



Brigance Brigade Foundation Raises Over \$120,000 Using Qgiv's Peer-to-Peer Platform

CLIENT SPOTLIGHT

The Brigance Brigade Foundation was founded in 2007 in the wake of former professional football player O.J. Brigance's ALS diagnosis. The Foundation exists to meet the needs of individuals and families impacted by Amyotrophic Lateral Sclerosis (ALS), a debilitating disease commonly called Lou Gehrig's Disease. While their ultimate goal is a world without ALS, Brigance Brigade Foundation strives to equip, encourage, and empower people living with ALS. They strive to improve the quality of life for people living with ALS, and their families, by providing access to needed equipment, resource guidance, and support services. O.J. Brigance founded the organization with his wife, Chanda. Together, they are bringing hope to those affected by ALS.

Challenges

Brigance Brigade was struggling to find a tool that would allow event registrants to register and fundraise for their peer-to-peer fundraising event, the 5.7K Championship Race. Registrants expressed frustration with a two-step sign up process in which they registered on one website and signed up to be a fundraiser on another. Because signing up as a fundraiser wasn't incorporated into the event signup process, Brigance Brigade was losing potential fundraising participants (and the donors they could attract!) for this peer-to-peer event.

The Brigance Brigade Foundation knew it needed to revamp its event registration and fundraising process to make it intuitive and simple. They researched their options based on the tools they'd been subscribing to and looked for an affordable alternative. They found a perfect event registration and fundraising platform in Qgiv's peer-to-peer tools.

Solution

The Executive Director of the Brigance Brigade Foundation put together a pro/con list and compared the available solutions. She compared her existing tools—Network for Good and RacePartner—against Crowdrise and Qgiv as possible solutions to their registration and fundraising needs.



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Their ideal tool needed to have the lowest up-front cost possible, should allow donors to offset their processing fees, and provide seamless event registration and fundraiser signup in one location. The Brigance Brigade Foundation chose Qgiv because it was the most affordable; allowed donors to offset processing fees; made signup for fundraisers, participants, and sponsors easy; was mobile-friendly; and offered free, unlimited support.

Once they were signed up with the Qgiv system, they created their own custom event form using the drag-and-drop widgets in Qgiv's peer-to-peer platform. They made sure their event allowed participants to register to become fundraisers. Those individual fundraisers were then able to create their own individual and team fundraising pages and customize them. The Brigance Brigade Foundation used Qgiv's GiftAssist option, which allowed donors and registrants to offset the cost of processing fees. To make sure the tool was simple and intuitive, staff at Brigance Brigade asked for feedback from donors and participants.

The Results

The Brigance Brigade Foundation's 5.7K Championship Race fundraiser had a total of 249 individual fundraisers and 50 fundraising teams sign up to raise money to support people living with ALS.



The event raised \$200,00 total, with \$120,309.23* raised using Qgiv's peer-to-peer fundraising tools.

In total, Brigance Brigade processed 1,223 donations through the Qgiv system. The majority of these donations were made online using the event donation form.

366 donors who made a gift using Qgiv's donation forms used GiftAssist to offset processing fees - that's 30% of their donors! This saved Brigance Brigade Foundation \$921.56 in transaction processing fees during the fundraiser.

What's Next?

The Brigance Brigade Foundation has recently wrapped its 2019 5.7K Championship Race fundraiser. They are still using their funds to support people living with ALS, so that they may live every day to the fullest. The Foundation now also uses Qgiv's donation forms for their year-round fundraising.

*The reported \$120,309.23 included registration fees and a combination of online and offline donations manually entered and verified.