdays and Bar Mitzvahs. UWLC’s innovation did not go unnoticed by media; the book drive was highlighted in print, on radio, and on Chicago television coverage.

ABOUT CONVIO

Convio is a leading provider of on-demand constituent engagement solutions that enable nonprofit organizations to maximize the value of every relationship. With Convio constituent engagement solutions, nonprofits can more effectively raise funds, advocate for change and cultivate relationships with donors, activists, volunteers, event participants, alumni and other constituents. Convio offers two open, cloud-based constituent engagement solutions: Convio Common Ground CRM™ for small- and mid-sized nonprofits and Convio Luminare™ for enterprise nonprofits. Headquartered in Austin, Texas with offices across the United States and United Kingdom, Convio serves more than 1,500 nonprofit organizations globally. Convio is listed on the NASDAQ Global Market under the symbol CNVO. For more information visit www.convio.com.

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