

The Sharing Center Raises Over \$355,000 Using Virtual Campaigns

CHALLENGE:

The Sharing Center opened its doors in 1986 to those experiencing hardships and in need of a helping hand. They knew they had to respond to the increased demands resulting from the COVID-19 pandemic. After a large number of layoffs throughout the county, more families than ever were requesting resources, especially food. The Sharing Center needed a way to quickly stock their pantry shelves and raise funds without receiving in-person donations due to social distancing measures. After cancelling one of their large events, they kicked things off by converting it to a seven-day virtual fundraising event. When they realized the crisis was going to last far longer than seven days, they began planning longer-term virtual campaigns.

Raised over
\$355,000

Created
a Virtual
Pantry

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SOLUTION:

The Sharing Center set up a Virtual Pantry using Qgiv’s peer-to-peer platform and its online store feature. They wanted people to feel like they were donating food by experiencing a mock grocery store. The funds raised through the Virtual Pantry are then used to purchase food for local families in need. Within the online store, they set up categories for different types of items, such as household and dry goods. The Sharing Center found it incredibly easy to get set up: they finalized the idea on March 31st and launched it the very next day!

They also converted their Good Samaritan Luncheon into a virtual peer-to-peer board fundraising campaign. Board members who would have been table captains at the in-person event became peer-to-peer fundraisers and reached out to their friends, families, and networks to raise funds for the Sharing Center.

“You guys made everything so user friendly and customizable. It’s very, very easy! It’s such a donor-centric platform. Our Executive Director gets emails from fundraising consultants asking what platform we’re using. We get a lot of questions about how we get our automated receipts sent out!”

*Margaux Pagan,
Marketing & Donor Engagement
Coordinator*



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THE RESULTS:

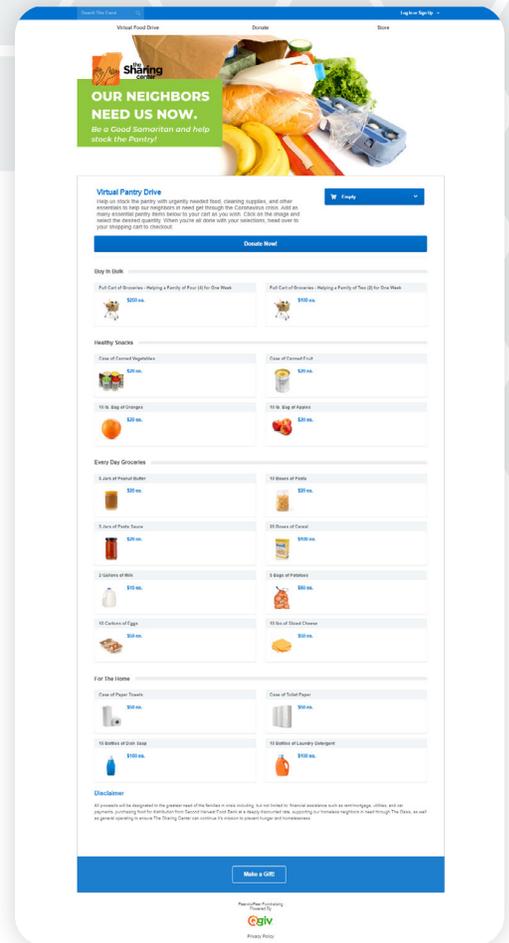
Between the Virtual Pantry and the virtual board fundraising campaign, the Sharing Center raised over \$355,000... with two weeks left to go in their campaign! \$106,000 of the total was processed online through Qgiv. They've acquired a large number of new donors and are thankful for the automatic, customizable receipts Qgiv offers. They've also found that many of their supporters who were previously check or cash-only donors are now making gifts online via Qgiv due to its ease of use.

With the money raised through the Virtual Pantry, the Sharing Center is serving an additional thirty families a day than they usually do.

They were even featured on the local news! You can see their forms in action in this [video](#).

"It was super easy to set up. I went and found pictures of peanut butter, milk, and other items and set it up to look like an actual grocery store and segmented it in categories. We set it up on March 31st and launched the next day!"

*Margaux Pagan,
Marketing & Donor Engagement Coordinator*



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