



Junior Achievement of Southeast Texas Grows Fundraising More Than 220% With Qgiv

CLIENT SPOTLIGHT

Junior Achievement of Southeast Texas is one of 109 local JA Areas across the nation. They're dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their futures, and make smart academic and economic choices. Junior Achievement's programs—in the core content areas of work readiness, entrepreneurship, and financial literacy—ignite the spark in young people to experience and realize the opportunities and realities of work and life in the 21st century. Junior Achievement started as an after-school program but expanded to offer both after-school and in-school activities in the 1970s. Last year, Junior Achievement of Southeast Texas, with its team of 13,637 volunteers, reached 327,602 students in their service area.



Challenges

50% or more of Junior Achievement of Southeast Texas' revenue comes from a single event. Their bowl-a-thon event is a massive fundraiser that makes up most of the organization's fundraising efforts each year. Junior Achievement of Southeast Texas finds much of their bowl-a-thon fundraising success comes from choosing unique event themes and partnering with area companies. Each company gets its own peer-to-peer event form, and each company recruits participants who fundraise as part of their event participation. With so much riding on this single event, insufficient fundraising results could lead to needing to add additional fundraisers or potentially scale back their program offering—which would negatively impact the students in their service area.

In 2016, Junior Achievement of Southeast Texas was fundraising with an online donation platform called Intelis. Intelis wasn't producing the results the organization needed to meet the needs of the area they served. They knew their bowl-a-thon event had the capacity to raise a lot of money to fund their programs. In 2016, despite the event raising \$377,458, they weren't satisfied with their online fundraising performance. Junior Achievement of Southeast Texas felt their online donation platform was holding them back because it made it hard for people to fundraise. With a current reach of over 300,000 students, a lot of resources are required to sustain their programming, so the fundraising need is great. Recognizing that they were falling short of fundraising goals, Junior Achievement of Southeast Texas sought out a different online donation platform that would help them raise more. They turned to Qgiv's peer-to-peer tools.

Solution

Junior Achievement of Southeast Texas signed up with Qgiv and got to work creating online donation forms for their bowl-a-thon events. Stephanie Canahuati, the Special Events Manager of Junior Achievement of Southeast Texas, found Qgiv's tools made it easier for companies participating in the event to raise funds for their programs. "The main purpose we have for Qgiv is the bowl-a-thons," Stephanie said. "It makes it easy for us to create this unique, personalized website for each company. And it's easy for them to use it to actually get funds."

The ease of use for both nonprofits and peer-to-peer fundraising participants made it possible for Junior Achievement of Southeast Texas to grow their event and raise more than they had with Intelis in 2016. Because Qgiv offers unlimited peer-to-peer donation forms, Junior Achievement of Southeast Texas can make each company its own form. This makes it easy to track how much each company is raising. When the nonprofit needs to compile their event data, the event coordinators can quickly pull and download different transaction and event reports.

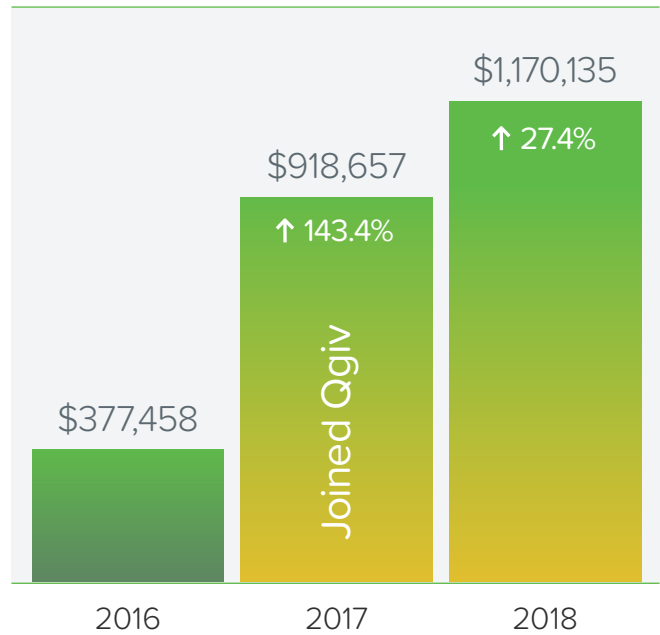
The Results

Their 2016 event using Intelis raised \$377,458 dollars.

When they switched to Qgiv in 2017 they saw their donations grow exponentially. They processed \$918,657 online through Qgiv. This is a 143.4% increase from what they had raised with Intelis in 2016.

Junior Achievement of Southeast Texas has continued to see their fundraising success grow year-over-year with Qgiv. In 2018 they raised \$1,170,135 online with Qgiv. This was a 27.4% increase over their first year with Qgiv.

The switch from Intelis to Qgiv after their 2016 fundraiser resulted in Junior Achievement of Southeast Texas growing the amount they've been able to fundraise with their bowl-a-thon event. Simplifying the giving process made it possible for companies to raise more funds for Junior Achievement. The ability to take online gifts is important for Junior Achievement of Southeast Texas because, as Stephanie realized, "People don't always like to donate cash." A simple donation form made a world of difference when it came to the organization's ability to raise more funds.



Looking forward, they're interested in adding sub-events within their peer-to-peer fundraisers. These are mini fundraisers that take place at events to raise even more funds. They're also interested in using Qgiv's auction tools for the silent auction portion of their gala event.