



World Bicycle Relief

Achieving breakthrough results through a combination of strategy, execution, and technology

Challenge

World Bicycle Relief (WBR) is an international nonprofit organization that provides bicycles to those in impoverished nations who need simple, sustainable transportation as a means to access healthcare, education and economic development opportunities.

With a Development and Marketing staff of only two people, WBR relies on the Internet to reach supporters worldwide and automates much of its fundraising using Blackbaud Sphere® (formerly Kintera). In 2007, 80 percent of WBR's donors were making their donations online. However, WBR felt it had only scratched the surface of Sphere's expansive capabilities. As Jill Reid, WBR's Vice President of Development, explained, "We knew Blackbaud Sphere could help us do more online, but we lacked the people, time, and best practices know-how to take full advantage of it."

Like most nonprofits, WBR generates a significant portion of its funds through an end of year campaign. And in 2008, a generous anonymous donor agreed to match every donation made. The ability to tap the full fundraising and outreach potential of Blackbaud Sphere would thus be crucial in helping WBR maximize end of year contributions, while freeing Jill Reid to engage with major donors, foundations and corporate supporters.

Solution

WBR engaged Charity Dynamics in October 2008 to assess how it was using Blackbaud Sphere, to provide coaching on creative ways to extract more value from

the software platform, and to manage the execution of its end of year email campaigns.

To support the campaign, Charity Dynamics worked with WBR to execute a "Friends Asking Friends" email campaign to encourage WBR's existing supporters to help the organization expand its house file. Next, Charity Dynamics implemented three email appeals to be sent in November and December, each revealing funds raised to date and imparting a sense of urgency to donate before the end of the year so that matching funds could be obtained. In response to the appeal, donors could either make a one-time or recurring gift in any amount using Blackbaud Sphere's Donor Management tools, or buy one or more bicycles using the E-Commerce module for \$134 each.



Encouraging list building through a viral email campaign