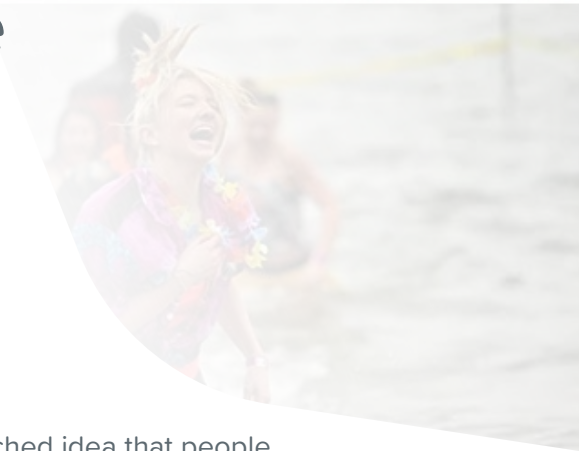




QGIV CASE STUDY

Event Spotlight: Purple Plunge



+ + ABOUT

Purple Plunge started with the far-fetched idea that people would love to jump in the ice-cold water of Lake Zurich, Illinois and raise money to fight cancer. A group of volunteers and key members of the community worked together to make the 1st Annual Purple Plunge a reality on March 15th, 2014. On that day 50 brave souls took the plunge into Lake Zurich through more than two feet of ice and raised over \$11,000 for the American Cancer Society.

Before becoming a 501(c)(3), Purple Plunge would hear from participants, donors, and sponsors that they love the local feel and involvement from the entire community. Purple Plunge has been about local community from the beginning. The feedback they received and the generosity that was shown towards local cancer survivors guided Purple Plunge's decision to keep the fundraising local and give back to those in their community that are fighting cancer.

In 2016 Purple Plunge incorporated and received their 501(c)(3) Non-Profit Charity status so they could drive their mission home. 2017's 4th Annual Purple Plunge was the first year that the money raised made an immediate impact on those fighting cancer most in need of support in their community.



OVERVIEW

348%

INCREASE IN DONATIONS
RAISED OVER TWO YEARS

Solutions:



Peer-to-Peer Fundraising



Event Builder



Card Readers



MISSION

Purple Plunge's purpose is to raise awareness, provide aid, and support to cancer survivors, their families, and caregivers on a local and global level.

WHY PURPLE?

The color purple represents all types of cancer. The purple hue on the skin of plungers is a reminder of the suffering that cancer causes not only to those diagnosed, but their caregivers, family, and friends. Purple has always represented power and the Power of Community is what will let those fighting cancer take back their lives and focus on healing.

THE EVENT

Purple Plunge makes sure there's plenty to do at their event to make it appealing and fun for everyone. Before the plungers take their icy dip in the lake, there's a costume contest run by a high-energy announcer, with the crowd cheering for their favorites. There's also a silent auction before everyone goes in. Once everyone has emerged from the lake, the crowd heads up to a large canopy area to take part

in a post-plunge party and open auction. This year, one of the most interesting and popular prizes was a dinner for 20 cooked by a celebrity chef. The whole event lasts about four hours in total.

The pictures speak for themselves—Purple Plunge looks like a blast!



HOW WE HELPED

Since the success of the 1st Annual Purple Plunge, the event has grown to over 180 plungers, raising almost \$50,000 in 2017—that's 123% of their fundraising goal!

The folks at Purple Plunge love how easy it is to use Qgiv's peer-to-peer platform. They particularly like the ability to set up teams and that teams can add personality to their pages. After telling their stories and adding pictures or video, teams can then promote their pages by sharing them on various social media platforms. One of the most appealing aspects of Qgiv for Purple Plunge is the ability to allow people to share their fundraising pages online to the different social media platforms in order to build awareness.

They also like the motivation that leaderboards provide—they really get teams out there to get other people involved with Purple Plunge. Fostering

a sense of friendly competition can really up the amount you raise!

Another great way Purple Plunge used Qgiv to make their event go smoothly was by utilizing card readers and the Mobile Virtual Terminal. They also used card readers in conjunction with the Virtual Terminal and peer-to-peer store to sell event merchandise.

"The card readers worked great. I was a little nervous, but we collected quite a bit through swiping on the iPhones! That was a nice surprise! It worked very well and cleanly.

Overall, we were really impressed with Qgiv. Everything worked great and the customer service was fantastic!" – Steve Shadrick

TIPS

Looking for supporters? They're all around you!

Purple Plunge really uses their networking power to get people involved. In the tight-knit community of Lake Zurich, the organization partners with local businesses and even students. They work with numerous groups at the local high school, which is a great source of volunteers and event participants.

Check your focus!

Keeping it local really works in Purple Plunge's favor. Have you ever considered that your umbrella might be too broad? By narrowing their focus and supporting local cancer patients, Purple Plunge gained some serious support from locals! Their 2017 goal was set 25% higher than 2016's...and they absolutely blew it out of the water (pun intended)!

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