



QGIV CASE STUDY

American Logistics Aid Network



OVERVIEW

RAISED
\$84,000
IN JUST 12 HOURS

UTILIZED A TEXT
FUNDRAISING CAMPAIGN
FOR QUICK AND EASY
DONATIONS

Challenge:

- + During the annual Council of Supply Chain Management Professionals, American Logistics Aid Network was offered an impromptu 24-hour fundraising challenge.
- + They needed visually-compelling, mobile-optimized donation forms and text fundraising tools to fully capitalize on this exciting opportunity!

Solution:



Donation Forms



Text Fundraising

+ ABOUT

American Logistics Aid Network is an industry-wide organization that exists to provide supply chain assistance to disaster relief organizations (and other non-profits). They do this by bringing the expertise and resources of the logistics industry together with non-profit disaster relief organizations so they can help solve their most pressing supply chain challenges immediately after disasters strike. They also recognize the vital importance of efficiency, as studies have shown that up to 80 percent of humanitarian organizations' crisis spending is directed towards logistics, and up to 40 percent may be wasted simply because these organizations don't have the right supply chain equipment, knowledge, or connections at their disposal.

In the end, their goal is to help non-profit organizations accomplish far more, logistically, than they could on their own. In this way, they multiply the good their missions do, and more survivors get the assistance they need.



CHALLENGE:

When Kathy Fulton stepped onto the stage of the annual Council of Supply Chain Management Professionals, she only intended to show them a brief video and to thank them for supporting the American Logistics Aid Network (ALAN). She shared with attendees how their support had helped move and distribute millions of pounds of food, water, and other supplies over the years. She could not have anticipated that her speech would lead to a whirlwind fundraising effort that raised almost \$84,000 in 12 hours.

Fulton finished her speech and was followed by Dave Clark, the senior vice president of worldwide operations from Amazon and the conference's keynote speaker. Clark challenged conference attendees to raise \$25,000 for ALAN, and said that Amazon would match their contributions. He gave them 24 hours to reach that goal.

Conference-goers were enthusiastic about the challenge, and Fulton sprang immediately into action. "The speech happened at 10:00 a.m., and by 10:00 p.m. we had already exceeded our goal," said Fulton. Amazon donated an additional \$25,000 to the nonprofit during the fundraising period.

SOLUTION:

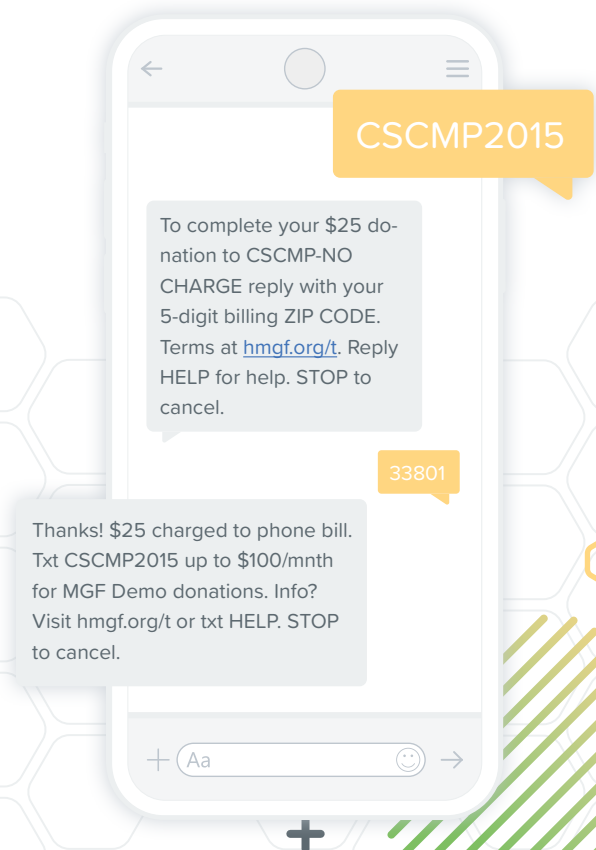
Fulton relied partially on Qgiv, a fundraising platform that lets donors give with their smartphones, to process some of the donations she collected that day.

"People may not carry their checkbooks anymore, but they do carry their credit cards."

Kathy Fulton, Executive Director, American Logistics Aid Network

She said that her partnership with Qgiv helped her process about \$13,000 in that 12-hour period, including donations that people made online with their cell phones and donations that she took herself on her phone.

Fulton's fundraiser highlights an important fact about fundraising in today's technology-focused society. Nonprofits must be able to respond to unexpected challenges, and they need to be able to cater to donors who don't use traditional giving methods like cash and checks. Luckily, Fulton had already prepared herself to take donations any time the opportunity arose; she had built a responsive donation page that could be accessed from any device, used a fundraising platform that let her take donations on her own phone, and had set up a text giving keyword that let donors initiate the donation process by sending a text message.





THE RESULTS:

In today's on-the-go society, donors want the ability to give quickly and easily, and they don't often carry cash or cards. Having the right tools will let you capture your donors' enthusiasm wherever you are, whether they're in front of their home computer, browsing your site on their mobile phone, or changing the world at a conference.

"The speech happened at 10:00 a.m., and by 10:00 p.m. we had already exceeded our goal,"

*Kathy Fulton, Executive Director,
American Logistics Aid Network*

RAISED
\$84,000
IN JUST 12 HOURS

UTILIZED A TEXT FUNDRAISING
CAMPAIGN FOR QUICK AND
EASY DONATIONS



Explore the full suite of digital fundraising tools



Donation
Forms



Text
Fundraising



Integrations
& Reports



Peer-to-Peer
Fundraising



Auctions



Event
Registration



www.qgiv.com



support@qgiv.com



888.855.9595