



# Boys & Girls Club of Hawaii Makes Futures \$200,000 Brighter with the Help of Qgiv's Peer-to-Peer Tools

## CLIENT SPOTLIGHT

The Boys & Girls Club of Hawaii exists to enable all young people to reach their full potential as productive, caring, and responsible citizens. While serving a large number of young people aged 7-17, they manage to keep their costs low, charging as low as \$25 a year to be a member. This access to a physical, emotional, and intellectual safe space is invaluable to the community.

## Challenges

Nadia Assaf, Chief Advancement Officer for BGCH, stresses that the biggest issue they (and most nonprofits) face is capacity. She knew the organization needed to be very intentional about making data-driven decisions with the resources they had.

BGCH's previous provider lacked a team-focused fundraising environment and wasn't very engaging for the organization's supporters. The development team was also concerned about switching to a new platform soon before an event, fearing there wouldn't be enough time to launch the new platform and that the learning curve would be too steep.

## Solution

Nadia met with a bit of resistance when proposing BGCH switch from their old provider. Once the team completed an analysis of Qgiv and other platforms, they knew the toolset, engaging features, and ability to reach a wide audience was just what they were looking for.

The Great Futures Day campaign is in its second year. In its first year, BGCH's provider wasn't robust enough for Nadia to want to tell friends about the campaign. It was a lot of work on her end to communicate with friends and family about the campaign.



The Boys & Girls Club of Hawaii opened its doors in 1976. It evolved from a single-room after-school program to what it is today: nine clubs spanning the islands of Oahu and Kawaii that serve 15,000 young people.

"I kept thinking, 'This shouldn't be this hard... and if it's this hard for me, then what about our board members and the people outside the organization?'"

People give to people. I told my team we needed to find something that gives you a thermometer, that makes it easy, connects people so they can see what's going on, offers some healthy competition, and that's fun! Fundraising **can** be fun! That's how we found Qgiv!"

The BGCH staff members are inspired by these words: intentional, inclusive, innovative, integrity, and exponential. They were struggling with how to get the word out about their event while operating on a small budget, and realized they couldn't do it without innovation, which is where Qgiv was able to step in and help them exponentially grow their event. In 2017, they hit \$100,000 almost on the nose, but most of that was thanks to one major donor.

In 2018, they raised \$200,000.\* They decided that segmenting chunks of the goal into "buckets" would work best. In Qgiv, they were able to use the team fundraising functionality to set different goals for different groups. Their board quickly exceeded their goal of \$92,000.



"We wanted 100% board participation and we wanted to reach that \$92,000 goal. They killed it. They reached 114% of that. All because we were able to form teams through Qgiv under the corporate board members. They could send it out to their friends and networks and say, 'Support me, support this great cause.'"

One of BGCH's key values is to have fun. Qgiv's badge system fits perfectly with this mindset, offering a way to gamify the fundraising process, encourage friendly competition, and keep participants engaged.

"We all have that element of play and fun that makes life worth living, especially when it comes to work. Things don't have to be so boring. We can always find ways to make it more engaging!"

Having the badges and the ability to say, 'This person is above me now; I'm gonna' go and get 'em!' was awesome. I can't even tell you how great that was between even just teams. People really took that seriously. They didn't want to lose their badges!"

One feature BGCH was delighted to see donors using was GiftAssist. More than half of their donors used the feature to offset processing fees, which added \$3,064 to their fundraising efforts. During their provider analysis, they noted that transaction fees were slightly higher than with their previous provider, but they decided Qgiv's feature set, including GiftAssist, justified the small difference in cost. Nadia also emphasized that the Customer Experience team contributed to the event's success by offering free, unlimited training, best practice suggestions, and timely responses to inquiries.

Raised \$3,064 more by  
using GiftAssist

"To be successful, you have to be targeted and intentional about what you're going after, and then you set the foundation. That's where Qgiv comes in, because it sets the foundation! For those who don't have the resources or capacity to do all the things you want to do, Qgiv really makes you look good."

Boys & Girls Club of Hawaii will continue to drive participant engagement through Qgiv's user-friendly, easy-to-share platform. With such enthusiastic fundraisers and intentional staff members, they're sure to increase next year's fundraising success!

\*\$138,259 processed online; the remainder was offline donations