

Boys & Girls Club of Hawaii Makes Futures \$250,000 Brighter with the Help of Qgiv's Peer-to-Peer Tools

CHALLENGE:

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. But her development team was also concerned about switching to a new platform so close to an event, fearing there wouldn't be enough time to launch the new platform and that the learning curve would be too steep.



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: nice clubs spanning the islands of Oahu and Kawaii that serve 15,000 young people.

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 were just what they were looking for.

"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."

Nadia Assaf, Chief Advancement Officer

Boys & Girls Club of Hawaii was pleased with the fundraising results of their Great Futures Day campaign. Switching to Qgiv made it easier for people to fundraise and donate, which resulted in a 100% year-over-year growth from their fundraising total pre switch. In 2017, they were only able to reach their \$100,000 goal mostly because of one major donor. In 2018, upon switching to Qgiv, the organization was able to raise \$200,000 - that's twice what they raised the year before! **2019 Update: BGCH set their goal at \$250,000 for their 2019 Great Futures Day. They achieved 100% of their goal!**

"We wanted 100% board participation and we wanted to reach that \$92,000 goal. They killed it. They reached 114% of that goal."

"They were able to send messages through Qgiv to their friends and networks and say, 'support me, support this great cause.'"

Profit pre- and post-switch

2017: \$100,000
2018: \$200,000
2019: \$250,000

 **100%**
year-over-year increase in profit after switch

"I told my team we needed something with a thermometer, that makes it easy, connects people, and that's fun! That's how we found Qgiv!"



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One of BGCH's key values is to have fun. Qgiv's badge system fits perfectly with this mindset, offering a way to gamify fundraising.

"We all have that element of play and fun that makes life worth living, especially when it comes to work...Having the badges and the ability to say, 'This person is above me now; I'm gonna' go and get 'em!' was awesome. They didn't want to lose their badges!"

Overall, switching to Qgiv helped BGCH exceed the fundraising expectations of their Great Futures Day campaign and Qgiv's tools met the needs of the organization and made it easy for their supporters to give.



Bright Idea: Boys & Girls Club of Hawaii made their overall fundraising goal more attainable by breaking their main fundraising goal up into smaller "buckets" by setting different goals for different groups.

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