

CASE STUDY

How the FOOD Pantry of Waukesha County exceeded goals with board fundraising.





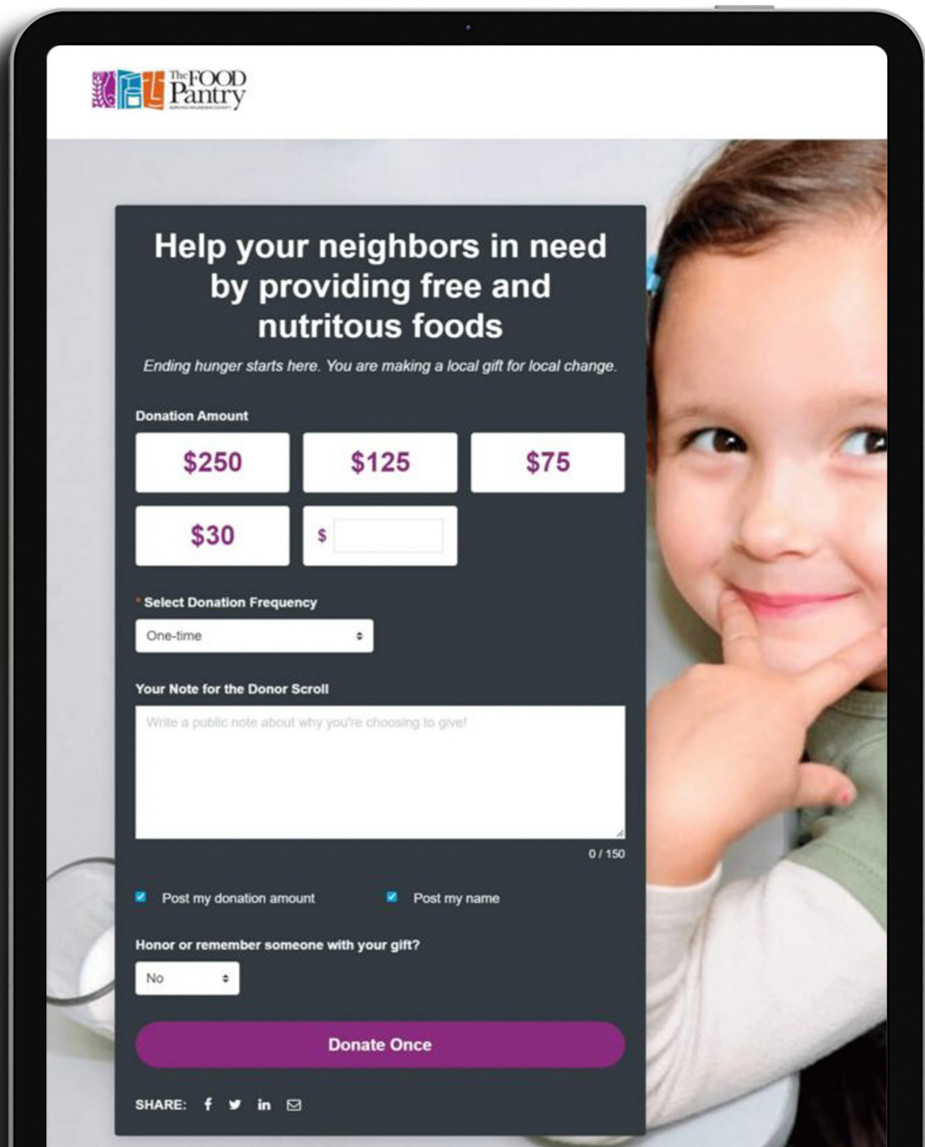
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CREATING A FUNDRAISING GOAL

The **FOOD Pantry Serving Waukesha** County is a nonprofit community organization in Wisconsin, dedicated to providing food, hope, and dignity to the many Waukesha County residents in need of assistance. The FOOD Pantry strives to contribute towards a thriving and healthy community free from hunger. As a part of their fundraising outreach, The FOOD Pantry staff set a goal to **engage their board** in fundraising to help amplify their message through peer-driven campaigns. To accomplish this, they decided to create a peer-to-peer campaign using Bonterra Donor Engagement's Guided Fundraising solution (formerly Network for Good).





IMPLEMENTING THE PEER-TO-PEER FUNDRAISING STRATEGY

At the next board meeting, staff explained how simple it is to run a peer-to-peer campaign with Bonterra Guided Fundraising and the impact it could have on their fundraising goals for the year. With Guided Fundraising's built-in **peer-to-peer tool**, board members and supporters can set their own goals, create their own fundraising pages, and reach out to their family and friends on behalf of the organization in just minutes. Feeling well equipped, the board was excited to take on this new opportunity and the campaign was launched.

BOARD MEMBER FUNDRAISING RESULTS

The campaign was a success! In fact, it was so successful that the board decided to relaunch it just months later so that newer board members could participate. The campaign focused on the organization's infrastructure needs, such as improvements to the building's layout, safety, and atmosphere. A challenging theme for any fundraiser, the board framed it as a good investment in the agency. Using Guided Fundraising's built-in peer-to-peer tool, board members added personal messages and began contacting their networks. To ease any concerns of over-asking, The FOOD Pantry staff checked board member's lists using the **donor management** solution to see if anyone had already given.

Campaign Results

**\$12,500
GOAL**

(originally \$10,000,
increased due to
success and board
interest)

**\$7,600
RAISED**

(at the time of
this case study, the
campaign was still
in process)

**24
NUMBER
OF DONORS**

**14
NUMBER
OF NEW
DONORS**



Looking for peer-to-peer
fundraising capabilities
for your organization?
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