



QGIV CASE STUDY

Disability Rights Washington



+ ABOUT

Disability Rights Washington, a private non-profit and the designated Protection & Advocacy Agency (P&A) for people with disabilities in Washington founded in 1972, is the only state-wide organization advocating solely for the rights of people with ALL disabilities, including physical, sensory, intellectual, developmental, learning, and psychiatric disabilities, traumatic brain injury, and chronic illness. Their mission is to advance the dignity, equality, and self-determination of people with disabilities. They work to pursue justice on matters related to human and legal rights.

Led by and taking direction from people with disabilities, Disability Rights Washington uses a variety of advocacy tools to creatively change systems, equip disabled people to advocate, and build intersectional, cross-disability power by organizing across Washington to break barriers that impede equal opportunities and to promote diversity and inclusion. Disability Rights Washington provides critical services - legal, public policy, and social media/video advocacy - to the more than 1.7 million Washingtonians with disabilities.



OVERVIEW

RAISED OVER
\$105,000
WITH PEER-TO-PEER & AUCTIONS

Challenge:

- + Disability Rights Washington was on the hunt for a new online fundraising platform in preparation for their upcoming virtual fundraising event, Breaking Barriers. They needed:
 - ✓ Data in one place
 - ✓ Customizable event pages that are easy to use
 - ✓ An integrated thermometer to help drive engagement
 - ✓ Straightforward auction platform
 - ✓ Cost-effective pricing
 - ✓ Accessible interface for a variety of users that may have sensory disabilities

Solution:

-  Peer-to-Peer Fundraising
-  Auction Fundraising



CHALLENGE:

Disability Rights Washington was on the hunt for a new online fundraising platform in preparation for their upcoming virtual fundraising event, Breaking Barriers. They thought carefully about elements that were important to them when it came to selecting a new fundraising platform: customizable event pages that are easy to use with page tabs that make it easy to organize event information, integrated thermometer, integrated peer-to-peer platform, a straightforward auction platform, cost-effective pricing, and an accessible interface for a variety of users that may have sensory disabilities.

Their upcoming event would need an event website, a virtual silent auction platform, and peer-to-peer component. However, the platform they were using at the time required two different systems that were not integrated and lacked an integrated thermometer. What's more, those two systems didn't speak to each other, which complicated their processes on the back end. Not only did this create a challenge for reporting, but it also limited their ability to pull the data they needed to thank their supporters in a timely manner after the event.

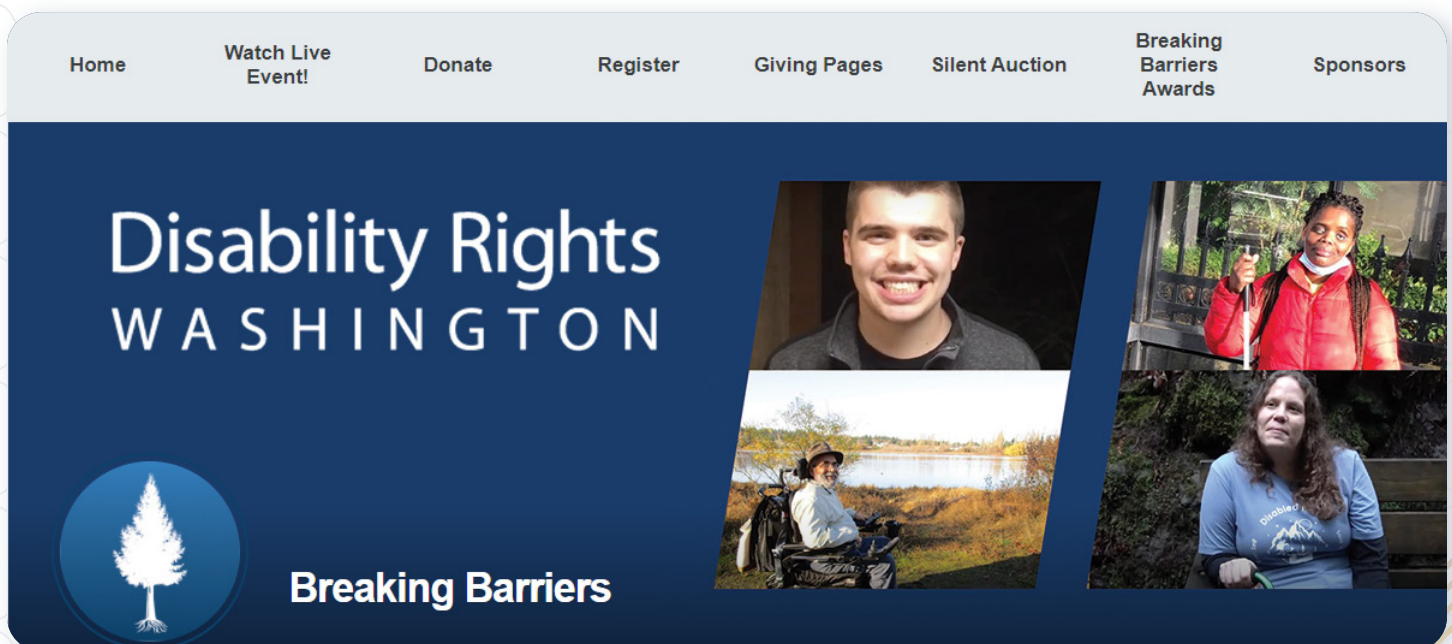
Additionally, they felt their current platform was outdated and wasn't conducive to customization, and the peer-to-peer website was not user-friendly. They wanted pages that were more aesthetically pleasing and easily customizable. Another top priority was customer service and support leading up to and

