



QGIV CASE STUDY

Catholic Charities of the Archdiocese of Denver

+ ABOUT:

Catholic Charities of the Archdiocese of Denver has been serving Northern Colorado since 1927. They serve thousands of people each year in three interlocking areas: Women's Services, Family and Child Care Services, and Housing and Shelter Services.



OVERVIEW

INCREASED DONATIONS BY

500%

WITH PEER-TO-PEER

Challenge:

- + Catholic Charities of the Archdiocese of Denver was processing donations for their annual *Ride the Rockies* event via PayPal, but doing so directed donors away from the charity's website and there was no way to intuitively direct donations to specific riders during the event. They needed:
 - ✓ Unlimited, customizable event pages that are easy to use
 - ✓ Seamless website integration
 - ✓ Simple, targeted donations to individual teams or riders

Solution:



Peer-to-Peer Fundraising

CHALLENGE:

Every year, Catholic Charities in the Archdiocese of Denver manages one of their biggest fundraisers. A small group of dedicated cyclists raises money for the Samaritan House homeless shelter by participating in Ride the Rockies, a week-long bicycling trip covering hundreds of miles in Colorado's Rocky Mountains. The Catholic Charities' Team Samaritan House has participated in the event for the last 5 years, and has raised money that's critical to the shelter's mission to feed and house those experiencing homelessness.

When the agency started raising money through the Ride the Rockies event, they set up their fundraising system through PayPal. The basic features made raising money for the riders a challenge. "It wasn't very cohesive," said Marketing Coordinator Vanessa Chavez. She explained that the fundraising platform didn't integrate with the Charities' website, so they had to direct potential donors away from their site to a different one. Donors would then make

a donation to the general event; if they wanted to support a specific rider, they could clarify their choice only by leaving a memo during the donation process. Despite those obstacles, the Team Samaritan House and Catholic Charities Archdiocese of Denver raised nearly \$20,000.



SOLUTION:

The agency switched their online fundraising to Qgiv, a company specializing in seamless, user-friendly donation forms. The same year, they decided to use Qgiv's peer-to-peer platform to run their Ride the Rockies fundraiser. They noticed an immediate difference.

The first big difference the agency noticed was that peer-to-peer could be implemented and linked to their website.

"Having the ability to run the event on our site and directing everyone to our website was a huge help for us,"

- Vanessa Chavez, Marketing Coordinator, Catholic Charities of the Archdiocese of Denver

Riders were also able to build their own personal fundraising pages, complete with their own pictures, stories, and appeals for support. Donors no longer had to donate to a generic page and write in a memo to credit one particular rider; they could visit the rider's own donation page and give directly to them.



THE RESULTS:

Using peer-to-peer had a huge impact on the agency, both on its resource development department and the homeless shelter they supported. “The system was very easy,” said Chavez — and it was profitable, too. In the agency’s first year on the peer-to-peer system, Team Samaritan House raised over \$40,000 — an increase of over 100%.

The event’s success with the peer-to-peer system excited the resource development team and the riders alike. With one peer-to-peer fundraiser under their belt, the fundraisers at Catholic Charities Archdiocese of Denver set their sights even higher. They set out to raise \$115,000 during the next Ride the Rockies — and they succeeded. “We’re very fortunate to have great supporters riding for us,” said Chavez. “That year was a complete success because of our wonderful riders and an efficient online system.”

In the space of three years, Catholic Charities in the Archdiocese of Denver accomplished a 500% increase in donations raised through their participation in Ride the Rockies, aided by the creativity of their resource development department and their use of the peer-to-peer platform. Chavez anticipates that her department will continue to experiment with new fundraising limits, new cycling distances, and new strategies. But one thing won’t change — the agency will continue to use peer-to-peer for their social fundraising.

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DONATIONS BY

500%

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“We’re really trying to reach out and try new things ... And sometimes new things work, and sometimes they don’t. Qgiv worked.”

- Vanessa Chavez, Marketing Coordinator, Catholic Charities of the Archdiocese of Denver

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