



CASE STUDY

How Student ACES for Leadership reached new heights with Bonterra's Jumpstart program.





THE CHALLENGE

Student ACES for Leadership, an organization dedicated to inspiring and developing high school student-athletes to become men and women of character and integrity, needed to build a base of individual donors and increase special event revenue.



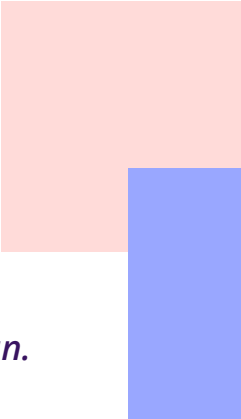
In order to expand services into a new county and serve an additional 1,500 student-athletes, Student ACES for Leadership needed to up their fundraising game. They simply could not raise enough money to expand by relying on grant funding alone. They needed someone to help them come up with a plan and the tools to begin raising money online and build relationships with donors.

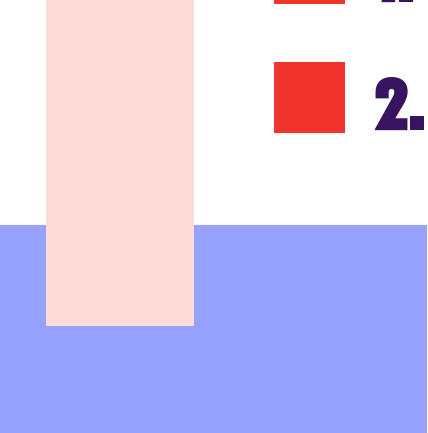


THE STRATEGY

Through the partnership between Bonterra Donor Engagement's Guided Fundraising solution (formerly Network for Good) and the Children's Services Council of Broward County, Student ACES for Leadership enrolled in the Bonterra's Jumpstart program.

Krissy Webb, Executive Director of Student ACES for Leadership, set two goals:

- 
- 1.** *Double the amount raised from the annual banquet.*
 - 2.** *Acquire at least 75 new donors before the year-end campaign.*
- 



Though she was new to fundraising, donor communications, hosting highly profitable special events, and conducting multichannel appeals, Krissy worked hard to incorporate all she was learning from the Jumpstart program.



We didn't raise money from individual donors for the first few years, so I wasn't familiar with fundraising. The biggest growth area has been building a base of small individual donors. I learned an incredible amount, organized our donor data, improved our donor communications, hired two staff members, added two new board members and launched a successful capital campaign—all in 12 months.

Our fundraising success has allowed us to launch programs on more campuses in low-income areas, helping thousands of student-athletes thrive in South Florida!”



Krissy Webb | Executive director,
Student ACES for Leadership

THE RESULTS

\$59,127

Raised

*while enrolled in
Jumpstart*

\$600,000

*of multi-year grant
funding secured
to expand
programming*

101

New donors

*acquired during
the program*

1,500

Additional

*student-athletes
served*

Krissy engaged her board to sell tickets to their Champions of Character event. She recruited and prepared some of her student-athletes to give powerful testimonials during mission moments. Through persistent follow-up and inspiring in-person testimonials from students that included a passionate appeal for support, Krissy raised an additional \$10,000 within 30 days of beginning Jumpstart.

Krissy coached and energized her board to solicit donors via email, direct mail appeals, and on social media, and she tracked her progress via the Bonterra Guided Fundraising solution's all-in-one donor management dashboard.





With the critical services many of our small and emerging nonprofits are providing, we believe it's important to ensure they have the skills and resources to sustain their programs for the long haul.

Jumpstart pays for itself. The return on investment greatly exceeds the amount contributed by funding partners with benefits that extend well beyond the duration of the program.”

Adamma Ducille | Assistant director of training and capacity building,
Children's Services Council of Broward County

Congratulations, Krissy! The future is bright for Student ACES for Leadership, and we can't wait to see what they do next.

To learn more about Bonterra's Jumpstart capacity building program, visit [here](#).