Qgiv

QGIV CASE STUDY

NuPath Inc.

NuPath sees average amount raised per fundraiser skyrocket after switching from Classy to Qgiv for peer-to-peer events!

ABOUT NUPATH INC.

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Supporting Your Journey
NUPATH INC.

NuPath, located in Woburn, Massachusetts, was founded in 1968. The organization advocates for people with disabilities and provides an array of services, including:

+ Day programs designed to help people transition from school to work, obtain meaningful employment, and live happy, fulfilled, and independent lives.

+ Residential services that offer customized staffing and support to help each client live as independently as possible and become active, contributing members of their communities.

+ Autism programs that address the unique and expanding needs of people living with autism spectrum disorder.

+ Clinical services for people who exhibit challenging behaviors or have a complex array of clinical issues

+ Transportation with flexible schedules to help clients be independent.

In their early years, NuPath influenced the lives of just 35 people a day with only a handful of staff. Today, they support

Fundraising Overview

400% increase
in fundraising dollars per participant

Challenge:

NuPath wanted to find creative ways to expand their fundraising. They needed to:

+ Replace Classy
+ Include registration fees in fundraising goals
+ Inspire participants to raise more
+ Save money

Solution:

Peer-to-Peer Fundraising

more than 430 people daily and have a staff of more than 500.

NuPath and similar nonprofits tend to be a bit bound by their funding sources and dollars, with organizations being predominantly funded by the state. If they're not doing anything beyond collecting those government funds, then they're bound by those dollars to traditional programming.

When their president and CEO, Dan Harrison, assumed the position a few years ago, they were a self-described little nonprofit that did what they could and accepted what people gave them. Dan put the brakes on the agency and said,

> *Wait a minute, we're not a little nonprofit—we're a $20 million agency with 500+ employees! We're not the little engine that could; we're a significant footprint in this space!*
>
> *~ Dan Harrison, President and CEO, NuPath Inc.*

Dan's enthusiasm made everyone realize that not only did they deserve the funds they were already getting, but that they could and should work hard to earn more.

Today, the organization truly holds a thought leadership position in their realm with their progressive programs and fresh ideas. By fundraising and attracting generous donors, they're able to designate funds for unrestricted programming, allowing them to get more creative and be more innovative for people with disabilities.

Each year, NuPath holds a peer-to-peer fundraising walk, appropriately dubbed Walk the Walk, to raise awareness and support the journey of adults living with autism and developmental disabilities. The event has grown significantly year-over-year, consistently exceeding each event's fundraising goal.

When they started the event in 2014, they were using Classy's peer-to-peer fundraising platform, but they quickly realized they needed to find a more cost-effective but still feature-rich platform.

HOW DOES QGIV HELP?

NuPath loves that the Qgiv platform is time-saving, easy to use, and accessible. One of the driving features in switching to Qgiv was the appeal of a feature-rich platform that costs much less. If they had stayed with Classy, they would have had to pay 5-10 times more for a plan that includes all of the event customization options they currently have with Qgv.

They also found that their Classy plan did not offer the ability to include registration amounts in team fundraising goals. Employees were required to go in and manually apply the registration fees to specific teams, which was incredibly time-consuming when working with 300-400 participants! With Qgiv, including registration amounts in fundraising totals is as simple as toggling on the option while setting up your event!

Some of NuPath's favorite features include being able to easily monitor goals via fundraising thermometers and see real-time updates for the overall event and fundraisers. Being able to see the standings very easily on the leaderboards is a big plus.

> *As the event comes to a close, people are constantly refreshing the leaderboards to see where they stand, and I think that's a cool feature.*
>
> *~ Brett Reily, Vice President of Marketing and Communications*

They also appreciate the updates and the ability to immediately thank people and stay high-touch. NuPath saw the average amount raised per fundraising participant skyrocket! In 2014, the average amount raised by each fundraiser on the Classy platform was $90.20. In 2015, after switching to Qgiv, that number went up to $342.24. In 2016, the number went up even more to an incredible average of $510.78 per fundraising participant! (Registration fees were removed from total before calculating.)

Average Amount Raised Per Fundraising Participant

$90.20
2014 with Classy

Switched to Qgiv ≫

$342.24
2015

$510.78
2016

SUCCESS STRATEGIES

The organization attributes the event's increased success to the implementation of peer-to-peer competition—and that is directly from the top down. Their president is all about accountability and getting people highly engaged. Brett has witnessed Dan's hands-on approach:

"Dan will take somebody in an entry-level position or even someone new to the organization, and someone at the executive level and bring them together for a mission. The newcomer to the organization may raise $4,000, while the 25-year veteran might raise $1,000—he really knows how to blur the lines of management and show everyone that they can learn from each other. He's determined to see the organization working together for one cause.

"I've watched him, in such a strategic way, engage an employee in whom he sees maybe a faint sparkle. Dan's goal in peer-to-peer fundraising has always been to create a competitive (but fair) playing field for all stakeholders, but he's quick to identify those that may not rise up without his support."

In addition to friendly competition amongst individual peers, fundraisers separate into teams. Rewards are offered for the top teams, there's an award ceremony, and the organization hosts a big event for the top 50 fundraisers. Those top 50 fundraisers became known as Club 50 this year. One of NuPath's most effective strategies is investing in Club 50 to show that they're valued and appreciated.

> *"They're raising 80% of the funds and they make up only 20% of the fundraisers – call it the perfect 80/20 rule. We realize that this dedicated group of stakeholders deserves continued support and added resources to not only rise to the next level but be role models for those that want to join this elite group! We're dedicated to investing both time and unrestricted donor funds to continue to elevate this important group!"*
>
> *~ NuPath Inc*
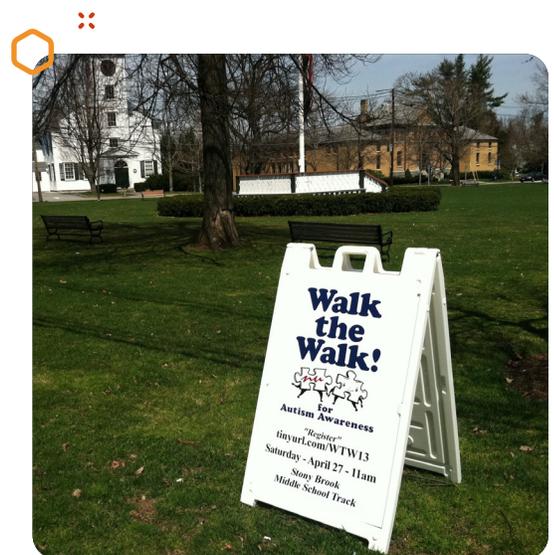
When the organization saw how successful their investment in their top fundraisers was, they knew they had to keep it up! In 2016, NuPath engaged Club 50 members early on to kick off the walk fundraising, and people became extremely competitive as they vied for a spot in the exclusive club. Fostering a healthy sense of competition paid off! In 2015, the number 50 fundraiser raised about $320 dollars; in 2016, the bottom line was $560. The goal for next year's event and beyond is to place Club 50 members as team captains and to have them train other fundraisers.

THE TAKEAWAY

By providing Walk the Walk participants with an easy-to-use, accessible platform with tools that help participants spread the word about the event and thank their supporters, more of the organization's time can be devoted to engaging and encouraging their peer-to-peer fundraisers. Participants can easily track their progress and keep tabs on others' progress as they engage in friendly competition to become a member of Club 50. Here's to many more successful walks!

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