



## Peer-to-Peer Event Spotlight: The Lakeland Derby, hosted by Lakeland Volunteers in Medicine



### BACKGROUND

Lakeland Volunteers in Medicine (LVIM) provides free, high-quality medical and dental care to the working uninsured of Polk County, Florida. 95% of LVIM's workforce is comprised of volunteers who believe in the cause and make the mission come to life. LVIM began as a dream of various community leaders and organizations in 1999 and opened its doors on Valentine's Day, 2001.

At LVIM, patients receive doctors' visits, lab diagnostics, lab tests, ultrasound scans, and x-rays. More extensive diagnostics, such as CTs and MRIs, are also available through a network of participating ancillary providers who volunteer their facilities, staff, and professional time at no charge to LVIM or the patients.

Additionally, LVIM operates a full-service pharmacy, funded by United Way of Central Florida, filling approximately 30,000 prescriptions a year.

The Prescription Assistance Program within LVIM secures almost \$3 million of brand name prescriptions for patients at no charge.

### THE EVENT

LVIM's major annual fundraiser, The Lakeland Derby, is fun and unique! The event is free to the community and has become so beloved that it now draws a crowd of 4,000 or more each year. Each year, sponsors and community leaders become jockeys of swan-shaped paddle boats and compete in a race across Lake Mirror in downtown Lakeland, FL.

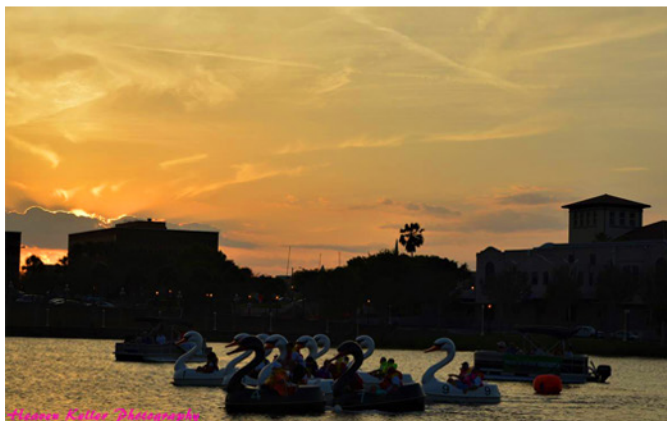
The first Derby was held ten years ago, when LVIM was six years old and had worked out the kinks of being a young organization. They were ready to take a leap into having a signature event. When it began, it was strictly a paddle boat race of sponsors who had committed \$10,000 or more to Lakeland Volunteers in Medicine.

Four years ago, LVIM wanted to add to the revenue stream and see what they could do differently to expand the event and its appeal. They were also looking at an aging donor demographic and wanted to bring in new donors and volunteers to engage with the organization. That's when they started using the peer-to-peer piece of Qgiv's platform. They began recruiting leaders from Leadership Lakeland classes to be jockeys, and over time, they decided to expand that pool of young professionals to those who are engaged in the greater community of Polk County. The jockeys typically raise around \$50,000 each year.

After a morning of setting up the entertainment stage and various tents, things get underway at the VIP party that's held for sponsors and jockeys as a thank-you reception. In the afternoon, live music begins and the event kicks off with the first paddle boat race of local high school students paired with staff members. This doubles as a way to engage younger members of the community!

*"That race is kind of a donor cultivation piece where we're trying to grow up a new generation of folks who will be involved in our cause. They haven't necessarily raised money or paid to be in the race."*

Then the leaders' race happens, followed by the sponsors' race. Races are spread out about every 45 minutes, and in between there's a Derby hat contest going on and super tickets—which are raffle tickets for prizes—are sold. The wonderful community event ends with a spectacular fireworks display over the lake.