during their event to ensure everything was smooth, not only for staff, but also for event supporters.

To keep participants engaged and motivated to give, the Disability Rights Washington team identified that having an accurate fundraising thermometer that updated in real time would be a key visual element for their virtual event. They also determined that embedding the livestream of their event on their event's webpage would be beneficial. They couldn't accomplish this with their previous platform, so they had to redirect participants to another site to view the livestream.

To ensure all community members could participate and be included in the event, Disability Rights Washington needed to ensure that any new platform would have an accessible interface. It needed to be easy to integrate several different accessibility components to ensure their virtual event's livestream and supporting event pages were as inclusive as possible for the community they serve.

For example, to aid low-vision users, it's crucial that the font on event pages is large enough and that the contrast of the pages is sufficient. Disability Rights Washington's Breaking Barriers event employs several strategies to improve access and inclusion so all community members can participate and enjoy the event and support the organization.



“Support was very important. I wanted to make sure that we had support leading up to and during the event. The support was excellent... you all were very, very responsive, and Windy went above and beyond.”

- Stacie Berger Siebrecht, Director of Strategic Partnerships

Additionally, the team really appreciates Qgiv’s flexibility when it comes to pricing. The team can add and remove packages as they see fit and pay for what they need, when they need it.

What about accessibility for the event pages and the event livestream? This was on the top of the list for Disability Rights Washington. The team prioritizes creating a truly inclusive experience, contemplating several event elements. In this virtual event, Disability Rights Washington included live captioning through StreamText, and American Sign Language interpretation by a Certified Deaf Interpreting team that was visible throughout the course of the livestreamed, embedded video.

For low vision users, all event speakers and videos include audio descriptions that provide a verbal description of what is displayed on the screen, painting a picture of the visual information in the event. Also, they provide written transcripts after the event for supporters. Disability Rights Washington has more information on steps that any organization can take to be inclusive, and they advise looking into their Rooted in Rights campaign, #AccessThat, to get more information on how to ensure any media that’s produced is accessible, available at www.rootedinrights.org/accessthat.

We know that Qgiv made it possible for the Disability Rights Washington team to embed their inclusive, livestreamed event video right on their page thanks to the content and video widgets. The Disability Rights Washington team received additional feedback from a supporter with low vision after the event that the Givi App was easy to use! Also, the Qgiv event sites and interface are easy to navigate, which adds to the accessibility component.

THE RESULTS:

Disability Rights Washington’s Breaking Barriers auction and peer-to-peer event raised more than \$105,000! The team received positive feedback regarding accessibility as a whole, and thanks to Qgiv’s easy-to-use platform that comes with amazing customer support, the Disability Rights Washington team is already looking forward to their next Breaking Barriers event.

They’ve also come to realize that, even though they hope to be able to host a more traditional in-person event next time, keeping some virtual components within a hybrid event model will continue to foster an inclusive event for all!

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