

Ronald McDonald House Charities of the Bluegrass Raises Over \$6,000 With an Impromptu Virtual Gaming Event

CHALLENGE:

Ronald McDonald House Charities® (RMHC®) of the Bluegrass is a nonprofit, 501 (c) (3) corporation that creates, finds, and supports programs that directly improve the health and well-being of children and their families.

Because of the pandemic, Ronald McDonald House Charities of the Bluegrass had to cancel an annual in-person event they relied on to support their programs. Rather than let this setback negatively impact their work, they decided to embrace one of their core values, innovation, and create a new opportunity to replace their cancelled event. They knew they wanted to host a virtual peer-to-peer fundraiser, but they lacked a platform to raise funds on during the event. They only had six weeks to be trained on peer-to-peer tools, plan their event, and recruit event participants. They had to work quickly to make their event successful.

Virtual
Gaming
Event

122% of
Fundraising
Goal

SOLUTION:

Development staff immediately researched and compared peer-to-peer solutions that could help make this virtual event profitable. After weighing their options, they decided to use Qgiv's peer-to-peer platform to manage their virtual event. The decision came down to cost, plan flexibility, and positive feedback from other Ronald McDonald House Charities who used Qgiv's peer-to-peer tools.

They quickly went through the onboarding and training process and got to work setting up their Givers & Gamers virtual event. Inspired by the company Extra Life, RMHC of the Bluegrass invited gamers to livestream their gameplay and solicit donations for RMHC of the Bluegrass while they played.



While setting up their event, RMHC of the Bluegrass was impressed by the customization options available to them.

"I love the level of customization Qgiv offers, down to the emails individual participants can send! That is so clever and is very useful."

Chelsi McDonald, Director of Development and Communications.



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They put the event in the RMHC brand colors, changed the font to Courier New for a computer gaming look, used widgets to highlight different aspects of their event, and even added a custom tab on their peer-to-peer event to host an FAQ section linking to valuable resources for participants. Because they were new to Qgiv's peer-to-peer tools, they relied on the customer support team to ensure their page was set up correctly. They appreciated the support team's fast and personable responses to their questions because of the short timeframe allotted to creating and launching the event.

Once the event page was live, they reached out to their donors via email asking them to take part in their virtual event.

"I LOVE the customer support! It was hands down the very best support I've received in my ten years of nonprofit work."

*Chelsi McDonald,
Director of Development and
Communications.*

THE RESULTS:

The event attracted 29 participants playing both video games and analog games. Participants could sign up to play Dungeons and Dragons virtually or could choose to livestream playing video games.

This event was highly visual. Participants made videos, livestreamed their game play, and actively promoted their endeavors on social media. The effort put into making their efforts visible to their social network and the gaming community resulted in 131 donations made to participants in support of the event.

Despite being a virtual event, participation was made easy and accessible thanks to the information shared in the FAQ section of the event page. This resulted in a 13-year-old participant becoming the top fundraising participant of the event. The boy and his mother valued the work RMHC of the Bluegrass did and worked hard to keep their programs going during the pandemic. They raised more than \$1,600 because of the effort they put into fundraising.

Overall, the event exceeded its \$5,000 fundraising goal by 122%. Their first virtual event, which they put together quickly, raised \$6,125 for Ronald McDonald House Charities of the Bluegrass. Given the success of this event, development staff at RHMC of the Bluegrass are looking forward to hosting this event again and are planning additional virtual events using Qgiv's peer-to-peer tools.

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