## HOW THEY GET THE WORD OUT

Through significant in-kind partnerships with print, radio and online media outlets, LVIM lets the community know about the event. However, what is truly unique about the event is how LVIM leverages partnerships with community leaders in the Leaders of Polk race. For one month, each of the 10 two-member teams creates unique and fun ways to meet their fundraising goals. LVIM supports the teams by giving them full creative control to run their own micro-events, which encourages great community involvement and expands LVIM's donor base.



This year, one of the teams, who called themselves Lakeland's Most Swanted, went with a "jail and bail" theme. It's a tried-and-true fundraising method, but they really went the extra mile by building a marketing campaign around it. They partnered with the local police department and **produced a video** that featured them staging a break-in (with permission of course!) at a key community business that had donated to their team. The police followed them as they broke in and left "thanks for donating" notes, and their fundraising culminated at a local event where they set up a mock jail cell manned by police officers. People could be thrown into the cell and members of the community could donate to bail them out.

Another team, dubbed #Swankiest, sold tickets to a farm-to-table outdoor banquet featuring a meal of locally grown crops served on fancy dinnerware.





One of the teams, Swan With the Wind, had a themed photo shoot and did a great job of customizing their team's fundraising page. They even included what different donation amounts could provide to the people LVIM serves. They also created their own themed awards for donors to use in selfies that exploded on their social media outlets.







## 2017 Lakeland Derby **Swan With the Wind**

### **Our Team Fundraising Page**

**Brian** and **Hannah**

Thank you for visiting our fundraising page! We are so excited to help raise money for an extraordinary organization – Lakeland Volunteers in Medicine. LVIM is a volunteer-run medical clinic that provides free primary health care to the working uninsured of Polk County. Want to know what your donation can do for your community? For every dollar donated, LVIM is able to provide more than \$5 in health care!

Here are some examples of how far your donation can go...

- \$50 provides a diabetic patient the supplies to treat their disease for one month.
- \$450 provides prostate screening for 10 men.
- \$800 provides breast cancer screening for 10 women.
- \$1,150 provides medications for 300 patients for one week!

Our goal is to raise \$20,000 over the next month... that equals about \$100,000 in health care! So, hit that "donate now" button and let's help some people, ok? Thank you so much!

LVIM loves using their own social media account, as well as their network of fundraisers, to get the word out about the Derby. The teams also incorporate their micro-events into their social posts to extend far beyond the reach of what LVIM could do alone.

*“Because of the group of leaders we had, LVIM gained the benefit of expanded social networks. For an entire month, all 20 of those leaders and their networks were talking about The Lakeland Derby and the valuable work LVIM does through their social media channels.”*

*-Alice Koehler, Chief Development Officer*

LVIM did not pay for advertising for their 2017 event, which they admit was a challenge. Through community ties, they managed to have radio spots, ads in a local magazine, a spot on community television, and a commercial made by a local video production company, [which can be viewed here](#).

## WHY THEY LOVE QGIV

LVIM has been using Qgiv since before peer-to-peer events were even an option! They particularly enjoy the help they receive from the Customer Experience Team, and the fact that their suggestions for platform improvement are taken seriously.

*“Customer support has always been great...no one laughs at you when you have a stupid question. You guys are always solution-oriented. I’ve asked a lot of questions and requested things that don’t exist, and over time they come into existence because they’re client needs.”*

*-Alice Koehler, Chief Development Officer*

LVIM relies heavily upon Qgiv’s notification system to stay organized, and they love the fact that each notification contains detailed information and differentiates in the subject line if the transaction is for a peer-to-peer event or a general Qgiv donation form.

They also love that the Qgiv donation process and peer-to-peer platform is easy for their donors and registrants to use.

*“We have a lot of elderly donors and volunteers, and I think it’s really easy for them to use. The way we have it set up, it’s literally just a click of the button. Another great feature is the ability to give recurring donations. It’s simple and easy.”* -Sonia Browning, Development/Special Events Coordinator

## FEATURE FAVES



NOTIFICATIONS



EVENT BUILDER



RECURRING DONATIONS