

CASE STUDY: CausePilot Transforms Corporate Fundraising

A Tale of Innovation and Impact

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UNDERSTANDING THE PROBLEM:

Organizing employee fundraisers for a large company can be tricky, especially when employees are in different places. Making these types of fundraisers engaging and successful becomes a real challenge. That's where CausePilot steps in to make things easy and enjoyable.

Corporate Event Planners entrusted with orchestrating the company's annual employee fundraising program often grapple with a common dilemma - How do we adapt traditional nonprofit-focused fundraising software to suit the dynamic and unique needs of their company. This challenge becomes particularly pronounced for corporations boasting thousands of employees spread across diverse locations. The task of organizing an engaging, seamless, and successful fundraiser in such a scenario is nothing short of Herculean.

CAUSEPILOT'S EXPERTISE IN SOLVING THE PROBLEM:

Let's dive into the stories of two companies, each facing distinct challenges. We'll explore how each found solace and success with CausePilot. We'll explore how a technology giant and a healthcare services provider discovered how CausePilot could work it's magic to transform their annual fundraisers, increasing the success while improving the overall experience for their employees and their event planning team.



AT A GLANCE

PROBLEM

- Unique fundraisers
- Static software
- Significant workload

SOLUTION

- Unique & streamlined fundraisers
- Customized software
- Minimize workload



DONNA LYNNE

Founder & CEO

For over 10 years, our company has worked with fundraisers around the country to raise millions.. Now, we're helping companies customize their philanthropic projects, further expanding the positive impact on our communities.

Fortune 500 Tech Company: Elevating an auction to new heights

This technology behemoth originally embarked on their own in-house auction platform for their annual employee fundraiser. However, the endeavor spiraled into a morass of management issues, exorbitant costs of time, and operational challenges. Determined to find a comprehensive solution, they scoured the market for a fundraising software platform that aligned with their scale and unique needs.

Enter CausePilot - a dynamic platform that not only met the technology company's expectations but exceeded them on every front. The pivotal factor was CausePilot's unparalleled flexibility. Unlike static fundraising platforms, CausePilot's software could be molded and customized to seamlessly integrate with the technology company's own servers and login process, adding a level of trust and streamlining the experience for employees. They typically auction a diverse array of items - ranging from cutting-edge tech products of their own making to items generously donated by executives.

What truly set CausePilot apart was not just their platform but their unwavering commitment to outstanding customer service. CausePilot didn't just offer a solution; they became partners in the success of the technology company's annual fundraisers. Over the course of several years, the company has consistently hosted successful fundraisers, raising between \$250k and \$450k each year for the homeless in their community. The software's ability to engage employees globally has become the cornerstone of their fundraising triumph.

Healthcare Services Company: Crafting successful experiences

The healthcare services company faced a different set of challenges with their previous fundraising software – inflexibility. Their unique style of activity-based fundraising, involving "grams," special raffles, virtual activities, and merchandise sales, didn't align with the rigid structure of a traditional nonprofit alighted platform.

Enter CausePilot, offering a tailored solution to fit their round peg into a square hole. The company now enjoys a seamless and dynamic fundraising experience, where employees can easily participate in various activities, purchase items, and contribute to the community. The ability to customize the software according to their needs has allowed the healthcare services company to continually refine and enhance their fundraising initiatives. They have raised between \$300k to \$400k annually to support volunteering passions among their employees and contributions to nonprofits engaging in humanitarian efforts around the world.

In addition, the small team that runs this philanthropic event has continued to work with CausePilot as their partner to streamline the fundraiser and minimize the workload and activities that they previously managed manually. It's a win for the employees, a win for the event planning team, and a win for CausePilot to further their goal of impacting communities.

